Digest of Green Reports and Studies

Title	Green Technology Initiative Magazine - California's New Energy Economy Issue
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Summary	*Note: Source document is online publication for the Green technology initiative, a nonprofit organization to facilitate, coordinate, and share information to support green technology, Site offers comprehensive collection of updates, highlights about local green projects, developments or actions by municipalities to promote and attract green industries around. A common thread may be growing competition. Los Angeles, Bay Area cities and Sacramento are among many who have a stated goal to be a leader or greenest.* Green technology is an initiative of the non-profit Foundation for Advancements in Science and Education (FASE). Established in 1981 as a coalition of educators, researchers, physicians, scientists, environmentalists and other professionals, FASE produces a broad range of public interest communications and research. The foundation's environmental health programs have encompassed research, reporting, conferences and policy, producing more than 70 educational programs for public broadcasting, and received more than 150 awards, including three Peabody Awards and the Environmental Media Award. Green Technology provides a forum that advances government and private sector efforts to create clean and sustainable communities. Green magazine is an online publication, offering a wide spectrum of feature articles to stay up to date on all that is green. If the latest issue is an indication, it is a comprehensive collection of articles, perhaps the largest resource of current articles, highlighting green building projects, legislation and actions by local government supporting green technology across the State. It is forum for information sharing, with announcements of events and conferences and people profiles provide insight about individual accomplishments. Key highlights in current edition include: California Community Colleges green building projects and solar power applications. Efforts to build green schools and future funding are covered. A goal is to by certify by LEED Leadership in Energy and Environmental Design, a rating system developed by the U.S Green Building Council. As the main architect and developer for State facilities, the Department of General Services figures prominently with building projects and important updates of new building codes adopted by the State. There is no shortage of impressive projects from water treatment plants, solar and wind generation and new applications in technology, as well as incentives, with a sampling of actions by local municipalities to encourage green projects and investment: • What are "the greenest cities" in California? Researchers at UCLA looked at registered vehicles in 349 California cities. The study, "Green Market Economy found Berkeley was first with 5.2 percent hybrid vehicles, while 2.48 percent in Albany are hybrids. El Cerrito came in third at 2.3 percent hybrids. The state average is .76 percent. ," • "San Francisco will now have the highest local solar subsidy in the nation," a move by the City to encourage residents to make Solar power investments. • "Los Angeles adopts action plan to lead the nation in fighting global warming." With more than 50 initiatives intended to reduce the city's carbon footprint. "We're setting the green standard in LA," Mayor Villaraigosa said. "Reducing our carbon footprint by 35 percent below 1990 levels is the most ambitious goal set by a major American city." • "San Jose plans to be the world center of clean tech innovation." By 2022, the city intends to have 25,000 clean tech jobs, reduce per capital energy use by 50 percent, receive 100 percent of its electrical power from renewable sources, build or

	retrofit 50 million square feet of green buildings, divert 100 percent of waste from landfills and convert landfill waste to energy. All of its public fleet vehicles will be running on alternative fuels. There is more on local efforts like Sacramento's clean technology corridor and Pasadena's green city action plan, and financial incentives or creative approaches to go green. The publication also acknowledges people who are making a difference, proving one does not need to be an environmentalist with recent profiles of the President of Bank of America, Cisco systems vice president of government affairs, the State Attorney General among those in the spotlight. No doubt, this site will help you stay current about what is happening across the State in green technology.
Key Findings	Central Findings: • Green technology is a nonprofit initiative to build California's leadership and stay on the leading edge of green technology application • Provides profiles of projects, people and policy actions of local government. Some examples, best practices and strategies to be green. A study reveals the greenest cities in the State. The Bay Area and the Southern California Region are the major hubs of activity. • Plans by major urban areas are outlined for how they intend to become greener. • It is a forum of information sharing and networking to facilitate green applications
Recommendations	N/A
Definition of "Green"	The term "technology" refers to the application of knowledge for practical purposes. The field of "green technology" encompasses a continuously evolving group of methods and materials, from techniques for generating energy to non-toxic cleaning products. The present expectation is that this field will bring innovation and changes in daily life of similar magnitude to the "information technology" explosion over the last two decades. In these early stages, it is impossible to predict what "green technology" may eventually encompass. The goals that inform developments in this rapidly growing field include: Sustainability is meeting the needs of society in ways that can continue indefinitely into the future without damaging or depleting natural resources. In short, meeting present needs without compromising the ability of future generations to meet their own needs. "Cradle to cradle" design - ends the "cradle to grave" cycle of manufactured products, by creating products that can be fully reclaimed or re-used. Source reduction reduces waste and pollution by changing patterns of production and consumption. Innovation - developing alternatives to technologies - whether fossil fuel or chemical intensive agriculture - that have been demonstrated to damage health and the environment. Viability - creating a center of economic activity around technologies and products that benefit the environment, speeding their implementation and creating new careers that truly protect the planet. <u>Examples of green technology subject areas</u> Energy - Perhaps the most urgent issue for green technology, this includes the development of alternative fuels, new means of generating energy and energy efficiency. Green building - encompasses everything from the choice of building materials to where a building is located. Environmentally preferred purchasing - This government innovation involves the search for products whose contents and methods of production have the smallest possible impact on the environment, and mandates that these be the preferred products for government purchasing. Green chemistry - The invention, design and application of chemical products and

	processes to reduce or to eliminate the use and generation of hazardous substances. Green nanotechnology - Involves the manipulation of materials at the scale of the nanometer, one billionth of a meter. Some scientists believe that mastery of this subject is forthcoming that will transform the way that everything in the world is manufactured. "Green nanotechnology" is the application of green chemistry and green engineering principles to this field.
Methodology	N/A
Data Sources Cited	UCLA , various
Report Geography	California, statewide and local areas
Green Occupations Cited	The occupations of people profiled in the projects are not necessarily exclusively "green." These include: • Engineers • building project managers, • banking and finance analysts, • managers and administrators, • CEOs, • consultants, • government analysts, • architects and technicians, • utilities managers, • plant operators, • construction workers, • public relations professionals, • authors, • technical writers and • activists.
Industries	• Local and State government • Education • Utilities • Construction • Banking and Finance • Information Technology
Keywords	Green economy; clean technology; green economy; innovation;; solar; energy generation; energy efficiency; transportation; green building; manufacturing; business services; construction; energy; environmental consulting; water & wastewater; recycling & waste; economic. Leadership in Energy and Environmental Design (LEED), sustainable, green schools, green cities, renewable source reduction, viability, cradle to cradle design, green preferred purchasing, green schools, California Building Standards Commission, Green urbanism, mass transportation, green summit.
Legislation Cited	A sampling of some legislation (not all-inclusive). State agency combined green building standards adopted by the California Building Standards Commission on July 17, 2008, as amended for publication in the 2007 California Green Building Standards Code, CCR, Title 24, Part 1CA CA Executive Order S-20-04 – Green Building Initiative (2004) California Solar Initiative CA SB1 – California Solar Initiative (2007) LEED certification for schools and proposition 1-D funding for green schools Governor's Executive Order Energy Action Plan
Bibliography (Y/N)	N
Reviewer Name/Org	

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