



**For Immediate Release**

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**GREEN INDUSTRY PROMISES TO SPUR JOB CREATION AND ECONOMIC GROWTH IN LOS ANGELES; REGION'S LEADERS MUST GET ORGANIZED TO ATTRACT BILLIONS OF DOLLARS IN INVESTMENT**

*Los Angeles Business Council Urges Private/Public Sector Collaboration  
If Los Angeles is to claim stake as Green Industry Leader*

LOS ANGELES, Calif.—Los Angeles has the opportunity to be the center of the multi-billion-dollar green economy that is just beginning to emerge, but it must coalesce the business, government and academic leaders locally around a coordinated strategy or risk losing this potential economic engine to another region or state, according to the Los Angeles Business Council (LABC). The Los Angeles-based non-profit is sponsoring its 2<sup>nd</sup> Annual Sustainability Summit at the Getty Center on Friday, featuring some of the state's top business, political, environmental and academic leaders dedicated to attracting green industry to Southern California.

LABC has emphasized the existence of billions of dollars in economic opportunity related to the burgeoning industry that includes solar and wind energy technologies, as well as water conservation and emission-reduction solutions.

"The Los Angeles region is uniquely positioned to be the center of the green economy, but it will require a significant and collaborative effort by public and private sector leaders to realize that potential," said LABC President Mary Leslie. "Billions of dollars of investment and the green-collar jobs related to that investment hang in the balance for Los Angeles, and it's time to step up and seize the opportunity. The future Apples and Microsofts of the green economy are looking for a home base, and we believe Los Angeles can and should be the place they choose."

In advance of Friday's Sustainability Summit, the LABC issued five guiding principles for Los Angeles leaders to consider embracing if they hope to attract the clean and green technology firms that can become a force in the local economy for years to come.

- 1. Insist on private/public sector collaboration**, rather than government-focused approaches that threaten to stifle competition and innovation. As a case in point, the Green Energy and Good Jobs for LA Act, as originally written, limited private-sector involvement by requiring installation of solar panels on commercial, industrial and institutional building rooftops by LADWP only. That proposal limited the participation of private-sector energy developers and restricted

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building owners' rights to seek competitive rates for solar installation. The Los Angeles City Council last week agreed to an amendment put forth by LABC and other business organizations that would allow for expanded private-sector participation. Further details are expected in the next 30 days.

2. **Develop a strategic plan** in partnership with academic and business leaders to leverage the billions of dollars in projected investment over the next decade to drive the local green economy. Cities, counties and states are developing strategic plans to attract green industry. Los Angeles, while it has many natural assets to attract green industry, must develop a comprehensive strategic plan to secure this industry for the long-term benefit of the region.
3. **Quantify the inherent competitive characteristics that Los Angeles offers**, including top private-sector talent, skilled workers emerging from local community colleges, world-class academic expertise at local universities, and political leaders who will fight for the region's fair share allocation of billions of dollars of public and private investment.
4. **Make the investment in the technologies as a means of attracting green industry.** Specifically, the region should optimize its energy-efficiency investments and efforts through the development of sustainable power supplies, including wind power and solar installations, working with the technology leaders we seek to attract.
5. **Reach beyond power generation** and include indoor environmental quality, water conservation and green development initiatives as part of the regional sustainability efforts.

As an outcome of LABC's inaugural Sustainability Summit last year, the City of Los Angeles adopted a green building plan requiring new developments to be 15% more energy efficient. Energy efficiency stimulates economic development, including job creation and investment. The study "Energy Efficiency, Innovation and Job Creation in California," released in October by the nonpartisan, nonprofit organization Next10, made the following finding: "...if California improves energy efficiency by just 1 percent per year, proposed state climate policies will increase the Gross State Product (GSP) by approximately \$76 billion, increase real household incomes by up to \$48 billion and create as many as 403,000 new jobs."

**LABC's 2<sup>nd</sup> Annual Sustainability Summit, "Building a Green Economy," will take place at the Getty Center on Friday, November 14, 2008. The summit will highlight Los Angeles' emerging role in the global "clean technology" economy. More than 500 public and private sector leaders are expected, along with prominent speakers, including California Treasurer Bill Lockyer, Los Angeles Mayor Antonio Villaraigosa, business leaders, environmental advocates and civic leaders from across California. For further details, please visit [www.labusinesscouncil.org](http://www.labusinesscouncil.org).**

#### About the LA Business Council

The Los Angeles Business Council is an advocacy and educational organization dedicated to serving local businesses while informing and impacting positive change on multiple levels of city government. For over 70 years, the Council has been an influential link between business and city government and has had a major impact on education, housing and sustainable development policy.