

LA REGION GREEN ECONOMY THINK TANK DAY

July 27, 2009

Outcomes Report

OVERVIEW AND PURPOSE

On July 27, 2009, fifty eight leaders working in and across our LA Regional Green Economy came together to collaborate and identify opportunities for moving forward towards a collective vision of achieving a sustainable green economy for the LA Region. The desired outcomes for the meeting were to initiate a conversation across sector, geographic area and communities in the LA Region to recognize all the great work that is being done and to identify new opportunities for further cross-pollination, collaboration and shared visioning. The day was organized to begin discussions around creating common definitions, language and vision for a Green Economy and identifying opportunities, barriers and mechanisms to further our individual and collective goals in achieving this vision. The meeting was a first step in supporting existing efforts and identifying opportunities to further the discussion towards tangible outcomes, benchmarks and solutions for the future collective efforts to support a sustainable green economy in the LA Region.

ATTENDEES

Demographic breakdowns of attendees included looking at: male/female, age, ethnicity, by political affiliation, by sector, by region, years in the field and musical preferences.

Breakdown by Gender:

Female	22
Male	26

* Note: missing 10

Libertarian	3
Peace and Freedom	1
Republican	1
Not listed	1

Breakdown by Age:

<21 years	0
21-29 years	5
30-39 years	20
40-49 years	10
50-59 years	8
60-69 years	5
>70 years wise	0

By years in the field:

<1 year	4
1-3 years	7
4-5 years	8
6-10 years	9
11-15 years	9
16-20 years	3
21-25 years	3
> 25 years	7

Breakdown by Ethnicity:

African American	3
Asian	1
Latino	1
Pacific Islander	0
White	38
Mixed	3
Other	1

* Note: The category American Indian was not included in the choices, so we discussed ensuring this be included in the future events to accommodate all attendees.

By Political Affiliation:

American Independent	0
Democrat	22
Green	6
Independent	14

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ATTENDEES (continued)

By region:

Beach Cities N (Santa Monica, Venice, etc.)	15
South Bay, San Pedro, Long Beach	0
East LA	0
San Fernando Valley	3
Pasadena, Burbank, Glendale	4
West LA	11
Downtown	10
USC and South LA	10
Hollywood, Silver Lake, Echo Park, Los Feliz	4
San Diego	7
Orange County	1
Inland/Desert	0
Ventura, Santa Barbara	1
Other	9

By sector:

Association or Group	1
Business	22
Community	1
Education/Academic	4
Finance/VC	3
Government	6
Nonprofit	8
Philanthropy	0
Other	3

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CORE QUESTIONS & IDENTIFIED OPPORTUNITIES

Attendees were asked to prioritize from three initial questions to identify common areas of interest:

- What are the barriers, issues and challenges that we need to address that are facing your or our organizations, businesses, communities, etc. to achieve our LA Green Economy?
- What are the characteristics of a fully realized LA Green Economy so we become a world class green economy and model for others (by 2050)?
- What are the categories that define and/or the components or elements that make up Our LA Green Economy so we are working with the same definitions and create a common language to start with?

From this list the majority prioritized identification of barriers and challenges. While the groups broke out into three groups to answer all three questions, we only had time to report out on the top priority question of barriers. The top 10 identified barriers include:

1. **Funding and Money** – A need for better access to capital (private and government), lack of green accounting or whole systems accounting and triple bottom line and otherwise.
2. **Financial and Corporate Systems** – A need for these systems to model the new economy. That is, systems that model an economy that focuses on triple bottom line and incites doing good and making profit at the same time, etc.
3. **Leadership** – A lack of leadership in policymaking, education, business and across sectors in focusing on a green economy.
4. **Politics** – The need for more politicians to be committed to a green economy and more interdynamic politics.
5. **Silos** – Different groups and sectors are not working together. There is a lot of good work going on across sectors, but there is a lack of collaboration and common effort to work towards a collective green economy.
6. **Youth** – There is a need to better engage youth in sustainability through education and otherwise.
7. **Real Cost** – There is a need for products and competitive pricing to make the shift over to green products. Efforts need to be made to define and propagate the true price of sustainability.
8. **Diversity** – There needs to be more diverse inclusion and participation in green economy efforts to make certain that the movement engages all communities, every class and group, to not further the socio-economic and cultural divide.
9. **Perception and Behavior Shift** – There's a big gap between what people think it means to switch to a sustainable lifestyle and what it really takes. Providing information, resources and support to make this shift are needed.
10. **Mass Media and Culture** – We need more consistent and positive messages from the media daily reporting on climate change, green issues, etc. to move these issues into the mainstream consciousness.

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COMMON GROUND & DIVERSITY

With the technology, it was possible to see areas of common ground and areas of diversity. Some of these areas are outlined below.

- Funding and money as barriers were identified in the top three for women and men; for ages 30-39, 40-49, and 50-59; and for White, Asian and Mixed Populations.
- Below are other areas of common ground and diversity when split up by gender, age and ethnicity.

Top 3 Priority Barriers by Gender

Female (n=22)	Male (n=26)
Funding/Money (8.8)	Funding/Money (8.5)
Perception/Behavior Shift (8.3)	Leadership (8.2)
Financial and Corporate Systems (8.2)	Silos (8.2)

Top Priority Barriers by Age

21-29 (n=5)	30-39 (n=20)	40-49 (n=10)	50-59 (n=8)	60-69 (n=5)
Politics (9.5)	Funding/ Money (8.8)	Funding/ Money (9.2)	Funding/ Money (9)	Leadership (8.6)
Youth (9.3)	Real Cost (7.9)	Financial/ Corporations (8.9)	Mass Media (9)	Utilities (8.5)
Silos (9.2)	Silos (7.8)	Silos (8.3)	Financial/ Corporations (8.9)	Financial/ Corporations (8)

Top Priority Barriers by Ethnicity

African American (n=3)	Asian (n=1)	Latino (n=1)	White (n=38)	Mixed (n=3)	Other (n=1)
Youth (8.7)	Funding/ Money (10)	Youth (10)	Funding/Money (9.1)	Leadership (9.3)	Diverse Participation (10)
Silos (8.7)	Politics (10)	Real Cost (10)	Financial/ Corporations (8.3)	Funding/ Money (9)	Perception (10) Vested interest (10)
Perception Behavior (8.5)	Diversity & Financial (9's)	Lack Vehicles & Utilities (10's)	Silos (8.2)	Diverse Participation (9)	Politics (10) Physical aspects (10)

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ADDITIONAL QUESTIONS ADDRESSED IN BREAKOUT SESSIONS

In addition to the questions reported out through the technology, the participants broke into groups to answer these questions, with the following key themes identified:

- What are the characteristics of a fully realized LA Green Economy so we become a world class green economy and model for others (by 2050)?
 - One table prioritized: Collaboration and partnerships are crucial, world-class business friendly region and focus on local economic growth that can lead to exporting of knowledge, products and services
 - Another table identified: Public transport by 2050 would be multi modal, affordable, and serving all communities; alternative fuel represents a majority of the fuel used; every job is a green job; making money in every endeavor becomes about doing some good for the planet; a smart energy grid and water independence; resources will be fully optimized; no waste; and the education system will undergo a green conversion.
- What are the categories that define and/or the components or elements that make up Our LA Green Economy so we are working with the same definitions and create a common language to start with?
 - Table prioritized: food, land use, agriculture; housing; water; waste, energy and energy use and social equity across all categories.

NEXT STEPS

Toward the end of the day, we asked participants if they felt value in convening future Think Tank Events. Of 37 participants, on a scale of 1-10, overall participants voted an 8.2 in support of future Think Tank days and supporting other efforts. When asked what people would want to see accomplished at future meetings and what questions would be particularly relevant to help organizations move forward in their own green economy agenda as well as working towards a collective green economy vision, the top responses included:

- What are the potential solutions and how do we implement those solutions to create our ideal LA Region Green Economy? (relative scale of value 9/10)
- How do we educate and teach youth all aspects of the green economy and engage them in the dialogue?
- What are the collective short range objectives to create our green economy by 2020?
- What specific policy changes are needed that are not in place that need to be revamped, thrown out or made new?
- What are the benchmarks and indicators to assess progress in reaching our goals?
- How do we make green business the most profitable way of doing business?
- How do we create an economic system that incorporates the true cost of everything we make, e.g. our natural capital?
- What are the barriers and challenges to growing our green economy?
- How do we articulate and implement financial models for the green economy while still valuing social equity and implementing sustainable practices that might cost more?
- What new partnerships are needed to further support us moving towards our green economy?
- What are the different needs of specific regions of LA and how will this play into localizing solutions?

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- What's working now? Identifying best practices, who's doing what and completing a mapping of the LA Region.
- How do you articulate the message to the entire community?
- Who's who in the green economy? Defining the movers, shakers and power point/players to partner with and influence to have most impact?
- What are the characteristics of a fully realized green LA economy? (7.4 relative scale)

OUTCOMES OF THE DAY

Additionally, when asked what to do with the outcomes from the day and for future, participants prioritized the following:

1. Provide a list of emails, contact info, etc. of who attended the event to all attendees. (9.8/10; Completed)
2. Provide all the information of what was learned in the meeting – content, voting results and ideas from all of the table discussion. (In process)
3. Create a visualization of the constituencies across the green economy and where the overlap is so we form strategic partnerships.
4. Find ways to market the findings to bring sponsorship to this effort.
5. Get businesses on board for sponsorship in a major way to drive policy.
6. Organize the input from everybody (a general summary – this report) and turn it into a policy recommendation or white paper for elected officials and get to the press.
7. Identify what all the participants will do to continue to work together as a team and follow through.
8. Create a press release of outcomes.
9. Involve academia and create a core partnership to spread it out further to other groups.
10. Seek out collaborations between other cities around mapping, strategic alignment and other tool and resource sharing.
11. Conduct a survey on all matters related to Green business and the Green Economy (7.6/10).

EVALUATION OF THE PLANNING SUMMIT

At the end of the day, participants were asked to evaluate the day. Participants rated the following:

- I felt heard = 8.6/10
- We had a successful experience = 7.9
- The voting technology was used effectively = 7.9
- I am excited to bring this work/these ideas back to my ongoing work = 7.8
- I liked the format = 7.3

Overall, participants were satisfied with the day and felt heard, felt the information was useful, and the experience was successful.

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LIST OF ATTENDEES

Alexandra Paxton	CRA/LA LA County Metropolitan Transportation Authority (METRO)
Alvin Kusumoto	Arcwire.org
Andy Mannle	LACCD
Angela Reddock	Haworth
Anna Wechselberger	Seed Lady from Watts
Anna-Marie Carter	Sustainable Resource Management
Art Purcell	Sustainable Works
Barent Roth Ben Clayton	Imani Energy
Ben Clayton	LA Urban League
Billy Williams	Solar Projects
Byron Head	Tree People
CANDICE Russel	Sustainable Business Council
Carrie Norton	Link TV
Catherine Day	Verde Exchange Conference
David Able	PV Jobs
Deb Deras	C D Tech
Denise G Fairchild	Energy Services & Technologies Inc.
Earnest Preacely	Causemopolis
Elizabeth Stewart	Green Media Consulting
Evan Kopelson	Green Business Consultant
Ferris Kawar	Funk Ventures
Fran Seegul	Greenopia
Gay Browne	LAANE
Greg Good	South Bay Cities Council of Governments
Jacki Bacharach	One Vision Street
Jacques Anderson	Climate Prosperity Project
James Hanusa	Euphoria Loves Rawvolution
Janabai Amsden	Real Talk Online
Jay Levin	The Vector Group
Jeff Hayes	Imani Energy
Jeffrey Richardson	City of Santa Monica – Economic Development
Jennifer Keller-Taylor	Veteran of the Solar Energy Industry
Joel Davidson	CRA/LA
Kristina Bedrossian	U. S. Green Building Council-Los Angeles Chapter
Lance A. Williams	USC/ Consultant
Laurie Kaye Nijaki	Clean Green Guy
Leon Kaye	LAANE (LA Alliance for A New Economy)
Lora O'Connor	Craton Equity Partners
Luke Hayes	

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Martin Tull	FORMOS, Climate Prosperity Project
Michael Kaliski	Omniquest Media
Molly Lavik	Sustainable Business Council
Nick Keslinger	Pegasus Capital Advisors
Paul Bunje	UCLA Institute for the Environment
Rachael Waugh	City of Santa Monica
Rodney Davis	Southern CA Gas Company
Ron Shultz	International Social Action Film Festival
Scott Badenoch	Creative Citizen
Sean Arian	Office of Mayor Villaraigosa
Shannon Parry	City of Santa Monica Sustainability
Shelley Billik	Warner Bros. Entertainment Inc.
Steve Glenn	Sustainable Business Council
Tim Donovan	Shangri-La Industries
Virginia Palmer, Ph.D.	Resources Unlimited
Wigs Mendows	Municipal Water District
Woody Clark	Clark Strategic Partners

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COORDINATION TEAM

Gregory Wendt, CFP is the visionary and founder of the Green Economy Think Tank Day (GETTD), a project of "Living Economy Circle", a 501(c)3 and of Earthways Foundation. He is Director of Sustainable Investing at Enright Premier Wealth Advisors, Inc, a well established Registered Investment Advisory Firm with over \$700 Million under management www.gregwendt.com. Greg is co-founder of the non-profit community Green Business Networking (GBN), a networking group of over 2,500 business owners and professionals committed to greening the LA Regional economy. Green Business Networking is the Los Angeles network of the national association of business networks called "Business Alliance for Local Living Economies" (www.livingeconomies.org). Greg is on the advisory board of Creative Citizen, Inc. and The Sustainable Business Council of Los Angeles and he is a member of the California Green Workforce Coalition.

Chris Bui was the lead facilitator for the event. Chris Bui founded the 5th Medium I.C. (Interactive Communications), an organizational development and interactive meeting movement with a vision to revolutionize the way communities, local governments, corporations and nonprofits communicate, build consensus, achieve goals, and change their world. Since 1991 Bui has planned and co-facilitated over 1,100 interactive town halls & meetings using OptionFinder, the world's leading collective intelligence tool. Bui works to engage the public, elected officials, issue experts, and businesses in a high-performance team relationship to realize the promise of Democracy and collaboration. Chris can be reached at ca5bui@comcast.net.

Pilar Stella Ingargiola was the supporting facilitator and author of this report. Pilar Stella Ingargiola, MPH, is the CEO and Founder of OneGiving™ (www.onegiving.com) a humanitarian company working to "evolutionize" giving using technology, media and marketing to create change on the planet. Pilar has facilitated multi-sector collaborations and processes for over 15 years across public and environmental change. She has facilitated meetings, written reports and overseen high level policy processes and commissions with Governors, legislators, philanthropists, chambers and other community, state, national and international leaders. Pilar is also the author of two books *Seeking Serenity* and *Being the Present 101 Ways to Inspire Living and Giving*. Pilar may be reached at pilar@onegiving.com or www.pilarstella.com.

Other Key Members of Our Coordination Team

Kate Lutz - Consultant, Creatively Green – Policy and Programming for GETTD

Bruce Dear - Pure Bamboo, President - Outreach and Team Coordination GETTD

Francis DellaVecchia - Founder, Cultural Connections – Sponsorship and Event Producer GETTD

Kathy Chew – Attorney & Educational Program Consultant – Event Production for GETTD

Table Facilitators

Scott Badenoch – CEO Creative Citizen

Ferris Kwar – Green Business Consultant

Kate Lutz - GETTD Team

Francis DellaVecchia - GETTD Team

Martin Tull - Dir. Sust. Tech FORMOS

Melanie St. James – Exec Dir Empowerment Works

Ben Clayton – Co Founder Imani Energy

James Hanusa – VP Climate Prosperity Project

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FOR ADDITIONAL INFORMATION

All source data for this outcomes report and detailed notes from the breakout tables are freely provided upon request. Email us at greenlaeconomy@gmail.com

The Green Economy Think Tank Day is produced by The Living Economy Circle, a 501(c)3 project of Earthways Foundation.

The Living Economy Circle (LEC) creates opportunities for developing new collaborative processes and direction among leaders of the public and private sectors to evolve the use of sustainability principles and practices in order to grow a regional green economy which better serves its citizen's health, marketplace and lifestyle.

LEC events and programs are designed to create frameworks that bring together leaders from business, education, government, health, technology, community, and other sectors currently active in building a regional green economy. LEC works with its participants through various think tanks, forums and web based communications to pinpoint ways to accelerate the expansion and integration of the green economy of the Greater Los Angeles Area with an eye on its long-term success and ability to serve its communities.

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