



DENVER[®]
THE MILE HIGH CITY

GROWDENVER
The Office of Economic Development

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FOR IMMEDIATE RELEASE

Mayor Hickenlooper Launches *Greener Denver Climate Prosperity Program* *Initiative Will Reduce Greenhouse Gas Emissions & Increase Economic Opportunities for Area Businesses*

DENVER, CO — March 17, 2009 — Denver Mayor John Hickenlooper and the Office of Economic Development today launched **Greener Denver**, a strategic initiative to reduce greenhouse gas emissions and expand economic opportunities for local businesses.

“Greener Denver is a triple win for our community, benefiting our businesses, our environment and our economy,” Hickenlooper said. “It will help local businesses save money, grow the demand for green products and services and train the green workforce of the future.”

Denver is one of eight cities selected last fall by the Rockefeller Brothers Fund to participate in its Climate Prosperity Project. Using a strategy developed by Global Urban Development, an international nonprofit policy consultant, each of the participating cities created an initiative to transform their economy, achieve climate goals and ensure social equity in a sustainable future.

Developed by the Denver Office of Economic Development, Greener Denver represents an integrated economic development strategy that builds on Mayor Hickenlooper’s Greenprint Denver initiative and the new energy economy taking hold in our region.

“We recognize the tremendous promise that the growing green economy holds for economic prosperity, not only in Denver but across the nation,” said Andre Pettigrew, executive director of the Office of Economic Development. “Greener Denver will help local businesses, neighborhoods and residents by ensuring that the City remains at the forefront of the green industry revolution and its promise for a more sustainable future.”

Greener Denver will capitalize on the interrelationship of three key program areas: **Green Savings**, **Green Opportunity** and **Green Talent**. Specifically, the initiative will:

- Increase energy-efficiency and the use of renewable energy and expand “smart growth” investments by business and community.
- Expand the growth of Denver’s clean technology industry and increase green supply chain development.
- Increase workforce training and certification for clean technology and green supply chain and develop clean technology entrepreneurs.

(See accompanying fact sheet for complete details.)

Greener Denver also builds on the City's successful greening of the 2008 Democratic National Convention. Planners organized multiple training sessions to help the hospitality, restaurant, and event planning industries to incorporate green practices into everyday operations.

The Denver Office of Economic Development (OED) works to create a local environment that stimulates balanced economic growth through job creation, business assistance, housing options and neighborhood redevelopment.

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FACT SHEET:

Greener Denver Key Program Areas

The Greener Denver Program will address the reduction of greenhouse gas emissions and growth of economic opportunities through the interrelationship of the following key influence areas:

Green Savings:

- **Goal:** Increase energy-efficiency, increase renewable energy use and expand “smart growth” investments by business and community.
- **Actions:** Encourage green savings as an economic driver in multiple industries and institutions (both public and private), engage neighborhoods and business to become more energy efficient, and help major institutions with infrastructure improvement for greater efficiency and renewable energy usage.
- **Examples:** Greener Denver Business, a one-stop education program that provides information and tools to help make Denver area businesses more efficient. Additionally the launch of Rocky Mountain Greener Venues Partnership for Sustainable Communities, a program by EPA Region 8, will assist venues in improving the sustainability of their facilities.

Green Opportunity:

- **Goal:** Increase clean technology industry growth and green supply chain development.
- **Actions:** Be the convener and conduit of policies and programs that will help generate growth of innovative products and services, capitalizing on metro Denver’s strong position as a center for the emerging clean tech industry. Support innovations that bring technologies to the market and optimize business operations and creating workforce opportunities.
- **Examples:** Outreach to the business community, through numerous forums and events including Sustainable Opportunities Summit, Clean Tech Summit, CASBA Sustainable Business Legislative Briefing and others.

Green Talent:

- **Goal:** Increase workforce training and certification for clean tech and green supply chain and prepare clean tech entrepreneurs.
- **Actions:** Develop a skilled workforce and expand entrepreneurial capacity for clean tech industries and the greening of industries. Provide education support that builds green talent on multiple levels - preparation, occupational and professional, retraining and adaptation.
- **Examples:** Metro Denver WIRED (Workforce Innovations for Regional Economic Development) Initiative and other workforce-funded programs, including the Mi Casa Pre-Apprenticeship Training Program, Goodwill’s Turn It On! Energy Workforce Program, iCAST’s job placement proposal and others.

Greener Denver Associated Programs

Green Savings

Greener Denver Business Energy Efficiency Education Program – info and technical assistance in partnership with CORE

Green Communities Multi-Family Housing Program – green construction standard

Rocky Mountain Greener Venues for Sustainable Communities – EPA Region 8

Neighborhood Stabilization Program – energy audit and weatherization standard

Green Opportunities

Strategic and Influential Networks – in partnership with CORE

Strategic Partnerships and Outreach – Denver OED

Denver Neighborhood Marketplace Initiative – corridor greening strategy

Green Talent

Metro Denver WIRED Initiative Programs (Local and Regional)

- Denver Joint Electrical Apprenticeship and Training Program
- Turn It On! Energy Workforce Program – Goodwill Denver

Mile High Youth Corps Jobs Training Programs

- AmeriCorps Leadership & Conservation Program
- Water Conservation Program
- Summer of Service Program
- YouthBuild Program

Sunpower Residential Weatherization Program

Mi Casa Pre-Apprenticeship Training Program



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FACT SHEET

Fast Facts & Figures on Greening Denver

- **Green Groundwork** – With the state's governor, local mayors, business leaders, universities, and companies in synch with sustainability efforts, Metro Denver has laid the groundwork for Colorado to quickly become the nation's renewable energy capital with:
 - [Colorado's New Energy Economy](#), a statewide plan that builds energy security while building significant economic opportunity.
 - [Colorado's Climate Action Plan](#), with ambitious goals to reduce greenhouse gas emissions.
 - [Greenprint Denver](#) is integrating environmental impact considerations into the city's programs and policies.
 - A [Metro Mayor's Caucus MOU](#) outlines actions for area communities to further energy efficiency and conservation.
 - [Colorado Energy Coalition](#), a group of leaders and stakeholders advancing Colorado's diverse energy industry.
 - [Xcel Energy](#), the nation's No. 1 wind provider, is making renewables a significant part of its energy mix.
- **Green Research** – From national labs to state-funded research facilities to private corporations, Colorado acts as a crucible for leading-edge research that maximizes the value of fossil fuels while investing in renewable resources. And a new research partnership between the National Renewable Energy Laboratory in Golden, the Colorado School of Mines, Colorado State University, and the University of Colorado – coined the [Colorado Energy Collaboratory](#) – is working closely with the private sector to develop renewable energy technologies for rapid commercialization. Research and education institutions are at the forefront of developing the nation's newest energy-efficient technologies:
 - [National Renewable Energy Laboratory \(NREL\)](#)
 - [National Oceanic and Atmospheric Administration \(NOAA\)](#)
 - [National Center for Atmospheric Research \(NCAR\)](#)
 - [Colorado Energy Research Institute \(CERI\)](#)
 - [Colorado School of Mines](#)
 - [Colorado State University](#)
 - [University of Colorado](#)
- **Building Green** – Metro Denver's commitment to building green on municipal, commercial, and residential levels has other regions looking to us to set the pace for sustainable construction. In fact, the region's significant efforts in green building attracted the attention of the U.S. Green Building Council, which held its [2006 Greenbuild Conference](#) in Denver. Metro Denver's list of major green projects is long and growing:
 - [Aardex Signature Center](#)
 - [NREL Research Support Facility](#)
 - [Environmental Protection Agency](#)
 - [1800 Larimer](#)
 - [ProLogis global headquarters](#)
 - [Museum of Contemporary Art/Denver](#)
 - [Belmar](#)
 - [Lowry](#)
 - [Stapleton](#)
 - [McStain Neighborhoods](#)

- **Top Green City** – Denver ranked the 9th greenest U.S. city in Sustainlane.com's national report card of the 50 largest cities for urban sustainability, and Colorado ranks 4th in the U.S. for renewable energy and energy research employment, according to *Development Research Partners*
- **Mayor John Hickenlooper's Greenprint Denver Initiative** – Making an entire city Green takes a lot of work, and much of it is behind-the-scenes and technical. So it was with great vision that the Mayor created Greenprint Denver, a comprehensive program that focuses on energy management and energy efficiency goals, and addresses specific goals for cleaner water, air, and land. From utilities and transportation to parks and LEED-certified city buildings, Greenprint Denver offers a comprehensive and measurable plan of action that few cities can match. Get more info at www.greenprintdenver.org.
- **An Eco-Friendly Airport** – It may be one of the largest and busiest airports in the country, but the Denver International Airport is dedicated to reducing its carbon footprint. The airport is in the process of replacing its computer and flight monitors with energy-efficient LCD screens that require less heat and thus less energy for cooling. In 2004, DIA became the first commercial airport in the country to attain ISO 14001 certification for its Environmental Management System, which encompasses all activities within the 34,000-acre site. Furthermore, DIA recycles more than 19 materials on a regular basis as part of standard airport operations. Finally, the DIA fleet is 100% alternative and includes vehicles powered by compressed natural gas, hybrid technology and biodiesel. In 2008, DIA completed its two megawatt solar power system that will generate over three million kilowatt hours of clean electricity annually.
- **Green Attractions** – From global warming and renewable energy to environmental cleanup, Denver is emerging as one of the premier places in the nation for a “green” learning vacation. Denver offers two national research centers that have tours and exhibits about the Earth's climate and renewable energy, and a world-class museum of nature and science. The National Center for Atmospheric Research (www.eo.ucar.edu/visit), the National Renewable Energy Laboratory (www.nrel.gov/overview) and the Denver Museum of Nature & Science (www.dmns.org) all offer fascinating and educational tours and exhibits that highlight the prominent role Mother Nature plays in Denver. Additionally, the new Museum of Contemporary Art/Denver is expected to achieve LEED Gold certification – the first such museum in the country to earn the distinction.
- **Denver Recycles** – Denver Recycles is one of the city's most successful environmental programs. In 2007, city workers collected more than 26,000 tons of recyclable materials, which generate an average of \$800,000 in annual revenue. Since the launch of the program in 2005, recycling tonnage has increased by 18 percent
- **A Greener Arena** – In March of 2008, the Pepsi Center, the home of the Denver Nuggets and Colorado Avalanche (not to mention a regular series of blockbuster concert events), announced that it would be the first arena in the United States to go 100 percent green. Plans are afoot for the 19,000-seat arena, which was the main site of the 2008 Democratic National Convention, to operate entirely on renewable wind and solar energy. The switchover will also include new recycling bins, a hybrid vehicle-only parking area and a “no idling zone” outside the arena.
- **Hybrid Taxis** – Their color-scheme is white, but chances are good when you hail a cab in the Mile High City, it's likely to be a “green” taxi. In 2007, Metro Taxi, Inc., the Denver area's largest taxi service, has 40 eco-friendly hybrid-electric Toyota Prius' (pictured right) in its fleet and plans to convert the entire fleet by 2010. In 2008, the Yellow Cab taxi company also introduced 20 hybrids to its fleet.
- **Denver Loves the Outdoors** – The Mile High City is home to the largest city park system in the nation, with over 200 parks in the city and an additional 14,000 acres of spectacular mountain parks. When you're here in Denver, you can get to dozens of attractions on foot, thanks to 850 miles of off-road paved trails. Add in several pedestrian malls, including the famed 16th Street Mall, and it's clear that the city is the very definition of “walkable.”

- **The Green Fleet** – In the early '90s, Denver created the first “Green Fleet” program in the nation by purchasing alternative fuel vehicles for city use. Today, the city’s Green Fleet remains one of the largest in the country. More than 43 percent of the fleet is powered by alternatives, including 138 hybrid electric vehicles, as well as vehicles fueled by propane, compressed natural gas and biodiesel. And that’s just the beginning – the Green Fleet grows with each passing year.
- **The Greenest National Convention of All Time** – An estimated 50,000 Democrats and members of the media flocked to the Mile High City in August 2008 for the Democratic National Convention. Denver Mayor John Hickenlooper vowed that Denver would host the greenest political convention in America’s history and all indications are that the city succeeded. There were 10 Greening Task Teams in place to ensure the use of renewable energy, reduce waste and maximize recycling, provide green transportation options, manage and mitigate all carbon emissions and use green building and design practices, in addition to a host of other eco-friendly activities. Some of the greening efforts included: eco-friendly wooden key cards; the use of gobo’s vs. vinyl banners in delegate hotels; recycled delegate bags, lanyards, and water bottles; DVD and voicemail welcome messages vs. welcome letters to the delegates; newspaper kiosks vs. individual room deliveries; Zero Heroes at all waste stations to separate recycled, compostable and trash; and the use of a green merchandise. In addition, on the eve of the Convention, Denverites enjoyed [Green Frontier Fest](#), a celebration of everyday positive choices that individuals, families and organizations can make now to address global challenges.
- **The Mile High Million** – When you hear that Denver is going green, you can take that literally: in 2006, Mayor John Hickenlooper announced an ambitious tree planting program, with a goal of adding one million new trees in the metropolitan Denver area by the year 2025. Since then, the city’s tree canopy has increased by more than 74,000 trees, reducing Denver’s greenhouse gases, providing natural cooling and adding considerable beauty to the Mile High area. Denver is well on its way to a million new trees.
- **Carbon Calculator** – Visitors can go to www.VISITDENVER.com and use the Denver Travel CO₂e Emissions Calculation Tool, an easy-to-use online tool that calculates Carbon Dioxide (CO₂) Equivalent (e) emissions that result from vacationing in Denver. It covers all aspects of a visitor’s time here, from air travel to ground transportation to accommodations. Visitors can also purchase offset carbon credits that will reduce carbon footprint. Event planners can also go to the VISIT DENVER web site to calculate CO₂ emissions and receive tools to make an event as eco-friendly as possible.
- **Alternative Fuel** – The city’s use of 420,000 gallons of B20 biodiesel fuel in a pilot study in 2005 supported local economies and reduced air pollution and dependence on foreign oil. In 2007, all diesel-powered fleet vehicles began running on the cleaner-burning fuel.
- **Green Goat Herds** – Denver utilizes goat herds to help eliminate invasive weeds and manage brush in natural areas in a cost-effective, non-polluting manner. By grazing on vegetation and trampling plants with their hooves, the goats create natural mulch, add organic matter to the soil, and distribute seeds. The innovative program has received worldwide attention as an environmentally-friendly alternative to mowing and pesticides.
- **Less Water Usage** – Denver Parks and Recreation uses 28% less water today in its parks than it did in 2001, due to replacing outdated irrigation systems and transforming bluegrass areas into native grasses where appropriate.

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*The Denver Office of Economic Development,
Greenprint Denver,
and CORE
are excited to announce
Greener Denver Business!*

Are you a Denver business leader interested in learning more about **green business**?

Through **Greener Denver Business**, you can gain access to:

- Educational Courses on effective, cost-cutting green business strategies, taught by local experts
- Information on local green business programs and resources, all in one place
- Access to an exclusive online network, where you'll find contact information for fellow participants, green business forums, and lists of additional resources
- Opportunities to spread the word about your business through our online vendor directory, and periodic online participant profiles

Participation in the program is FREE for all businesses in the City and County of Denver.

To Get Started:

VISIT: www.GreenerDenverBiz.org to get more information, and register for the program
(you'll need three employees willing to serve as a "Green Team" for your organization)

ATTEND: one of our monthly 101-Courses, "Introduction to Green Business"

GATHER: some basic information on your business and resource usage
(don't worry, we'll guide you through this quick and simple process in the 101 course)

Once you've sent us your metrics, you'll have FREE access to all of the resources that Greener Denver Business has to offer!

Question? Contact Betsy@SourceSBS.com



Upcoming Greener Denver Business Courses:

All courses will be held at the CORE office unless otherwise noted. Refreshments will be served.

CORE Office: 1625 Broadway, Ste. 950, Denver, CO 80202

Courses will be held monthly. Dates and times subject to change. Check out www.GreenerDenverBiz.org for the latest schedule information!

<p>101: Introduction to Green Business</p> <p>Friday, April 3rd 7:30 a.m. - 9:30 a.m.</p> <p>Tuesday, May 5th 7:30 a.m. - 9:30 a.m.</p> <p><i>This introductory course on green business will include discussions on the current driving forces behind green business activities and recommended next steps for you to take in greening your business operations.</i></p>
<p>102: Energy Efficiency</p> <p>Thursday, April 16th 7:30 - 10:30 a.m.</p> <p><i>Energy efficiency is a great place to start in greening your business. Xcel Energy and EPA Energy Star will be joining us for a discussion on proven strategies for cutting costs through reduction of energy consumption.</i></p>
<p>103: Tap-smart Water Efficiency - Coming in May.</p>
<p>104: Commuting Alternatives - Coming in June.</p>
<p>105: Recycling - Coming in July.</p>
<p>106: Renewable Energy - Coming in August.</p>
<p>107: Green Building – A Tenant Approach - Coming in September</p>

For more information on Greener Denver Business, please contact:

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