

Climate Prosperity Themes

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“Climate Prosperity generates substantial economic and employment growth and sustainable business and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness. In addition, Climate Prosperity is the most cost-effective method of promoting renewable energy and clean technologies, protecting the environment, and preventing harmful impacts from global warming.”

- 1) Climate Prosperity places economic and business development (including community development and real estate development) at the centerpiece of the policy and political conversation. This enables people to fully participate and engage in the conversation, even if they do not believe in the danger of climate change caused by human action, or if they do not care about protecting the natural environment. This is one of the important reasons that organizations such as the American Chamber of Commerce Executives, the International Economic Development Council, the Council on Competitiveness, and the AFL-CIO are comfortable in supporting this particular approach, with positive buy-in from their members. Climate Prosperity is supported by a wide range of organizations, including the Rockefeller Brothers Fund and the Environmental Defense Fund.
- 2) Climate Prosperity appeals directly to the chief political and public policy concern of every U.S. citizen, by explicitly addressing the desire for each and every person to enjoy a good livelihood and personal well-being, both for themselves and for their loved ones, at least through the next few generations. The main idea is to expand public and private investments in the fundamental assets of people and place that make each state and local geographic area in the U.S. as innovative, productive, and competitive as possible in the global economic marketplace. (Federal and state government support for such activities is outlined in detail in the 2002 National Governors Association report, *State Policy Approaches to Promote Metropolitan Economic Strategy*.)
- 3) Climate Prosperity is entirely about hope, opportunity, and consensus building, rather than about fear and divisiveness.
- 4) Climate Prosperity Strategies maximize state and local responsibility, innovation, and action, well synchronized with the grassroots empowerment approach. Climate Prosperity also emphasizes personal responsibility and accountability. Climate Prosperity blends individual, family, and entrepreneurial self-interest with voluntary collaboration.
- 5) Climate Prosperity brings the well-established ideas of business sustainability (*Cradle to Cradle*, *Natural Capitalism*, *Green to Gold*, *The Necessary Revolution*, *Hot, Flat, and Crowded*) in terms of cutting costs, expanding market opportunities to enhance revenues, attracting and retaining a high quality workforce, and improving overall profitability (GREEN SAVINGS, GREEN OPPORTUNITIES, GREEN TALENT). By taking a total systems approach across the entire value chain in terms of conserving and reusing resources rather than overusing and wasting them, and by moving from the corporate setting to the community or area-wide economy venue, communities can increase jobs, incomes, productivity, and competitiveness. The only way to transform the competitiveness of the American economy is to address broad and deep linkages between firms, industries, households, institutions, and state and local governments, in addition to focusing on promoting resource efficiency within individual companies.
- 6) Climate Prosperity helps strengthen the ideas of the Apollo Alliance (*Apollo’s Fire*), the Blue-Green Alliance, Green for All, and similar groups in terms of generating green savings, green jobs, green profits, and an overall green economy, by building a much stronger coalition of support for economic and business development strategies that make environmental sustainability a cornerstone of these strategies.