

April 5, 2017

**AZENTIVE Proposed Entry for Parallel Session**

*Description of Program:*

Supercharging Silicon Valley's Triple Bottom Line

Experts: Marilyn Cornelius, Ph.D., and Kat A. Donnelly, Ph.D., AZENTIVE  
Proposed Moderator: Carrie Armel, PhD.

This session will focus on how Silicon Valley can jumpstart a scaled sustainability movement on the heels of previous case studies that demonstrate efficiency, resilience, and engagement successes. The discussion will be rooted in case studies, including the internationally-recognized, first of its kind citywide Envision Charlotte initiative. Results from this initiative include 18% energy savings across uptown Charlotte, as well as accomplishments in air, water, and waste domains. Results from recent efforts in a commercial building energy efficiency pilot in San Jose and San Francisco will also be discussed. Attendees will understand lessons learned and the broader sustainability strategy going forward, which is based on a systems framework. Similar efforts are bubbling up in San Francisco. This discussion will include how to build on the best practices from the internationally-recognized Envision Charlotte initiative, and capitalize on the momentum in Silicon Valley to create broader successes. The focus will also be on bringing together public and private organizations to collaboratively create and implement solutions to meet State and local climate change goals and meet the corporate triple bottom line.

We propose an entry for Conversations for Connections later in the day to brainstorm ideas and solutions with participants from this parallel session. Participants will be challenged to apply their own core values and unique expertise to discuss ideas for how to maintain Silicon Valley's leadership in the innovation, financial, and sustainability arenas. Using design thinking and behavioral tools, we will leverage participants' perspectives to brainstorm creative systems solution ideas in engaging ways.

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OLD

March 4, 2017

### **AZENTIVE Proposed Entry for Conversations for Connections**

Description of Program: (Short)

Supercharging Silicon Valley's triple bottom line

Use design thinking and behavioral science tools to collaboratively create systemic energy efficiency and sustainability outcomes

Experts: Marilyn Cornelius, Ph.D., and Kat A. Donnelly, Ph.D., AZENTIVE

Description of Program (Full)

Topic:

Don't Let Silicon Valley Be Left in the Dust (Moderated by Kat Donnelly). This dynamic conversation will focus on how Silicon Valley can jumpstart a scaled sustainability movement on the heels of local energy efficiency residential and commercial building efforts.

Participants will discuss lessons learned and critique the initial efforts, as well as advise the broader sustainability strategy going forward. The object would be to build on the momentum in Silicon Valley to create a broader and more robust outcome. The discussion will be rooted in science-based past programs, including the internationally-recognized, first of its kind citywide Envision Charlotte initiative. Results from this initiative include 18% energy savings across uptown Charlotte, as well as accomplishments in air, water, and waste domains. This discussion will touch on how to bring together disparate organizations to collaboratively create and implement solutions to meet State and local climate change goals and meet the triple bottom line. Using design thinking and behavioral science tools, we will leverage participants' perspectives to brainstorm creative systems solution ideas in engaging ways.

#### **AZENTIVE Presentation proposal:**

Topic: A Systems Approach to a More Sustainable Silicon Valley

In this talk, we provide a systems framework, developed by researchers at Stanford and MIT, for moving from data to collective action. We advance and apply this framework to a proposed sustainability solution in Silicon Valley. The initiative could be led by PEEC and supported by a myriad of business and community partners. It would apply cutting-edge research from Stanford's extensive ARPA-E-funded projects in conjunction with best practices from the internationally-recognized Envision Charlotte initiative. Similar efforts are bubbling up in San Francisco. Attendees will be challenged to apply their own core values and unique expertise to participate, maintaining Silicon Valley's innovation, financial, and sustainability leadership. The result is an integrated sustainability program that addresses energy, water,

air, waste, wellness, and technology opportunities. (Jim to end the talk with call for action - please advise).

OLD 03/04/17  
Draft email to Jim,

Hi Jim,

Thank you so much for seeing Kat and me. We are still absorbing the energy of our meeting. We both enjoyed it so much!

We know you wanted this quickly, so we put our heads together and drafted a paragraph for the "Conversations for Connections." In addition, we decided to propose a presentation that we think will drive a systems conversation, much like our chat about your book. We look forward to your feedback and ideas on both.

We thought a lot about your immediate need, and we'd like to discuss an idea. Can we speak about this early in the week?

Draft of script for phone call to Jim Sweeney

- We share PEEC's core values of driving sustainability in buildings as well as communities
- We are concerned about PEEC's funding situation and would like to help raise funds for PEEC
- We would like to use this conversation and the talk as a leverage point for raising funding for PEEC
  - Showcase academic and practical collaboration - ARPA-E research findings, AZENTIVE (Stanford and MIT alums), many Silicon Valley companies participating
- We want to support PEEC funding, do systems approach, you guys do the research, we do the practical...the companies participate, everybody wins, including Earth!