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## Environmental and Energy Management Institute The George Washington University

November 14, 2016

Dear Members of the EEMI Advisory Board,

The second EEMI Advisory Board meeting took place on October 19<sup>th</sup> via remote WebEx arrangement. A majority of Board members were able to join in for the two hours long meeting, scheduled to minimize the time burden on participants. Once again the EEMI leadership has benefitted greatly from the valuable suggestions and recommendations received during the session. And just as much appreciated, you have made encouraging remarks to us about the progress and general prospects of EEMI. This is helpful and strengthens our resolve to continue the EEMI mission as we aspire to bring the EEMI vision to fruition.

For the most part, the discussion was guided by the attached agenda with salient points captured in the following sampling of comments, suggestions and recommendations proffered during the two-hour WebEx meeting:

- 1) We had a lively discussion regarding the desirability of EEMI acquiring an existing industry Forum that meets twice a year in Washington DC to discuss management, regulatory and public policy topics of interest in the areas of environment, occupational health, and sustainability. This acquisition would provide EEMI with a more direct line to influence members of the regulated business community regarding non-regulatory management approaches that are in concert with the EEMI mission. In considering this proposal, we have discussed various options for re-energizing the Forum's format to emphasize and employ the synergistic opportunities available through GW, and for GW, including grants for research and education.

**Ed Pinero** mentioned that in his previous employment, he had represented Veolia on this Forum, and that in his view the group derives its strength from its small size that is conducive to confidentiality and trust among the members.

**Carol Neuvelt** mentioned that other parties have been approached regarding their interest to acquire this entity but so far no serious offers appear to have been made. She also asked rhetorically, "what does EEMI want to achieve" (through this acquisition)? This is a very good question for us to consider further than we have already. She also advised that we should develop a clear set of objectives for the proposed venture and that we should set down our criteria for success so that we can gauge accurately our progress along the way, and be more realistic with the goals we are trying to achieve.

**Mary McKiel** asked, “What will EEMI get from this?” This is another valid, related question for us to consider further.

**John Knappenberger** asked if we think there is synergy between EEMI and the Forum’s members. At this point, all that we know is that the members are large companies interested in environmental management strategies, policy, and sustainability. John’s question made us realize that we will need to do some due diligence on the members to establish their levels of synergy with GW as we continue to explore our options. John also asked whether we intend to pursue this as a merger or an acquisition, and whether we intend to incorporate as a 501(c)(3).

Members on the call advised us to take a go-slow approach to test the full suitability and mutual advantage of the proposed venture.

- 2) **Ed Pinero** mentioned, for our consideration, the possibility of teaming with the *Alliance for Water Stewardship (AWS)*, and/or with the *Natural Capital Protocol*. AWS, a Scottish Charitable Incorporated Organization, promotes globally the responsible use of freshwater that is socially and economically beneficial as well as environmentally sustainable. The *Natural Capital Protocol* helps businesses to measure, value, and integrate natural capital into their existing processes. Focused at the business decision-making level, it occupies a niche that compliments national-level accounting initiatives such as the UN System of Environmental Economic Accounting (SEEA) implemented by governments. Ed suggested that we could develop and offer courses on these programs.
- 3) **Carol Neuvelt** recommended that we focus on educational opportunities such as the ones we have already developed and others we are pursuing in China and with the World Bank on carbon pricing, greenhouse gas accounting, and renewable energy. She pointed out the revenue potential of these and other offerings that we might develop in the environmental and energy educational spaces.

She also remarked on the potential for seminars that exploit the synergy between policy and environmental management. One example of that is the subject of streamlined permitting that could explore that subject in general as well as for its potential application to environmental permitting. We could partner with the recently formed White House office on this topic.

- 4) **Mary McKiel** gave a number of recommendations including the addition of foreign language promotional pieces for the on-line Greenhouse Gas Graduate Certificate Program that we are developing in EEMI. We are happy to report that we have already implemented Mary’s recommendation and have added eight such language pieces on the GHG pages of EEMI’s website. Fortunately, we have students from many countries in Jon’s Environmental and Energy Management Program and have been able to benefit from their language skills and generosity.

Mary also recommended that we look into the potential benefits of affiliating with Community Colleges and Standardization Organizations such as the American National Standards Institute (ANSI) and the American Society for Testing and Materials (ASTM). These liaisons would offer possibilities for educational offerings that could help boost EEMI revenues. Mary also

recommended that we look into opportunities related to providing reviews of standards that are being considered for governmental policy formulations.

- 5) **Win Porter** recommended that we exploit the opportunity to feature the EEMI through op-ed pieces in select newspapers. We will consider this as opportunities present themselves at the right time and for the right subject matter.

These were some of the key points from the meeting which we wanted to share with everyone on the Board whether or not you were able to participate. Hopefully, we may be able to report progress on some of these items in our next EEMI update memo that we will send at the end of this year. We thank you again for your generosity and for your excellent support and interest in the EEMI.

Very Sincerely,



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