

International Conference

The Great Transformation – Greening the Economy

Friday, May 28 and Saturday, May 29, 2010
Heinrich Böll Foundation, Schumannstr. 8, 10117 Berlin, Germany



The Copenhagen UN climate conference did not achieve a binding agreement on greenhouse gas reduction targets. However, the need for bold measures against climate change persists. Key to such a development is the transition towards a “Low Carbon Society” and the ecological remodelling of industrial society.

As we leave the fossil industrial age, the great transformation of the global economy on the basis of renewable raw materials and energies, demands profound political reforms as well as technological innovations. The ecological transformation of global capitalism provides tremendous opportunities for innovative enterprises, job creation and new “green” lifestyles.

There are two vital topics which are central to this international conference: “Smart Policies” - the basic political parameters and regulatory instruments and “Smart Technologies” - the leading technologies and key projects for an ecological turnaround. Moreover, we will be addressing the question of what new alliances and actors must come together to stop climate change.

Tomorrow starts today but how can today’s policies shape tomorrow’s world? Are there common objectives, strategies and policy instruments for Europe and the United States? A rapidly growing world population requires increasing wealth, but how can we fit economic growth with sustainable development? Which policies support the transformation of our economy into a green economy? Will these policies set the right price signals for better resource efficiency and renewable resources and allow for public infrastructure and technological and social innovations?

Registration

Please register by filling out the electronic registration form at www.boell.de/greennewdeal

Conference languages

There will be simultaneous interpretation of all panel discussions from German into English and vice-versa.

PLEASE NOTE: There won’t be simultaneous interpretation of all workshops. You will find detailed information on this at our website www.boell.de/greennewdeal closer to the conference.

Project management and information

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Friday, 28th May 2010

9.00 a.m. Registration

9.30 a.m. Welcome

Ralf Fücks, President, Heinrich Böll Foundation

John Podesta, President and CEO, Center for American Progress

Bernhard Lorentz, President and CEO, Stiftung Mercator

9.55 a.m. A Video Message from **Achim Steiner**, Executive Director UNEP

— Beyond Copenhagen – Greening the Economy

10.00 a.m. Keynote Speech

John Podesta, President and CEO, Center for American Progress

10.15 a.m. Panel Discussion

Renate Künast, Member of the German Bundestag, Chairwoman of parliamentary group, Alliance 90/The Greens

Teresa Ribera Rodriguez, Spanish State Secretary for Climate Change

John Podesta, President and CEO, Center for American Progress

Lu Xuedu, Deputy Director General, China National Climate Center

Stephen Mutimba, Managing Director, Camco Kenya

Moderator: **Ralf Fücks**, President, Heinrich Böll Foundation

11.45 a.m. Lunch Break

— Political Parameters and Regulatory Instruments

12.45 p.m. Keynote Speech

Carol Browner*, Director of the White House Office of Energy and Climate Change Policy in the Obama Administration

1.00 p.m. Panel Discussion

Carol Browner*, Director of the White House Office of Energy and Climate Change Policy in the Obama Administration

Jennifer Morgan, Director, Climate and Energy Program, World Resources Institute

Ernst Ulrich von Weizsäcker, Environmental Scientist and Climate Expert

Jürgen Trittin, Member of the German Bundestag, Chairman of parliamentary group, Alliance 90/The Greens

Matthias Machnig, Minister of Economics, Labour and Technology of Thuringia, Social Democratic Party SPD

Moderator: **Barbara Unmüßig**, President, Heinrich Böll Foundation

2.15 – 4 p.m. **Forum Round I**

Ia. Research for the Great Transformation

The “Great Transformation” will need radically different systems of production and consumption. These changes will require disruptive innovations. So far, most low-carbon innovations have been incremental, bringing about improvements in efficiency. For example cars have become more fuel efficient, but their basic technology has little changed. Disruptive innovation creates products or business models that transform the landscape, like new models of energy ownership or electricity demand management systems.

What is the “status quo” of disruptive low-carbon innovation? How can we move low-carbon pioneers from the margins to the mainstreams? What can governments and businesses do to support disruptive innovations?

Fred Steward, Professor of Innovation and Sustainability, Policy Studies Institute, University of Westminster

Uwe Schneidewind, President, Wuppertal Institute for Climate, Environment and Energy

Michael Gallagher, Senior Adviser and Director, Former President and Chief Operating Officer, Westport Innovations Inc.

Moderator: **Dagmar Simon**, Head of Research Group Science Policy Studies, Social Science research Center Berlin

Ib. Green Protectionism or Open Markets?

This workshop addresses the potential tension between raising standards in “climate-friendly” countries and the threat of “carbon leakage” through companies that move to “climate unfriendly” production environments. Do open markets and further progress in bringing down barriers in global trade provoke “carbon leakage”? Does it make sense to support and substitute solar energy in Germany when the solar panels are then produced in China? Is it necessary to have “Green Protectionism” with border-adjustment tariffs on products that are produced in heavily polluting countries? Are jobs under threat if we raise standards too high and too fast in Europe or in the US? How do we create a race to the top of environmental standards and job creation through progressive climate agreements?

Vesile Kulaçoğlu, Director, Trade and Environment Division, World Trade Organization

Karsten Neuhoff, Research Director, Climate Policy Initiative (CPI), German Institute for Economic Research (DIW)

Winfried Hoffmann, Vice President and Chief Technology Officer Solar Business Group, Applied Materials, Inc.

Moderator: **Tilman Santarius**, Head of Division, International Climate and Energy Policies, Heinrich Böll Foundation

Ic. Greening the Cities – City Profiles and Pathways

The idea of the workshop is to showcase different paths of development of ambitious cities on their way to become a low carbon city. Mexico City has focused in the past years on sustainable urban transport strategies, Freiburg i. Breisgau in Southern Germany is widely known as ‘Solar Capital’ and Stockholm leads the way with its Hammarby Model in connecting innercity brownfield revitalisation, urban design and local ecosystem management.

What kind of local governing parameters are vital for an ecological turnaround? To what extent is it possible to transfer urban policies between cities and municipalities in industrialised and developing countries, between megacities and medium-sized towns?

Malena Karlsson, Stockholm Glashuset

Hep Monatzeder, Deputy Mayor of the City of Munich

Moderator: **Nikolaus Bernau**, Editor, Berliner Zeitung

Id. Quo vadis Carbon Trading?

With EU carbon prices (EUAs) far below the necessary level to create a lasting investment incentive and move towards a low-carbon economy, the future of the EU Emission Trading Scheme (EU ETS) is bleak. Why are carbon prices where they are and what are the consequences? Given the ongoing investments of European utilities into fossil industries, does the ETS as an instrument work deliver the carbon emission targets set for 2020? Why are coal power plants still being built? Is there a contradiction between the ETS and renewable targets? In order to achieve ambitious targets, do we need complementary instruments like an increase and EU-harmonisation of CO2 taxes? With the likely adoption of emission trading schemes in the US and beyond, what can these countries learn from the EU experience? Should there eventually be a common ETS across the Atlantic and beyond?

Guy Turner, Director, Carbon Markets, New Energy Finance

Johannes Enzmann, Policy Officer, Directorate-General Environment, European Commission

Thomas Heller, Co-Director, Rule of Law Program and Stanford Program in International Law; Stanford Law School

Moderator: **R. Andreas Kraemer**, Chairman, Ecologic Institute, Washington DC

4.00 p.m. Tea and Coffee Break

— Breakthrough Technologies and Flagship Projects

4.30 p.m. A Talk with

Christopher Flavin, President, Worldwatch Institute

Moderator: **Hermann Ott**, Climate Policy Spokesperson, Alliance 90/The Greens

5.15 – 7 p.m. **Forum Round II**

Ila Green Investment – Financing the Great Transformation

The speed and sustainability of the transformation heavily depends on adequate funding – both in terms of quantity and quality. Who will mobilise these funds and how do they reach the economic and social actors? What is the role of different financial mechanisms like venture capital, investment funds, public funds and third sector initiatives? How do we channel private funding towards the support for the transformation? Currently the main political tools to foster the transformation in Europe are renewable targets and subsidies, feed in tariffs and the EU ETS. How useful are these in comparison with genuine private initiatives? How and where can more be done?

Tom Burke, Founding Director of E3G and Environmental Policy Adviser to Rio Tinto plc

Gerhard Schick, Member of the German Bundestag, Alliance 90/The Greens

Moderator: **Bracken Hendricks**, Senior Fellow, Center for American Progress

IIb Towards 100% Renewables

The objective is clear: 100% Renewables is possible. How will such a world look like? What are the responsibilities of the different economic and political actors in support of this goal? What are the most effective strategies in achieving this objective?

Michaele Schreyer, Former member of the European Commission, Vice-President of Network European Movement Germany

Eicke Weber, Director, Fraunhofer Institute for Solar Energy Systems ISE

Martin Rocholl, Policy Director and Programme Director for Transport, European Climate Foundation

Moderator: **Lars Grotewold**, Coordinator, Climate Change Program, Stiftung Mercator

IIc CCS vs. Renewable Energies? – Complementar Technology or Dead End?

CCS (Carbon Capture and Storage) is regularly cited as complementary or even necessary technology to achieve a no- or low-carbon society. Is CCS a realistic, secure and economical bridging technology? Should “northern” economies develop these technologies because they are unavoidable in the “south”?

Hans-Josef Fell, Member of the German Bundestag, Energy and Technology Spokesperson, Alliance 90/The Greens

Agata Hinc, Project Leader "Low Emission Economy", demosEUROPA - Centre for European Strategy

Cécile Maisonneuve, Vice President, International Agenda and Prospective, Areva

Jesse Scott, Programme Leader, Europe in the World, E3G

Moderator: **Camilla Bausch**, Head of Climate and Energy, Ecologic Institute

IIId Green Urbanism – Sustainable Architecture and Urban Development

What is crucial for sustainable, low carbon urban development? Should the various aspects (architecture and design, transportation planning, resource management, waste treatment and social inclusion) be coordinated in order to build a sustainable city? How can you organise a transfer of ideas and spill-overs between technological innovations, business and political deciders on the local level?

What innovations from Dongtan and other new sustainable construction projects can inspire urban development in Europe and North America, where it is primarily a matter of urban renewal?

Peter Head, Director, Planning and Integrated Urbanism business, ARUP

Matthias Schuler, Transsolar; Professor for Environmental Technologies, Graduate School of Design, Harvard University

Thomas Becker, Vice President, Governmental Affairs, BMW Group

Alfred Oberholz, Coordinator of the project „Innovation City“

Moderator: **Elke Pahl-Weber**, Professor at the Institute for Urban and Regional Planning (ISR), Berlin University of Technology and Head, Federal Institute for Research on Building, Urban Affairs and Spatial Development

IIe New Mobility – The “green” Mobility Products of the Future

Climate change, the dwindling availability and increasing price of oil, the intense pressures of traffic in many cities and the new mobility needs of many people will bring about a major change in the demand for cars and

mobility worldwide. The automotive industry is facing a deep transformation. New actors will also be entering the scene. In addition to the automotive industry, utility companies, the IT sector and public transportation authorities will be called upon to shape the evolution of new transportation services. Governments will also need the courage to create forward-looking frameworks to promote such development.

How will the urban mobility market of the 21 century look? What strategies are needed to “green” the mass product car? How can you integrate alternative driving technologies in intermodal transportation systems? What will be a successful business model for these “mobility products of the future”? What regulatory framework is needed to shape tomorrow’s mobility?

Weert Canzler, Research fellow, Research Group Science Policy Studies, Social Science Research Center Berlin

Jerome Guillen, Director, Business Innovation, Daimler AG

Moderator: **Michael Cramer**, Member of European Parliament, The Greens/EFA

7.00 p.m. Buffet

8.00 p.m. Film Screening
Die 4. Revolution - Energy Autonomy a movie by Carl-A. Fechner

Saturday, May 29th, 2010

8.00 a.m. Registration

8.30 a.m. Breakfast and Social Workshop
Social Media and Climate Change
Malte Spitz, Board Member, Alliance 90/The Greens
Tom McMahon, New Partners
Julius van de Laar, German Elections Campaigner at Avaaz.org
Moderator: **Jon Worth**, Euroblogger

— Actors and Alliances

9.30 a.m. Keynote Speech
Jerome Ringo, Member of the Board of Directors, Apollo Alliance

9.45 a.m. Panel Discussion
Jerome Ringo, Senior Executive for Global Strategies, Apollo Alliance
Cem Özdemir, Chairman, Alliance90/The Greens
Michael Sommer, President, The Confederation of German Trade Unions (DGB)
Jesús Caldera, Executive Vice President, IDEAS
Moderator: **Bernhard Lorentz**, President and CEO, Stiftung Mercator

11a.m.- 12.45 p.m Forum Round III

IIIa Green Lifestyle and the Power of Consumers

Many hope that the consumers will be the driving force of „greening the economy“. A growing demand for environmentally friendly products will lead to changed products. Many labels seek to give guidance for an ecologically aware shopping choice. Critics point at “greenwashing” practises of businesses and call for structural changes in the mode of production. How strongly are consumers considering environmentally-friendly production ? Are they well informed by existing labels? How great is the share of environmentally conscious consumers? What factors motivate consumers to change their shopping choices?

Andre de Freitas, Executive Director, Forest Stewardship Council

Klaus Müller, Chairman, Cosumer Advice Center North Rhine-Westphalia

Kathrin Hartmann, Author

Moderator: **Bärbel Höhn**, Member of the German Bundestag, Vice-Chairwoman of parliamentary group, Alliance 90/The Greens

IIIb Enabling Environments – Transformation in Partnerships between North and South

The Great Transformation will only work out if it includes all countries. With the Copenhagen agreement an annual investment of 100 billion Euros per year towards the “south” is envisaged. Through what mechanisms should that money be transferred? On what measures should it be used? Often poorer countries can contribute much more effectively than the North to emission reductions while creating jobs and progress with minimal investments. How can such “enabling environments” be created? Have mechanisms like CDM, low-carbon loans and trade policy proven successful? How can third sector or local actors be strengthened? What political frameworks are necessary to facilitate high-yield (climate) investments in the “south”?

Many developing countries have carbon emission reduction policies already in place (e.g. car emission targets in China are better than the US). How important are the current policies and what can the “north” learn from them?

Alina Averchenkova, Senior Analyst, International Climate Policy, First Climate AG

Frank Momberg, Asia-Pacific Regional Director of Development, Fauna & Flora International

Stephen Mutimba, Managing Director, Camco Kenya

Moderator: **Andrew Light**, Senior Fellow, Center for American Progress

IIIc Transforming Society - New Alliances

“The best solutions for the survivability of our planet are also the best solutions for everyday Americans“. This is the idea of actors from the green-blue alliance movement in the United States. It is a national partnership of labor unions and environmental organizations dedicated to expanding the number and quality of jobs in the green economy.

We want to introduce this approach, the aims and ways of working on a blue-green alliance and discuss its replicability in Germany and Europe. How can we forge successful alliances for our countries?

Hans-Jürgen Urban, Executive Board Member, IG Metall

Jürgen Resch, Executive Director, Deutsche Umwelthilfe (German Environmental Aid)

Margrete Strand Rangnes, Deputy Director, Blue Green Alliance

Michael Peck*, Founder and Principal, MAPA Group

Moderator: **Cem Özdemir**, Chairman, Alliance90/The Greens

III d A Green New Deal for Cities and Local Communities?

How can local politicians implement the vision of the Green New Deal on their level?

The Green New Deal is a concept for an ecological turn of capitalism. It often combines active employment policy and economic incentives packages that focus on eco-businesses. Cities and Local Communities are generally the executing actors of national economic stimuli, as it was shown in the national programmes following the credit crunch in 2008-2009. The workshop asks: What would a Local Green New Deal look like? What national regulations/frameworks are necessary?

Sandy Taylor, Head, Climate Change and Sustainability, Birmingham City Council

Hans Mönninghoff, Head of Economic and Environmental Affairs Department, City of Hannover

Jens Lattmann, Head of Economy and Environment Department, German Association of Cities

Bas Boorsma, Director, Internet Business Solutions Group and Head, Connected Urban Development, CISCO Systems, Inc.

Moderator: **Rita Kellner-Stoll**, Responsible for “initiative enterprise environment” with its elements “partnership enterprise environment” and “enterprise environment award: North West”

12.45 p.m. Lunch Break

— Sustainable Growth – Progressive Growth?

1.45 p.m. Keynote Speech

Reinhard Bütikofer, Member of the European Parliament, The Greens/EFA

2:00 p.m. Panel Discussion

N.N., UNEP

Ralf Fücks, President, Heinrich Böll Foundation

Jiahua Pan, Senior Fellow and Deputy Director, Research Centre for Sustainable Development (RCSD) at the Chinese Academy of Social Sciences (CASS)

Michael Ettlinger, Vice President for Economic Policy, Center for American Progress

Moderator: **Carlos Mulas-Granados**, Director, IDEAS

4.00 p.m. End of Conference

*Confirmation pending

This conference is jointly organized by the Heinrich Böll Foundation, the Center for American Progress (CAP) and Stiftung Mercator. Cooperation partners include Fundacion IDEAS, Policy Network, Progressio Foundation and Tällberg Foundation. The conference is supported by the Green European Foundation, the British Council Germany and the US Embassy in Berlin.