

**Conveners**

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 Chemistry



**March 13-14 in Pittsburgh, PA**

*Good Jobs, Green Jobs: A National Green Jobs Conference* is a two-day gathering that will provide a platform for the best thinking about the link between economic development and environmental protection. The conference will launch a national discussion about how we can solve global warming, end American dependence on foreign oil and transition from our overuse of toxic chemicals. How? By investing in an economy based on clean energy, green buildings and green manufacturing that embraces innovation, brings communities back to life and creates new, good-paying jobs.

Convening the conference is a wide-ranging group of advocacy organizations, businesses, foundations and academic institutions.

**Goals and format.** Through workshops, plenary presentations and media events, the conference will accomplish three critical goals. It will:

- provide a forum for strategic interaction between the different constituents with a stake in the developing green economy;
- showcase key policy initiatives for the rapid expansion of green economic development, including the use of existing state and local programs; and
- demonstrate to the public the importance and promise of the emerging green economy.

**Background.** American ingenuity and resolve can turn our country's current environmental challenges into the 21st century's most important economic opportunities. But we will only succeed in this mission if we paint a clear picture for the American public of the benefits of this new economy and chart a common strategy on how to build it. One hundred years ago, the entrepreneurs of the industrial society were able to capture the imagination of our country with their vision of electrification, mobility and growing consumer affluence. Today, our efforts to find practical solutions to climate change and toxic pollution must similarly inspire Americans with cities that are more livable, transportation and energy solutions that are more affordable, and jobs and growth that expand economic opportunity and are environmentally sustainable.

The American economy is already undergoing a green transformation. Total renewable energy consumption increased seven percent between 2005 and 2006, with wind energy up 45 percent and bio-fuels up 27 percent. Twenty-three states have passed Renewable Energy Standards. And more than 660 cities have signed the US Mayors Climate Protection Agreement. Seventeen states have established greenhouse gas emission reduction targets. Los Angeles has Green LA, while New York City has adopted its aggressive PlaNYC. Minneapolis and St. Paul have established a joint Twin Cities' Mayors Green Manufacturing Initiative. And Pennsylvania Governor Edward G. Rendell is promoting a long-term energy independence initiative.

Rarely, however, do all the participants in this potential economic renaissance have the opportunity to discuss the best strategies for change. *The National Green Jobs Conference* will bring together:

1. labor, environmental, public health, and community advocates;
2. local, state, and federal policy makers;
3. economic and work force development specialists;
4. investors;
5. business leaders; and
6. scientists and technology experts.

*Good Jobs, Green Jobs* will gather these leaders and advocates to discuss green economic prospects in a variety of business sectors. Discussion, debate and presentations will involve unusual combinations of constituents, each grappling with both environmental and economic uncertainties – as well as the inevitability that significant economic opportunities will arise from solving global warming and introducing substitutes for industrial toxics.

*Good Jobs, Green Jobs* will explore how to turn our biggest environmental challenges into our greatest assets – and how to create an economy that is fundamentally more equitable.

**Key Questions.** The conference will pose and answer key questions and highlight best practices for cooperation among the six participating constituencies. Attendees will examine how to progress most effectively towards a sustainable economic model that can solve the global warming crisis, advance the development of green chemistry, and unlock the benefits of a new technological revolution.

Among the questions we will address are:

- *How can solving the global warming crisis maximize economic development locally, regionally and in the United States?*
- *What are the critical federal, state and local administrative policies that will enhance the creation of green jobs?*
- *What role does US international economic policy play in promoting the green economy?*
- *How can scientists, advocates, business leaders, decision makers, investors and economic development specialists best coordinate their diverse activities for maximum effect?*
- *Will green jobs be available for people of color and the working poor? Will a new green economy create pathways out of poverty?*

**Speakers.** Speakers and presenters at *Good Jobs, Green Jobs* will include prominent national leaders and leading experts from government, business, labor, academia, as well as the environmental, public health and scientific communities. A full list of featured speakers will be available in early 2008.

**Briefing Papers and Policy Book.** To stimulate discussion and critical thinking—and to raise public awareness about the issues addressed by this conference—several briefing papers will be commissioned and a Policy Book will be developed.

*Briefing papers* will be released at press conferences held during the conference. Each paper will include recommendations, and in some cases, conference speakers will be asked to respond to the findings and recommendations as part of their presentations.

Possible briefing paper topics include:

- *Green Here Now: Using Existing Economic Development Resources to Create Green Jobs.* This paper would assess what economic development tools and resources can be used to stimulate green manufacturing, green building and energy efficiency retrofits.
- *What Europe Can Teach the U.S. About Green Jobs.* A look at green jobs in Europe's energy, construction and manufacturing sectors. Based on successes achieved in certain countries (e.g. in Germany's wind power industry), it will attempt to predict what a similar economy would look like in the US, assuming comparable public investment.
- *Is "Green Job" an Oxymoron? Business, the Environment, and the Bottom Line.* This paper will survey current models for converting to green jobs in construction, manufacturing and the service sector—and will explore private investment activity and profit-making potential.
- *Unseen Hazards: International Trade and Green Jobs.* This paper will examine loosely regulated overseas manufacturing, the cost of exporting pollution through outsourcing, and the resulting reintroduction of toxics into the US.
- *Energy Efficiency and Job Creation.* This paper will answer the following questions: What will be the benefits to the U.S. economy of a significant and sustained initiative to promote energy efficiency in all sectors? Where will new jobs be created and what will be the skills required to participate in this new economic growth?

***The Good Jobs, Green Jobs Policy Book*** will be prepared as a follow-up to the conference. The book will be written, designed, produced and publicized for release in the fall of 2008. It will be a compendium of conference materials, including speeches and papers, and will include additional research stimulated by the conference as well as administrative policy recommendations. This policy book will help give the conference a life beyond the event itself.

**Conveners Advisory Committee.** A Conveners Advisory Committee has been composed of representatives from the organizations and institutions presenting the conference. This committee is providing overall leadership for the conference. In addition, it will help identify gaps in our current knowledge on the green economy, and assist in development of the most important topics for workshops, briefing papers, and the conference policy book.

**Workshops and Plenary Presentations.** The conference will alternate between plenary sessions—providing a stage for prominent national experts from each of our six constituencies—and workshops, which will allow all practitioners to explore new ideas and exchange best practices. Both plenary presentations and workshops will focus on strategies for developing a robust, green economy. Less time will be spent describing various environmental threats and problems. It is our expectation that participants will share a common concern about the broad-scale health and environmental impacts of climate change and toxic chemicals. The conference will therefore focus on how solutions to environmental challenges can be used to drive economic development and create successful and profitable businesses. We will also ask specific presenters to explore the challenges that global trade presents to building sustainable environmental and economic models in the US and other countries.

*Workshops.* The conference will make every effort for workshops to be interactive and stimulate learning exchanges among the participants. One workshop, for instance, will address practical applications of green chemistry in the existing manufacturing sector and will be led by USW worker-trainers.

Other possible workshop topics will include:

- *City by City*: Local Renewable Energy Success Stories.
- *Lights Out*. Energy Conservation Success Stories.
- *We Can Do It*. Practical Green Chemistry Applications in Manufacturing.
- *The Reach of REACH*. Will Europe's chemical regulations change US chemical production?
- *What We Don't Know Can Help Us*. Needed Research on the job benefits of green chemistry and clean energy.
- *Beyond Environmental and Economic Development Silos*: What state policies can maximize the job and innovation benefits of advanced energy and environmental policies?
- *From Brownfields to Green Cities*: Creating Jobs While Cleaning Toxic Sites.
- *Teaming Up*. Developing cross-constituency partnerships to achieve success.
- *The Right Signals*. How can we develop a mix of investment policies that will send the right market signals and prompt private-sector investment and innovation?

**Conference Coordinator and Fiscal Sponsor.** *The Blue Green Alliance (BGA)* is the lead coordinating organization for *Good Jobs*, *Green Jobs* and The Public Health Institute is the fiscal sponsor. The USW, based in Pittsburgh, will provide substantial logistical and in-kind support.

The BGA is a strategic initiative led by the 850,000-member United Steelworkers and the 1.3 million members and supporters of the Sierra Club. Launched in 2006, the BGA is working to build a sustainable economy in which environmental progress and economic opportunity go hand in hand. The PHI is the fiscal agent and a program partner for the BGA.

#### **Supporting the Conference.**

Contact BGA Executive Director David Foster or Development Director Jim Young for information about supporting this important event. Mr. Foster can be reached at (612) 419-9101 or [dfoster@usw.org](mailto:dfoster@usw.org). Mr. Young can be reached at (973) 233-1946 or [jyoung@bluegreenalliance.org](mailto:jyoung@bluegreenalliance.org).

#### **Registration and Additional Information.**

To register or for more information, please visit [www.bluegreenalliance.org](http://www.bluegreenalliance.org). For information about sponsoring the conference, contact Sue Cardillo at (412) 490-0303 x3 or [sue@mcmahon-cardillo.com](mailto:sue@mcmahon-cardillo.com).

#### **Conference Location.**

Westin Convention Center Hotel  
1000 Pennsylvania Avenue  
Pittsburgh, Pennsylvania 15222  
Phone: (412) 281-3700