



# GLOBAL CLEAN TECHNOLOGY FORUM

Organized by Athgo *International*

**Program**  
Draft



DAY 1: Wednesday, March 4, 2009	
<b>08:00 – 09:00</b>	<a href="#">REGISTRATION</a>
<b>09:00-09:30</b>	<a href="#">ORIENTATION Session</a>  Emcee: <b>Darel Engen</b> , VP. Education & Training, <i>Athgo International</i>
<b>09:30-10:00</b>	<a href="#">WELCOMING Remarks</a>  TBD
<b>10:00-11:00</b>	<a href="#">KEYNOTE Address</a>  <b>His Excellency Cheick Sidi Diarra</b> , United Nations Under-Secretary-General, Special Adviser on Africa, and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
<b>11:00-11:30</b>	<b>BREAK – ICEBREAKER</b>
<b>11:30-13:00</b>	<a href="#">PANEL 1: Rewards and Incentives for Going Clean</a>  Panelists: <ul style="list-style-type: none"> <li>▪ <b>Mr. Rich Lechner</b>, Vice President, Energy and Environment, IBM</li> <li>▪ <b>Mr. Geert Criel</b>, Consul General, Consulate General of Belgium in Los Angeles</li> <li>▪ <b>Mr. Tod Arbogast</b>, Director, Sustainable Business, Dell</li> <li>▪ <b>Ms. Elizabeth Rogers</b>, New York Times Best Selling Author; Founder, Shift Your Habit</li> </ul> Moderator: <b>Ms. Cynthia Ruiz</b> , President, Los Angeles City Public Works
<b>13:00 – 14:00</b>	<b>LUNCHEON</b>



<p><b>14:05 – 15:30</b></p>	<p><a href="#">PANEL 2: Renewable Power Generation</a></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. Edwin F. Feo</b>, Partner, Milbank</li> <li>▪ <b>Mr. Gene Rodriguez</b>, Director, Energy Efficiency, Southern California Edison</li> <li>▪ <b>Mr. Rick Pal</b>, CEO, AirGenerate</li> <li>▪ <b>Mr. Robert M. Hertzberg</b>, Chairman and Founder, G24 Innovations</li> </ul> <p>Moderator:</p> <p><b>Mr. Tal Finney</b>, Partner, Dongell-Lawrence- Finney Lawyers, LLP</p>
<p><b>15:30 – 16:30</b></p>	<p><a href="#">INFORMAL DISCUSSION Session</a></p> <p>Presenters:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. Richard Butcher</b>, Chief of Staff, Diane Watson, Congresswoman</li> <li>▪ <b>Ms. Cynthia Ruiz</b>, President, Los Angeles City Public Works</li> <li>▪ <b>Ms. Nurit Katz</b>, Sustainability Coordinator, UCLA Sustainability</li> <li>▪ <b>Mr. Navneet Singh Narula</b>, National Director, Points of Light Institute</li> <li>▪ <b>Mr. Tory Weber</b>, Manager of Business Performance, Energy Efficiency Division, Southern California Edison Company</li> </ul>
<p><b>16:30- 17:00</b></p>	<p><a href="#">DISCUSSION: Social Entrepreneurship</a></p> <ul style="list-style-type: none"> <li>▪ <b>Dr. Armen Orujyan</b>, President, Athgo <i>International</i></li> </ul>
<p><b>17:00-18:00</b></p>	<p><a href="#">SOCIAL VENTURE DEVELOPMENT Session 1</a></p>
<p><b>19:00 – 20:30</b></p>	<p><b>Welcoming RECEPTION – Hosted by Los Angeles City Attorney Rocky Delgadillo</b></p>



DAY 2: Thursday, March 5, 2009	
<b>9:00-10:00</b>	<a href="#">SOCIAL VENTURE DEVELOPMENT Session 2</a>
<b>10:05-11:05</b>	<p><a href="#">KEYNOTE Address</a></p> <p><b>Mr. Joseph Klimavicz</b>, Chief Information Officer and Director for High Performance Computing and Communications, US Department of Commerce, National Oceanic &amp; Atmospheric Administration</p>
<b>11:10-12:20</b>	<p><a href="#">PANEL 3: Clean Technology Funding</a></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. Bryan Martel</b>, Founder and Managing Director, Environmental Capital Group</li> <li>▪ <b>Mr. Daniel Weiss</b>, Managing Partner, Angeleno Group</li> <li>▪ <b>Mr. Raúl Pomares</b>, Portfolio Management Group of Guggenheim Investment Advisors</li> <li>▪ TBD</li> </ul> <p>Moderator:</p> <p><b>Mr. Rocky Delgadillo</b>, City Attorney, City of Los Angeles</p>
<b>12:20 – 13:20</b>	<b>Networking LUNCHEON</b>
<b>13:25-14:45</b>	<p><a href="#">PANEL 4: Sustainable Development –National and International Policies</a></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. Jaak Treiman</b>, Honorary Consul, Consulate of Estonia in Los Angeles</li> <li>▪ <b>Mr. David Martinon</b>, Consul General, Consulate General of France in Los Angeles</li> <li>▪ <b>Ms. Tricia Loveland</b>, Director, Aviation Infrastructure Policy and Strategy, Boeing</li> <li>▪ <b>Mr. Christian Stocks</b>, Consul General, Consulate General of Germany in Los Angeles</li> </ul> <p>Moderator:</p> <p><b>Dr. Michael Intriligator</b>, Professor of Economics, Political Science, and Policy Studies, UCLA, Senior Fellow, Milken Institute</p>



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<b>14:45-16:40</b>	<a href="#"><u>SOCIAL VENTURE DEVELOPMENT Session 3</u></a>
<b>16:40-17:00</b>	BREAK
<b>17:00-18:00</b>	<a href="#"><u>GROUP TO GROUP DIALOGUE</u></a>



DAY 3: Friday, March 6, 2009	
<b>9:00-10:00</b>	<a href="#">SOCIAL VENTURE DEVELOPMENT Session 4</a>
<b>10:05-11:05</b>	<a href="#">KEYNOTE Address</a>  <b>Dr. Diane Watson</b> , Congresswoman, United States
<b>11:10-12:20</b>	<a href="#">PANEL 5: Recycling and Waste Management</a>  Panelists: <ul style="list-style-type: none"> <li>▪ <b>Mr. John Shegerian</b>, President, Electronic Recyclers International</li> <li>▪ <b>Ms. Christine Flowers-Ewing</b>, Executive Director, Keep California Beautiful</li> <li>▪ <b>Mr. Dominic Meo III</b>, Principal, Meo &amp; Associates</li> <li>▪ <b>Mr. Michael Koelln</b>, Director, Re-wear, Re-use, and Re-cycle SOEX West</li> <li>▪ <b>Mr. Nate Redmond</b>, Director, Fulcrum Bioenergy</li> </ul> Moderator: <b>Mr. Adi Liberman</b> , Principal, Adi Liberman & Associates Environmental Communications and Public Affairs
<b>12:30-14:00</b>	<b>NETWORKING LUNCHEON</b>
<b>14:00-15:30</b>	<a href="#">PANEL 6: The Role of Media</a>  Panelists: <ul style="list-style-type: none"> <li>▪ <b>Mr. Mark DeCarlo</b> , President, GreenHouse Videos</li> <li>▪ <b>Ms. Page Donner</b> , CEO, Greening Hollywood on HuffingtonPost.com</li> <li>▪ <b>Ms. Jinah Kim</b>, Correspondent, NBC News, KNBC in Los Angeles</li> <li>▪ <b>Ms. Caroline Little</b>, former CEO and Publisher, Washington Post.Newsweek Interactive</li> <li>▪ <b>Ms. Alegre Ramos</b>, President, Green and Greener</li> </ul> Moderator: <b>Dr. Woodrow Clark II</b> , President, Clark Strategic Partners – <i>Nobel Peace Prize Laureate with Intergovernmental Panel on Climate Change</i>
<b>15:30-17:00</b>	<a href="#">SOCIAL VENTURE DEVELOPMENT Session 5</a>



DAY 4: Saturday, March 7, 2009	
<b>9:00-10:00</b>	<a href="#"><u>SOCIAL VENTURE DEVELOPMENT Session 6</u></a>
<b>10:00-10:15</b>	<b>BREAK</b>
<b>10:20-10:55</b>	<p><a href="#"><u>INNOVATION PANEL 1</u></a></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>▪ <b>Ms. Nurit Katz</b>, Sustainability Coordinator, UCLA</li> <li>▪ <b>Mr. Navneet Singh Narula</b>, National Director, Points of Light Institute</li> </ul> <p>Evaluators:</p> <ul style="list-style-type: none"> <li>▪ <b>Dr. Woodrow Clark II</b>, President, Clark Strategic Partners – <i>Nobel Peace Prize Laureate with Intergovernmental Panel on Climate Change</i></li> <li>▪ <b>Mr. Dominic Meo III</b>, Principal, Meo &amp; Associates</li> <li>▪ TBD</li> </ul>
<b>10:55-11:30</b>	<p><a href="#"><u>INNOVATION PANEL 2</u></a></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>▪ <b>Ms. Nurit Katz</b>, Sustainability Coordinator, UCLA</li> <li>▪ <b>Mr. Navneet Singh Narula</b>, National Director, Points of Light Institute</li> </ul> <p>Evaluators:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. Dominic Meo III</b>, Principal, Meo &amp; Associates</li> <li>▪ TBD</li> </ul>
<b>11:30-11:35</b>	<b>BREAK</b>



<b>11:40-12:15</b>	<p><a href="#"><u>INNOVATION PANEL 3</u></a></p> <p>Moderators:</p> <ul style="list-style-type: none"><li>▪ <b>Ms. Nurit Katz</b>, Sustainability Coordinator, UCLA</li><li>▪ <b>Mr. Navneet Singh Narula</b>, National Director, Points of Light Institute</li></ul> <p>Evaluators:</p> <ul style="list-style-type: none"><li>▪ <b>Mr. Dominic Meo III</b>, Principal, Meo &amp; Associates</li><li>▪ TBD</li></ul>
<b>12:15-12:40</b>	<p><a href="#"><u>CLOSING Remarks</u></a></p> <ul style="list-style-type: none"><li>▪ <b>Dr. Armen Orujyan</b>, President, Athgo <i>International</i></li></ul>
<b>12:40 – 14:00</b>	<b>Networking Luncheon</b>



## Summary

The 6<sup>th</sup> annual Global Forum at UCLA provides a platform for 200 selected young people across the globe to learn and advance their causes toward achieving environmental sustainability in the context of the UN Millennium Development Goal (MDG) 7. The event will bring together influential government representatives, scientists, diplomats, experts and corporate executives into an arena with promising young people to showcase their successful sustainability practices and highlight innovations and new ground-breaking business models and financing methods that effectively address the development of renewable energy sources.

The forum is set to encourage young people to get engaged in, develop, and propose new sustainability and renewable energy initiatives in creative and cordial environment. Each participant will have an opportunity to engage corporate and public decision-makers and his/her peers while drafting group and individual innovative solutions to address global environmental and alternative energy challenges. The forum will conclude with young participants presenting their plans on group innovation panels. The proposals will be evaluated by leaders in government, the private sector, and civil society, and will be showcased at the conference closing ceremonies. The individuals with best results, with the support of Athgo, will continue the development of the business models.

## General Information

- Title: Global Clean Technology Forum: Los Angeles 2009
- Dates: March 4-7, 2009
- Organized by: Athgo *International*
- Partners: UCLA Sustainability
- Location: University of California, Los Angeles
- Focus: Renewable power generation and Environmental Sustainability (MDG 7)
- Participants: over 200 select young entrepreneurs and college students from over 80 universities (including many colleges and universities from SoCal). Previous forums attracted college students and young social entrepreneurs from countries such as the US, Canada, France, India, Argentina, Colombia, China, and Japan, and from wide variety of disciplines and interests.
- Desired outcome: Over 150 new social business ventures developed by participating young people
- Marketing: Collaboration with over 3,000 academic institutions reaching to over 5 million students, United Nations system, over 50 Governments, and private sector partners
- PR: Branding, Press Materials, Teaser animation, internal newsletter (250,000 readers/members)
- Sponsors: UCLA Sustainability, Boeing, Milbank, Green Conversion Systems, Office of Los Angeles City Attorney.
- International Organizations: World Intellectual Property Organization, United Nations Office of Least Developed Countries, Landlocked Developing Countries and Small Island Developing States

## Keynote Presentations

The presentations are interactive. Each distinguished speaker is asked to make a 20-30 minute presentation and thereafter open the floor for a Q&A session for another 30 minutes.



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**Panels: structure and focus**

The expert-panels will be scheduled for approximately 80 minutes, will include up to 5 presenters, and will be interactive while having a dialog format. The discussions will incorporate some general knowledge with a larger emphasis on specific expertise. At the opening, each panelist will have up to 4 minutes to present a case. After all individual presentations, the moderator may conduct another 5-10 minute internal dialog to summarize and tie some of the presentations and thereafter open the panel for a Q&A session.

**Panel 1: Renewable Power Generation**

- Wind, Biomass, Geothermal, and Solar
- Composition: Private Sector

**Panel 2: Rewards and Incentives for Going Clean**

- Renewable Energy Certificates, Carbon Cap, Carbon Tax
- Composition: Private Sector, Government, NGOs

**Panel 3: Clean Technology Funding**

- Venture Capital, Social Entrepreneurship
- Composition: Private sector, Foundations

**Panel 4: Sustainable Development – National and International Policies**

- Overall environmental quality, improved sanitation and water
- Composition: Diplomats and Academia

**Panel 5: Recycling and Waste Management**

- Composition: Private Sector, Government, NGOs

**Panel 6: The Role of Media**

- The power of media in energizing masses and delivering encouraging and timely information
- Composition: Media and Entertainment Industry

**Discussion Session: Structure and Focus**

The session is quite informal in its structure and presentation. This type of an interaction is of extreme value to our participants. The 60 minute discussion is conducted by 5-8 specialists/officials. Each presenter is assigned an area where a portion of our participants assemble for a talk. The speakers are encouraged to make a brief presentation (up to 15 minutes– no audio/visual) after which the floor should be open for a Q&A session.

The Fundamentals: Science, Policy, Promotion, Funding

Clean Technologies: Bio-fuels, Conventional Clean Technologies, and Carbon Capture and Storage

**Evaluators/Judges:**

Our final day is slated for presentations from participating young entrepreneurs and students. They will be presenting their newly developed social venture designs during four panels. Each panel will be composed of 5 groups and each presenting their unique social business venture. We invite experts from various relevant sectors and industries to assess the presentations.

- Composition: NGOs, Academia, Government, Private Sector, Athgo