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PRESIDENT'S COUNCIL ON
SUSTAINABLE DEVELOPMENT

1997 JUL 21 10:27

To: Todd Stern
Staff Secretary and Assistant to the President

From: Martin Spitzer *Martin*
Executive Director

Subject: PCSD and Climate Change

Date: July 18, 1997

Thank you for taking the time to meet on Tuesday. The discussion about the President's Council on Sustainable Development's potential role in shaping a successful climate change strategy was extremely productive. We believe that the nature of a multi-stakeholder presidential advisory council lends itself well to tackling the issue of climate change.

Attached is a list of ideas of how PCSD can help build support for a successful U.S. position on climate change. We look forward to your comments and await your direction.

cc: Katie McGinty
Dirk Forrister
David Sandalow

Attachment



**President's Council for Sustainable Development (PCSD)
Potential Role in Brokering A Successful Climate Change Strategy**

The PCSD can play a particularly useful role in broadening public and business community support for a successful U.S. position on climate change in Kyoto and beyond. Several features of the PCSD make this unique contribution possible:

- high-profile group of executives from business; multiple levels of government; and environmental, community, and other diverse organizations.
- nonpartisan
- proven track record in brokering consensus on difficult issues, showcasing successes in private and public sector, and in elevating sustainability issues in media.
- can serve as locus for unusual partnerships across interest groups
- can add transparency in climate dialogues to help allay business concerns
- can "filter" potentially controversial issues or act as sounding board
- can link Kyoto position into longer-term process to provide more certainty to business community.

The Council will need visible empowerment from the White House to mobilize its members for the following kinds of activities.

September 21-23 Council Meeting: The next scheduled Council meeting in Tulsa, Oklahoma has the potential to be a high-profile event in the "heartland" leading up to the White House conference in early October. Plans call for a major public dialogue and media opportunity centered around a series of expert briefings on the geopolitics of climate change, state of the science, technologies of the future, and market-based policy instruments including emissions trading. A roundtable with the local agricultural community will be held also to explore potential impacts of climate change on agriculture as well as opportunities for farm-based technologies to be part of the solution (i.e., changes in cultivation that simultaneously conserve water, chemical additives and carbon; raising crops to provide fuels, electricity, and substitutes for synthetic chemicals). A second roundtable with independent oil producers based in Oklahoma is being considered also.

"Climate Change Principles": The Council will begin crafting a set of principles for guiding U.S. climate strategies for public release before Kyoto--possibly at the Tulsa meeting. Such a statement from a broad-based and prestigious group could help demonstrate a broader foundation of support for climate change as sought by the President. Principles could address, for example, the compelling nature of the science, the importance of market mechanisms, the critical role of technology, the sound business sense in taking prudent action (per economist statement), and the role of the U.S. vis a vis developing countries.

November Council Meeting: A second Council meeting can be organized in another region, such as the Great Lakes, to fall between the White House Conference and Kyoto.

Business and Education Outreach: Since the Council includes CEOs from seven corporations (including British Petroleum, ENRON, and General Motors), its members can provide an immediate bridge to other CEOs. This outreach can be within particular sectors or innovative partnerships across businesses one would not ordinarily link. With special empowerment from the White House, the Council could engage the Business Roundtable in a dialogue about ways to avoid risks from climate change and to position themselves for a transition to a low-carbon economy. Because of its collective high profile, the Council can also engage major educational networks, like the federal extension service or small business association network, to raise public awareness about climate change.

Regional/Local Roundtables: A successful effort to engage the American public will make climate change a personal and local issue. Short of the full Council, groups of Council members can hold special roundtables around the country to bolster public discussion and conduct outreach to special interest groups as resources and time permit. Examples include:

- Use Council members to showcase and bring media attention to some of the 40 U.S. cities which have joined an international network of cities dedicated to doing their part to reduce greenhouse gas emissions. This is an excellent opportunity to bridge the gap between global warming and hometown USA by featuring "local heroes."
- Use Council members to heighten media coverage of innovative actions at the state level. For example, a workshop is already planned in November to highlight New Jersey's steps to protect their coastline from potential losses associated with climate change. Several members could also showcase Oregon's precedent-setting legislation requiring all new power plants to meet performance standards for carbon dioxide.
- Couple outreach sessions to one or more of the existing science-based workshops organized by the U.S. Global Change Research Program to examine regional vulnerabilities to climate change. Three workshops are currently scheduled in September in Arizona, New Hampshire, and Pennsylvania. Seventeen more are scheduled over the next 12 months.

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July 1, 1997

TO: Interested Parties

FR: Scott Sklar

RE: Managing Federal Implementation of Million Solar Roofs

There are four explicit activities that have been announced that must be managed for momentum and implementation. The sooner we can establish a working venue the better our chance for success. Focus of responsibilities and driving early partnering is essential.

I am suggesting a approach that will drive the process the fastest and most comprehensively:

Interagency Working Group

In late July or early August, we need to set up a first meeting which in my opinion should be cochaired by Secretary of Energy Pena and Katie McGinty (CEQ). This should be a short meeting which includes the Secretaries of Agriculture, Commerce, HUD, Deputy Secretary of Defense, OMB, and Administrators of EPA, FEMA and SBA. The meeting is to discuss using the Million Solar Roof program as a test model of domestic initiative to meet Global Climate Change Targets and create jobs. The thrust should be to have a senior political staffer named by each agency to coordinate on an ongoing basis and formation of four formal sub working groups.

Subgroup on Federal Procurement should be cochaired by DOE and OMB Office of Federal Procurement Policy (Kelman) and should establish an interagency meeting composed of DOD, DOE, NPS, GSA and HUD to carry out two fundamental tasks: 1) approve a bundled bid & procurement mechanism fast tracked for cost-effective solar rooftops; 2) create a formal quarterly public reporting system to drive agencies.

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Subgroup on Technology Grant Programs should be chaired by OMB with support by OSTP (Kelly) and should establish rules and compliance for accessing existing federal grant programs (DOE: State Grants, EPA: Environmental Technology Initiative, DOD: DARPA, FEMA: Emergency Grants, DOI: Indian Affairs and Islands, HUD: Grant Programs in Affordable Housing, Block Grants and Empowerment Zones). These programs would have accelerated windows for access for project "buy downs" as long as there is a demonstration of local cost-share (minimum 25 percent). NREL (DOE/EPA), Sandia (DOD/FEMA/BIA), FSEC (HUD/EPA) and NCAT (USDA/HUD) need to be coordinated to provide fast track due diligence support to the above programs. ...

Subgroup on Federal Lending Programs should be chaired by The White House (OSTP/CEQ/GW Czar) with program directors of HUD/FHA, VA Loan, USDA (Both RUS, FmHA Loans), SBA, and quasi government programs including Fannie Mae and Freddie Mac etc. to open accelerated lending windows of a minimum of 15 year amortization at 5 percent and be able to blend programs. Since Fannie Mae has been unable to do this even with its own explicit authorizing language in the Energy Policy Act -- this will take "brute" political force to happen. Sandia and Florida Solar Energy Center need to be assigned by DOE to provide costing, cashflow, warranty and other kinds of technical support.

Subgroup on Local Voluntary Action should be staffed by DOE and openly solicit "volunteers" from municipalities (and municipal utilities), utilities, builders, mayors, and governors. SEIA, the Alliance to Save Energy, National Center for Appropriate Technology, and others need to be brought into action. DOE's support role includes utilizing Florida Solar Energy Center, North Carolina Solar Energy Center, National Center for Appropriate Technology, National Renewable Energy Laboratory and Sandia National Laboratories to work as a technical support team with alliances with ASES, UPVG, SRCC, IRE, NASEO, PTI, SEIA State & Regional Chapters etc.

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WH Plans

DRAFT

TO: Jonathan Lash, World Resources Institute
Ray Anderson, Interface, Inc.
Steve Percy, British Petroleum
Dr. Jim Baker, Department of Commerce, NOAA

FROM: Todd Stern, Assistant to the President

SUBJECT: President's Council on Sustainable Development and Climate Change

DATE: July 28, 1997

I wanted to follow up on our recent conversation about ways in which the Council could help engage the American public on the need for prudent climate change actions. Our discussion, and your subsequent correspondence, was extremely helpful.

As I explained in our meeting, President Clinton believes we must lay a strong foundation of support in order to negotiate and sustain successful U.S. policies on climate change. [That requires a broad educational effort to help convince the public that the threats from climate change are real and imminent, as well as concerted outreach to the public, Congress and key stakeholders about the costs and benefits of alternative kinds of actions. Obviously, this is a major undertaking by the Administration involving the full Cabinet, other officials, and the White House Climate Change Task Force.] I believe that the President's Council on Sustainable Development can also play an important role based on its diverse membership and track record in brokering agreements.

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In particular, I would encourage the Council's participation in two broad areas. First, it would be extremely helpful for the Council to sponsor dialogues with the general public and special stakeholder groups in concert with your regular meetings, as well as any special meetings you wish to convene before the Kyoto negotiations. The Tulsa meeting in September is a perfect opportunity to discuss how climate change affects a broad array of interests in the Midwest. Second, it would be helpful for this broad-based group to explore how we can most effectively design longer-term strategies for simultaneously reducing greenhouse gas emissions and maintaining a healthy economy. I realize this latter effort falls in line with the President's charge to the Council to develop policy recommendations on climate change and that you would be working on them beyond Kyoto.

On behalf of the President, I greatly appreciate the Council's efforts on this and other sustainable development issues. I look forward to receiving periodic progress reports as you proceed.

cc: Kathleen McGinty
Dirk Forrister
David Sandalow
Martin Spitzer
Christine Ervin

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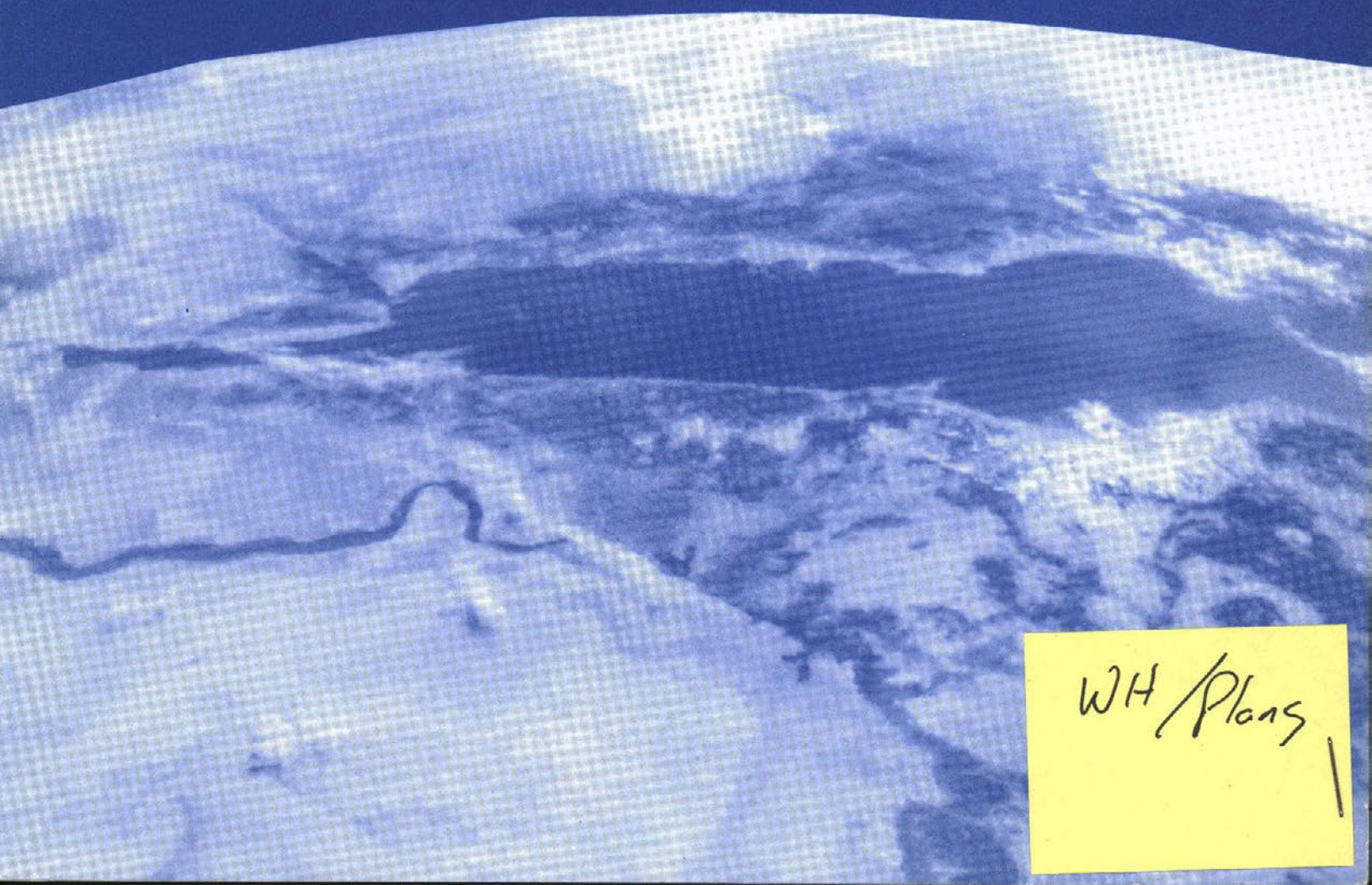
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THE CLIMATE CHANGE ACTION PLAN

President William J. Clinton
Vice President Albert Gore, Jr.

October 1993



WH/Plans