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Engaging Stakeholders for a Better World

Richard Edelman
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Over the last decade, companies have experienced a seismic shift in how and where they engage. The marketplace has shifted from a shareholder to a stakeholder model, with new societal expectations of business. The media now operates in a four-leaf clover of Mainstream, New, Social and Owned. Finally we are in the centre of a global economic transformation, where the defining challenge of our time will be to do more with less.

As an advisory board member, I have seen how GE is creating innovative technologies that are efficient, reliable and cost-effective. One way GE is accomplishing this is by engaging innovators through an open model of collaboration.

Through the ecomagination Challenge, GE asked for new ideas to solve our global energy problems. GE engaged various stakeholders, from GE's investment partners like Foundation Capital to thought leaders like *Wired's* Chris Anderson to a group of students in India, ultimately generating nearly 4,000 ideas from 150 nations, 80,000 comments, and hundreds of media hits.

By embracing the complexity of collaborative ideation, companies like GE are working with ecosystems of innovators to introduce more clean technologies helping to create a better, more prosperous world.

Innovating Energy Despite Political Uncertainty

Eileen Claussen
President,
Pew Center on Global Climate Change

Energy is essential to human progress. Societies depend on it to maintain and improve quality of life, keep industries competitive and create jobs. But despite energy's importance, we are not moving fast enough to make sure we can meet our future energy needs in ways that are affordable, sustainable and secure.

The status quo is not the answer. We need to move past the policy disputes of today and take bold action to build a clean-energy economy for tomorrow.

Fortunately, a handful of leading companies like GE have committed themselves to doing their part to achieve this goal. But these businesses need more certainty from government. They need to know that their investments are aligned with public policies that influence and shape domestic and world energy markets over time.

I am proud to see GE taking action on these issues despite today's uncertainty and the mixed signals business is receiving from governments around the world. GE knows that transforming how we generate and consume energy is essential to protecting both the environment and our economic competitiveness. It's time for others to follow GE's lead so we can see dramatic growth in new clean-energy technologies in the years to come.

Electrifying Adaptation

Thomas Kuhn
President,
Edison Electric Institute

Electric transportation has progressed further in the last decade than it has in the last century. Innovation in design, advanced battery technologies and greater consumer interest and education are all making clean technologies an increasingly desirable choice for consumers.

At Edison Electric Institute, we are helping to educate key constituents about the need to invest in new generation, transmission and distribution infrastructure enhancements and our industry is optimistic about what the future holds.

Like GE, we see electric vehicles as having the potential to redefine transportation, reducing CO₂ emissions significantly as well as our dependence on foreign oil. Even better, they are fun to drive; I, like many of GE's fleet operators, proudly drive an electric vehicle.

This is among some of the most exciting times to be in our industry. The transformation of the way the world thinks about energy will not be a quick or an easy task. But it already has begun. And it will happen.