



# **Building An Inclusive Green Economy**

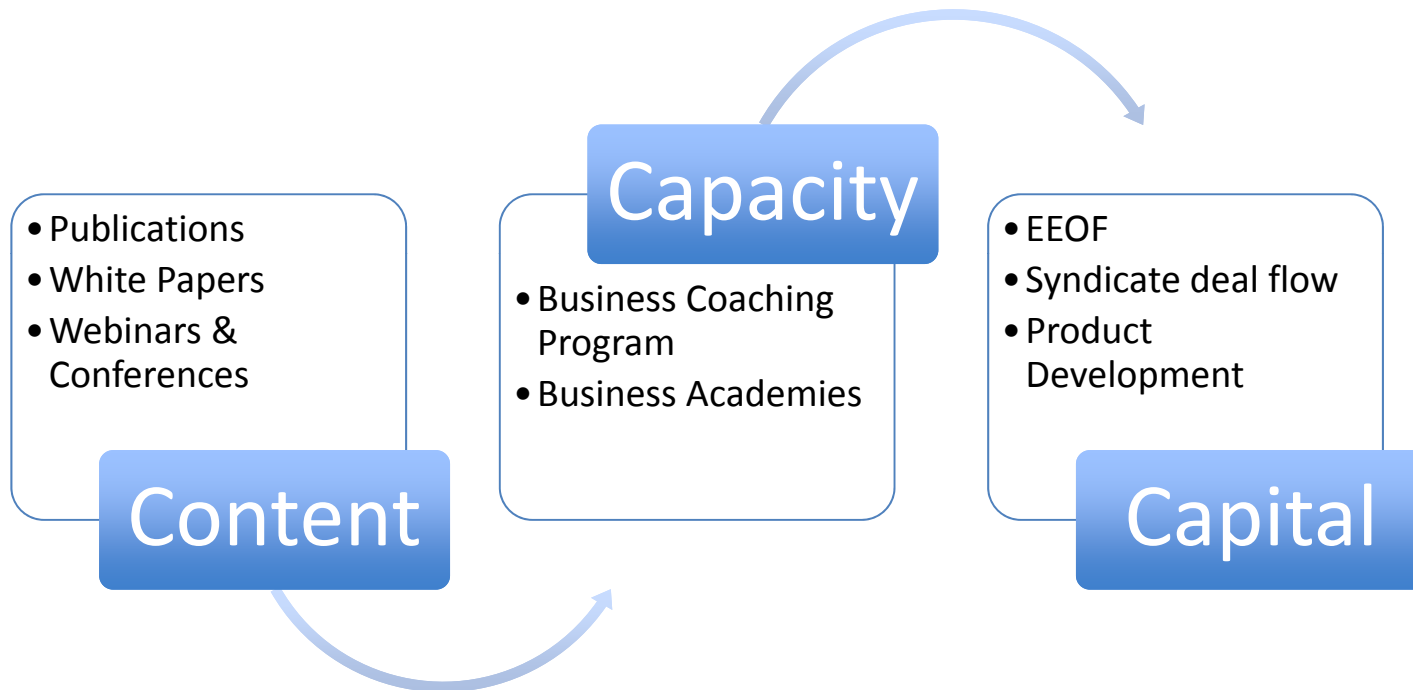
Melissa L. Bradley, Green For All  
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Community Reinvestment Conference



**Green For All is the leading national voice for ensuring equity and opportunity in the emerging clean energy economy**

- Advocate for federal, state, and local policies that create quality green jobs, especially for people from disadvantaged communities. Led the charge for the 2007 Green Jobs Act
- Educate and prepare leaders, low income communities, and entrepreneurs to realize the promise of the green economy
- Mobilize capital to invest in opportunities that build an inclusive green economy

# Capital Access Program



## THE CLEAN ENERGY ECONOMY—A DEFINITION



*A clean energy economy generates jobs, businesses and investments while expanding clean energy production, increasing energy efficiency, reducing greenhouse gas emissions, waste and pollution, and conserving water and other natural resources.*

## The Green Wave Is Coming.



## Will It Lift All Boats?



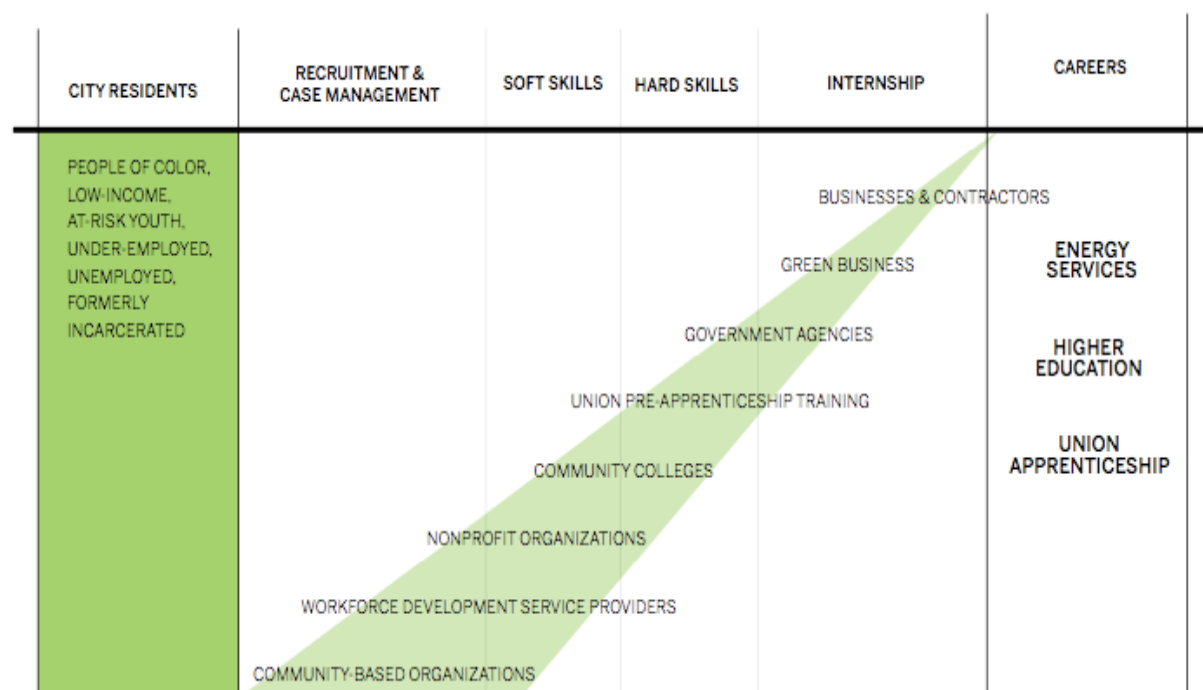
The clean energy economy is coming – driving investment, jobs, and innovation.

Benefits of previous economic transformations – industrial, digital – have bypassed low-income people and communities.

Green Jobs will create opportunities for low-income people in primary growth areas of the clean energy economy.

# Definition of Green Jobs

## CREATING GREEN CAREER PATHWAYS OUT OF POVERTY

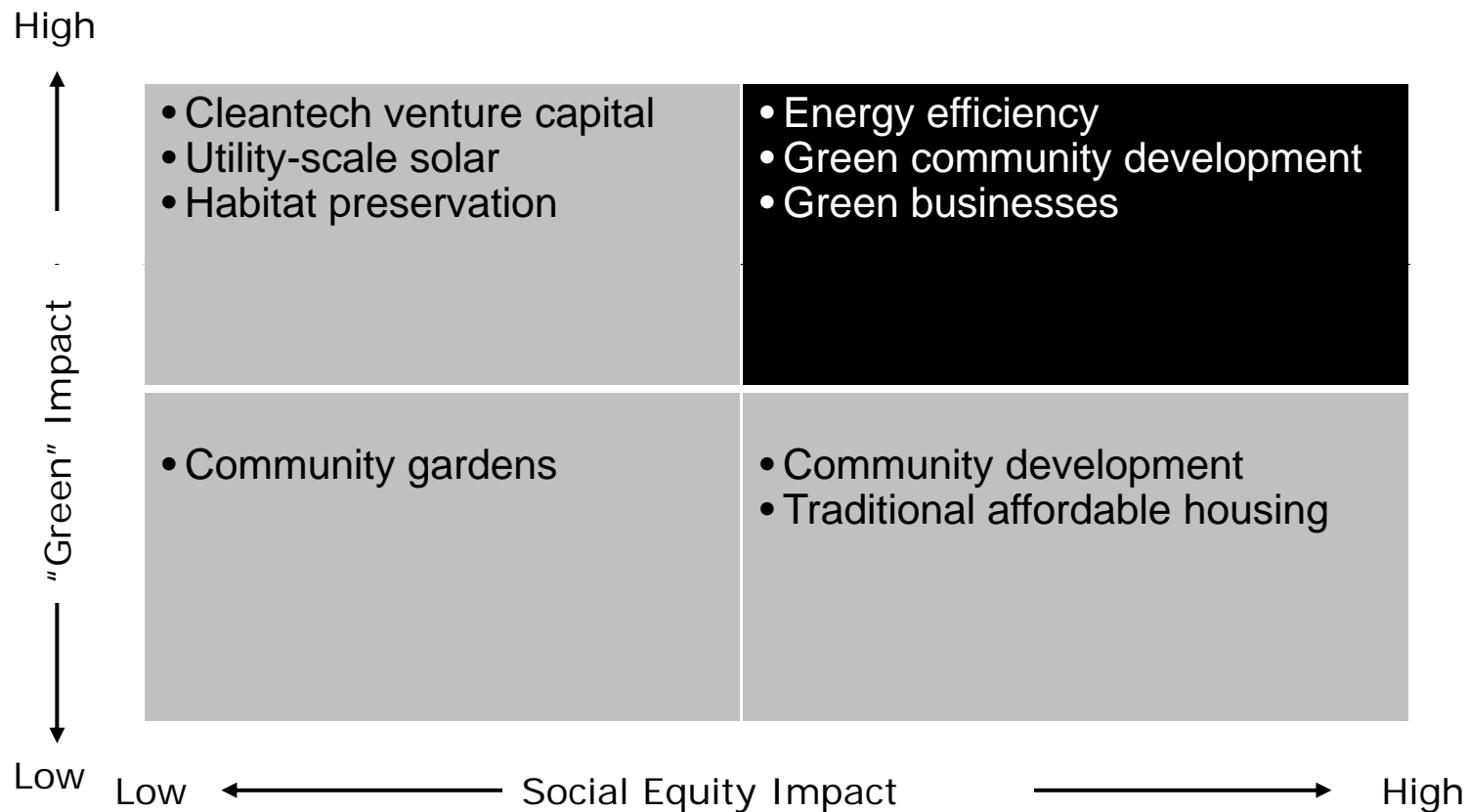


## Attributes of Good Jobs

- Pays a living/family-supporting wage
- Has a clear career track
- Requires a high school degree, but not a college degree
- Builds the assets of the community
- Does not discriminate based on race, age, gender

Source: Apollo Alliance, Green for All, Center for American Progress and Center on Wisconsin Strategy (2008). Green-Collar Jobs in America's Cities: Building Pathways out of Poverty and Careers in the Clean Energy Economy.

# The Intersection of Green and Social Equity



# Portland: Single Family Housing

**The City of Portland is planning to create a revolving loan fund for building energy retrofits**

- The city will allocate 20% of its Energy Efficiency & Conservation Block Grant (“EECBG”) to create the fund with additional capital from state funding and senior debt
- 500 home pilot will create a model that is **scalable** and **replicable**
- Model encourages “deeper” retrofits with a sliding scale for rates and terms
- Credit screening will be based primarily on utility bill payment history



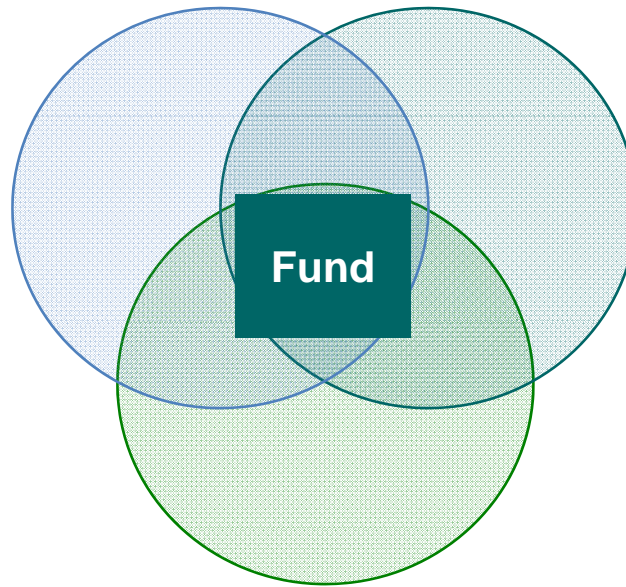


# Value Proposition

## Energy efficiency retrofits generate triple bottom line returns

### ENVIRONMENTAL

- Reduce emissions from existing building stock (43% of all CO2 emissions in the United States)
- Reduce energy use



### SOCIAL

- Offer a clear path to a career with family-supporting wages
- Lower energy costs for building owners

### FINANCIAL

- Provide 2-3% returns to investors

# Solving Poverty & Pollution

Given the triple threat of economic, employment, and environmental crisis - we must be strategic and maximize public and private funds by investing in green jobs, green business and inclusive green jobs training.

