



ENVIRONMENTAL ENTREPRENEURS®

The Independent Business Voice for the Environment

www.e2.org

E2: Past, Present, Future

Where We Come From

Founded in 2000, Environmental Entrepreneurs (E2) was one of the first groups of business people to come together to support sound environmental policy for its economic, as well as health and social, benefits. In part, our objective was to create a level playing field, to foster the development of lower carbon, cleaner technologies that will ultimately drive the 21st century economy. Our broader vision was to encourage better management of our resources, as raw materials become scarcer (and costlier) and as the effects of climate change grow more pronounced.

Ten years ago many business leaders viewed environmental issues strictly as a matter of compliance and cost. Today, companies are recognizing the profitability of incorporating sustainability measures in their businesses, and business alliances have been organized to support carbon reduction, renewable energy, improved resource efficiency and clean technologies. Indeed, clean technology is widely seen as an engine of job creation and growth.

Yet the transition to a more sustainable economy is not smooth. As a result of entrenched industries and government reticence to provide a policy framework for clean technologies to compete, the investment environment is uncertain and the United States is falling behind the global push toward a clean economy. China and other countries are outpacing the US in the research, development and deployment of clean energy. With so much of the research and development for these products taking place in the US and being funded by US tax dollars, we're determined to maintain US competitiveness.

NORTHERN CALIFORNIA, PACIFIC NORTHWEST
& ROCKY MOUNTAINS
111 Sutter Street, Fl 20
San Francisco, CA 94104
TEL 415 875-6100 FAX 415 875-6161

NEW YORK & NEW ENGLAND
40 West 20th Street
New York, NY 10011
TEL 212 727-2700 FAX 212 727-1773

SOUTHERN CALIFORNIA
1314 Second Street
Santa Monica, CA 90401
TEL 310 434-2300 FAX 310 434-2399

Who We Are

We are a group of more than 850 business leaders with operations in 41 states. We have started 1,100 companies, created 500,000 jobs and manage \$90 billion in working assets. Our members run businesses and provide services across the spectrum of the American economy, including manufacturing, technology, agriculture, real estate, and finance. Because our members are successful in the management of their own businesses, we lend real authority to the argument that environmental stability and long-term economic prosperity are not only mutually compatible, but mutually dependent.

E2 is largely a volunteer corps; our permanent staff is small. We initiate action on priority topics, and respond to specific issues as they arise, working through government and media. We do non-partisan advocacy at both the state and national levels. We provide a vehicle for concerned business people to promote rational, pragmatic policies that are both economically and environmentally sound.

To support us in our mission, we have partnered with the Natural Resources Defense Council – in our opinion, the most effective environmental organization existing today. Working through Congress and the courts, NRDC has helped forge landmark legislation on forest and fishery protections, clean air and clean water and climate stability: collectively, the most powerful framework of environmental law on the planet. With its formidable legal and science staffs and more than 1.3 million members, NRDC helps us establish priorities, lends technical and legal advice and maximizes the impact of our message. This support is reciprocal. E2 membership fees provide financial support for NRDC programs.

What We Do

The world has changed a great deal since 2000, and we have contributed significantly to the positive aspects of that change. Our earliest EcoSalons brought business leaders together with scientific and policy experts to cultivate business awareness and support for strong environmental policy. The thought leadership around these issues influenced the re-direction of venture capital towards clean tech and alternative energy. It also formed the basis for our initial advocacy efforts in support of legislation to establish greenhouse gas emissions standards for passenger vehicles in California, standards which subsequently became the baseline for federal regulations. We have gone on to support more comprehensive legislation: California's Global Warming Solutions Act (AB32), Massachusetts Global Warming Solutions Act, Northeastern RGGI and Colorado's Renewable Portfolio Standards.

Our concern for sustainable resource management is reflected throughout our advocacy campaigns: electronics recycling (New York), water efficiency (Colorado River Basin), and community development (California), among others. We have undertaken detailed analysis of the economic benefits of comprehensive ocean management and sustainable fishing practices, and members on both coasts have worked hard to achieve enhanced protection for threatened fisheries and coastal economies.

While much of this work has taken place in the states, we are equally active at the Federal level. Each year, we bring high level business delegations to Washington, DC to make the case to the US Congress that the right policies on issues like energy, oceans management and transportation will drive new sectors of employment, and are thus essential components to economic recovery. E2 members who participated in the 2010 delegation represented the cutting edge of the new 'clean economy': venture capital for clean tech, advanced materials for energy storage, fuels from biomass, low carbon building materials. They met with Senators and urged adoption of an effective carbon policy as critical to driving investment, job creation and long-term growth.

What We Believe

The issues we have already identified will remain top priorities in the coming years. While specific legislative efforts will depend upon the composition of the respective statehouses and Congress, our agenda remains clear:

- Meaningful legislation to deal with greenhouse gas emissions, encourage the growth of renewable energy, and facilitate the adoption of energy efficiency and low-carbon technology.
- Adoption of a national ocean policy to provide basic and enforceable safeguards for marine resources
- Modernization of America's transportation infrastructure in ways that reduce dependence on foreign oil and greenhouse gas emissions, and contribute to the growth of sustainable communities.
- Economic incentives to encourage transition to efficiency in the storage, delivery and use of water.

We intend to continue to exercise thought leadership, drawing on the experience of our business members and the insight of our NRDC partners to prioritize issues and promote solutions.

Legislative advocacy is but one tool in the chest. Addressing financing challenges is another. We must continue to redefine the debate, so that development of a clean economy is recognized as a source of growth. We understand that change provokes resistance in established industry; we must therefore appeal to enlightened self-interest to encourage change, and expand collaboration with business groups where they align with our vision of a more environmentally sustainable economic model.

E2 has been at the vanguard of this movement for the last decade, and will continue to serve as a catalyst over the next decade.