

Window On the Green New Deal

July 24, 2019



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Some of the topics and issues we will be discussing today

- What are the key elements of the Green New Deal? What are the targets? And what can potentially be achieved in the next 10 years? Should it be done faster? Or does it need more time?
- Where are the opportunities for businesses to engage in the ambitions of the Green New Deal?
- How to manage the transition to a new environmental state? How can regulatory burdens of environmental measures be turned into an advantage?



Today's Panelists



Denise Naguib
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Josh Freed
Senior Vice President for the
Clean Energy Program
Third Way



Paul Washington
Executive Director,
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Bart van Ark (moderator)
Executive Vice President &
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Sustainability: different things to different people

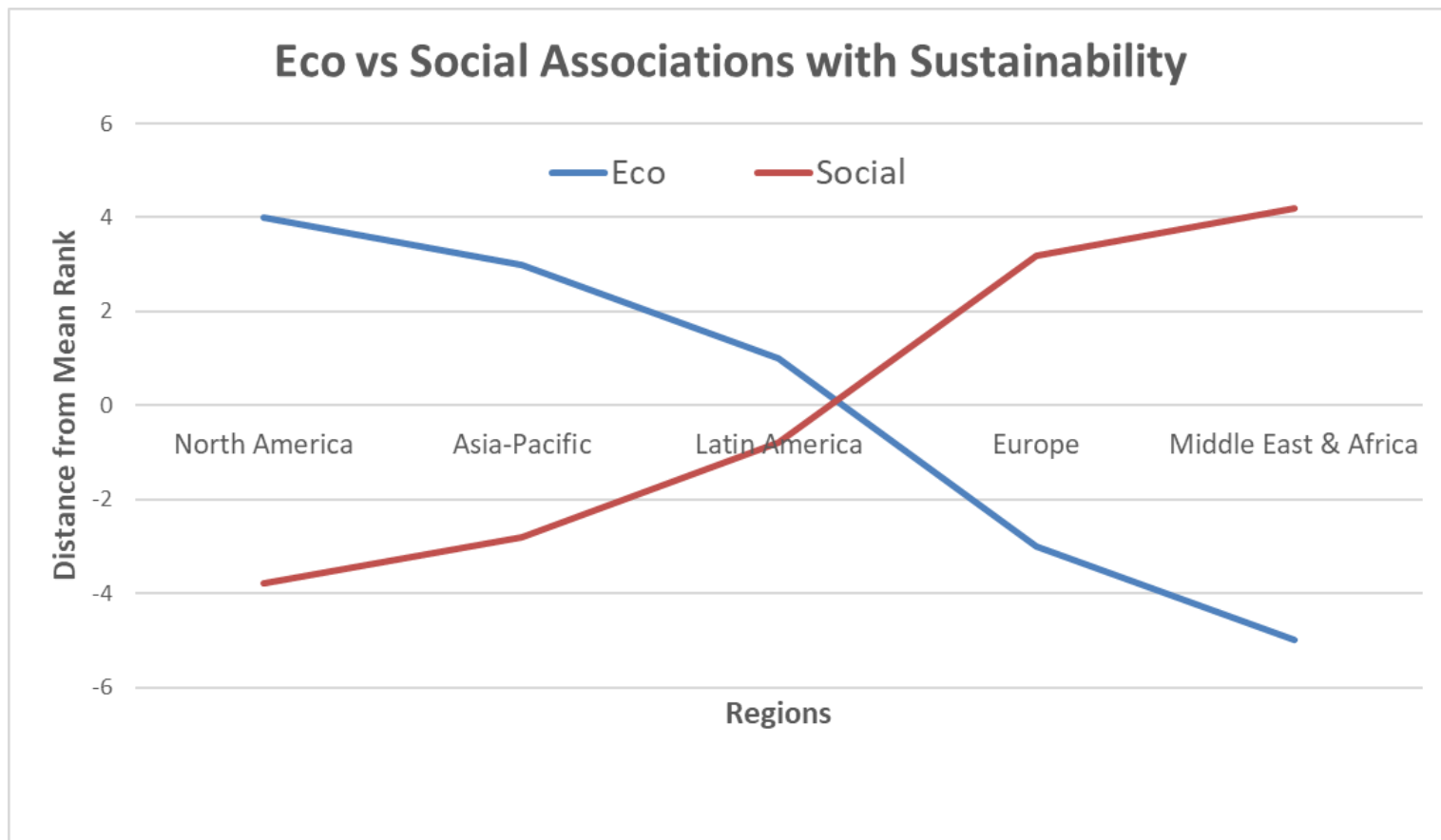
	Region					
	North America	Asia-Pacific	Europe	Latin America	Middle East & Africa	GLOBAL
Environment	2	1	2	3	4	1
Recycling	1	2	3	2	5	2
Alternative Sources of Energy	3	3	5	1	6	3
Fair Price	5	4	1	4	1	4
Pollution	6	5	6	7	2	5
Climate Change	4	6	7	6	8	6
Fair Labor Conditions	7	7	4	5	3	7
Community Development	10	8	8	8	7	8
GMO (Genetically modified organism)	8	9	9	10	10	9
Charity/Donations	9	10	10	9	9	10

Source: The Conference Board® Global Consumer Confidence Index Survey, Q1 2019. Methodology: rank top 3.



“Eco” vs “social” associations

- More “socially fair” association in Middle East & Africa and in Europe
- In the world’s most confident regions, “eco” association dominates



Source: The Conference Board® Global Consumer Confidence Index Survey, Q1 2019

Divergence from regions' mean rank. > 0 = higher rank, < 0 = lower rank



What is the core of the Green New Deal?

- Reduce U.S. greenhouse gas emissions to net-zero and meet 100% of power demand in the country through clean, renewable, and zero-emission energy sources by 2030.
- Create millions of jobs to provide a job guarantee to all Americans, along with access to nature, clean air and water, healthy food, a sustainable environment, and community resiliency.



Main policy areas

- Energy-efficient and “smart” power grids to provide affordable electricity
- Invest in clean, renewable, and zero-emission power sources
- Decarbonization of industry through use of clean energy
- Maximize energy and water efficiency in new and existing construction project
- Decarbonization of agriculture through sustainable farming and equitable food system
- Investment in transportation system, in particular zero emission vehicles
- Repair and upgrade infrastructure to withstand extreme weather conditions
- Restore ecosystems through land preservation, afforestation and science.
- Clean up hazardous waste and abandoned sites



In consumers' view, sustainability is primarily the responsibility of governments

	Region					
	North America	Asia-Pacific	Europe	Latin America	Africa & The Middle East	GLOBAL
Government	1	1	1	1	1	1
Technology	3	2	4	3	2	2
United Nations (and similar organizations)	6	3	5	5	4	3
Food manufacturers	4	4	2	2	7	4
Auto Makers	5	5	3	4	5	5
Pharmaceuticals	10	6	6	7	3	6
Utility providers	2	7	7	11	8	7
Home builders	8	8	10	6	9	8
Home appliance makers	11	9	9	8	12	9
Airlines	7	12	8	10	6	10
Clothing manufacturers	12	11	11	9	11	11
Restaurants	9	10	14	12	13	12
Financial Institutions	14	13	12	13	10	13
Hotels	15	14	15	14	14	14
Retailers	13	15	13	15	15	15

Source: The Conference Board® Global Consumer Confidence Index Survey, Q1 2019. Methodology: select all that apply.



Government, pharma and auto underperform relative to consumers' expectations – consumer-facing “overperform”

Discrepancy between expectations and perception (rank)	Region					
	North America	Asia-Pacific	Europe	Latin America	Africa & The Middle East	GLOBAL
Government	-4	-2	-2	-3	-2	-2
Technology	1	1	2	1	1	1
United Nations (and other similar organizations)	2	1	4	4	2	1
Food manufacturers	1	-1	-2	-1	-3	0
Auto Makers	-1	-2	-3	-1	-1	-1
Pharmaceuticals	-5	-2	-2	-2	-1	-2
Utility providers	1	3	2	5	0	2
Home builders	1	-3	1	-7	-3	-3
Home appliance makers	1	-1	2	1	1	0
Airlines	-6	3	-5	-5	-1	0
Clothing manufacturers	0	-2	-1	-5	-3	-3
Restaurants	1	-2	0	4	0	0
Financial Institutions	0	7	1	1	5	6
Hotels	4	0	0	4	5	-1
Retailers	4	0	3	4	0	2

Source: The Conference Board® Global Consumer Confidence Index Survey, Q1 2019. Methodology: select all that apply.



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Hosted by:



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Executive Vice President
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September 5, 2019

