Why is this approach different from others that have been previously undertaken?
This effort promises to break new ground in the effort to advance a sustainable economy.

- Instead of another one-off, piecemeal approach focused on one issue, region, or interest group, the California Green Plan will take a **systems-based approach** to solving the entire sustainable development puzzle.
- We will bridge traditional divides by assembling and directing the *California Sustainability Council*, aligning the interests of business leaders with those of their peers across sectors. This will **give business leaders a voice in the policy development process**.
- We aren’t stopping at policy development. In addition to proposing the Green Plan, we also aim to raise the funds and awareness needed to ensure its successful adoption and implementation, and the *California Sustainability Council* will **provide ongoing direction**.

Why will large corporations and the business community support this effort?

- “Our economic well-being depends on a healthy environment.” *(Green Plans, Huey Johnson)*
- **Unsustainable growth does not serve the private sector**, nor does it serve the state or its citizens, and **an integrated plan makes strong economic sense** in the face of a growing, unbalanced state budget that highlights the need for streamlining and reduced redundancies.
- As opposed to having regulations forced upon them, business will have a seat at the table and will **play an active role in setting long-term targets within the Green Plan**, while enjoying **short-term flexibility** on how to achieve them.

What other efforts/policies will you build upon?

- **International Precedents**: The EU’s Environmental Action Program, the Netherlands’ National Environmental Policy Plan, New Zealand’s Resource Management Act.
- **California State Legislation**: AB32, SB375, CEQA, the Green Chemistry Initiative, the Blueprint Planning Program, and the State Water Plan *(Analysis conducted by Dominican University available upon request)*.
- **Regional Planning Efforts**: Gap analysis currently underway.

What has made these international efforts so successful?

- **Green Plans are integrated, comprehensive, and large-scale**, meaning they look at the interconnectedness of all environmental issues and require long-term, substantial support from the government.
- **Green Plans require cooperation from all three sectors**. Businesses set long-term targets that are adopted by government, with nonprofits playing a watchdog role.
- **Clear metrics for success** must be set and actively monitored.
What is your history and how will the initiative be funded?

- Over the last three years, Resource Renewal Institute and the Fort Baker Leadership Summits provided the research and vision to get us to this point.
- To date, WELL Network, the Fred Gellert Family Foundation, Intel Corporation, Tides Foundation, San Francisco Foundation, the Flow Fund Circle have funded the effort, and various committed individuals.
- The WELL Network has launched an aggressive fundraising effort for the remainder of 2010 to support the upcoming effort. We are actively pursuing individual, corporate, and philanthropic supporters.

What actions will you take to make this initiative successful?

This initiative will advance its objectives through a five-part strategy:

1. **Framework:** Establish the sustainability indicators that the *California Green Plan* must benchmark and monitor, along with corresponding data sources. These metrics will provide a complete framework for sustainability, allowing us to gauge progress and paving the way to establish clear targets. **Our model addresses the relationship of people, plants, and animals to air, land, and water, and examines the impact of these on the economy and on health.** See below for specific metrics associated with these.

2. **Governance:** Provide recommendations to support the plan’s finalization and implementation by the state government. This will be crucial since the *California Green Plan* will require multiple state agencies to collaborate on an overarching objective while functioning cohesively. In addition to a proposed governance structure, our recommendations will include strategies for maximizing cooperation between sectors and leveraging the *California Sustainability Council* on an ongoing basis.

3. **Fundraising:** Propose a fund development strategy and identify and secure investment and philanthropic support to facilitate the state’s adoption and implementation efforts.

4. **Transparency:** Research an online, easily updated platform/website to provide ongoing reporting and transparency, while facilitating the engagement of industry experts and the public in developing needed solutions. In addition to identifying service providers, we will detail the personnel support and strategy required to maintain the system and capitalize on the most promising contributions.

5. **Awareness:** Develop a marketing strategy, a corresponding media plan, and a set of proposed service providers to drive public awareness and support for the effort.