

Building the Green Economy



Kevin Danaher

Co-Founder
Global Exchange
Executive Co-Producer
Green Festivals
Executive Director
Global Citizen Center
December 11, 2007



WE CONFRONT A MONUMENTAL CHALLENGE

- Every biological system is collapsing: deforestation, species destruction, fish catch plummeting, topsoil eroding, glaciers and polar ice caps melting, ocean levels rising.
- Peak Oil? What about Peak Water?
- Ever heard of the 15 Commandments?

BUT THIS DIRE CHALLENGE PRESENTS AN UNPRECEDENTED OPPORTUNITY

There are huge enterprise opportunities in saving humanity from itself.

- As the destruction of the environment becomes increasingly evident, it gets easier to recruit people to the movement for “conservation economics” . . .
- “Triple-bottom-line” economics will beat single-bottom-line economics . . .
- This is the first truly **global** revolution . . .

LOHAS Market

Lifestyles of Health & Sustainability Sectors 2006

Ecological Lifestyle	Sustainable Economy	Alternative Healthcare	Healthy Lifestyle	Personal Development
\$81.90 billion	\$76.47 billion	\$30.70 billion	\$30.00 b	\$10.63 billion
<ul style="list-style-type: none"> • Ecological home & office products • Organic/recycled fiber products • Environment ally friendly appliances • Eco-tourism & travel 	<ul style="list-style-type: none"> • Green building & industrial goods • Renewable energy • Resource-efficient products • Socially responsible investing • Alternative transportation • Environmental management 	<ul style="list-style-type: none"> • Health & Wellness solutions • Acupuncture, Homeopathy, Naturopathy • Holistic disease prevention • Alternative medicine 	<ul style="list-style-type: none"> • Natural, organics; nutritional products • Food & beverage • Dietary supplements • Personal care 	<ul style="list-style-type: none"> • Mind, body & spirit products, such as CD's, books, tapes, seminars • Yoga, fitness, weight loss • Spiritual products & services

THE GREEN ECONOMY WILL CONTINUE TO GROW RAPIDLY

- Google's recent announcement re: hundreds of millions of \$\$\$ into renewable energy (re/c)
- Growing campus climate activism (Energy Action, our course on creating Sustainability Plans)
- Opposition in Washington DC to mild reform—shows that the solutions must come from the grassroots (sub-title of our book?)

Green Collar Jobs:

The Careers of the Future

- *Green careers can be found in businesses whose goods and services directly improve environmental quality (“green businesses”). They represent important new workforce opportunities for people with barriers to employment. These are high quality jobs, with low barriers to entry, in sectors of the economy that are expanding rapidly.*

Green-Collar Job Sectors

1. Bicycle repair and bike delivery services.
2. Car and truck mechanic jobs, production jobs, and gas-station jobs related to bio-diesel, vegetable oil and other alternative fuels
3. Energy retrofits to increase energy efficiency and conservation.
4. Food production using organic and/or sustainably grown agricultural products.
5. Furniture making from environmentally certified and recycled wood.
6. Green building.
7. Green waste composting on a large scale.
8. Hauling and reuse of construction and demolition materials and debris (C&D).
9. Hazardous materials clean up.
10. Green (sustainable) landscaping.
11. Manufacturing jobs related to large scale production of a wide range of appropriate technologies (i.e. solar panels, bike cargo systems, green waste bins, etc.)

more Green-Collar Job Sectors

12. Materials reuse/producing products made from recycled, non-toxic materials.
13. Non-toxic household cleaning in residential and commercial buildings.
14. Parks and open space maintenance and expansion.
15. Printing with non-toxic inks and dyes and recycled papers.
16. Public transit jobs.
17. Recycling.
18. Solar installation and maintenance.
19. Tree cutting and pruning.
20. Peri-urban and urban agriculture.
21. Water retrofits to increase water efficiency and conservation.
22. Whole home performance (i.e: HVAC, attic insulation, weatherization, etc.)

Green Guardians

- Can you have a green economy without a **green workforce**?
- We are developing a **Green Careers** pipeline to unify green training programs done by the schools, non-profits, government agencies, and companies (curriculum development, service learning, apprenticeships, jobs)

Local Policies Going Green

- City and state legislation shifting toward getting the two “GREENS” to synergize (muscles, not reservoirs): renewable energy, alternative fuels, green building incentives, “waste”?
- Salt Lake City in *Building the Green Economy*...
- San Francisco's PUC waste grease

Local Policies Going Green

- SF PUC plan to help cover the costs of solar panels . . . grants \$3000 - \$5000 per residence, \$10,000 per business (local installer?, close to local power plant?). Cuts cost of solar to half the price when including \$7000 state tax rebate and a federal \$2000 tax rebate.
- Berkeley's plan for initial cost of solar . . .

We are in a transition period.

- Going from an extractive model to a local control, closed loop model:
 - mining and logging towns . . . new model calls for keeping nature healthy . . . More \$ and healthier.
 - opposite of the transnational corporation?

**GLOBAL EXCHANGE IS CREATING
ELECTRONIC AND PHYSICAL HUBS
WHERE “SYNAPSES” ARE FOSTERED**

Green Festivals, GreenMart, and the Global Citizen Center are bringing together government, green companies and non-profit organizations to redefine “community” and accelerate the transition to the locally controlled *green economy*.

www.greenfestivals.org

www.globalcitizencenter.org

GreenMart

www.globalcitizencenter.org

- We have constructed a building in Second Life, the 3D virtual reality social media space
- We will rent space to the **Green Festival** companies and create the first online, three-dimensional eco-mall.
- We are also planning a **green retail model**...



The Global Citizen Center

- Combines affordable housing for teachers (housing subsidy is more efficient than a salary increase)
- and **Green Community Development Center** (GreenMart eco-mall, SF Dept. of the Environment, event spaces, food court featuring local organics, wellness center, Eco-Gym recharging electric cars, etc.)

**CREATING A REAL ESTATE
MODEL THAT CAN**

1. unify the diverse pieces of the **green economy**
2. promote **green community** development (recycle profits locally)
3. provide affordable **green** housing for teachers
4. educate the educators
5. create a replicable model that can be spread to other cities, and then link these local hubs in a global network (“Googleplex”?)

Building the Green Economy



***“To save the eco-system,
we must transcend the
ego-system.”***

Kevin Danaher
kevin@globalexchange.org
Co-Founder
Global Exchange
Executive Co-Producer
Green Festivals
Executive Director
Global Citizen Center

February 4, 2007