

Promoting Clean-Tech Innovation for Low-Carbon Growth

“Seven Keys to Low-carbon Business Innovation”

Meg Crawford, Markets & Business Strategy Fellow

Rio+20: The Future We Want



CENTER FOR CLIMATE
AND ENERGY SOLUTIONS

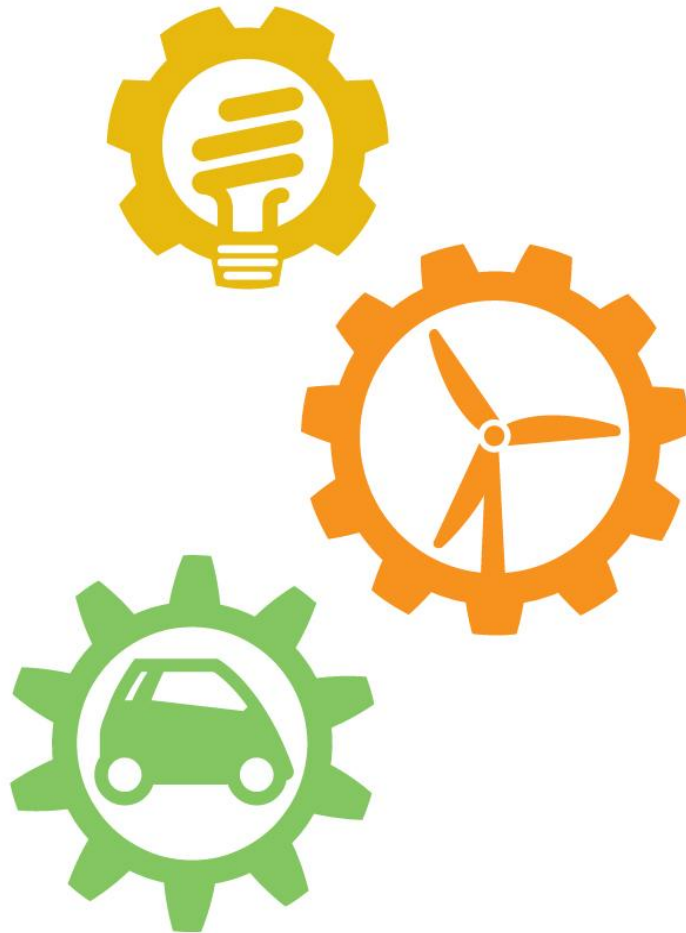
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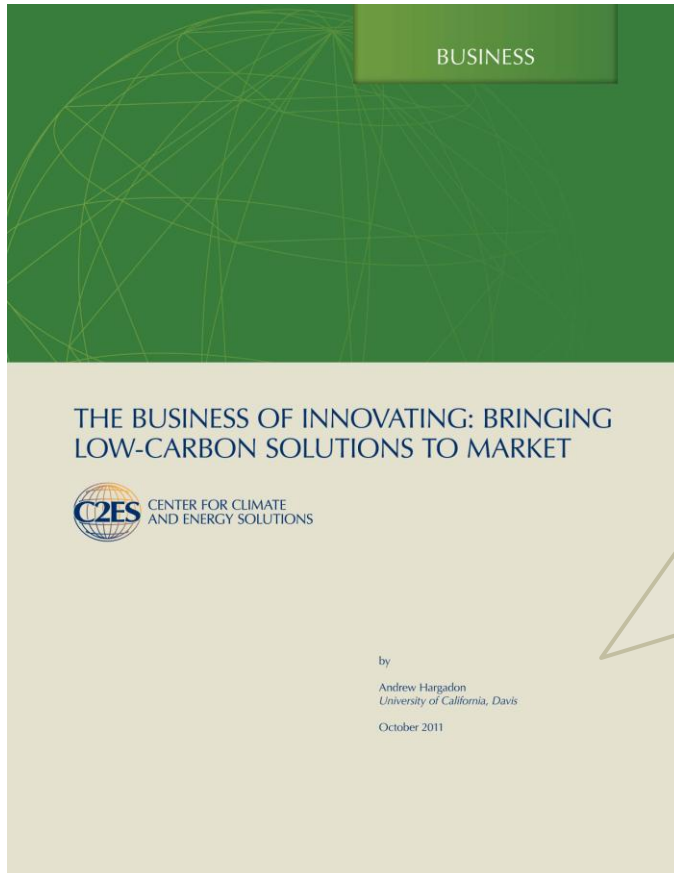
- **Independent, nonpartisan, nonprofit organization**
- **Working to advance strong policy and action to address the twin challenges of energy and climate change**
- **Founded in 1998 as the Pew Center on Global Climate Change**
- **Became C2ES in 2011**
- **Named world's #1 environmental think tank in 2011 (Univ. of Pennsylvania survey)**

Business Environmental Leadership Council (BELC)





Energy
+
Climate
+
Economy



I. Business Case & Opportunities

II. Unique Challenges

III. Seven Keys to Success

IV. In-depth Case Studies

Expert author:

Dr. Andrew Hargadon at UC-Davis

***Available at [www.c2es.org/
business-innovation/report](http://www.c2es.org/business-innovation/report)***

"The Business of Innovating" Case Studies



ALSTOM

Ultra- and Supercritical Boilers
High-speed Rail Systems



DAIMLER

Freightliner Cascadia
BlueTEC Diesel Engine



Johnson Controls

Private-Sector Building Efficiency
Start-Stop Battery Solutions



Managed Print Services
Visual Collaboration





- 1. Managing Policy Uncertainty**
- 2. Clear Direction and Commitment from Leaders**
- 3. User-focused Value Propositions**
- 4. Business Model Innovations**
- 5. Nexus Work**
- 6. Robust Innovation Strategies**
- 7. Partnerships, Investments, and Acquisitions**

We need to engage all key players—from industry, government, customers, and others—to promote clean-tech innovation for low-carbon growth.

Achieve scale

Ideas + Action

**Public investment and
support**

Policy framework



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