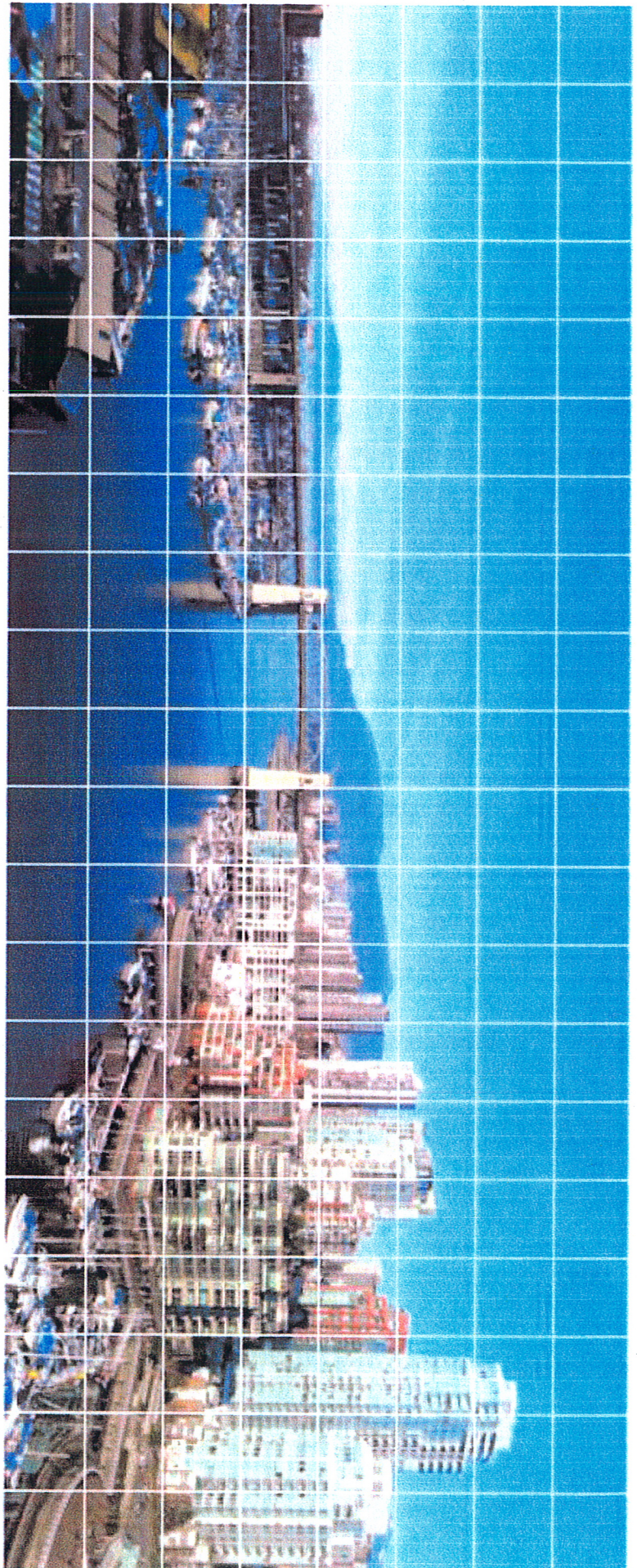


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GREEN CAPITAL — GLOBAL CHALLENGE



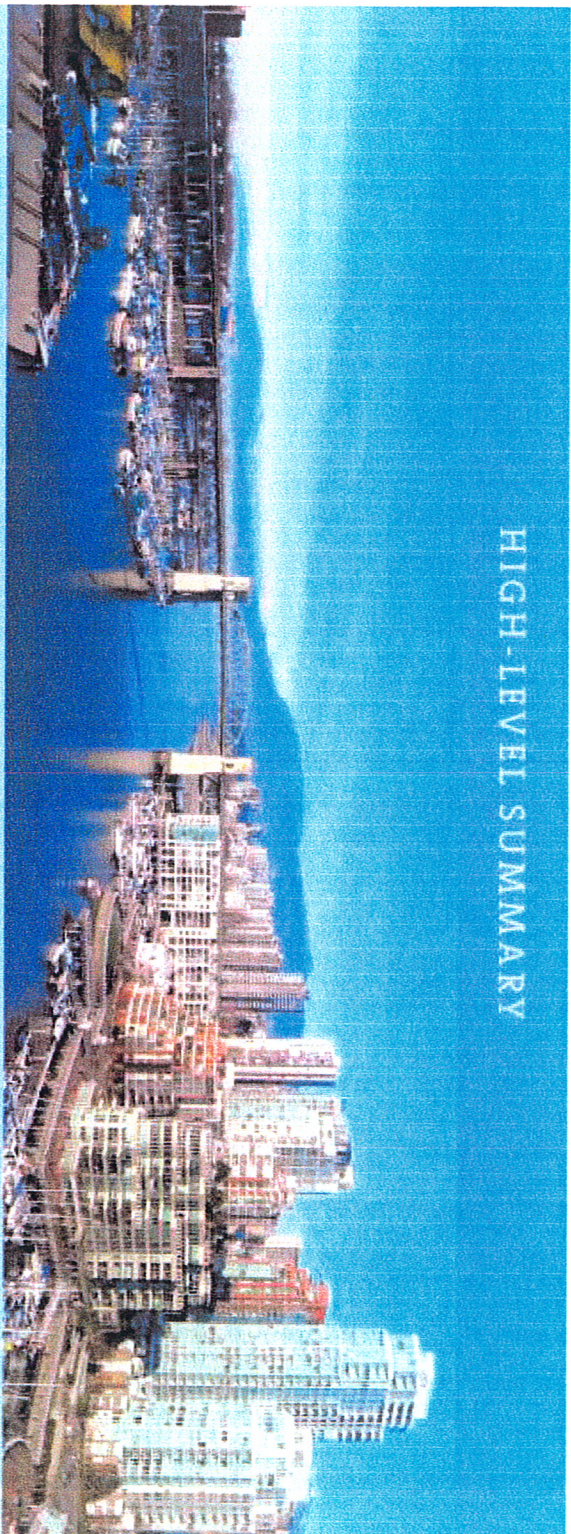
FEBRUARY 15-18, 2010 VANCOUVER

FOLLOW-UP DOCUMENT



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GREEN CAPITAL — GLOBAL CHALLENGE CONFERENCE SUMMARY



HIGH-LEVEL SUMMARY

- DAY 0 PM** INTRODUCTIONS AND NETWORKING
- DAY 1 AM** ESTABLISH A PRIORITIZED LIST OF SUCCESSSES AND ROADBLOCKS FOR EACH CONSTITUENCY (CITIES, FINANCE, INDUSTRY)
- DAY 1 PM** REFINEMENT OF INNOVATIVE FINANCE MECHANISMS AND DISCUSSION OF LIVE CASE STUDIES ON HOW PROBLEMS ARE BEING ADDRESSED
- DAY 2 AM** LAUNCH THE GREEN CAPITAL – GLOBAL CHALLENGE AND SHOWCASE SOLUTIONS IN VANCOUVER
- DAY 2 PM** QUANTIFY THE SCOPE OF APPLYING INNOVATIVE FINANCE MECHANISMS TO OTHER CITY PRIORITIES, AND ESTABLISH NEXT STEPS FOR THE 2 YEAR-LONG GLOBAL CHALLENGE



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GREEN CAPITAL — GLOBAL CHALLENGE

WELCOME TO THE CHALLENGE!

- ▶ The **Carbon War Room** has launched a 30-month challenge to help cities around the world use innovative mechanisms to bring capital, energy technologies, and jobs to their citizens in a sustainable and wealth-creating way.
- ▶ Beginning in Vancouver in February of 2010 and culminating in July of 2012 in London, the **Green Capital - Global Challenge** is designed to accelerate the implementation of scalable, replicable efficiency and generation technology solutions employing innovative financial mechanisms.
- ▶ *Our collective success will come by seeing Challenge participants reach the finish line of real capital deployed quickly, and then their models scaled up in cities around the world.*



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WHY PARTICIPATE IN THE CHALLENGE?

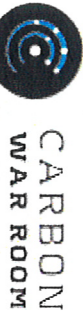
- ▶ **The purpose of the Green Capital – Global Challenge is to get substantial private-sector money quickly flowing into energy efficiency and renewable generation projects** in cities that are highly motivated and have the team and plan in place to make it happen.
- ▶ The resulting city-led financing initiatives will bring economic development to their cities, create jobs, reduce energy costs for their residents and businesses; and enable achievement of their emissions reduction targets.
- ▶ Figuring out what to do and what has worked well and poorly in other places is challenging for any stakeholder, so **the Global Challenge is designed to provide substantial additional support to cities, financial partners, and solution providers** in making this happen.
- ▶ *If you have the ability and commitment, Carbon War Room is here to help you succeed.*



GREEN CAPITAL — GLOBAL CHALLENGE

DRAFT ROADMAP

GREEN CAPITAL — GLOBAL CHALLENGE ROADMAP



GREEN CAPITAL — GLOBAL CHALLENGE

CARBON WAR ROOM'S ROLE

The Carbon War Room will put its weight of support behind the most ambitious teams in a 'first wave' of 5-10 cities, aiming to get deals completed by end 2010. It will also start to nurture the 'second wave' of 25-30 cities, for deal completion in 2011. The pace of development will be driven as much by the city as by Carbon War Room.



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CARBON WAR ROOM'S ROLE

- ▶ Throughout the next two years the Carbon War Room team will:
 - **CONVENE RELEVANT GROUPS** in both targeted settings and wider forums to move the process forward. These convenings will be more than educational; they will be gatherings of innovators aiming to get scalable, replicable deals over the finish line
 - **FOSTER AN INTERNATIONAL NETWORK** of financial institutions, cities and solution providers, and connect cities to resources and best-practice legislation
 - **WORK WITH FINANCE COMMUNITY, INDUSTRY PARTNERS, NGOS** and other institutions with local expertise that can most help the cities
 - **PROVIDE PROCESS GUIDANCE AND ASSISTANCE TO GALVANIZE STANDARDIZATION OF BACK-END** – disseminating templates as appropriate, and facilitate pooling of capital, but leaving local program management and delivery to each city
 - **MONITOR, EVALUATE, DISSEMINATE, AND CELEBRATE** progress



WHAT DOES IT MEAN FOR A CITY TO BE INVOLVED?

- ▶ A peer group, or 'wave', to work alongside
- ▶ Process support
- ▶ Standardized back-end
- ▶ Facilitated pooling of finance
- ▶ Improved quantity and quality of access to finance community and relevant NGO partners
- ▶ Increased sharing of best practice
- ▶ Targeted convenings



CITY IMMEDIATE NEXT STEPS ON THE CHALLENGE

SUBMIT THE FOLLOWING:

- ▶ **The city's existing EERE plan**
- ▶ **Short memo from the sustainability director - including:**
 - City's progress vs. GCCGC draft process
 - Where are you on the process? What stage do you need the assistance?
 - Chosen policy support mechanism
 - PACE, Public Agency, On-Bill Financing
 - Funding options identified
 - Program expectations
 - What is the potential of the program? – eg Define success of this process in concrete terms (eg % of buildings retrofitted tied to energy efficiency targets)
 - Under what timeframe are the city's targets defined?
 - Preferred wave
- ▶ **Submit within 45 days (by April 2, 2010) for inclusion in the 'first wave'**



GREEN CAPITAL — GLOBAL CHALLENGE

FINANCE, INDUSTRY AND NGO PARTNERS NEXT STEPS

- ▶ **MEMOS OF INTEREST ARE ALSO WELCOMED FROM NON-CITY PARTICIPANTS - PLEASE INCLUDE THE FOLLOWING:**
 - Potential areas of collaboration – What is your organization already doing that helps? What do you think your organization would like to add to the process?
 - How might your organization's current goals and initiatives align with the goals of Green Capital Global Challenge (eg Job creation, mitigation of climate change, regional economic development etc)
 - Additional contacts within your organization that you think could / should be involved going forward (eg specific transactional expertise or geographic representation)
 - Any other comments that you think would be helpful



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GREEN CAPITAL — GLOBAL CHALLENGE

OUR 45 DAY PROCESS

- ▶ Submit memos of interest by email or deliver to:

GCCGC@carbonwarroom.com

or

Peter Boyd

Director of Operations

Carbon War Room

950 F Street, NW, 8th Floor

Washington, DC 20004

- ▶ Submit feedback to <http://www.carbonwarroom.com/gccgc-feedback> - aggregated feedback will be published
- ▶ Follow-up conference calls
- ▶ Targeted re-convening with selected cities and feedback to all submissions



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Presented in final session:
Concluding Remarks—The Start Line, Not the Finish Line

QUESTIONS?

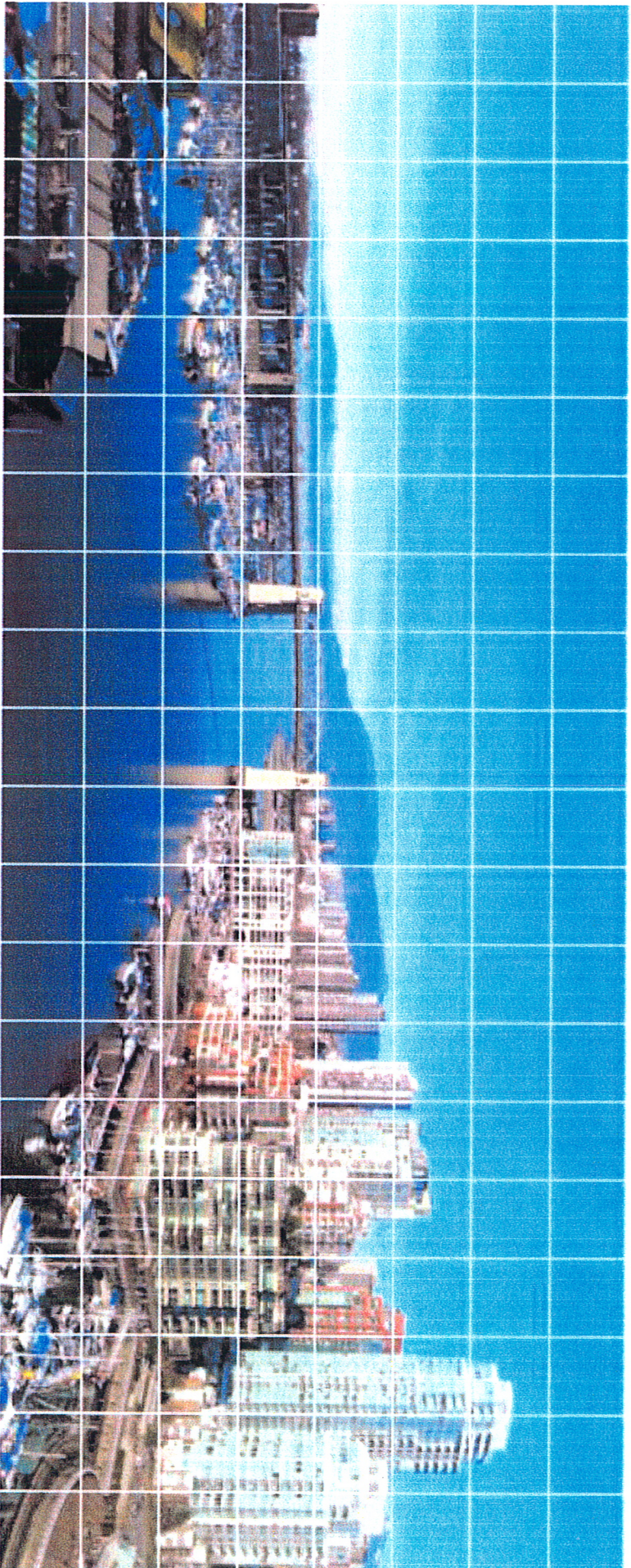
- ▶ Email
 - ▶ GCCGC@carbonwarroom.com
- ▶ Phone
 - ▶ +1 (202) 239-3995

Each week, Carbon War Room will compile a list of FAQs and circulate the answers to all participants



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GREEN CAPITAL — GLOBAL CHALLENGE



FEBRUARY 15-18, 2010 VANCOUVER

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APPENDIX

APPENDIX - MEDIA UPDATE

- ▶ Check out the City of Vancouver's video about the Green Capital – Global Challenge conference:

[HTTP://WWW.YOUTUBE.COM/USER/VANCOUVERCITYHALL#P/UU-ALL/0/USAVGQIPYA4](http://www.youtube.com/user/VancouverCityHall#p/uu-ALL/0/USAVGQIPYA4)

- ▶ A highlight from the media uptake includes a story published in The Vancouver Sun:

[HTTP://WWW.VANCOUVERSUN.COM/TECHNOLOGY/BRANSON+LAUNCHES+CIVIC+CARBON+CHALLENGE+VANCOUVER/2580046/STORY.HTML](http://www.vancouver.sun.com/technology/branson+launcHES+civic+carbon+challenge+vancouver/2580046/story.html)

- ▶ SEE ALSO: [HTTP://BIT.LY/GOOGLENEWSSEARCHCWR](http://bit.ly/googlenewssearchcwr)



GREEN CAPITAL — GLOBAL CHALLENGE
CARBON WAR ROOM'S MISSION

The Carbon War Room harnesses the energy and resources of entrepreneurs to catalyze market-based approaches to climate change solutions

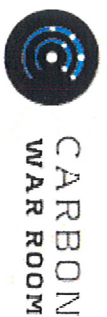
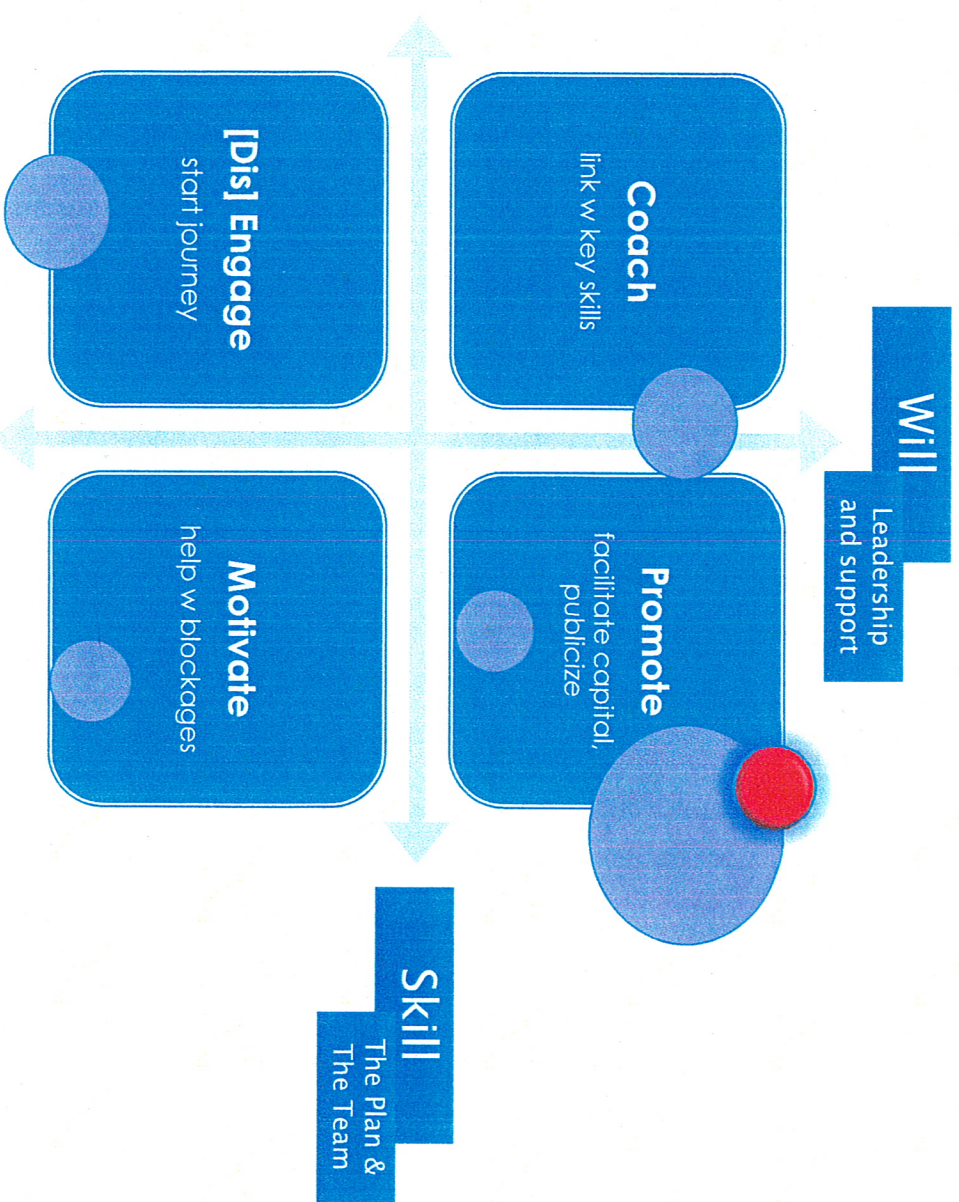


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GREEN CAPITAL — GLOBAL CHALLENGE

THE MARKET FAILURE AND OUR FOCUS

THE SKILL-WILL MATRIX AND URBAN SUSTAINABILITY

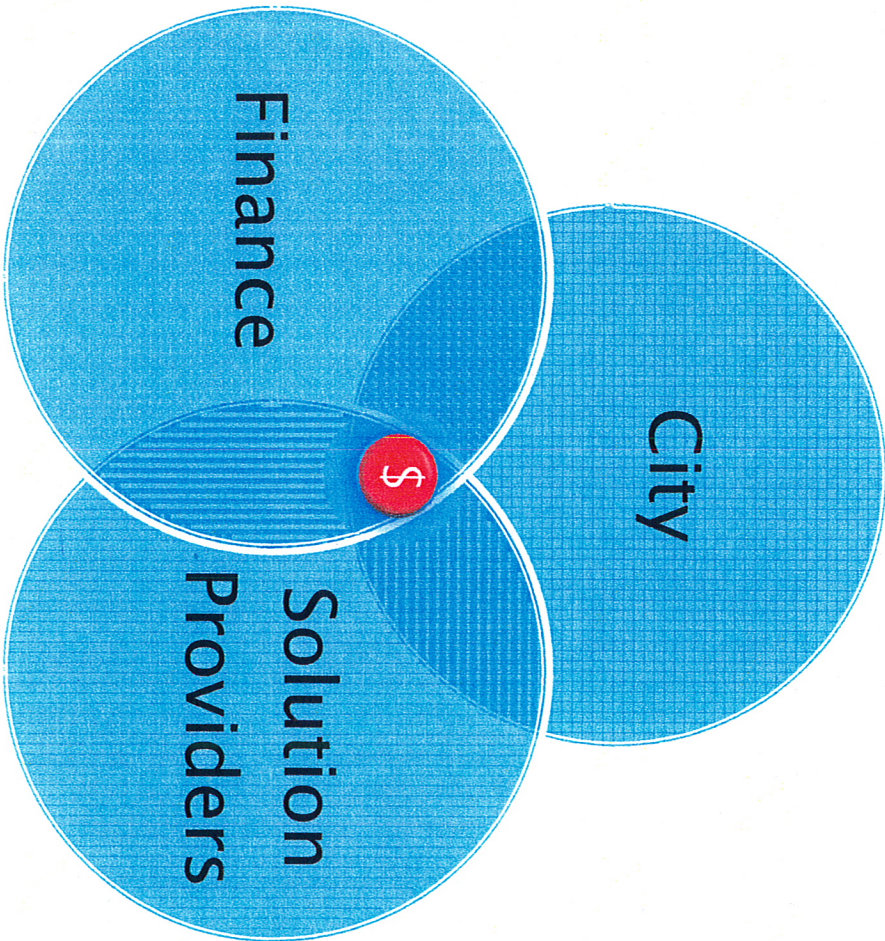


Key: Size of bubble = amount of capital available relative to requirement

GREEN CAPITAL — GLOBAL CHALLENGE

THE MARKET SOLUTION AND OUR FOCUS

INNOVATIVE FINANCIAL MECHANISMS TO DRIVE CAPITAL



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