



# CLIMATE PROSPERITY PROJECT, INC.

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For Immediate Release:

## ***CLIMATE PROSPERITY PROJECT, INC. LAUNCHED***

### ***Rockefeller Brothers Fund Commits Initial Funding for National Civic Venture to Address Climate Change in the Context of Economic Development Opportunities***

**ST. LOUIS** – With environmental, energy and economic challenges facing the prosperity of metropolitan regions and states, economic development leaders from throughout the U.S. recently gathered in St. Louis to launch the Climate Prosperity Project, Inc. Committed to the creation of a low-carbon and prosperous American economy, Climate Prosperity, Inc. announced that it has selected eight Pilot Communities to demonstrate the viability of this new regional economic development strategy based on increasing “Green Savings, Green Opportunity, and Green Talent.”

Rockefeller Brothers Fund Program Director for Sustainable Development **Michael Northrop** noted, “Climate Prosperity, Inc. is the new national nonprofit public-purpose organization to guide this important initiative forward. The Rockefeller Brothers Fund has committed \$100,000 in startup funding for this new civic enterprise. Climate Prosperity, Inc. will seek additional funding commitments from other foundations, philanthropic institutions, and companies throughout the nation to support this national civic venture.”

**Dick Fleming**, President & Chief Executive Officer of the St. Louis Regional Chamber and Growth Association, and an active leader in the economic development community involved in the evolution of the concept of “climate prosperity,” observed, “The simple definition of Climate Prosperity as ‘green savings, green opportunity, and green talent’ has caught on across the country. Initial efforts in Pilot Communities are proving to be both inspirational and practical as economic development approaches.” He concluded, “Climate Prosperity, Inc. hopes to assist those efforts and expand the number and the impact of climate prosperity strategies throughout the country.”

Through the eight Pilot Communities, Climate Prosperity, Inc. will showcase how innovation and economic development can move our society to a carbon-free future. The selected Pilot Communities are:

1. **Silicon Valley/San Jose, CA**
2. **Portland, OR**
3. **St. Louis, MO/IL**
4. **Denver, CO**
5. **Seattle, WA**
6. **Southwest Florida**
7. **Montgomery County, Maryland**
8. **State of Delaware**

Climate Prosperity, Inc. today announced its volunteer leadership, including its Board of Directors, Regional Leadership Council, and national Advisory Board. They are:

#### **OFFICERS & BOARD OF DIRECTORS:**

- **DICK FLEMING, BOARD PRESIDENT** – President & CEO, St. Louis Regional Chamber and Growth Association, St. Louis, MO
- **ROBERT FERGUSON, TREASURER** – Management Advisor, Envision Solar, Fairfield, Iowa
- **MICHAEL NORTHROP, BOARD SECRETARY** –Program Director, Sustainable Development, Rockefeller Brothers Fund, New York, NY
- **JEFFREY FINKLE**, President & CEO, International Economic Development Council, Washington, D.C.
- **RANDALL KEMPNER**, Executive Director, Aspen Network of Development Entrepreneurs, Aspen Institute, Washington, D.C.
- **ROBERT MC NULTY**, President & CEO, Partners for Livable Communities, Washington, D.C.
- **COLLIN O’MARA**, Secretary of Natural Resources & Environmental Control, State of Delaware, Wilmington, DE
- **ANDRE PETTIGREW**, Executive Director, Office of Economic Development, Denver, CO
- **MARK WILLIS**, Visiting Scholar, Ford Foundation, New York, NY
- **PAT WILSON**, Vice President of Public Finance, Clean Planet Funding, Westfield, NJ

#### **NATIONAL ADVISORY BOARD:**

- **ROB BENNETT**, Executive Director, Portland Oregon Sustainability Institute., Portland, OR
- **JOE CORTRIGHT**, Principal & Economist, Impresa, Portland, OR
- **MICK FLEMING**, President & CEO, Association of Chamber of Commerce Executives, Arlington, VA
- **PARRIS GLENDENING**, President, Smart Growth Leadership Institute, Washington, D.C.; former Governor of Maryland.
- **PETER HARKNESS**, Founding Publisher & Editor, *GOVERNING MAGAZINE*, Washington, D.C.
- **GLENDIA HOOD**, Former Mayor of Orlando and Florida Secretary of State, Orlando, FL

- **KEITH LAUGHLIN**, President, Rails-To-Trails Conservancy, Washington, D.C.
- **STEPHANIE McCLELLAN**, Policy Director to the Governor, State of Delaware
- **JULIA PARZEN**, Consultant, JP Consulting, Chicago.
- **NEAL PEIRCE**, Nationally-syndicated Urban Affairs Columnist, Washington Post Writers Group, Washington. D.C.
- **GRAHAM RICHARD**, Principal, Graham Richard Associates, LLC, former Mayor of Fort Wayne, IN
- **PHILIP SINGERMAN**, Senior Vice President, B&D Consulting, Washington, D.C.
- **MARK TEMPLETON**, Director, Missouri Department of Natural Resources, Jefferson City, MO
- **MARTIN TULL**, Director of Sustainability Technology, Formos, Portland, OR
- **MARY JO WAITS**, Director, National Governors Association, NGA Best Practices Council, Washington. D.C.
- **KIM WALESH**, Chief Strategy officer, Office of the City Manager, City of San Jose, CA
- **DARCY STALLINGS WINSLOW**, Founder, DSW Collective, LLC, Portland, OR

#### **REGIONAL NETWORK OF PILOT COMMUNITIES:**

- **HOLLI BAUMUNK**, Vice President, Metro Denver EDC, Denver, CO
- **PHILIP CHERRY**, Policy Director, Department of Natural Resources and Environmental Control, State of Delaware.
- **ERIC COFFMAN**, Senior Energy Planner, Montgomery County, MD
- **ERIN FLYNN**, Urban Development Director, Portland Development Commission, Portland, OR
- **KEN HEATHERINGTON**, Executive Director, Southwest Florida Regional Planning Council, FL
- **DOUG HENTON**, Chairman & CEO, Collaborative Economics, Silicon Valley
- **KELLY KRATA**, Director, Climate Prosperity Council, Joint Venture Silicon Valley, San Jose
- **ERIC SCHNEIDER**, Senior Director of Public Policy, St. Louis Regional Chamber and Growth Association, St. Louis, MO

#### **BACKGROUND**

In the Fall of 2007, the Rockefeller Brothers Fund committed itself to the testing of the proposition that responding to climate change could represent not only an environmental imperative, but, in fact, also an extraordinary economic development opportunity. To explore this proposition, the Foundation contracted with Global Urban Development to convene a cross section of business, environmental, civic, and governmental leaders from a broad cross section of the country ---- along with subject experts in climate change, economic development, and public policy --- to explore this issue.

To that end, the Foundation hosted and funded a series of dialogues at the Foundation's conference center in Pocantico Hills, sponsored follow up sessions in Washington and San Jose, and engaged **Doug Henton** of Collaborative Economics in Silicon Valley, to give further definition and substance to this idea.

Climate Prosperity is focused on creating important regional economic outcomes -- ***Green Savings, Green Opportunity, and Green Talent*** -- while reducing greenhouse gas emissions:

#### **GREEN SAVINGS**

Energy efficiency saves money, which keeps our dollars here in the U.S. and can be invested in our businesses to create jobs or spent by citizens at local shops and restaurants. Energy efficiency is the quickest way to reduce greenhouse gas emissions and bring prosperity to individuals, businesses, and communities.

## GREEN OPPORTUNITY

Addressing the challenges of climate change leads to innovation, entrepreneurship, and strong economic growth. Silicon Valley, the iconic center of American innovation, is betting its future on clean energy technology. DuPont, in Delaware, added \$3 billion to its bottom line through energy efficiency, new revenue streams for green building products, and bio-based energy.

## GREEN TALENT

To achieve building retrofits, renewable energy installations, etc., entrepreneurs, scientists, and construction workers are needed to get the job done. Communities must ensure they have a trained workforce to prosper during this transformation.



“Climate Prosperity Framework”

Source: Collaborative Economics, Inc.

## A REGIONAL APPROACH

The urgency of the climate challenge calls for greenhouse gas reductions across the United States as soon as possible. Localities and regions control or directly influence many of the policies, laws, personnel, and infrastructure needed to move forward on opportunities from renewable energy to building codes to transportation. People at the local level know how to encourage innovation and economic development.

For further information on Climate Prosperity Project, Inc., please go to [ClimateProsperityProject.org](http://ClimateProsperityProject.org).