
*Champions for Sustainability
Member Workshop Summary Series*

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The Summer's Hot Business Topic: A Discussion of Energy Policy and The American Clean Energy and Security Act

Workshop Date:
July 30, 2009

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Executive Summary

The American Clean Energy and Security Act commands attention of all industries as it sets a new course for energy and climate policy. The stakes are high as the nation grapples to the transition to a new energy economy. This event intended to help businesses in our region assess the opportunities and challenges emerging from the debate over energy and climate policy. This event commenced with a viewing of a taped debate on energy issues (from The Miller Center of Public Affairs National Discussion and Debate Series). After the screening, a local panel of business and community leaders shared thoughts on issues described in the video and discussed what actions businesses can take immediately in order to reduce their energy costs as well their emissions.

C4S Workshop Series

Champions for Sustainability engages its members by convening a series of events and workshops for its membership approximately six times per year. Each workshop event explores a strategic topic of interest for the membership. Events make accessible current trends and challenges, provide access to tools, knowledge, and examples, and engage the membership in assessments and reflections to help craft the regional practice of sustainability. This publication series summarizes and makes accessible the most important outcomes from these workshop events.

About C4S

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

Memberships and Information:

- Champions for Sustainability www.C4SPgh.org
- Sustainable Pittsburgh www.sustainablepittsburgh.org

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1 Event Summary

1.1 Agenda

The Summer's Hot Business Topic
Thursday, July 30, 2009
6:00 - 8:30 pm
New Hazlett Theater
Allegheny Square E.
North Side Pittsburgh
Registration Information

This event is free and open to the public.

6:00 Reception, informal networking, and light snacks
6:30 Film feature: "Miller Center of Public Affairs National Discussion and Debate Series: Energy"
7:30 Panel reactions and high stakes for Pittsburgh businesses
8:00 Q&A and discussion of opportunities for our region's businesses and entrepreneurs
8:30 Adjourn

1.2 Event Summary

On July 30, 2009, Champions for Sustainability (C4S) and the Business Climate Coalition (BCC) of the Pittsburgh Climate Initiative hosted *The Summer's Hot Business Topic: A Discussion of Energy Policy and The American Clean Energy and Security Act* at the New Hazlett Theater on Pittsburgh's North Side. The event was designed to help bring insight into the complexities of energy and climate issues facing corporate decision makers and policy makers. Approximately 70 people attended, representing a mix of energy consultants, consumer-oriented businesses, manufacturers, engineering firms, and energy supplier firms as well as range of local nonprofit and government organizations. Catherine Sheane, Sustainable Design Manager for Astorino, a local engineering construction firm, welcomed attendees to the event. She expressed that a region that pulls its resources to help its companies and communities adapt to find new, sustainable opportunities sets itself up to be resilient amidst changing circumstances. The Pittsburgh region is in a leadership position to demonstrate how a sustainability strategy can be a pathway to resiliency for its businesses and communities. A screening of a filmed debate on energy issues comprised the first half of the event and featured four high-profile panelists:

- Karen Harbert, President and CEO, Institute for 21st Century Energy, U.S. Chamber of Commerce
- John Podesta, President, Center for American Progress; former White House Chief of Staff
- Christine Todd Whitman, Co-chair of CASEnergy Coalition; former EPA Administrator; former Governor of New Jersey
- James Woolsey, Venture Partner, VantagePoint Venture Partners; former Director of Central Intelligence

The video, filmed at the end of May 2009 and just prior to the House vote of the American Clean Energy and Security Act (ACES), is part of the Miller Center of Public Affairs National Discussion and Debate Series. The group debated the question “Should the U.S. end its dependency on carbon fuels?”. Podesta and Woolsey argued for the elimination of fossil fuels in American energy policy and emphasized major investments in renewables and green technology. Harbert and Whitman shared the belief that because of the high percentage of American dependency on fossil fuels, the country can not afford to, nor should it, disregard fossil fuels.

Despite these opposing viewpoints, there was consensus on the need to become more energy efficient, lower carbon emissions and reduce the country’s dependence on foreign oil supplies. Topics debated included the role of nuclear, energy infrastructure and job creation.

At the film’s culmination, event organizers introduced local panelists who shared their thoughts on energy issues:

- Lee Ann Briggs, Regional Environmental Specialist, Duquesne University Small Business Development Center
- William O'Rourke, Vice President for Sustainability and Environment, Health and Safety, Alcoa
- Sharon Pillar, Global Warming Outreach Coordinator, Citizens for Pennsylvania’s Future
- Keith Schaefer, Founder, CEO, and President, BPL Global
- Steve Winberg, VP, Research and Development, Consol Energy

Moderated by Rob Jones, Sr. Manager, Public Affairs at Dominion Peoples and President & CEO at IngoodCompany LLC, the panel agreed that energy efficiency is first and foremost the most accessible and easy way to reduce costs and energy usage. Panelists also acknowledged the complexity of the ACES bill and acknowledged the US Senate may start from scratch. Covering a lot of ground, the panelists discussed some important considerations, such as:

- Pennsylvania has received \$230 million in venture capital investment in the clean technology sector since 2007
- 3,000 businesses produced 39,000 clean energy jobs in PA since 2007
- There are 3,000 wind energy jobs in PA

- PA has 1000 years of carbon fuels and sequestration capabilities in PA
- The current house version of ACES provides an overall \$1.2 billion in investment in clean energy industries, with the potential to grow 72,000 jobs in Pennsylvania and 13,000 jobs in the Pittsburgh area.
- Southwestern Pennsylvania's environment of collaboration among the venture capital community, universities, and government sectors has created an opportunity for innovation to flourish in clean energy activities.
- The concept of "polluter pays" is inaccurate because in a sense, everyone will have to pay (through higher rates, cost of goods, taxes, etc.)
- While many pundits say Germany is "getting it right" in terms of energy independence, their cost per kWh is 36 cents, compared to 11.6 cents per kWh in the U.S. United Kingdom pays 24 cents and France pays 22 cents per kWh. However, this cost must be weighed against the harder-to-quantify costs of continuing to depend upon hostile regimes for sources of energy and that contribute to climate change (in other words, the "cost of doing nothing is very high").
- To affect energy demand, education is key. More forums like this one would be helpful.
- If the US reduces its emissions, will India and China follow? Will it matter? What will we do if they do not? Is all this effort worth it if we're only reducing global emissions by approx. 3%?
- Despite the US not having built a nuclear power plant since the late 1970's and whether it is the country's way of not promoting nuclear enrichment, other countries continue to bring nuclear plants on line.
- For every \$1million spent on in the clean energy sector, 17 green jobs are created; for every \$1million spent on fossil fuel exploration and development, only 5 jobs are created.

The audience asked the panelists to respond to several questions concerning the need for firms to adopt the "precautionary principle" about the potential irreversible harms if no change in the energy usage profile occurs, and the feasibility of using carbon-intense fuels as a last resort.

The panel concluded with consensus that there will indeed be continuing debate on the energy and climate bill in the US Senate later this Fall, and that all of these efforts are building up to high-stakes discussions among the international community slated for Copenhagen, Denmark in December 2009.

The event concluded with an announcement that the BCC will host a follow-up event later on this Fall. The focus will be more on what businesses can do to achieve energy demand reduction and cost savings.

2 Workshop Report Results—Participant Information

2.1 Event Attendees:

There were 68 attendees at this event among 48 different organizations. There were 24 unique businesses, 17 unique nonprofit organizations, 5 unique educational institutions, and 2 unique government organizations present for the event.

The following organizations had representatives attend this workshop:

3 Rivers Clean Energy
Alcoa
Astorino
August Wilson Center for African American Culture
BlueGreen Alliance
Box Heads
BPL Global
Buchanan Ingersoll & Rooney
Carnegie Mellon University
CEC, Inc.
City Planning Intern
ClearChoice Energy
CONSOL Energy Inc.
Daniels Run Energy
Duquesne SBDC
Duquesne University
EnerGreen Inc.
Exercise Equipment, Inc.
FedEx Ground
GASP
G.A.Wozniak & Associates
GBA
Graduate Public Policy Center at Duquesne University
GSP Consulting
GTECH Strategies
Highmark Inc.
Imbue Technology Solutions, Inc. ("ImbuTec")
InGoodCompany
Johnson Controls
Landscape Architect
The New Hazlette Theater
PA Resources Council
PNC Financial Services Group
Pennfuture
The Pittsburgh Cultural Trust

Rachel Carson Homestead Association
 Rampart Hydro
 Rosebud Mining Company
 Sargent Electric
 SCA/ ELDI/ Mayor's Office
 SCA/ Pennfuture
 SCA/Sustainable Pittsburgh
 Seasoned Energy Management
 Slippery Rock University
 Sustainable Pittsburgh
 Steel Valley Authority
 Urban Redevelopment Authority of Pgh
 URA
 Wal-Mart

2.2 Survey Analysis

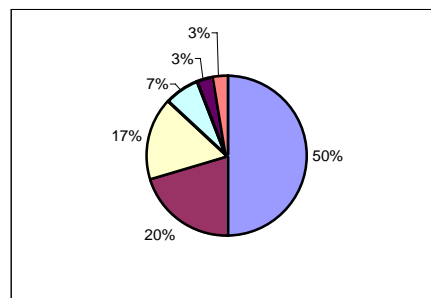
19% of attendees (13/68) completed post-conference surveys.
 Attendees were allowed to list multiple responses questions where applicable.

Question 1

In your opinion, what is the appropriate mix of energy sources for the region?

(Note: respondents were given a pie chart and table of the current national mix of electricity sources as a reference point; see Figure 1 below)

Figure 1: National Electricity Source Mix



Coal	50%
Nuclear	20%
Natural Gas	17%
Hydroelectric Dams	7%
Renewables (wind, solar, geothermal, biomass and wood)	3%
Other	3%

Data

Figure 2 presents the response statistics from this question. Additionally, some respondents chose to either clarify or elaborate on their responses. These responses are listed in Appendix A.

**Figure 2: Survey Responses–
Preferred Regional Energy Mix for Electricity Production**

Electricity Source	Average	Standard Deviation
Coal	27%	11.92%
Renewables	26%	18.07%
Nuclear	24%	13.34%
Natural Gas	17%	10.42%
Hydroelectric Dams	5%	6.84%
Other	1%	1.90%

Question 2

Initial: In your opinion, what is the region’s most pressing priority in terms of Energy and climate?

Follow Up: What are your reasons for this view?

Data

Response	Follow Up
Government intervention altering capitalism’s energy cycles	
Reduction for carbon emissions	We are reaching the tipping point
Building energy conservation/efficiency – both residential, commercial, gov., industry	This is low-hanging fruit that remains to be picked
US Sourced Long term investment	Security Nuclear
Increasing efficiency of existing businesses + residential users + developin technologies for commercializing renewable generation + distribution	
Regional energy independence/production	We have coal/natural gas reserves and can develop renewables to bring regional energy independence
Diversifying energy sources should be a	

priority	
Cleaner air must be the result along with greener energy. Also most important is the safe removal and resolve nuclear waste	
Water usage for unconventional gas production	
A concerted effort to cheaply weatherize the housing stock can solve both problems. This based on research and study.	An aging housing stock combined with a high rate of unemployment drive increased consumption and inefficient use of resources.
CCS	
Marcus Shale	Responsible use of natural gas to ensure the environment is not irrevocably destroyed

Question 3

What Strategy should the region pursue in meeting its energy challenges?

Response
Unregulated capitalism
Efficiency, reduced sprawl
Government – county, city, & municipal conservation leadership & incentives to help end users do same
Promote nuclear power. Promote individual use of electric in off peak hours through rate variances
See No. 2 (Subject response to no. 2: “Increasing efficiency of existing businesses + residential users + developin technologies for commercializing renewable generation + distribution”
Lead!!! Don’t follow. Make bold, insightful, informed moves towards transitions to sustainable energy
Education, venture capital investment
Education of the consumer
Corporations should fund research groups of renewable energy
Change must be made to seem simple, attainable, and worthwhile. It must be made available regardless of income bracket and cost-effective. Grass roots efforts and legislature cannot only target those people who are

aware; but target those who have previously been neglected or disenfranchised → relevancy to each, understanding for all
Inform the public
-help consumer + small bus. conserve -highlight what businesses are doing to conserve

Question 4

Initial: What are barriers to adoption of energy saving measures within your organization?

Follow up: What can be done to overcome those barriers?

Response	Follow Up
None	
Cost	Better financing options
Leadership	Management commitment/awareness
No barriers within my organization. Just political barriers	
Cost	Reduce cost of commercial options that are more efficient
	Changing or enforcing change of usage + demand patterns
	Creation of energy producing by exercise machines each to deliver 1 Kw per 1 hour of usage
Education	Advocacy work of NGO's, community
Burgeoning company/ limited experience leaves me not knowing what needs done	
	Demand response
New technology- untested initial may be higher	

Question 5

What are some new technologies that you think are critical to achieving your organization's energy and climate goals?

Response
N/A
Demand sidemetering
Increasing efficient building + operating materials
Electricity efficiency
Solar thermal, green roofs

-HVAC thermal storage -combined heat & power
Lighting & availability of solar & wind
DRI
Conservation tools - metering

Question 6

What are some resources that the Business Climate Coalition (BCC) should work to bring to the region in order to better serve your and the region's energy and climate-related interest?

Response
Federal subsidized clean energy incentives
Education
BCC could drive forward the region in case of focusing researchers in Pittsburgh who investigate a renewable energy
Educate
101 for Businesses – what should we do in terms of futures reqs. – whether public, private, corporate, school

Question 7

What motivated you to participate in today's event?

Response
To date it is a one sided argument vs. a true coalition
Carbon needs to drop
Networking w/ energy & climate change leaders
National security, a balanced approach is needed not driven by just one political agenda
Interest in improving region's sustainability
Interest in staying informed
1) interest in the issue 2) networking 3) panelists
Worldly concern
My research thesis on environmental and public policy
I was asked to attend at the behest of my supervisor
Renewable bus developer
Personal and work

Expectations

Question 8

Initial: What expectations did you have for today's event?

Follow Up: Were these expectations met?

Data¹

6 Responses

Percentage with expectations met: 83%

Mean expectation rating (Scale: 1-5): 4.67

Standard deviation: 0.82

*For complete list of responses, see Appendix A

1: Survey questions that have an associated follow-up question were assigned two quantitative values during the survey result analysis:

- An “Expectation Met” binary rating, with “1” indicating the expectation was met
- An “Expectation Rating” which assesses the degree to which expectations were met on a scale of 1-5, with “1” indicating expectations were not met at all, and “5” indicating that expectations were fully met

Question 9

What new information did you learn and/or new connections did you make at this workshop?

Response
Understanding of range of policy choices
That PA is a leader in green ideas + job creation
The mutual concern of the panelists
General statistics regarding consumption, work being implemented by Alcoa, Consol
Mix of interest
More about carbon sequestrations

Question 10

What suggestions do you have for improving events like this one in the future?

Response
None
Did a good job
None
Make sure microphones are working
Make sure media is invited
I'd recommend to make such workshops on the base of the university that have a tremendous potential of scientific approach. Moreover, I'd like to see more representatives of oil and gas companies.
Comfortable seating
Working microphones
Networking after the event

Appendix A

Survey Aggregated Responses

Question 1

In your opinion, what is the appropriate mix of energy sources for the region?

Response	Coal	Nuclear	Natural Gas	Hydroelectric Dams	Renewables	Other	Notes
1	50%	25%	20%	0%	0%	5%	Noted that after Coal, Nuclear, and Natural Gas, remaining 5% was under “rest”
2	20%	20%	0%	0%	60%	0%	
3	N/A						Left Blank
4	17%	50%	17%	7%	6%	3%	
5	25%	25%	25%	0%	25%	0%	
6	15%	20%	25%	5%	35%	0%	
7	25%	25%	25%	0%	25%	0%	
8	25%	33%	9%	0%	33%	0%	
9	25%	35%	12%	10%	15%	3%	
10	20%	7%	30%	20%	20%	3%	
11	25%	25%	24%	13%	13%	0%	
12	50%	0%	0%	0%	50%		The subject only wrote the words “-renewables -coal” and nothing else
13	0%	0%	25%	0%	75%	0%	

Question 2

In your opinion, what is the region’s most pressing priority in terms of Energy and climate? What are your reasons for this view?

Subject	Response	Follow Up
1	Government intervention altering capitalism’s energy cycles	
2	Reduction for carbon emissions	We are reaching the tipping point
3	Building energy conservation/efficiency –	This is low-hanging fruit

	both residential, commercial, gov., industry	that remains to be picked
4	US Sourced Long term investment	Security Nuclear
5	Increasing efficiency of existing businesses + residential users + developin technologies for commercializing renewable generation + distribution	
6	Regional energy independence/production	We have coal/natural gas reserves and can develop renewables to bring regional energy independence
7	Diversifying energy sources should be a priority	
8		
9	Cleaner air must be the result along with greener energy. Also most important is the safe removal and resolve nuclear waste	
10	Water usage for unconventional gas production	
11	A concerted effort to cheaply weatherize the housing stock can solve both problems. This based on research and study.	An aging housing stock combined with a high rate of unemployment drive increased consumption and inefficient use of resources.
12	CCS	
13	Marcus Shale	Responsible use of natural gas to ensure the environment is not irrevocably destroyed

Question 3

What Strategy should the region pursue in meeting its energy challenges?

Subject	Response
1	Unregulated capitalism
2	Efficiency, reduced sprawl
3	Government – county, city, & municipal conservation leadership & incentives to help end users do same
4	Promote nuclear power. Promote individual use of electric in off peak hours through rate variances

5	See No. 2 (Subject response to no. 2: “Increasing efficiency of existing businesses + residential users + developin technologies for commercializing renewable generation + distribution”
6	Lead!!! Don’t follow. Make bold, insightful, informed moves towards transitions to sustainable energy
7	Education, venture capital investment
8	
9	Education of the consumer
10	Corporations should fund research groups of renewable energy
11	Change must be made to seem simple, attainable, and worthwhile. It must be made available regardless of income bracket and cost-effective. Grass roots efforts and legislature cannot only target those people who are aware; but target those who have previously been neglected or disenfranchised → relevancy to each, understanding for all
12	Inform the public
13	-help consumer + small bus. conserve -highlight what businesses are doing to conserve

Question 4

Initial: What are barriers to adoption of energy saving measures within your organization?

Follow up: What can be done to overcome those barriers?

Subject	Response	Follow Up
1	None	
2	Cost	Better financing options
3	Leadership	Management commitment/awareness
4	No barriers within my organization. Just political barriers	
5	Cost	Reduce cost of commercial options that are more efficient
6		
7		Changing or enforcing change of usage + demand patterns
8		
9		Creation of energy producing by exercise machines each to deliver 1 Kw per 1 hour of usage

10	Education	Advocacy work of NGO's, community
11	Burgeoning company/ limited experience leaves me not knowing what needs done	
12		Demand response
13	New technology- untested initial may be higher	

Question 5

What are some new technologies that you think are critical to achieving your organization's energy and climate goals?

Subject	Response
1	N/A
2	Demand sidemetering
3	
4	Increasing efficient building + operating materials
5	Electricity efficiency
6	
7	Solar thermal, green roofs
8	-HVAC thermal storage -combined heat & power
9	Lighting & availability of solar & wind
10	
11	
12	DRI
13	Conservation tools - metering

Question 6

What are some resources that the Business Climate Coalition (BCC) should work to bring to the region in order to better serve your and the region's energy and climate- related interest?

Subject	Response
1	N/A
2	
3	
4	
5	

6	
7	Federal subsidized clean energy incentives
8	
9	Education
10	BCC could drive forward the region in case of focusing researchers in Pittsburgh who investigate a renewable energy
11	
12	Educate
13	101 for Businesses – what should we do in terms of futures reqs. – whether public, private, corporate, school

Question 7

What motivated you to participate in today's event?

Subject	Response
1	To date it is a one sided argument vs. a true coalition
2	Carbon needs to drop
3	Networking w/ energy & climate change leaders
4	National security, a balanced approach is needed not driven by just one political agenda
5	Interest in improving region's sustainability
6	
7	Interest in staying informed
8	4) interest in the issue 5) networking 6) panelists
9	Worldly concern
10	My research thesis on environmental and public policy
11	I was asked to attend at the behest of my supervisor
12	Renewable bus developer
13	Personal and work

Question 8

What expectations did you have for today's event? Were these expectations met?

Subject	Response	Follow Up	Expectation Met	Expectation Rating
1	Green Sounding	Yes.	1	5
2	None	Yes	1	5
3	Misunderstood that it		0	3

	was a taped debate – expected to have Whitman & Woolsey in person			
4				
5	General information	Yes	1	5
6				
7	Hearing company leaders’ opinions	Yes	1	5
8	Understanding of how industry views the issue			
9	Education & states of energy mfg			
10	New contacts of environmental and energy issues			
11	A positive dialogue fostered by both the video and the panel.	The expectation was met admirably.	1	5
12	NA			
13				

Survey questions that have an associated follow-up question were assigned two quantitative values during the survey result analysis:

- An “Expectation Met” binary rating, with “1” indicating the expectation was met
- An “Expectation Rating” which assesses the degree to which expectations were met on a scale of 1-5, with “1” indicating expectations were not met at all, and “5” indicating that expectations were fully met

Question 9

What new information did you learn and/or new connections did you make at this workshop?

Subject	Response
1	N/A
2	?
3	
4	
5	Understanding of range of policy choices
6	
7	That PA is a leader in green ideas + job creation

8	
9	The mutual concern of the panelists
10	-
11	General statistics regarding consumption, work being implemented by Alcoa, Consol
12	Mix of interest
13	More about carbon sequestrations

Question 10

What suggestions do you have for improving events like this one in the future?

Subject	Response
1	None
2	Did a good job
3	
4	
5	None
6	
7	Make sure microphones are working
8	
9	Make sure media is invited
10	I'd recommend to make such workshops on the base of the university that have a tremendous potential of scientific approach. Moreover, I'd like to see more representatives of oil and gas companies.
11	Comfortable seating Working microphones
12	?
13	Networking after the event