Moving Markets: Strategies for Biofuels Industry Activism

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Today’s plan

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

- 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

- Your thoughts about issues Craig Vaughn discussed?
Biggest problems impeding progress

- **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?

- **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

- 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?

- **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/](http://www.us-cap.org/newsroom/)
  - BizNGO
Could biofuels industry lead or co-lead a movement?

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

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