

## **San Jose / Silicon Valley Climate Prosperity Partnership**

*September 2008*

Cities around the world are adopting environmental goals and emission reduction targets in an effort to combat climate change; however, to date few entities have directly linked these efforts to economic development strategies. Many communities are still operating in the older paradigm of perceived trade-offs between environmental stewardship and economic growth. Further, few municipalities are putting policies in place to support the growth of the Clean Technology innovations that are critical to achieving their long-term targets.

San Jose / Silicon Valley is emerging as a world leader in demonstrating that sustainability and economic opportunity are inextricably linked. The region is transforming aspirations of a clean economy into reality with the innovation, demonstration, and adoption of technologies that are critical to reducing Greenhouse Gas emissions worldwide. San Jose does not view Clean Technology simply as an emerging industry sector, but rather a mechanism to transform the entire global economy. To provide a framework for achieving these objectives, San Jose has adopted its “Green Vision” in an effort to spur economic growth and display environmental leadership through ten ambitious goals:

### **San Jose’s Green Vision Goals (15 years):**

1. Create 25,000 Clean Tech jobs as the World Center of Clean Tech Innovation
2. Reduce per capita energy use by 50 percent
3. Receive 100% of our electrical power from clean renewable sources
4. Build or retrofit 50 million square feet of green buildings
5. Divert 100% of the waste from our landfill and convert waste to energy
6. Recycle or beneficially reuse 100% of our wastewater
7. Adopt a General Plan with measurable standards for sustainable development
8. Ensure that 100% of public fleet vehicles run on alternative fuels
9. Plant 100,000 new trees & replace 100% of streetlights with smart, zero-emission lighting
10. Create 100 miles of interconnected trails

### **Objectives of participation in the Climate Prosperity Project’s Pilot Program:**

1. Advance San Jose’s Green Vision and other strategic priorities of the City; Build upon existing policy frameworks (Economic Development Strategy, General Plan 2020 / Envision San Jose 2040)
2. Strengthen the elements of San Jose’s Clean Tech Strategy (an integrated model for facilitating economic growth by supporting every stage of the commercialization process) which has the potential to be replicated across the country to accelerate economic growth
3. Demonstrate to the world that the transition to a GHG-free economy can spur economic growth, reduce operating expenses, and improve quality of life
  - o Seize economic opportunities created by demand-side environmental policies
  - o Model next-generation technologies that are scalable and replicable worldwide
  - o Redefine Clean Technology from an industry sector to a transformation of the entire economy to more efficiently use limited resources
  - o Prove: green = growth & opportunity
4. Position San Jose / Silicon Valley as “World Center of Clean Technology Innovation”



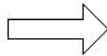
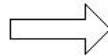
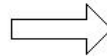
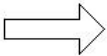
**Purpose of partnership between San Jose & the Climate Prosperity Project:**

Demonstrate the role of government/local policy in accelerating the transition to the clean economy and promoting “climate prosperity” among residents and businesses

**Potential areas for collaboration**

- I. Catalyzing innovation of Clean Tech products through integrated economic development model (increase supply)
  - o Focus efforts on key industries: Renewable Energy; Green Building Materials / Energy Efficiency / Resource Conservation; Mass Transit / Alternative Fuels
  - o Incubate innovation
  - o Facilitate company growth
  - o Demonstrate / test products (provide land / access to facilities)
  - o Train “Green Collar” workforce to ensure entire community benefits from emerging opportunities

**San Jose’s “Integrated Model” for Clean Tech Development**

<b>Research</b>  UCs SJSU DOE/NREL CEC NSF NASA	<b>Incubation</b>  Environ. Bus. Cluster BioCenter Support Services	<b>Prototyping/          Demonstration</b>  SVTC Early Public Adoption Demonstration Policy	<b>Testing/          Certification</b>  UL	<b>Production</b>  Development Facilitation City/SJRA Incentives Workforce	<b>Adoption/          Integration</b>  Creating Consumer Demand Streamlined Adoption
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- II. Leading by Example (government as economic / fiscal stimulant)
  - o Municipal completion of “Green Vision” goals
  - o Provide demonstration opportunities (land & facilities)
  - o Serve as early adopter / reference account for innovative technologies
  - o Adhere to sustainable land use practices
  - o Integrate sustainability efforts into public spaces and public art
  - o Key municipal projects:
    1. 50% energy consumption reduction
    2. Distributed utility-scale urban renewable power generation
    3. Water treatment and recycling
    4. Zero-waste
    5. Conversion of public fleet to 100% alternative fuel vehicles
  
- III. Engaging / inspiring sustainable behavior among residents and businesses (increase demand for Clean Tech products & services)
  - o Inform residents and businesses about benefits of “going green” and encourage personal participation in Green Vision, prioritized based upon impact of goals (i.e. energy efficiency first)
  - o Develop outreach plans specific to each demographic group
  - o Remove bureaucratic barriers to sustainable practices / technology adoption
  - o Implement private sector green building policy