

# Cooler Communities

- how local governments can help

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# Overview

- Perspective
- Scope of Clean Technology
- Working together and marketing
- How can you help?



# Perspective - 2003 from 1998

- Stable oil price
- Low inflation
- Climate change and carbon??
- Target 20% recycling
- Athletic shoes that stay together



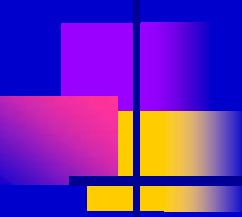
# Perspective - 2013 from 2008

- Oil up 15% in three months
- Grain prices up 50%
- \$50/day congestion charges
- \$900/year license tabs on polluting cars
- Recycle 80% plus
- Athletic shoes that come apart easily



# Perspective - what's coming

- Diverse solutions
- Address whole supply chain
- Multi, cross-disciplinary technology
- Accelerated implementation
- Open-loop to closed-loop
- Bumpy transition



# Perspective - Opportunities

- Save money
- Do the right thing
- Stimulate growth
- Stimulate local businesses



# Clean Technologies

- Sustainable design
- Clean energy, renewable fuels
- Energy efficiency
- Water conservation and treatment
- Waste management, recycling, recycled products
- Environmental protection & remediation



# WCTA - roles

- Business development
  - Networking and cooperation among members
  - Share information
  - Build cross-member teams
- Advocacy
  - Promote state and local level policy
  - Address opportunities for our portfolio
  - Support education and research funding



# Washington at Globe 2008

- Biennial Clean Tech Conference/Expo
- Vancouver BC
- Biggest represented state:
  - 70'x20' pavilion
  - 25 exhibitors:
    - Clean energy solutions
    - Recycled products
    - Community colleges
    - Economic development agencies



# Help wanted

- Inform and collaborate
- Address skill shortages:
  - LEED qualified architects
  - Mechanical and electrical engineers
- Pull research (identify what you need)
- Provide test/demonstration opportunities
- Active large scale procurement
- Remove inappropriate regulation



# Thank you

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