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Environmental and Energy Management Institute The George Washington University

May 1, 2017

Dear Members of the EEMI Advisory Board,

The EEMI Advisory Board met at the GW campus on April 26, 2017. Remote WebEx connection was provided for those who could not be physically present. In all, twelve of the 19 Board members participated and we were also fortunate to have a number of affiliates and associates physically present and willing to contribute in the discussions. The exchanges were lively, and as with previous Board meetings, we again received valuable suggestions and recommendations for the progress of EEMI.

In general, exchanges were guided by the previously distributed agenda with some of the key meeting suggestions and recommendations captured below:

- 1) **Forum acquisition.** We continued the discussion that was started in the October 2016 Board meeting regarding the desirability of EEMI acquiring an existing industry environmental, health, safety, and sustainability “meet-up” forum. We related to the Board then that “this acquisition would provide EEMI with a more direct line to some members of the regulated business community.” Board members made the following key suggestions then:
 - ✓ EEMI needs to be clear on what it wants to achieve with the forum;
 - ✓ EEMI should set down its criteria for success so as to gauge accurately its progress along the way, and be more realistic with the goals it is trying to achieve; and
 - ✓ EEMI needs to do some due diligence on the forum members to establish their level of synergy with EEMI goals and their receptivity to new categories of members (e.g., finance, insurance, and banking).

Since then, we have spoken with three members of the forum (one of whom was Board member Ed Pinero) and received some insights including the value to members of continuing meetings at the National Press Club, keeping the current dues structure, and protecting the confidential and private nature of the twice-yearly forum gatherings. Ed emphasized three additional points that he believes are important to forum members:

- ✓ Traditionally, topics included in forum meetings address the importance of each subject from a business perspective;
- ✓ The information presented needs to be useful for members to apply to business decisions;
- ✓ Members prefer two meetings per year with no additional distributions between meetings. “Giving them more than that is likely to be considered as ‘less’ by current members.”

- 2) **Collaborations and Affiliations.** EEMI enjoys many internal and external affiliations, and these are bringing a wide range of opportunities which we have and continue to build on. Board member, Mitchell Stanley emphasized that EEMI's great potential can be maximized by collaborating with the right parties. He mentioned potential candidates such as *Renmin University* in Beijing and *The Small Business Innovation Center* in Houston. Mitchell has introduced EEMI to a number of potential projects and partners from China. The next introduction will occur on May 20, when EEMI will host a delegation of 14 business and academic delegates from the city of Zhenjiang, China.

Tracy Mehan volunteered to put us into contact with American Water Works Association (AWWA) personnel that deal with standards that are related to water issues. Given the importance of voluntary, consensus standards to the EEMI mission, we will be delighted to make this contact in order to explore possibilities for collaboration.

- 3) **Carbon Pricing Leadership Coalition (CPLC).** Board members encouraged EEMI to continue our collaboration with World Bank/IFC's CPLC. CPLC, a recent affiliate of EEMI is devoted to promoting carbon pricing in all countries. As a follow-up action, we have now called for a meeting of relevant GW and external academic experts to develop a proposal submission that is responsive to CPLC's Work Plan for 2017-18.
- 4) **Nutrient Trading.** EEMI has been investigating opportunities for research projects in this subject area for over a year. We have recently focused our attention on potential projects in Maryland and have been speaking with officials in the Maryland Department of Environment. The resulting recommendation from our Board members is to organize a meeting between EEMI (including our expert subject-matter affiliates) and Mr. Ben Grumbles, Secretary of Environment, and head of the Maryland Department of the Environment. In preparation for this meeting we will explore the possibility of obtaining support from USDA and the Electric Power Research Institute (EPRI). (Tracy volunteered to reach out to his EPRI contact when the time is right before scheduling the meeting.)
- 5) **Methane Digesters and Grid Resiliency.** Board member **Michael Ware** recommended that we pursue how EEMI might contribute to the promotion of methane digesters to help clean up the Chesapeake Bay. Such digesters can be applied to waste generated in Pennsylvania, Maryland, and Virginia in chicken and hog raising operations along the rivers and tributaries that discharge into the Bay.

Michael also recommended that we explore research opportunities to answer DoD needs for grid resiliency, security, sensors, and other attributes and features. For this, we decided to consider a brain-storming session to include Michael, Scott Sklar, Prof. Dayo Shittu, Prof. Donna Attanasio, Dr. Ariel Castillo (Senior Program Manager, DoD Energy, Installations and Environment), and Kathleen Merrigan (GW's Executive Director, Sustainability Collaborative).

- 6) **Various innovative ideas from Mary McKiel.**
 - i. EEMI might consider collaboration with art and history departments to foster projects in their own areas that draw attention to energy and environmental issues. A joint departmental award-based project might help expand awareness.

- ii. Community colleges offer a wealth of resources. Many students are in the work world already or are looking for some guidance in finding a meaningful career. That is a big reason they start with a two-year degree and then matriculate into a four-year school. EEMI could do more promotional work with such institutions.
 - iii. Promote EEMI with members of *ANSI's Company Member Forum*, perhaps through a presentation at World Standards Week in October. The ANSI member forums usually have a joint session at that event that is well attended. (Liz Neiman is the contact at ANSI.)
 - iv. Consider a partnership with Underwriters Laboratories (UL). As Mary has been on its Management Systems Advisory Council for 15 years, she is willing to raise any ideas for UL's consideration relative to EEMI. The next meeting is in Chicago on May 7-10.
- 7) Finally, Board members recommended we hold a Board conference call focused on EEMI's strategy going forward. The call would review previous Board suggestions as well as those spurred by this meeting. We will proceed to schedule a two-hour WebEx call for early to mid-June and hope most Board members will be available to participate.

These were some of the key points from the meeting that we wanted to share with everyone on the Board whether or not you were able to participate. Hopefully, we will report progress on some of these items in our next EEMI update. We thank you again for your excellent support and interest in the EEMI and invite you to visit our website if you have not done so recently, <https://eemi.seas.gwu.edu/>

Very Sincerely,



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