



partnering to improve the environment

healthy environment

vibrant economy

socially equitable community

Sustainable Silicon Valley

Working with the Silicon Valley community to
create a more sustainable future using an
environmental management system

Public Forum: Strategies for a Sustainable
Santa Clara County: Developing Goals and
Planning Tools

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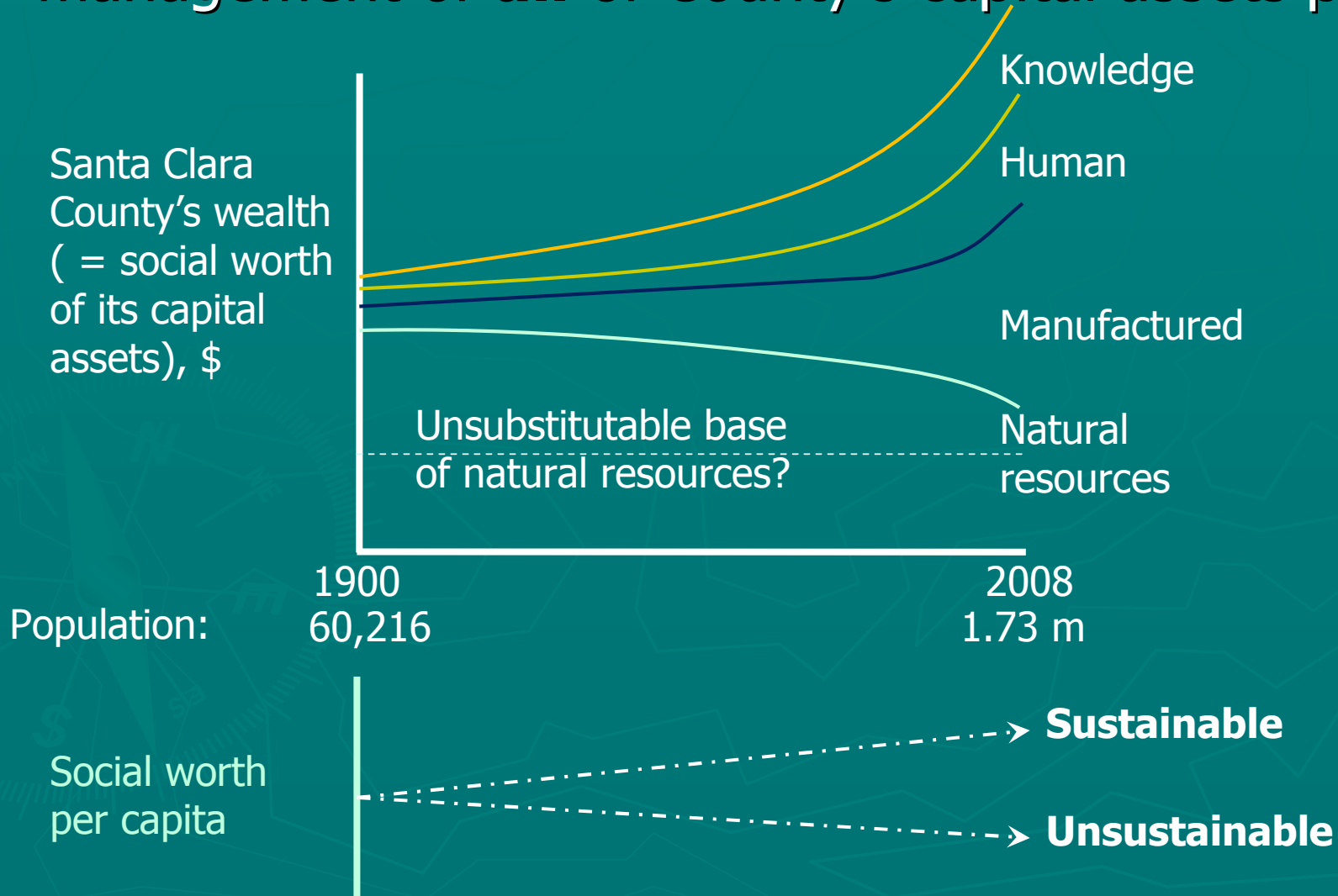
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Our children's **quality of life** depends on effective management of **all** of County's capital assets per capita





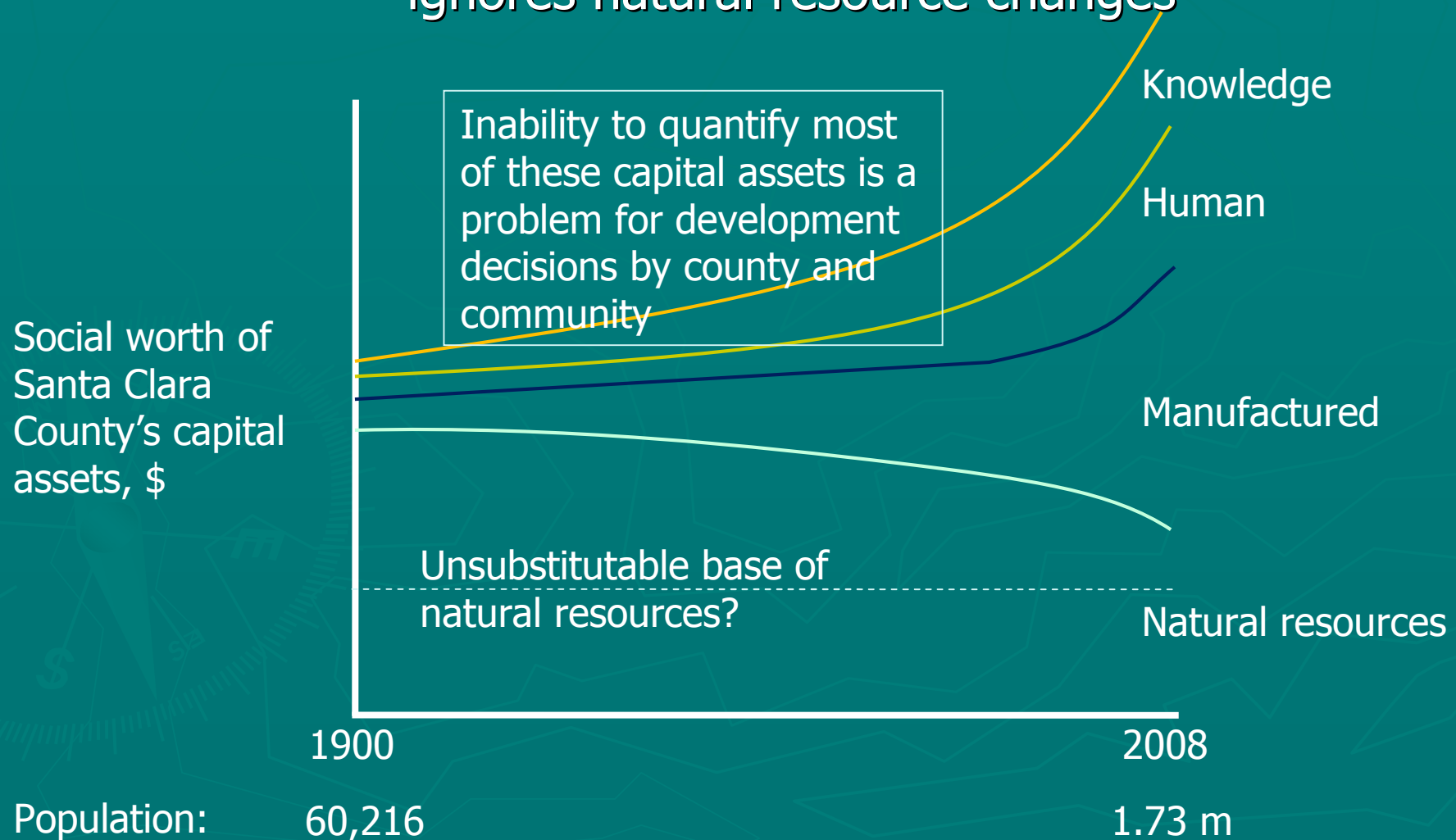
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Unfortunately, reliable measurements of all these capital assets are **not available**; & economic measure, gross county product, ignores natural resource changes





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SSV's regional environmental management system offers Silicon Valley alternative practical & systematic way to manage natural resources for sustainability

- ▶ Regional EMS involves
 - Shared perception and ranking of top environmental issues
 - Focused effort to mitigate these top issues
 - Shared regional target, but each organization sets own target
 - Each organization decides on own improvement projects for greatest cost-effectiveness, subject to regulation
 - Annual reporting & analysis of progress by SSV on behalf of collaboration
 - Attention to training & documentation
 - ▶ SSV educational events to support partners and community's efforts
 - ▶ SSV new project to transfer best practices from large to small & medium companies
 - Coordination with environmental management in participating organizations
 - Regular revision of plans based on past performance & new information
- ▶ Voluntary collaboration of businesses, local governments, and NGOs
 - Provides a platform for businesses and NGOs to work with SCC & other governments to work together effectively on mutual environmental problems
- ▶ Example for others in community to follow; and enhances public reputation of SSV partners



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Top 6 environmental pressures for region:

Ranking of issues and targets may be revised in future depending on new information

Issue*	Unit	Regional target	Common measure
Non-renewable energy/global warming	CO2 emissions	20% reduction by 2010 from 1990 level	No. of organizations (& fraction of region's economic activity) willing to sign pledge on issue, to set own target, and to report annually to SSV on performance
Fresh water	TBD 2008	TBD 2008	
Urban sprawl	TBD	TBD	
Habitat development	TBD	TBD	
Non-renewable raw materials	TBD	TBD	
Toxic chemicals	TBD	TBD	

* Indicators of sustainability that SSV recommends to County for use.



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Sustainable Silicon Valley partners

Acterra	County of Santa Clara	Pacific Gas and Electric
Adobe Systems	CV Therapeutics	Palo Alto Research Center
Advanced Micro Devices	Dharma Merchant Services	Palo Alto Unified School Dist.
Agilent Technologies	Earth Bound Homes	Quadrus Office Complex
Akeena Solar	eBay	RMC Water & Environment
ALZA Corporation	ESP	Roche Palo Alto
Applied Materials	ETM Electromatic	San Francisco International Airport
Bay Area Air Quality Management District	Fenwick & West	Santa Clara University
BD Biosciences	Foothill-DeAnza Community College District	Santa Clara Valley Trans Authority
BigFix	Franklin Templeton Investments	Santa Clara Valley Water District
Byington Steel Treating	Glumac	Schering-Plough Biopharma
Calpine Corporation	Great Mall	Seagate Technology
Cargill Salt	Green Squared Consulting	Sierra Club Loma Prieta Chapter
CH2M Hill	Grove & Associates	Silicon Valley Leadership Group
Cisco Systems	Hewlett Packard	Specialty Solid Waste & Recycling
City of Morgan Hill	Integrated Archive Systems	Sun Microsystems
City of Mountain View	Integrated Design Associates	SunPower
City of Palo Alto	Intel	Sustainable San Mateo County
City of San José	Kuehne Construction	Symantec
City of San Mateo	LifeScan	Tarlton Properties
City of Santa Clara	Minerva Consulting	The Tech Museum of Innovation
City of Sunnyvale	NASA Ames Research Center	Town of Los Altos Hills
Communications & Power Industries	Network Appliance	Town of Portola Valley
County of San Mateo	Northrop Grumman	Toyota Sunnyvale
	Our City Forest	Watt Stopper/Legrand
		Webcor Builders



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SSV partners have outperformed the region by 3 to 1 margin, demonstrating effectiveness of voluntary action

SSV partners with energy data from 2000 - 2006:

CO₂ emissions



24%

Silicon Valley regional data from 2000 - 2006:

CO₂ emissions



7%

Source: SSV Annual Report, 2007



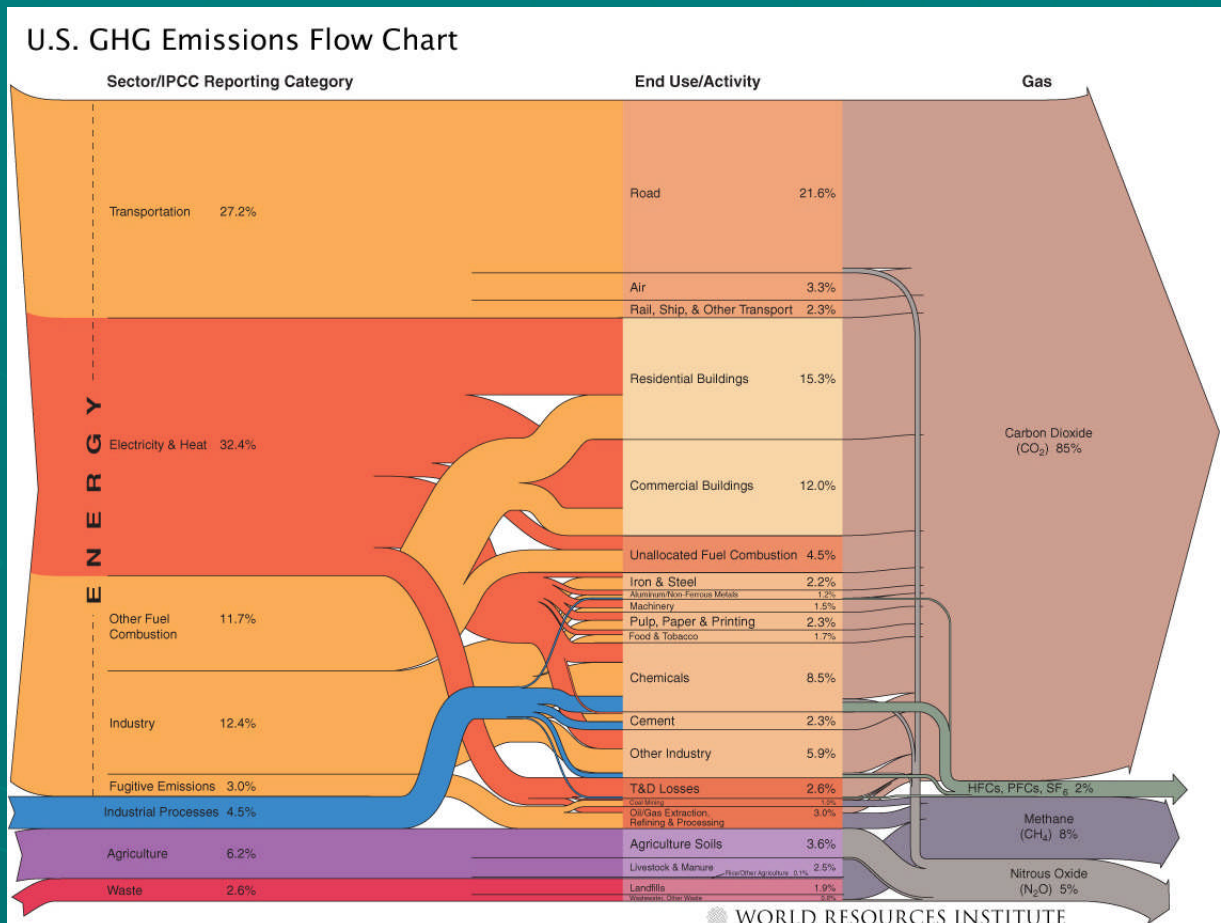
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Changes in community planning needed to reduce predicted damage to the environment of our county

- ▶ Making global warming and fresh water availability **top political issues**, not just top environmental issues
 - Consistent leadership from all sectors
 - Recognition that protection of the environment is central to continued economic development and social equity, not a competing objective
- ▶ Building on SSV's collaborative approach
 - Partner with all organizations in County who are proactive
 - ▶ Work with them to influence employees, & their supply chains & customers
 - Provide special assistance to small & medium companies
 - Prefer market incentives, information disclosure, EMSs
 - ▶ More cost-effective and innovative solutions likely
 - ▶ Focus command-and-control regulation on laggards

Considerable change in personal life styles will be needed to reduce the predicted damage to the environment of our county

- ▶ To achieve 80% reduction in GHG emissions by 2050 is a vast undertaking for the county and the world. Will greatly affect:
 - Travel
 - Home construction
 - Eating habits
 - Changing buying patterns
 - Changing employment patterns





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Greatest challenges to active participation by the people of this county

- ▶ **Leadership** to deal with global warming and related environmental challenges (e.g., water shortages) soon enough to avert potential catastrophe
- ▶ **Behavior change**, both individually and organizationally
- ▶ **NOTE:** Developing new technologies is NOT likely to be as great a challenge, but:
 - Adequate financial incentive needed
 - Facilitate energy industry wide collaboration when systemic change of multiple technologies needed to advance technology
 - ▶ "International Technology Roadmap for Semiconductors" model
 - Diffusion of technology needs to be accelerated



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Sustainable Silicon Valley is ready to expand its current activities to assist Santa Clara County's future sustainable development

Thank you

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