

Digest of Green Reports and Studies

Title	Green Business Zone - Pasadena's Green Plan Hits the Bottom Line
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Summary	The City of Pasadena laid out an ambitious, seven-point Green City Action Plan, a far-reaching initiative endorsed by the United Nations Green Cities Declaration and Urban Environmental Accords. It addresses urban environmental impacts ranging from energy, waste reduction and urban design, to urban nature, transportation, environmental health and water usage. The plan is nearly two years in, and the City Council reports progress on every front. In addition to support from sustainability advocates, it has been embraced in a big way by some of Pasadena's largest businesses.
Key Findings	<ul style="list-style-type: none"> • CALSTART, a Pasadena-based national nonprofit organization, works with companies and communities to develop clean and efficient transportation technologies. • Cal-Tech (California Institute of Technology), emerging technologies at the Art Center College of Design and climate change research at NASA's Jet Propulsion Laboratory are local sources for the talent and expertise. • Nobel Prize winning scientist. Professor Robert H. Grubbs, one of the recipients of the Nobel Prize in 2005 for development of olefin metathesis catalyst technology co-founded Pasadena-based Materia, Inc. to commercialize the technology. • Eight years ago, Cal-Tech and the City of Pasadena developed a partnership with a goal of growing the high-tech community in the San Gabriel Valley. The public/private partnership that has emerged is Entrettech, which empowers entrepreneurs to build new businesses by providing access to educational programs and strategic partnerships, and assistance for academics who are making the transition from classroom to the boardroom. • Entrettech has expended the partnership to include the University of Southern California (USC) and the University of California, Los Angeles (UCLA) as well. The a high-tech trifecta is bringing technology companies and jobs to the region. • While the cross-section of local industries has traditionally centered around biotechnology, software developers and aerospace engineering, clean technology is emerging as key in Pasadena. • On June 6, Entrettech and the City of Pasadena hosted GreenTech 2008, the second annual showcase for start-up companies to preview leading edge technologies that won't be on the market for another 3 to 5 years.
Recommendations	<ul style="list-style-type: none"> • CALSTART needs to be in the greater metropolitan Los Angeles area, at the heart of the clean transportation movement. • Pasadena should invest in multi-fuel service stations, and individuals and entrepreneurs who will champion the effort. • Given the Green City Action Plan and its partnerships, Pasadena should become a model city for transportation efficiency.
Definition of "Green"	None stated.
Methodology	None
Data Sources Cited	None
Report Geography	Pasadena and the Los Angeles Region
Green Occupations Cited	None
Green Industries Cited	Clean technology
Keywords	Clean technology, green technology, energy; waste reduction; urban design; urban nature; transportation; environmental health; water usage; environmentally friendly pesticides; catalyst technology; olefin metathesis catalyst technology;
Legislation Cited	None
Bibliography (Y/N)	No
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