

***Moving Markets:  
Strategies for  
Biofuels Industry Activism***

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# Today's plan

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- **Biggest challenges**
- **Key policy (and voluntary, intra-industry) solutions**
- **Strategies for moving forward**
  - Collaborative approaches to policy reform
    - Historical precedents
    - Drivers? Barriers?

# My Goal

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- **Help you think through your answer to third question in assignment due on Wed.**
- **Encourage you to think ambitiously, as well as realistically**

# But first

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- **Your thoughts about issues Craig Vaughn discussed?**

# Biggest problems impeding progress

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- **Your sectors**

- Do any of you feel your sector should not go forward to full commercialization?

- **Biofuels industry as whole**

- **As I see it, biggest problems are:**

- high cost and difficulty of internalizing externalities in energy industry
  - Paradox of high oil prices and impact of fracking
- Political clout of vested interests

# Solutions?

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- **What are the solutions?**
  - Regulatory policies?
  - Voluntary standards? Corporate procurement?
  - Other?
- **What roles can/should companies in your sectors of the biofuels industry play in achieving policy goals?**

# Industry Activism: Historical Precedents

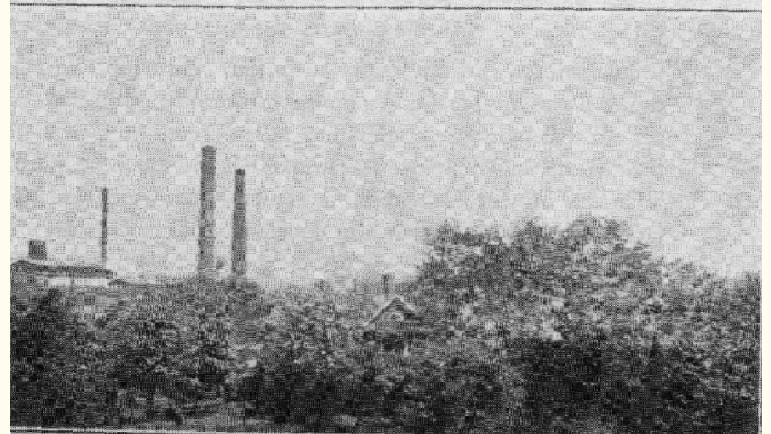
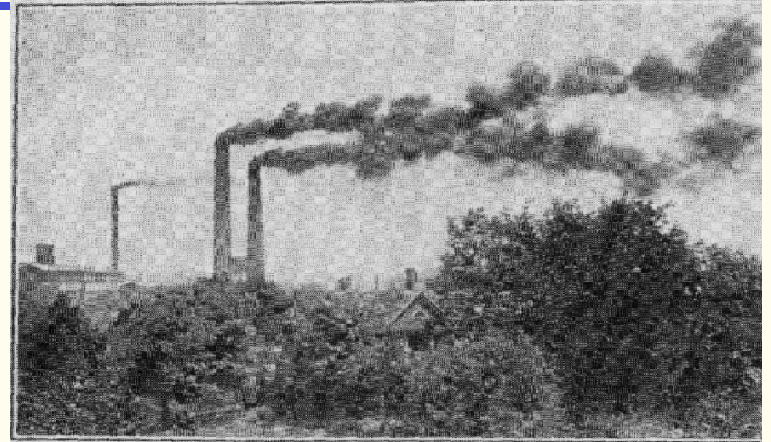
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- **Business leadership of anti-industrial pollution movements**
  - Chicago - anti coal smoke movements
    - 1880s - Chicago Citizens' Association
    - Early 1890s – Smoke Prevention Society



# Industry Activism: Historical Precedents

- **Business co-leadership and collaboration**
  - St. Louis
  - Cincinnati
  - Pittsburgh
  - Many others
- **Fought business interests that opposed regulation**





# This a viable model for present?

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- **Present day efforts**

- Huge array of trade organizations that are active in sustainable business space
  - Focus on training, educating members
  - Voluntary
  - Not very politically active
- USCAP – US climate action partnership
  - <http://www.us-cap.org/newsroom/>
- BizNGO
  - <http://www.bizngo.org/policy.php>

# Could biofuels industry lead or co-lead a movement?

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- **What would it take?**
  - Based on your research into your sector, how likely?
  - How start? Take to next level?
    - Companies in your sector
    - Companies in other sectors
    - NGOs
- **Drivers**
- **Barriers**

# Voluntaristic approaches

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- **Voluntary standards?**
- **Procurement and supplier management by large companies**
  - FedEx
  - Walmarts