

62-37

Senate's advanced biofuels vote a big
victory for military, economy, planet



Advances military's
**alternative
fuel**
objectives



Creates
14,000
jobs



Generates
**\$10
billion**
in economic activity



Grows a
**clean,
domestic**
industry



ENVIRONMENTAL
ENTREPRENEURS®

ENVIRONMENTAL ENTREPRENEURS (E2) IS A NATIONAL COMMUNITY OF BUSINESS LEADERS WHO PROMOTE SOUND ENVIRONMENTAL POLICY THAT BUILDS ECONOMIC PROSPERITY. WE ARE INDEPENDENT. WE ARE NONPARTISAN. WE ARE A LEADING RESOURCE FOR UNDERSTANDING THE BUSINESS PERSPECTIVE ON ENVIRONMENTAL ISSUES.

E2 SPANS INDUSTRIES

From clean energy to real estate, our members have created more than 1,400 companies in dozens of different industries. Our members have created more than 500,000 jobs and manage about \$90 billion in venture and private equity capital.

E2 IS ORGANIZED AND EFFICIENT

We provide a time-efficient way for business leaders to leverage their professional experience and networks to influence policy and shape the debate around critical environmental and sustainability issues.

E2 GETS RESULTS

We influence policies that improve our air, water, land, and public health at the state and federal levels. These policies create jobs. They promote a more sustainable economy. And they grow businesses.

“THE E2 MESSAGE THAT A CLEAN, HEALTHY ENVIRONMENT IS GOOD FOR OUR ECONOMY AND OUR QUALITY OF LIFE IS NOW RESONATING POWERFULLY IN THE HALLS OF CONGRESS.”

— Senator Ron Wyden, Chairman, U.S. Senate Committee on Energy and Natural Resources

E2'S MILITARY BIOFUELS MESSAGE PENETRATES PARTISAN WASHINGTON

In late November 2012, the U.S. Senate voted 62-37 against a proposal in the National Defense Authorization Act that would have prevented the military from buying advanced biofuel to meet its energy needs. Military investment in this area is important because it's helping to grow and commercialize the advanced biofuel industry. E2, working with strategic partners, helped secure this bipartisan victory by mounting aggressive media and legislative campaigns in the run-up to the vote. We commissioned a leading economist to conduct a widely circulated, peer-reviewed study that demonstrated the economic benefits of military biofuels. We launched talk-radio tours that featured retired military officers warning 1.4 million listeners that America's fossil fuel dependency weakens our national security. And by strategically placing op-eds in hometown newspapers, we delivered E2's message straight to important lawmakers' doorsteps.



“FROM COMMERCIAL AVIATION TO THE INTERNET, THE MILITARY HAS HISTORICALLY LED SOME OF OUR NATION'S GREATEST ECONOMIC TRANSFORMATIONS — AND THE MILITARY'S LEADERSHIP ON BIOFUELS IS NO DIFFERENT.”

— Nicole Lederer, co-founder, Environmental Entrepreneurs



FUEL EFFICIENCY STANDARD-BEARER

In August 2012, national standards were finalized to double fuel efficiency for new cars and light trucks to 54.5 miles per gallon. E2 advocated for this policy by submitting op-eds, sending out action alerts, and lending our voice to the Go60 campaign. E2 has been involved in similar efforts since our first major campaign back in 2002, when we were the only business voice to support the California Clean Cars Bill to limit tailpipe CO₂ emissions.

“E2 PUT A BUSINESS FACE ON WHAT TRADITIONALLY WOULD HAVE BEEN VIEWED AS JUST AN ENVIRONMENTAL BILL.”
– Fran Pavley, California State Senator, on the 2002 Clean Cars Bill

CAP AND TRADE

Part of California’s groundbreaking AB 32 climate change law, the state’s first cap-and-trade auction was held in November 2012. In support, E2 held educational events and sent members to public hearings. The cap-and-trade program will use the power of one of the world’s largest economies to help California reduce greenhouse gas emissions to 1990 levels by 2020.



MASSACHUSETTS CLEAN ENERGY

E2 was part of a broad coalition that ensured passage of a clean energy bill in Massachusetts that increases net metering caps; doubles the percentage of long-term contracts for renewables; and keeps the state’s clean energy sector moving forward. E2 members met with key politicians, sent support letters, made phone calls, and wrote op-eds.



MANAGING OUR OCEANS



Responsible ocean management spurs economic growth, and in 2012 the Obama administration took a step in the right direction when it released a draft plan for a National Ocean Policy. When implemented, this comprehensive document will help guide federal decisions that affect the sustainability of the communities – and the profitability of the businesses – that rely on

healthy oceans and coasts for their health and survival. E2 supports this important policy and continues to defend it from congressional attacks.

PROTECTING PROFITABLE FISHERIES



In an act that marked the culmination of a decade of E2 support for Marine Protected Areas, the California Fish and Game Commission unanimously voted in 2012 to approve the last link in a chain of more than 100 protected marine ecosystems that stretch along the entire California coastline. These areas ensure that depleted fish populations can regenerate to sustainable levels, improving the economic value of Pacific Ocean fisheries.

CUTTING CARBON POLLUTION

E2 remains a steadfast voice for federal action on carbon pollution. In 2006, we supported the Massachusetts v. EPA decision that affirmed the EPA’s authority to reduce greenhouse gas pollution. Over the past two years, E2 defended this authority from attacks in Congress. We submitted letters-to-the-editor, authored op-eds, and joined an effective business coalition that supports the economically beneficial market signals created by the federal regulatory system. In March 2012, and with a support statement from E2 and other business organizations, the EPA released a carbon pollution standard for new power plants; now E2 is supporting the use of executive authority to reduce carbon pollution from existing power plants.



COMMUNICATING A POWERFUL BUSINESS VOICE

One of the ways E2 effects change in Washington and beyond is through a targeted communications program. In diverse media outlets, we amplify business voices for the environment. Whether the issue is extension of the wind energy Production Tax Credit, cutting power plant emissions, California's Low Carbon Fuel Standard, or continuing military investments in advanced biofuels, our communications strategies work. Since 2008, radio tours organized by E2 have reached 5 million listeners. In 2012, E2 either placed op-eds or its members were featured in outlets like *The Wall Street Journal*, *The New York Times*, *National Public Radio*, *The Washington Post*, *The Boston Globe*, *The Sacramento Bee*, and *The Los Angeles Times*. E2 issues timely reports on the progress of the clean energy economy, including our quarterly Clean Energy Jobs Report and our recently launched FuelingGrowth.org website. E2 also hosts EcoSalons and webinars that bring together experts and public officials to discuss the intersection of business, policy, and the environment. In 2012, speakers at E2 events included: Gov. Deval Patrick of Massachusetts; Sen. Mark Udall of Colorado; Gov. Jay Inslee of Washington; Assistant Secretary of the Army Katherine Hammack; and Suresh Prabhu, a former cabinet-level environment minister of India.



CONNECTING WITH FEDERAL LAWMAKERS

During the 112th Congress, E2 continued to build relationships on Capitol Hill. With 10 advocacy fly-ins as well as in-district meetings, our members logged more than 150 face-to-face meetings with federal lawmakers. In the Senate, we met with 62 senators from 40 states. In the House, we met with 67 members from 21 states. These efforts support E2's legislative priorities and help us build long-lasting, productive legislative relationships. For example, our New England chapter met with nine out of the 10 senators in the region and nine out of 17 representatives, while our Rocky Mountain chapter increased its influence by meeting with both Colorado senators and five out of seven representatives. Similarly, our Pacific Northwest chapter met with all of its senators and most of its representatives. E2's federal advocacy also extends into two regions where we plan to establish new chapters – the Midwest and the Mid-Atlantic – where we have met with dozens of U.S. senators and representatives.

WITH YOUR SUPPORT, E2 MARCHES ON ...

In a contentious and polarized policy environment, E2's nonpartisan, independent voice is vital. While we face enormous economic and environmental challenges, our success in addressing them depends on our willingness to de-politicize the debate and focus on practical, win-win solutions. The business expertise of E2 members is an essential contribution to the national dialogue as we revitalize our economy and build a cleaner future. Join us.



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