



BIONEERS
REVOlution from the Heart of Nature

California: Global Game-Changer for Climate Leadership

*2014 Bioneers Summit Conference
Pre-Conference Intensive*

Thursday, October 16, 2014
9am-5:30pm
Marin Civic Center, San Rafael, CA

Introduction

A HISTORIC GATHERING TO CHANGE THE GAME

Can California Lead the World in Global Climate Action?

“Since Governor Jerry Brown’s first term in 1974, California has been on a steady march to an alternative energy future. California is the likely catalyst in the spreading battle against climate change, which the state Energy Commission calls ‘the great unifier.’ Enter Brown as a modern Archimedes, the ancient Greek philosopher who searched for a leverage point from which to transform the world. California is that leverage point.” –Tom Hayden

California has a long history of providing national leadership on environmental issues. An early adopter of leading-edge policies, California’s state-level efforts have played a catalytic role in the development of landmark national laws and standards, from air pollution to water quality, energy efficiency, fuel-efficiency standards and green building.

In the absence of federal climate leadership, California has been a crucial player in developing and implementing a broad suite of clean energy and low-carbon incentives and policies, while maintaining a fairly robust economy and green jobs creation.

As the world’s 8th largest economy, California today is in the midst of spending \$120 billion on clean energy in the next five years, more than any other state and most foreign countries. California is poised to achieve 33% of its electricity from renewables by 2020, and may double its rate by 2030. The state’s goals include 1.5 million zero-emission cars and one million solar rooftops in the coming decade.

Dispelling the myth of “jobs versus the environment,” California now employs 199,000 workers in clean energy industries, showing how an advanced economy can set future goals of 100 percent renewables while shuttering its last nuclear plant. Consumers have saved an estimated \$70 billion on energy efficiency programs. Silicon Valley leads the U.S. in green venture capital. A growing policy and regulatory focus on climate adaptation and resilience is underway because climate change is here now.

Introduction

Yet climate change is a global issue and requires collaboration. California's clean energy diplomacy has led to low-carbon pacts with China, Germany, Mexico, Quebec, British Columbia, and multiple states in the Pacific Northwest, the Midwest and New England.

Serious issues also loom, from fracking policy to environmental justice concerns. "We need to teach the electric car to speak Spanish," said state Senator Kevin de Leon. Globally, environmental justice may become the deal-breaker between rich and poor countries, and has cratered recent international summits. California is a green energy model the U.S. government can point to in climate summit meetings leading to Paris in 2015.

Is it enough? No, but it's a solid measure of how far we've come and how rapidly change can happen. Is this the moment to double down and initiate a relentless push toward a 100% clean energy future? How can these models be scaled and replicated globally?

In plenary presentations, panels and participatory breakout groups, we'll explore:

- Key components of California's practical and policy leadership on climate change;
- Ways to accelerate California's clean energy achievements as leverage for addressing climate change globally;
- How to re-imagine infrastructure that is clean, green, equitable and efficient, and creates a sustainable prosperity;
- The roles of sub-national collaborations, government, market capitalism, and civic society in developing a new clean energy paradigm;
- The paths forward: investment-divestment, state, regional, local and sub-national action and collaboration, civic engagement, media outreach, framing and more.

Schedule

8:00am Registration

9:00am Opening

Tom Hayden, Peace and Justice Resource Center

9:10am Keynote

Wade Crowfoot, Deputy Cabinet Secretary, Senior Advisor to Governor Brown

9:30am Keynote

Vien Truong, Environmental Equity Director, Greenlining Institute

9:50am Keynote

Paul Hawken, Project Drawdown

10:10am Keynote

Bernadette del Chiaro, Executive Director, California Solar Energy Industry Association

10:30am Break

10:45am Plenary Panel 1: Subnational Action: How Can Cities, States & Regions Lead

Moderator: Mark Hertsgaard, Journalist

David Orr, Oberlin Project

Andy Lipkis, TreePeople

Ann Notthoff, California Advocacy Director, NRDC

John White, Executive Director, Center for Energy Efficiency & Renewable Technologies

12:00pm Plenary Panel 2: The California Model: Successes & Challenges

Moderator: Tom Hayden, Peace and Justice Resource Center

JB Tengco, West Coast Director, BlueGreen Alliance

Katie Hoffman, California Student Sustainability Alliance

Dan Jacobson, Environment California

1:10pm Lunch

2:10pm Keynote - Location: Larkspur Room

Arsenio Mataka, Assistant Secretary for Environmental Justice and Tribal Affairs, CalEPA

2:40pm Breakout Sessions

Low-Carbon Mobility - Location: Santa Rosa Room

Louise Bedsworth, Deputy Director, Office of Planning & Research

Dan Jacobson, Environment California

Schedule

Water & Climate - Location: Larkspur Room

Moderator: Andy Lipkis, TreePeople

Max Gomberg, Climate Change Advisor, State Water Resources Control Board

Grant Davis, Director, Sonoma Country Water Agency

Clean Tech, Innovation & the Future of California's Energy Systems -

Location: Sausalito Room

Moderator: John White, Executive Director, Center for Energy Efficiency and Renewable Technologies

Dawn Weisz, Executive Officer, Marin Clean Energy

Brian McDonald, Tribal Liason, Southern California Edison

Ann Edminster, Founder and Managing Principal of Design AVEnues LLC

Bernadette del Chiaro, California Solar Energy Industry Association

3:50pm Break

4:00pm Breakout Sessions

Changing the Story: Framing Climate Change Policy -

Location: Larkspur Room

Moderator: Lisa Hoyos, Climate Parents

Mark Hertsgaard, Journalist

Vien Truong, Environmental Equity Director, Greenlining Institute

Greg Dalton, Founder, Climate One, Commonwealth Club

Climate Finance - Location: Santa Rosa Room

Moderator: Tom Van Dyck, Royal Bank of Canada

Marco Krappels, The Solutions Project

Katie Hoffman, California Student Sustainability Alliance

Natural Systems, Working Lands & Carbon Sinks: What Role Nature? -

Location: Sausalito Room

Moderator: Mary Ellen Hannibal, Author & Journalist

Sissel Waage, Biodiversity & Ecosystem Services Director, Business for Social Responsibility

Torri Estrada, Policy Director, Marin Carbon Project

Jeanne Merrill, Policy Director for the California Climate and Agriculture Network (CalCAN)

5:15 Closing Keynote - Location: Larkspur Room

Tom Hayden, Peace & Justice Resource Center

Presenter Bios

Louise Bedsworth, Ph.D., Deputy Director of the California Governor's Office of Planning and Research (OPR), was formerly a Research Fellow at the Public Policy Institute of California focusing on adaptation to climate change, transportation and air quality. She has also held positions at the Union of Concerned Scientists, Redefining Progress, and the International Institute for Applied Systems Analysis.

Wade Crowfoot is Deputy Cabinet Secretary and Senior Advisor to California Governor Jerry Brown. Wade's portfolio includes transportation, infrastructure, emergency management, military and veterans issues, and co-chairing the governor's Drought Taskforce. Wade's previous positions include: West Coast Regional Director for the Environmental Defense Fund, and Environmental Advisor and Director of Governmental Affairs for San Francisco Mayor Gavin Newsom.

Bernadette Del Chiaro, the Executive Director of the California Solar Energy Industry Association (CALSEIA), was formerly Director of Clean Energy and Global Warming Programs at Environment California. She was the lead advocate of the Million Solar Roofs campaign and has worked on numerous clean energy bills and initiatives throughout her seventeen-year career.

Thomas Van Dyck, founder, Chairman and Secretary of As You Sow, a shareholder advocacy foundation, is active with many environmental and human rights groups. A leader in the field of sustainable investing since 1983, he founded Progressive Asset Management in 1987, then co-founded SRI Wealth Management Group, (now at RBC Wealth Management), one of the largest sustainable wealth management practices in North America.

Torri Estrada is Director of Policy for Carbon Cycle Project, Steering Committee member of the Marin Carbon Project. Mr. Estrada has worked with non-profit, community-based, and public institutions to advance solutions to systemic social justice, climate, and environmental issues for over twenty years. Previously, Torri was the program director at the Marin Community Foundation, where he managed the Foundation's environmental grantmaking program and climate change initiative. He was also a program officer at the Unitarian Universalist Veatch Program at Shelter Rock, founder and a senior policy fellow with the Environmental Justice Coalition for Water, and Director of the Latino Issues Forum's Environment and Sustainable Development Program.

Presenter Bios

Max Gomberg is the climate change advisor to the State Water Resources Control Board, where he has developed emergency water conservation regulations and other initiatives. He is on the Water-Energy Team of the state's Climate Action Team ("WETCAT"), and was the lead author for the water section of the AB32 Scoping Plan update. Previously, he has worked on water and energy rate-setting and rulemaking proceedings for the Office of Ratepayer Advocates at the California Public Utilities Commission; as an Equal Employment Opportunity Commission investigator; and as a Peace Corps environmental studies teacher in Nicaragua. He also serves as Chair of the Community Environmental Advisory Commission for the City of Berkeley.

Mary Ellen Hannibal is the author of four books, most recently *The Spine of the Continent*, which *Publisher's Weekly* called: "what science writing should be: fascinating and true." In 2012 she was a winner of both the National Association of Science Writers' Science and Society Award and Stanford's Knight-Risser Prize for Western Environmental Journalism.

Paul Hawken is an environmentalist, entrepreneur, journalist, and author. Starting at age 20, he dedicated his life to sustainability and changing the relationship between business and the environment. His practice has included starting and running ecological businesses, writing and teaching about the impact of commerce on living systems, and consulting with governments and corporations on economic development, industrial ecology, and environmental policy.

Tom Hayden, one of the leading figures of the student, civil rights, anti-war and environmental movements of the 1960s, went on to serve 18 years in the California legislature, where he chaired labor, higher education and natural resources committees. Director of the Peace and Justice Resource Center in Culver City, CA, he continues to be a leading voice for peace, erasing sweatshops, saving the environment, and reforming politics. Tom is the author and editor of 20 books and has taught at several universities, including UCLA, Pitzer, and Harvard.

Mark Hertsgaard has long reported on climate change in California and around the world for outlets including *The New Yorker*, *Vanity Fair*, *Bloomberg Businessweek*, *Harper's*, *Scientific American*, *NPR*, the *BBC* and *The Nation*, where he is the environment correspondent. He is the author of six books that have been translated into sixteen languages, including, *HOT: Living Through the Next Fifty Years on Earth*.

Presenter Bios

Katie Hoffman is an environmental human rights and sustainable investment advocate with over 7 years of experience in non-profit management, organizational development, legal research and campaign direction. She currently serves as the Campaign Director with the California Student Sustainability Coalition, a regional field organizer with Energy Action Coalition and a national partner of the divest-invest coalition. Katie has co-founded and directed several non-profit organizations, including the UC Berkeley Student Environmental Resource Center and Fossil Free UC. Her most recent venture is the Resilience Collaborative, a consultancy and incubator program that cultivates the collective development of business models focused on advancing climate justice and community resilience, which she co-founded in 2013.

Lisa Hoyos is the Director and the Co-Founder of Climate Parents. She has been a campaigner in the labor and environmental movements for over twenty years, most recently serving as the CA Director of the BlueGreen Alliance, a national organization committed to scaling up the clean energy economy and growing quality jobs. Lisa is Latina, and is committed to building a parents climate movement that is ethnically and geographically diverse. She lives with her husband and two (really awesome) boys in San Francisco.

Dan Jacobson directs policy development, research, and legislative advocacy for Environment California. Based in Sacramento, he leads the organization's policy agenda and advocates before the state Legislature and Congress. He has been with the organization for 24 years. Dan led efforts to pass the California Clean Energy Act, the strongest renewable energy law in the country and led the campaign to get the state Legislature and the Governor's office to adopt the Green Chemistry Initiative.

Marco Krapels is a co-founder of The Solutions Project, a U.S.-based non-profit focused on accelerating the transition to a 100% renewable energy economy. Marco is also a partner with private equity firm Pegasus Capital Advisors, focusing on renewable energy investments. Previously, Marco was an executive vice president with Rabobank, where he's initiated notable sustainability efforts, including a Rabobank solar/electric car project featured in the New York Times.

Andy Lipkis, founder (at age 18 in 1973) and President of TreePeople, which has mobilized volunteers to plant and care for over two million trees in the Los Angeles region, is a highly influential, award-winning activist and social entrepreneur, renowned for developing urban watershed management

Presenter Bios

solutions to protect cities against droughts and floods, prevent water and air pollution, and mitigate and adapt to climate change.

Arsenio Mataka is Assistant Secretary for Environmental Justice and Tribal Affairs at the California Environmental Protection Agency. Prior to CalEPA, Arsenio served as directing attorney for California Rural Legal Assistance, Inc. from 2010-2012, where he fought for justice alongside some of the most exploited communities in our society. Arsenio's involvement with environmental justice issues began at home with his parents and later with the Great Valley Center, where he provided extensive outreach and capacity building services to rural and underserved communities. In 2008 he served as an American Bar Association diversity fellow in environmental law in the office of Los Angeles Mayor Antonio Villaraigosa.

Brian McDonald is the Tribal Liaison for Southern California Edison, which provides electrical service to 13 Federally Recognized tribes. He is an enrolled member of the Chemehuevi Indian Tribe, and has served three terms as a member of the Chemehuevi Tribal Council. Brian maintains several board positions with tribal organizations such as TASIN (the Tribal Alliance of Sovereign Indian Nations), the Inter Tribal Council of California, and the American Indian Chamber of Commerce. He also holds a seat on the transportation planning committee for SCAG (Southern California Association of Governments, the largest regional planning organization in the country.)

Jeanne Merrill is the Policy Director of the California Climate and Agriculture Network (CalCAN), a coalition of sustainable agriculture organizations that advances policy solutions at the nexus of climate change and agriculture. She has 20 years of experience in agricultural, environmental and energy policy advocacy at the state and national levels. Prior to her time with CalCAN, Ms. Merrill was the Associate Policy Director with the Michael Fields Agricultural Institute in Wisconsin. Ms. Merrill is a member of the Organizational Council of the National Sustainable Agriculture Coalition and the California Invasive Species Advisory Committee. She holds a B.A. in political science from U.C. San Diego and a M.S. in land resources from the University of Wisconsin-Madison. She lives with her husband in Alameda, CA.

David W. Orr, Professor of Environmental Studies and Senior Adviser to the President at Oberlin College, is an award-winning scholar and leader in the sustainability movement, renowned for his pioneering work on environmental literacy and ecological design. He is the author of: *Down to the Wire*; *The*

Presenter Bios

Last Refuge; The Nature of Design; Earth in Mind; and Ecological Literacy; and co-editor of Hope is an Imperative.

Vien Truong, Environmental Equity Director at the Greenlining Institute, works with the state legislature, California Public Utilities Commission, and in localities around the state to create solutions for poverty and pollution. She has created nationally recognized programs to support communities most vulnerable to climate change, and has received congressional, state, regional and local awards for her work on behalf of low-income communities and communities of color.

Sissel Waage, Ph.D. is BSR's Director of Biodiversity and Ecosystem Services. She has over twenty years of experience working on sustainability and environmental issues in North America, Europe, and Africa. Previously, she worked for Forest Trends in various leadership positions, including as Director of the International Katoomba Group. Prior to this work, Sissel launched and led the R&D Program at The Natural Step. She also served as core staff with The Natural Step's Services Group, advising Fortune 100 companies on integration of sustainability into strategy, operations, reporting, and philanthropy. She completed her Ph.D. at the University of California, Berkeley in the Department of Environmental Science, Policy and Management. **Dawn Weisz**, Executive Officer for Marin Clean Energy, coordinated efforts to launch the MCE (Marin Clean Energy) program, the first Community Choice Aggregation program in California. She has 19 award-winning years, 15 years of experience developing cutting-edge renewable energy and energy efficiency programs for leading public agencies, including as Executive Director for Sustainable North Bay.

V. John White has been a writer, commentator, advocate, and leader of the green energy movement in California for 35 years. He is executive director of the Center for Energy Efficiency and Renewable Technologies (CEERT) in Sacramento, Legislative Director for Clean Power Campaign (CPC), and principal of the environmental and energy lobbying practice, V. John White Associates, representing public interest environmental and local government organizations, and new energy technology companies.

About Bioneers

Bioneers highlights and helps realize the profound transformation already taking hold around the globe: the dawn of a human civilization that partners with the wisdom of nature, designs and practices values of justice, diversity, democracy and peaceful co-existence.

For 25 years, Bioneers has acted as a seed head for the game-changing social and scientific vision, knowledge and practices advancing this great transformation. We do so through our annual national conference, award-winning media, local Bioneers Network conferences and initiatives, and leadership training programs.

The Future Is Here Now...In Your Hands

The world we want is here now—in the models, practices and stories embodied in the Bioneers community of leadership. We know and have much of what we need to succeed.

In 2020, we want people to tell stories of the unique roles the Bioneers community of leadership played in epic global transformation. We invite you to join with us to make the impossible inevitable:

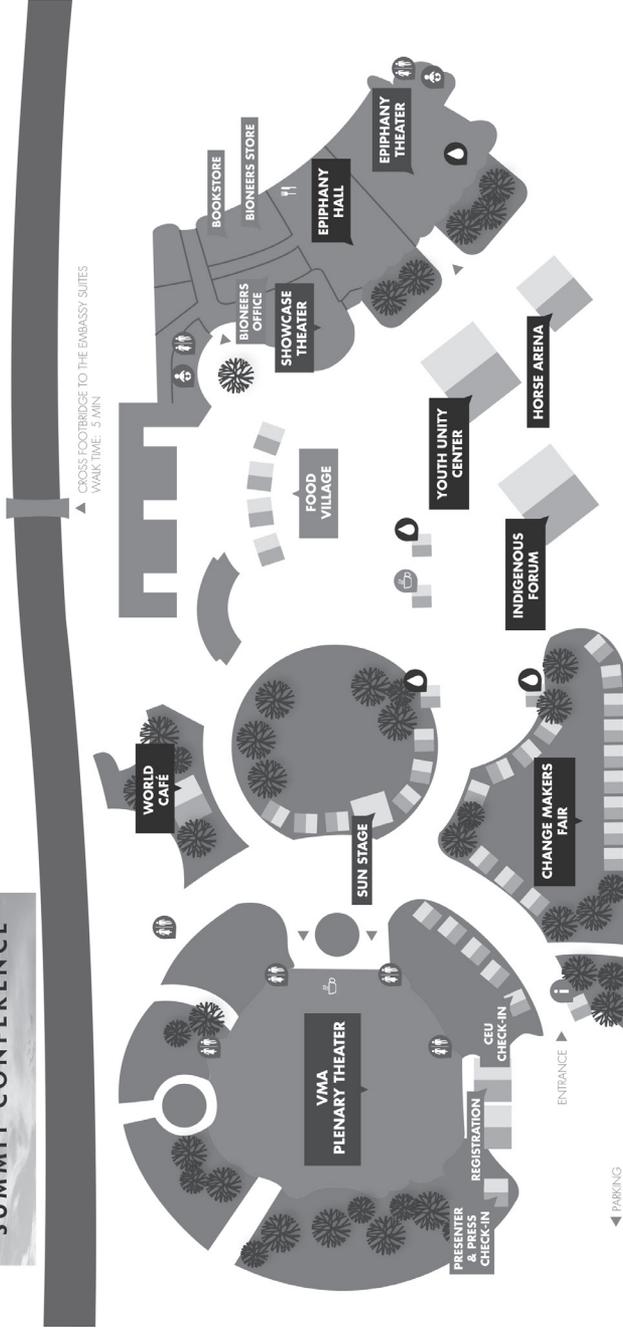
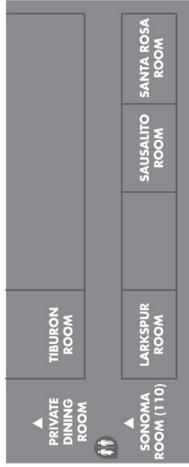
- Attend the annual Bioneers Summit conference.
- Participate in local Bioneers Resilient Community Network conferences, events and initiatives.
- Spread Bioneers media and educational materials by becoming a Media Pollinator as an individual, company or organization.
- Help bring Bioneers media and educational institutions to schools and community centers.
- Participate in a Cultivating Women's Leadership training and women's network.
- Be inspired and create your own projects, connected with the resource of the Bioneers networks.
- Support Bioneers financially!

Learn more and get involved at www.bioneers.org.

Tickets are still available for the 2014 Bioneers Summit Conference this Friday, Saturday and Sunday, October 17-19. See a Bioneers staff member to register today and join us this weekend.



25th ANNIVERSARY **BIONEERS** SUMMIT CONFERENCE



FOOD VENDORS INCLUDE:



EVERYONE'S
EVERYWOMAN'S
LEADERSHIP

COUNCIL
CIRCLE