



# CLIMATE PROSPERITY STRATEGY FOR AFRICA

**Joel S. Yudken, Ph.D.**

**Principal, High Road Strategies, LLC**

Arlington, VA, USA

**International Advisory Board, Global Urban Development**

[judken@highroadstrategies.com](mailto:judken@highroadstrategies.com)

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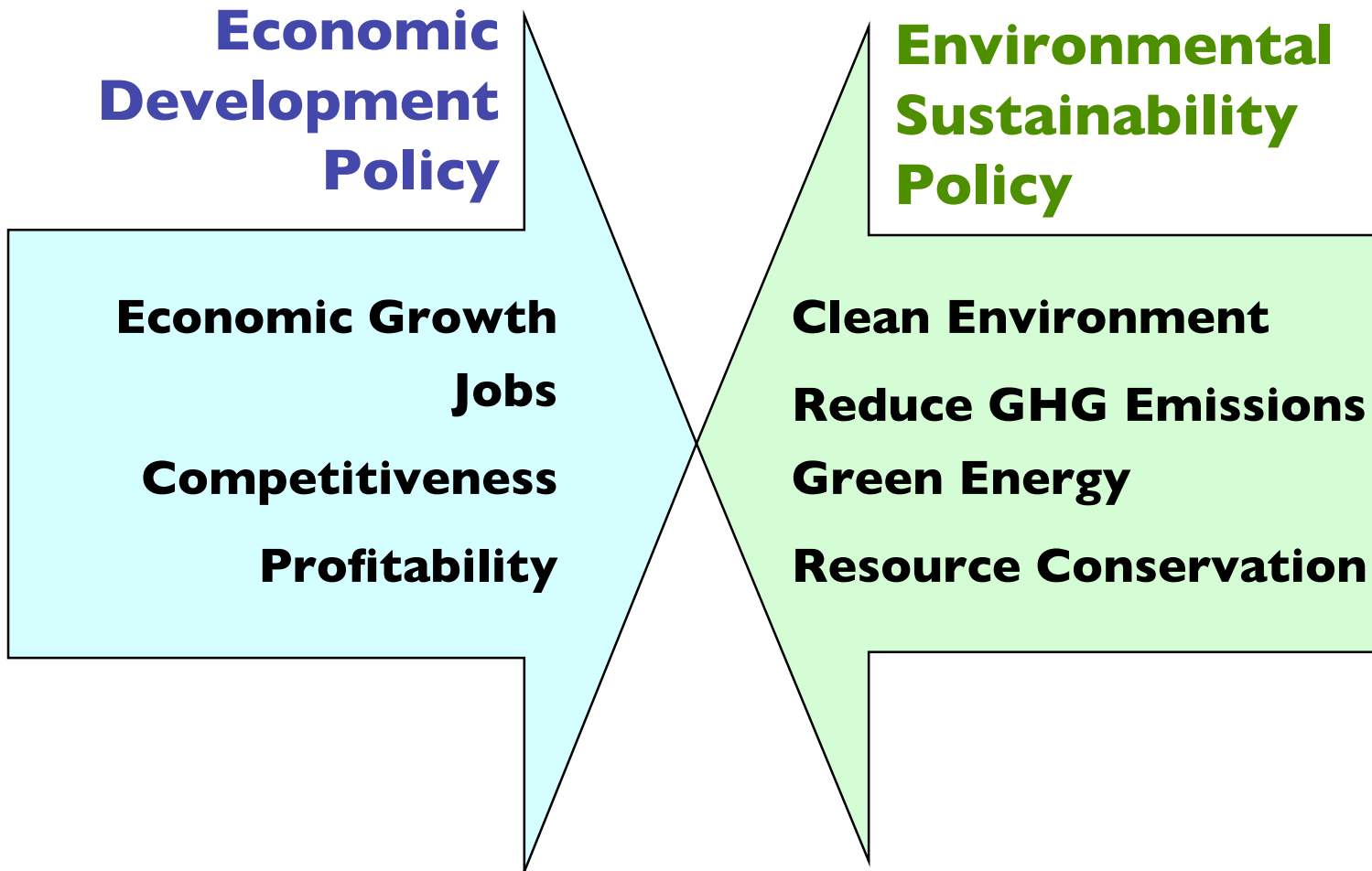
**October 21, 2008**



# Climate Change Challenge

- Overwhelming scientific evidence of global warming and cause is human activity
- Sir Nicholas Stern's Report, *The Economics of Climate Change*
  - Failure to act will be more costly than costs of actions to address problems
- International action has grown to enact policies to reduce global warming
- Still, fears remain that climate action may too costly and economically disruptive, creating political opposition

# Economy vs. Environment





# Climate Prosperity

- Flips the enviro-econ conflict on its head: from “resource wasting capitalism” to “resource-saving capitalism”
- Achieve economic development goals by promoting environmental sustainability
  - Generates substantial economic and employment growth and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all resources is the best way to increase, jobs, incomes, productivity, and competitiveness
- Most effective means of promoting renewable energy, clean technology, protecting environment, and prevent harmful impacts from global warming

# Climate Prosperity Model





# Climate Prosperity Elements

- Expanded production of green technologies and industry clusters
- Energy efficiency, clean technology, renewable energy applications and services
- Strengthening green infrastructure
- Greener, more conserving land use
- Green jobs and greening the workforce

# Portland's Green Dividend

- Urban Growth Boundary—increased population density
- Transportation alternatives—light-rail transit system, bicycles
- Reduced VMT per capita
- Revitalized neighborhoods
- Reduced GHG emissions
- Increased jobs, higher incomes and property values
- Better quality of life

24.3 Median commute miles per day for 33 most populous US metro areas

20.3 Average daily miles for Portland area commute

2.9 B Miles saved compared to median

Transportation costs saved compared to median **\$1.1B**

\$15 per hour Estimated value of time spent commuting

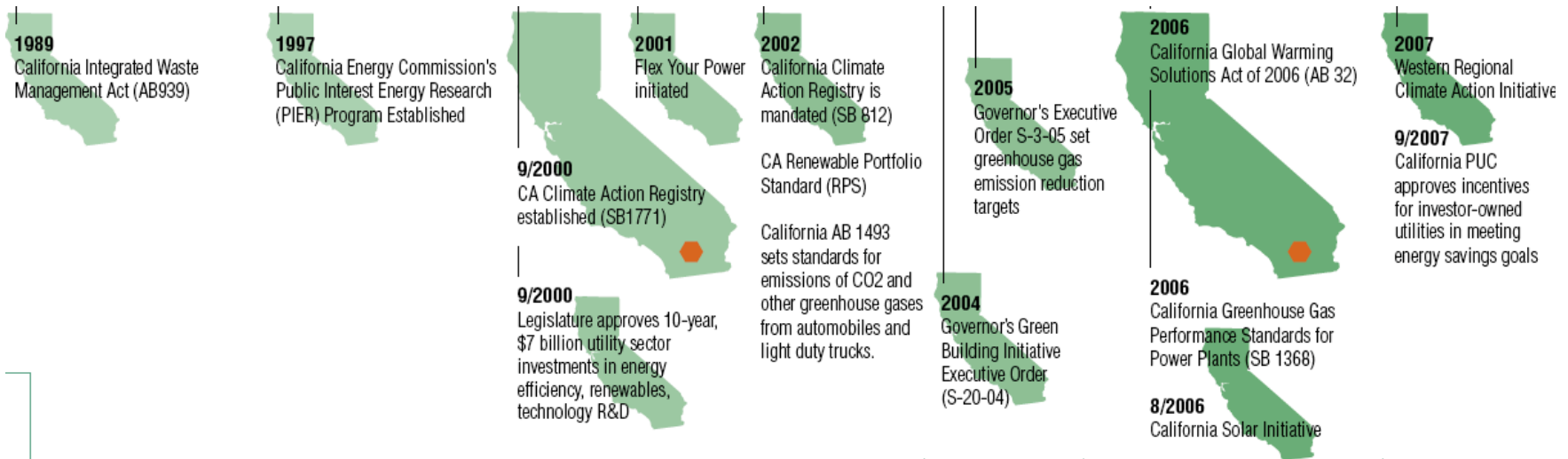
100 million hours less traveled per year saves **\$1.5B**

Total savings per year **\$2.6B**



Joe Cortright, Impresa Consulting, 2007

# California Green Innovation



Nest 10, California Green Innovation Index, 2008

- First wave of green innovation
- CA a world leader in addressing global warming
- Lowest per capita GHG emissions and highest GDP in nation
- Most energy efficient in nation with significant consumer savings
- California utility programs and efficiency standards yield billions of dollars in savings and have reduced the need to build additional power plants.
- Next wave of green innovation starting





# Climate Prosperity Project

- GUD, Rockefeller Brothers Fund, EDF initial funding
- Economic development, local and state government, business, labor, environmental, community development organizations
- Steps:
  - Pilot projects in diverse regions
  - Guidebook on best practices
  - Website and social networking system Technical assistance and software-base strategic analysis and evaluation tools
  - Metrics to measure outcomes
  - Speakers bureau



# Climate Prosperity Pilot Projects

- San Jose/Silicon Valley “Climate Prosperity Partnership”
  - Create 25,000 clean tech jobs--world center of clean tech innovation
  - Reduce per capita energy use by 50 percent
  - Receive 100 percent of electric power from clean renewable sources
  - Build or retrofit 50 million ft<sup>2</sup> green buildings
  - Divert 100% water from landfill and convert waste to energy
  - Recycle or beneficially 100 percent of wastewater
  - Ensure 100% of public fleet alternative fuel vehicles
- Other Initiatives: Climate Prosperity Strategy for Delaware, Green Denver Initiative, St. Louis Climate Prosperity Project

# Climate Prosperity in Africa

- Developing world need, opportunity and potential may be even greater than developed world
  - More “greenfield” than “brownfield”
  - Economic growth high priority, but more sustainable if resource-saving than resource-wasting
- Principles and approach the same:
  - Green Savings, Green Opportunities, Green Talent
  - Public-private partnership – government’s role to influence markets to achieve public goals (economic and environmental)
    - Regulation, incentives, technical assistance, education
  - All stakeholders have input into planning and implementation