



L.A. Region Green Economy Think Tank Day

OUTCOMES REPORT: IDEAS INTO ACTION AUGUST 24, 2010

OVERVIEW AND PURPOSE

Reinvention and acceleration of the local green economy is presenting itself as one of the biggest growth opportunities for the Los Angeles region. Today, however, there are few cohesive efforts to gather the community of leaders and practitioners specifically to identify and implement solutions for our region's green economy. The purpose of the L.A. Green Economy Think Tank Day is to link progress and innovation, as accelerated by convening the stakeholders, practices and undertakings contributing to the sustainable marketplace.

Transforming a region to the forefront of building the green economy translates to new revenue streams for achieving financial prosperity in the Los Angeles region. The more we gather to establish our shared objectives, the easier it becomes to act on new opportunities and partnerships — locally, statewide and nationally. By understanding our interconnections we can better leverage collective next steps. The advancements we make together will improve wellness at all levels of sustainability.

On August 24, 2010 over 115 sustainability leaders working in and across the LA Region Green Economy came together to accelerate ideas into action. We built upon last year's preliminary event, which identified key barriers to the region's green economy, opportunities and desired outcomes. The focus this year was to facilitate dialogue in key working groups to transform ideas into action over the next 12 months.

Facilitated breakout groups, designed to create action oriented discussions, created opportunities for developing new collaborative actions and projects to expand and build a thriving sustainable economy for the LA Region. The sessions were topic-driven and interactive. The day encouraged cross-sector interactions, and delivered techniques to support a range of expertise and participation.

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

ATTENDEES

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

Green LA Economy Demographics

What gender are you?

% - #

| | | |
|----|----|--------|
| 46 | 45 | Female |
| 54 | 53 | Male |

What age are you?

% - #

| | | |
|----|----|---------------------------|
| 0 | 0 | Younger than 21 Years Old |
| 16 | 16 | 21 to 29 |
| 21 | 21 | 30 to 39 |
| 32 | 32 | 40 to 49 |
| 19 | 19 | 50 to 59 |
| 11 | 11 | 60 to 69 |
| 0 | 0 | 70 Years Old or Wiser |

Which of the following political affiliations best describes you?

% - #

| | | |
|----|----|------------------------------|
| 1 | 1 | American Independent Party |
| 54 | 52 | Democrat |
| 7 | 7 | Green Party |
| 27 | 26 | Independent (non-affiliated) |
| 0 | 0 | Libertarian |
| 0 | 0 | Peace & Freedom Party |
| 2 | 2 | Republican |
| 8 | 8 | Not Listed |

What is your primary ethnicity?

% - #

| | | |
|----|----|-------------------|
| 7 | 7 | African American |
| 3 | 3 | Asian |
| 4 | 4 | Latino |
| 1 | 1 | Native American |
| 1 | 1 | Pacific Islander |
| 69 | 68 | White |
| 10 | 10 | Mixed Ethnicity |
| 1 | 1 | Not listed |
| 3 | 3 | Prefer not to say |

Which of the following geographies best describes where you live?

% - #

| | | |
|----|----|-----------------------------|
| 31 | 27 | Beach Cities N |
| 10 | 9 | South Bay, San Pedro LB |
| 2 | 2 | East LA |
| 7 | 6 | San Fernando Valley |
| 9 | 8 | Pasadena, Burbank, Glendale |

| | | |
|----|----|--|
| 30 | 26 | West LA |
| 1 | 1 | Downtown LA |
| 2 | 2 | USC & South LA |
| 7 | 6 | Hollywood, Silver Lake, Echo Park, Los Feliz |

Which of the following geographies best describes where you live?

% - #

| | | |
|----|----|-----------------------|
| 1 | 1 | San Diego |
| 1 | 1 | Orange County |
| 3 | 3 | Inland/Desert |
| 3 | 3 | Ventura/Santa Barbara |
| 91 | 80 | Other |

Which sector do you work in/represent?

% - #

| | | |
|------|----|--------------------|
| 4.3 | 4 | Association/Group |
| 41.5 | 39 | Business |
| 1.1 | 1 | Community |
| 14.9 | 14 | Education/Academic |
| 3.2 | 3 | Finance/VC |
| 7.4 | 7 | Government |
| 20.2 | 19 | Nonprofit |
| 2.1 | 2 | Philanthropy |
| 5.3 | 5 | Other |

How long have you worked in your current sector?

% - #

| | | |
|------|----|--------------------|
| 8.2 | 8 | Less than 1 year |
| 19.4 | 19 | 1 to 3 years |
| 11.2 | 11 | 4 to 5 years |
| 16.3 | 16 | 6 to 10 years |
| 12.2 | 12 | 11 to 15 years |
| 8.2 | 8 | 16 to 20 years |
| 9.2 | 9 | 21 to 25 years |
| 15.3 | 15 | More than 25 years |

Which group/topic did you work on?

% - #

| | | |
|----|----|------------------------------|
| 22 | 10 | Capital and collaboration |
| 20 | 9 | Green Economy & media |
| 18 | 8 | Education |
| 27 | 12 | Financing & Solar |
| 4 | 2 | Coordination & Harmonization |
| 9 | 4 | Buy Local |
| 0 | 0 | Changing Governing Mindset |

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

FLOW OF THE DAY

The day began at the Santa Monica Civic Auditorium with the invocation by Chumash Tribal Elder Mati Waiya from the Wishtoyo Foundation. Mati Waiya reminded us all of our connection to the earth, our ancestors and that all life is to be held high in our mind in all endeavors of our civilization. The attendees were welcomed by Dean Kubani, Director of the City of Santa Monica's Office of Sustainability & the Environment, who shared the City's commitment and vision for sustainability principles and practices.

GETT Founder and co-creator, Gregory Wendt, and Lead Facilitator, Chris Bui, outlined key goals for the day. The core theme of the day was proactive discussion about "ideas into action." Attendees were instructed to utilize the previous year's recommendations and assessments to inform and inspire their action ideas. Co-Facilitator Pilar Stella Ingargiola led everyone in introductions, and helped guide the flow of the day.

At the core of the facilitation led by Chris Bui was a collective intelligence platform that provided keypads to all participants to weigh in and vote on questions and decisions being discussed and to interactively identify new solutions, group solutions and different scenarios. Through real time voting, this facilitation technique enabled the group to move through a wide range of topics and identify areas for action, areas of agreement, disagreement and areas to work on in the future.

The results from the July 27, 2009 Green Economy Think Tank Day were discussed. A key set of results informing this year's event were the lists of barriers and challenges to the growth of LA's Green Economy, including:

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.

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

After the review of the 2009 outcomes, participants organized themselves around topic tables many of which were informed from last year's list of barriers and opportunities. The topic tables were as follows:

Capital & Collaboration – Assessing the Financial Landscape

Green Economy Media Initiatives

Education Initiatives – Youth and Sustainability

Buy Local Campaigns & Local Economy Initiatives

Coordination and Harmonization amongst Green Business Certification Efforts in the LA Region

Financing Solar Initiatives for the LA Region

How Do You Change the Mindset of Business Owners and Consumers to Emotionally Connect to Sustainability?

OUTCOMES

From these topic tables, each group identified the key issues within each topic to be addressed. Solutions to address these issues were brainstormed and deliberated. After breaking out into smaller groups, the attendees came back together as a whole to prioritize and vote on the top issues and further explore the solutions. Below are the top outcomes from the working groups. Additionally, we have included the discussions identified in the other smaller breakout groups, which were not brought back to the larger group to prioritize due to time. The following results from the topic tables are drawn directly from their discussions. The extended outcomes are available by emailing the organizers at info@greeneconomythinktank.org.

When the attendees came back together as a whole to evaluate the findings and commitments from the working groups, the innovative “collective intelligence” technology to gather feedback and prioritize the items based on the views of all the attendees of the event was utilized. This enabled participants in all groups to comment on the ideas. This was a lively and interactive part of the day for those who were in attendance after lunch.

The results are listed below with numbers assigned to identify and quantify the views of those who participated in this portion of the day. These figures enabled the smaller working groups to move forward with the understanding of the items which were prioritized by the entire Green Economy Think Tank Day community. In the coming events, these items will be guidelines to evolve action steps.

Each participant was provided a key pad with figures from 0 to 10 and was asked in the voting process to identify the degree of importance and priority they felt each item was for evolving the region's green economy.

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

N (Number) = Total Number of Votes from the GETTD participating attendees.

Avg. (Average) = The average FROM 1 to 10 of the degree of importance and priority of an item that GETTD participants indicated in the voting session.

Div. (Diversity) = On a scale of 1 to 100, the lower the number, the higher the agreement. The "diversity" is the degree of priority that the participants assigned. This is a measure of the range of opinions from the entire voting group. If for example, everyone voting had the same opinion about the priority of an item the diversity would be "0" and if half felt that it was a top priority and voted "10" and the other half felt that the item was not at all a priority and voted "0" the diversity of that vote would be "100." Diversity is helpful to determine the level of agreement in the group, and is a measure of certainty that the item is or is not a priority for the participants in the room.

#1: Capital & Collaboration - Assessing the Financial Landscape

All Participants Subgroup - total votes by every participant

Sub Table One - Create a central source for end users to capital funding of clean technology

| | <i>N</i> | <i>Avg</i> | <i>Div</i> |
|--|----------|------------|------------|
| Creation of a central repository of information tied to education and outreach for a step by step process to get funding for clean technology. | 68 | 7.9 | 17 |
| Clean Technology: Research focused on end users - funding sources, step by step to clean technology monies available | 65 | 7 | 23 |
| Identify and capitalize on current regional strengths related to clean technology. | 65 | 7 | 17 |

Sub Table Two - Creating Green Capital & Revenues through Collaboration, Sharing & Education

| | <i>N</i> | <i>Avg</i> | <i>Div</i> |
|---|----------|------------|------------|
| Create a regional/state green bank for green pool of money/lending | 62 | 7.9 | 20 |
| Create cooperative, collaborative, peer-to-peer direct lending (nonprofit) including green think tank cooperative | 61 | 7.8 | 14 |
| Create regional investment opportunities for locals to invest in local lending & sustainability | 65 | 7.6 | 15 |

#2: Green Economy Media Initiatives

All Participants Subgroup - total votes by every participant

| | <i>N</i> | <i>Avg</i> | <i>Div</i> |
|--|----------|------------|------------|
| Green issue and green product placement in movies and TV. | 61 | 7.5 | 19 |
| Using athletes, actors, celebrities, and musicians to serve as allies and spokespeople for being Green | | | |
| Media blocks for sustainability messages with celebrity roles models. | 60 | 6.7 | 26 |
| Promoting green media production certification - i.e.: a movie set is green; for a production house to be Green | 61 | 6.5 | 33 |
| Using a wider version of this group to actually leverage the companies to get the products and services embedded in story lines. Carrot mob and consortium combined. | 54 | 6.5 | 31 |
| Forming a consortium of companies to back green products, creating vested interests in products' success. | | | |
| Creating webspace (website, portal, etc.) where consumers may choose a vetted certified" product to buy or feature." | 59 | 6 | 31 |

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

#3: Education: Initiatives, Youth, & Sustainability

All Participants Subgroup - total votes by every participant

N Avg Div

Sub Table One-- Big Idea - Green Internships

| | | | |
|--|----|-----|----|
| Integrate environmental literacy (ensure adequate understanding of BASIC sustainable issues) | 50 | 8.7 | 12 |
| Placement into green jobs. | 51 | 7.7 | 17 |
| Offer more sustainable internships (have green businesses offer more internships/mentorships, 3 colleges participate in internships) | 50 | 7.5 | 19 |
| Go to locally owned green business to ask them how they need support to create green internships. | 49 | 7.1 | 23 |

Sub Table Two-- Create pathways for environmental literacy and action

N Avg Div

| | | | |
|---|----|-----|----|
| Include science and environmental education for more in school and afterschool programs - a local garden at every school | 55 | 8.2 | 20 |
| Create partnerships with NGO's and business for environmental training resources and employment options (internships, jobs) past K - 12 | 51 | 7.6 | 22 |
| Create community networking events/opportunities around existing state and local environmental education programs - EEI [Ed & Env. Initiatives], STEM (Science, Technology, Engi. Math), No Child Left Inside | 55 | 7.5 | 21 |
| Tapping into existing strategies and partnerships with LAUSD, USDA, Federal Program, and the department of Education that have initiatives in place. | 57 | 7.5 | 30 |

****The following commitments were created in breakout groups without sufficient time to generate feedback and vote from the entire group, as we did for the Capital, Education and Media groups above.**

#4: Financing Solar Initiatives for the LA Region

- Business plan/strategic plan for the development of clearinghouse
- Collect info and scan on success cases
- Continue to engage stakeholders at table and new stakeholder
- Create a clearinghouse of info regarding solution of financing solar
- Research who is working on similar issues

#5: Coordination & Harmonization Amongst Green Business Certification

- Engage and educate consumers of Green Certification benefits to create demand for green business
- Financing certification process: solutions
- Increase communication between public and private sector stakeholders
- Collecting and sharing data - quantifying green efforts/actions to show savings.

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

#6: Buy Local Campaigns & Local Economy Initiatives

Create regional support network
Develop case studies of existing initiatives
Identify and implement metrics to measure success
Identify tools and resources to support these initiatives and make them self-sustaining.

#7: How do you change the mindset of business owners and consumers to emotionally connect to Sustainability?

Organize 'Days of Action', such as "power down day", "bike day", "yoga day", "no car day", that people can see specific results of their actions.
Integrated follow-up "and scalable" programs including workshops and online programs that continue the emotional connection established in action days harness peer power.
Create and publicize "aha" stories when people had their shift toward and awareness of global sustainability.
Fun adventures and journeys "Chumas or India Retreats" that facilitate emotional connections to the Earth - we call it the Green Scrooge - where people find the heart of the matter.
LA Green Survivor Local TV show.
Expand education/training of Sustainable Works programs, or similar programs, to the City of LA.
For businesses, create a best case/worst case scenarios "like videos" showing end of life product consequences.
Create online game that shows LA past and LA future.

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

EVALUATION

At the end of the day, the group utilized the keypad technology to evaluate the day. Overall the group felt positively about the effectiveness, success, usefulness and flow of the event and felt there should be another event in 2011.

| | <i>N</i> | <i>Avg</i> | <i>Div</i> |
|---|----------|------------|------------|
| The voting technology was used effectively and added to the event | 46 | 8.8 | 11 |
| Based upon my new/current understanding, I believe that we need an event like this in 2011. | 45 | 8.3 | 20 |
| We had a successful Think-Tank experience | 48 | 7.6 | 19 |
| I felt heard | 48 | 7.5 | 28 |
| I am excited about bringing this work/these ideas back to my ongoing work | 46 | 7.5 | 22 |
| I liked the format | 48 | 7.2 | 29 |

CONCLUSIONS

As a result of these outcomes, the organizers, attendees and subcommittees are moving forward on the following steps:

1. Identify a team to conduct a study before the next LA Region Green Economy Think Tank Day to understand the scope of the Green Economy Efforts in the region. The aim of such a study and/or survey would be to identify areas where there is overlap, duplication and/or gaps in green economy initiatives.
2. Committees created in the working groups will meet in the coming months and over the course of the year to develop the action steps identified by each group.
3. Identify and develop an online collaboration tool to support these working groups in their efforts. This online medium will be a place where they can share tools, contacts and resources and use, organize and track progress, successes and challenges.
4. A six month update report will be produced to share with all constituents the progress of actions and collaborations resulting from GETTD.
5. Create a widely distributed press release with highlights from the Green Economy Think Tank Day.
6. Continue to grow our Contact Database of peoples and organizations working to develop the Green Economy of LA and to include them along with our current attendees as the LA Region Green Economy Think Tank Day 2011 is developed.

Overall the Green Economy Think Tank effort will require the collective commitment of the attendees of the event in partnership with the organizers, table chairs and sponsors to enable the action steps to take place and the creation of a LA GETTD in 2011. The event was an inspiring experience in that it brought about the possibility of real actions from a one day gathering.

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

LIST OF ATTENDEES

| | |
|-------------------------|--|
| Beth Abels | Pierce College |
| Jessica Aldridge | Burbank Green Alliance |
| Carolyn Allen | Solutions For Green |
| Frank Angiuli | Green Light district |
| Grant Barbeito | Earth Protect |
| William Benjamin | Healthy Child Healthy World |
| Laura Berland-Shane | Siemens |
| Val Bisharat | Clif Bar & Company |
| Susy Borlido | Sustainable Works |
| Elisa Brown | PowerForce Intelligent Energy |
| Patrick Brown | Sempra Utilities |
| Karl Bruskotter | City of Santa Monica |
| Chito Cajayon | Los Angeles Community College District |
| Colleen Callahan | UCLA Luskin Center for Innovation |
| Dr. Alistaire Callender | Los Angeles Southwest College |
| Christian Campisi | The Green Utility |
| John Canning | mediaSHERPA |
| Carolyn Casavan | San Fernando Valley Green Team |
| Malcolm Casselle | Media, Technology, & Finance |
| Eva Choi | City of Hermosa Beach |
| Ben Clayton | Imani Energy, Inc. |
| Mike Colosimo | Sprout DM & Buro Happold |
| Stuart Cooley | City of Santa Monica |
| susan cox | GPG Inc/Environmental Ed Svc |
| Suzy Coyle | |
| John DeGolyer | BizEx |
| Francis DellaVecchia | Cultural Connections LLC |
| Bruce Devan | Tower 20 / Producers Guild Green Committee |
| Jessica Duboff | Los Angeles Chamber of Commerce |
| Torin Dunnavant | TreePeople |
| John Eddins | The Learning Bank |
| Ebiza Elham | California Recycles, Inc |
| Susan Emmer | Farmacy Agency |
| Katherine Engel | ARC Sustainability |
| Alex Fay | City of LA |
| Jordan Fischer | Angeleno Group |
| Joe Flood | Indigenous Designs |
| Mike Flynn | Opportunity Green |
| Diane Forte | Forte Green Strategies |
| Laura Franke | Clean Energy Advocates, Inc. |
| Max Gail | LAP |
| Kieran Gaine | GCT Ventures |
| Gina Garcia | Sustainable Works |
| E.B. Gendel, Ph.D. | Woodbury University, Burbank |
| Monica Gilchrist | ICLEI-Local Governments for Sustainability |

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

| | |
|-------------------------|--|
| Ahuvi Goldin | Producers Guild Of America |
| Jessica Goodheart | LAANE |
| Nora Hakkakzadeh | UCLA Luskin Center for Innovation |
| James Hanusa Global | Urban Development |
| Morgan Harwith | Clear Water Holdings, Ltd. |
| Matt Henigan | Presidio Graduate School |
| Michelle Hernandez | Sempra Utilities |
| Lizette Hernandez Moore | CDTech |
| Tim Hightower | Terra Verde Corporation |
| Kimber Holt | Terrestrial Carbon Analytics |
| Joseph Huser | Joe Huser, Esquire |
| Jacqueline Jimenez | Terra Verde Corporation |
| Michael Kaliski | Good Planet Media/Omniquest Media |
| Kris D. Kimble | the green hive/Greenhive Foundation |
| Steven Kiralla | Producer Guild of America |
| Nick Kislinger | Office of the Secretary of Education - State of California |
| Alvin Kusumoto | LA County Metropolitan Transportation Authority |
| Molly Lavik | Sustainable Business Council of Los Angeles |
| George Leddy | Los Angeles Community College District |
| Valerie Lertyaovarit | Sempra Utilities |
| Jay Levin | Community Media Project & GETTD advisory board |
| Heidi Luko | Clean Agency |
| Doug Mazzeffa | Greenopia |
| Robert Mejia | South Bay Workforce Investment Board |
| Jody Menerey | CleanTech Los Angeles |
| Diane Moss | Office of Jane Harmon, Member of Congress |
| Laurie Kaye Nijaki | Employment Development Department |
| Carrie Norton | PetersenDean |
| Scott O'Brien | Environment Now |
| Sharon O'rourke | Southern California Gas Company |
| Terry O'Day | The Green Life Company, LLC |
| Gino Paino | Studio 2902 |
| Giora Pasca | American Solar Power Inc. |
| Steven Peacock | Green Globe International, Inc. |
| Linda Piera-Avila | South Central Farmers Support Committee |
| Scott Powell | EarthClub |
| Jonty Pretzer | Pretzer Green Consulting |
| Michele Prichard | Liberty Hill Foundation |
| Jeffrey Richardon | Imani Energy Inc. |
| Andrea Robinson | ARC Sustainability |
| Linda Y. Robinson | Venice Community Housing Corporation |
| Barent Roth | Sustainable Works |
| Candice Russell | TreePeople |
| Martin Schlageter | Coalition for Clean Air |
| Ron Schultz | Legacy XXI Institute |
| Steve Sedlic | GatherGreen |
| Kara Seward | Office of State Senator Fran Pavley |

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

| | |
|---------------------------|---|
| Benjamin Shakin | Green Business Networking |
| Brendon Sher | Los Angeles Community College District |
| Janet Siderman | Green Solutions |
| Samantha Silverman | Powersmiths International |
| Schoen Smith | LA CAUSA |
| Parsa Sobhani | Coro Southern California |
| Jim Stewart, PhD | Sierra Club |
| Lisa Taylor | L.A. Greens |
| Jennifer Taylor | City of Santa Monica |
| Ann Teall | Sempra Utilities |
| Miriam Thompson | Global Green |
| Brian Thurston | Consultant |
| John A. Tikotsky | Tikotsky & Associates |
| George Velarde | Sustainable Industries |
| Rinaldo Veseliza | Build-LACCD |
| Ying Wang | URS |
| Bobbie Wasserman | Wave2 Alliances |
| Todd Waxler | Terra Verde Corporation |
| Jason Weiner | Wishtoyo Foundation/Ventura Coastkeeper |
| Lance A. Williams, Ph. D. | USGBC-LA |
| John Zinner | Zinner Consultants |

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

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. Greg is also Director of Sustainable and Responsible Investing for EP Wealth Advisors www.epwealth.com. Greg advises clients who want to align their wealth through investments that reflect their priorities and concerns for a better world. Greg is considered one of the nation’s leading experts in Sustainable and Responsible Investing. He began his career as a financial advisor in 1991 and worked with Smith Barney, Paine Webber and Prudential Securities prior to joining EP Wealth Advisors, Inc. in 2002. Mr. Wendt is the co-founder of the non-profit “Green Business Networking” www.greenbusinessnetworking.org, a community of over 3,500 green business owners and professionals in Los Angeles dedicated to green economy, and the Co-Founder of Green Economy League a non-profit dedicated to bringing the power of collaboration to the engine of capitalism for a green economy. Greg can be reached at greg@gregwendt.com. You can learn more about Greg on his website www.gregwendt.com, and what is on his mind at www.sustainablewealth.blogspot.com.

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. Pilar Stella Ingargiola, MPH, is the CEO and Founder of OneGiving™ (www.onegiving.com) a humanitarian company creating a global giving platform to utilize technology, media and marketing to enable people to GIVE, BUY and IMPACT the planet! Pilar has facilitated multi-sector collaborations and processes for over 15 years across social, economic 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.

Samantha Sommer was the Lead Coordinator for GETT and Community Sustainability Liaison, City of Santa Monica. Samantha Sommer received a BA from the University of California, Santa Cruz in Environmental Studies and a MS from the University of California, Davis in Community Development. While at UC Davis, Samantha worked in various capacities teaching, researching, and writing in the Environmental Science & Policy, Community Development, and Design Departments. She was a Teacher Associate for the class, Introduction to Sustainability, completed the Education for Sustainable Living Program and worked at the John Muir Center for the Environment. After moving to Los Angeles, Samantha has been working for Sustainable Works, an environmental education and action non-profit organization based in Santa Monica, CA in various capacities over the last two years; including, Student Greening Program Coordinator for two LA Community Colleges and Community Sustainability Liaison to the City of Santa Monica's Office of Sustainability and the Environment. She is interested in how land-use and population impacts the environment and public health and fostering sustainable communities through outreach, education and action.

Marcy Willis was the Communications and Information Coordinator and is completing a Master’s Degree in Positive Organizational Psychology and Evaluation at Claremont Graduate University. In her past life, she acted in many theatre productions in her hometown of San Francisco, and then spent 8 years managing a successful immigration law office in the central valley of California. She is currently evaluating a diversity program for UC Riverside.

LA REGION GREEN ECONOMY THINK TANK DAY

August 24, 2010 Outcomes Report

Joe Flood was the Technology Advisor and is a social entrepreneur, presently working on web and mobile technologies and advising green organizations on how to use web technology for collaboration. He is founding a new company to provide web services to green businesses. He is the co-founder of Indigenous Designs, a leading fair-trade, organic clothing company. Joe with his partners were able to collaborate with non-governmental agencies to bring hand crafted artisans textile to market. Previous to Indigenous he held software development positions at different technology companies including Oracle and Software Publishing Corporation. At Oracle he was responsible on bringing human factors on software development and was responsible for creating the first usability lab. Joe has a B.S. in Computer Science from Oregon State University.

Nick Jankel Leadership, collaboration and social innovation expert, public intellectual, TV presenter and transformational agent. He is the inventor of the WECREATE collaboration and leadership toolkit (www.wecreate.cc) that provides pro-social organizations with a grassroots program to shift their culture towards innovation, responsibility and creativity. It is used by organizations such as the National Health Service (NHS), the Higher Education Council, the Ministry for Business, Innovation and Skill and the World Wildlife Foundation, as well as hundreds of smaller social enterprises and non-profits. Nick has advised the European Parliament, the Conservative Party, No.10 Downing Street, the British Council, the Minister for Innovation, the NHS and many more on social innovation. Prior to this, in the 90s he founded and grew a world-class innovation agency working with companies such as Smirnoff, Microsoft, Disney, Kraft, P&G and many more, specializing in radical and disruptive innovation and design-led and anthropological approaches. He has just launched a White Paper on radical social innovation which can be read at www.radicalreinvention.org.

Table Discussion Facilitators

Nick Birch
Robert Collins
Robert Fierro
Cathy Goerz
Kim Perkins
Kelly Peterson
Dianne Porchia
Robin Shank
Natasha Wilder
Peter Wolff
Mike Colosimo

Volunteers

Jonathan Caplan
Anna Fagergren
Vanessa Kettering
Benjamin Koller
Emi Makino
Katherine Swank
Sara Paul
Shari Covens
Barent Roth
Videographer
Francis Battaglia

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Throughout the day, delicious locally grown, organic and seasonal snacks, meals and beverages were provided, as a demonstration of the organizers commitment to all aspects of the conference to represent the values of a truly green and sustainable economy. All waste from the event was composted or recycled.

LA REGION GREEN ECONOMY THINK TANK DAY
August 24, 2010 Outcomes Report

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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. The 2010 LA Region Green Economy Think Tank Day was produced by Green Economy League, a 501(c)3 project of Earthways Foundation, Sustainable Works and the Santa Monica Office of Sustainability.

Please learn more on our website www.greeneconomythinktank.org

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