NCSL 2015
Smart, Efficient and Clean
Why Businesses are Engaging in Energy Policy

AUGUST 2015

Jonas D. Kron, Esq.
Director, Shareholder Advocacy
503-894-7551
j kron@trilliuminvest.com
The views expressed are those of the authors and Trillium Asset Management, LLC as of the date referenced and are subject to change at any time based on market or other conditions. These views are not intended to be a forecast of future events or a guarantee of future results. These views may not be relied upon as investment advice. The information contained herein has been prepared from sources believed reliable but is not guaranteed by us as to its timeliness or accuracy, and is not a complete summary or statement of all available data. This piece is for informational purposes and should not be construed as a research report.
TRILLIUM OVERVIEW

• Boston based firm started in 1982
• Over $2.2 billion in assets under management as of 3/31/15
• Oldest investment advisor exclusively focused on sustainable and responsible investing (SRI)
• 60% individual/40% institutional
INVESTOR NETWORK ON CLIMATE RISK

- 116 members with over $13 trillion in assets under management:
  - Asset owners
  - Asset managers
  - Pension Funds
  - Endowments

The largest public pension funds in North America:

The largest asset managers in the world:

Leaders in responsible/sustainable investing:
GOOD FOR BUSINESSES

• Many companies have found that reducing energy use and expanding renewable energy have a positive effect on their bottom line. They use key clean energy policies at the state level to procure clean energy (renewable portfolio standards, net metering, and the EPA’s Clean Power Plan).

• 43% of Fortune 500 companies have set targets in one of three categories: reducing greenhouse gas emissions, improving energy efficiency and using renewable energy.

• Through these initiatives, the 53 Fortune 100 companies reporting on climate and energy targets have collectively saved $1.1 billion annually and decreased their annual CO2 emissions by approximately 58.3 million metric tons – the equivalent of retiring 15 coal-fired power plants.
WHY GOOD FOR BUSINESSES – PART II

• UPS ($200 million in annual savings)
• Cisco Systems ($151 million in annual savings)
• PepsiCo ($120 million in annual savings)
• United Continental ($104 million in annual savings)
• General Motors (<$73 million in annual savings)
ENCOURAGING STATE POLICIES

• States with unstable climate and energy policy environments will discourage corporate investments and miss out on jobs and economic growth.

• Examples of companies choosing to site their facilities in states with more friendly and supportive clean energy policies: Apple, Google, AmEx, Microsoft, Mars, Staples, Walmart, Facebook, Amazon, New Belgium Brewing
AMERICAN EXPRESS REJECTS MICHIGAN

• Sought "a community and state whose power providers are seen as environmentally friendly" -- and Michigan's renewable energy standard was tied for lowest in the nation among all states with such a standard.

• American Express chose North Carolina instead.

• $400 million of investment and up to 150 jobs.
FACEBOOK CHOOSES IOWA WIND

• New data center with a $300 million - $1.5 billion investment.

• Numerous states compete and Iowa chosen.

• “One of the deciding factors was the opportunity to help develop a new wind project in the state. The project brings additional investment and jobs to the region, and in effect it makes it possible, on an annualized basis, for 100% of our energy needs to be met entirely with one of Iowa’s most abundant renewable resources.”

• Iowa’s wind power resources were a significant factor in bringing this new data center to the state.
OTHER BENEFITS FOR STATES

Minnesota

• Employment in clean energy sectors reached 15,300 in 2014 and is growing faster than total state employment:

• Workers in clean energy earn high average wages compared with the state average:

• Minnesota is advancing innovation in clean energy sectors, with strong patent and investment activity:

Businesses and investors across U.S. Support EPA Clean Power Plan

Businesses and investors in 29 states have endorsed a call for governors to implement the Clean Power Plan using the building blocks of renewable energy and energy efficiency.

Click on one of the states in purple to read the letter to that state’s governor.

http://www.ceres.org/issues/climate-change/clean-power-plan