

What:

Senior executives from business, government, non-governmental organizations and leading academic thinkers participated in an evaluation of leading technologies in such areas as carbon sequestration, energy efficiency, intelligent transportation systems and water resource management and reviewed strategies for developing green energy markets.

Highlights:

- ✓ Although IT accounts for 2% of global CO₂ emissions, it can provide services and products that can **significantly affect the other 98%**.
- ✓ Of the drivers that motivate business to incorporate greater climate change actions, **cost reduction is still the largest driver**, stakeholder and regulatory concerns are 2nd and 3rd, and new business opportunities is 4th.
- ✓ **Private and social costs of climate changes are not currently aligned.** There is a role for public policy in setting ground rules to achieve such alignment that can also stimulate business and social innovation. During the past decade, 1.9 billion people were added to the energy-connected-and-consuming economy. Presently, 1.7 billion people do not participate in this economy and are expected to do so in the not too distant future.
- ✓ Expanding the Smart Grid can play an increasingly important role in carbon management and the national energy strategy. It can use the Internet to more directly connect customers to electricity generation providers. **A major challenge is to educate customers to understand and accept Smart Grid options.**
- ✓ **Access to water is increasingly becoming a major constraint upon business development.** Organizations such as The Nature Conservancy can model common trade-offs among water users and assist business and government to implement initiatives to reconcile the variable needs of consumers, business and ecosystems.

HOSTS

IBM: Wayne Balta

Dow: Neil Hawkins

SPEAKERS

Carnegie Mellon University: David Dzombak

Dow Chemical Company: David Kepler; Jane Palmieri; Rich Wells

Electric Power Research Inst: Barbara Tyran

IBM: Martin Fleming; Gerry Mooney; Sharon Nunes

Mass. Inst of Technology: Paul Senge

Pacific NW National Labs: Robert Pratt

The Nature Conservancy: Brian Richter

U.S. Department of Energy: Victor Der

World Resources Institute: Jennifer Layke

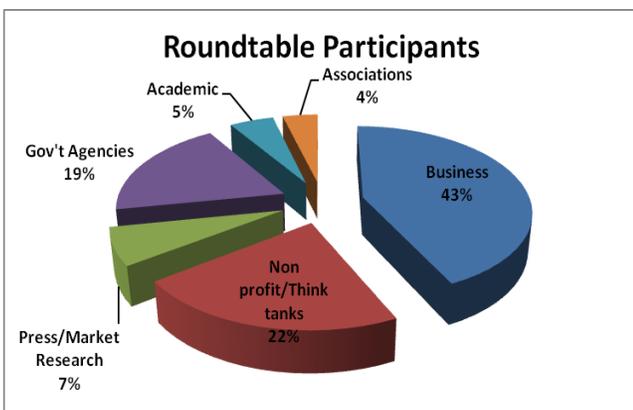
MODERATORS

US EPA: Alan Hecht

Sail Venture Partners: Hank Habicht

World Wildlife Federation: Gordon Binder

Dow: Peter Molinaro



Who:

Approximately 70 participants from a range of sectors provided a dynamic setting for discussion and interactivity on panelist presentations and speeches. Of the participants, graphed out by sector below, 82% of the business segment are WEC member companies.