

Leading Thinkers & Investors in Renewable Energy



<http://www.genewscenter.com/content/Detail.asp?ReleaseID=3580&NewsAreaID=2>

Representing about 30% of new power-producing capacity added in 2007 by the United States, wind power is firmly established as one of the largest sources of new power generation in the nation, and is becoming a mainstream option for meeting the growing electricity demand. It is clear that abundant, domestic, reliable, carbon-free wind power will continue to play a key role in the energy future of this country.

—Victor Abate, Vice President-Renewables for GE Energy,
January 17, 2008

Food for thought: Abate is basing his business plan on the assumption that by 2012 half of the new generating capacity built in America will be wind-powered. Wind currently provides only about 1% of America's electricity, but by 2020 that figure may have risen to 15%. —*The Economist*, June, 21, 2008

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

<http://www.renewableenergyworld.com/rea/news/story?id=46071>

Profit is my guiding motive only in that it's the only way we can compete against fossil fuels. Remember that \$3 billion is negligible compared with what the oil, coal, and gas companies have. They're pouring literally hundreds of billions every year into dirty fuels. The ideal thing with this \$3 billion is that we turn it into \$10 billion, and other people come and invest with us. So in time we are an economic force for fossil fuels to reckon with.

—Richard Branson, Founder of Virgin Group, who committed all profits from his travel firms—Virgin Atlantic Airline and Virgin Trains—over the next 10 years, estimated at \$3 billion, to fight global warming. Sept. 16, 2006

Food for thought: According to some experts, the Virgin boss also is making a canny attempt to get in on the ground floor of a fast growing and innovative global industry. Should he get it right, then the newly set up Virgin Fuels group could be an investment vehicle that would give Sir Richard's global business empire a prominent role in energy long after the 56-year-old millionaire had retired. And it might also see him fulfill his mission to turn Virgin Fuels into a power giant in the same class as Shell or Exxon Mobil. — BBC, September 22, 2006

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

<http://www.google.com/intl/en/press/pressrel/20071127green.html>

Coal is the primary power source for many around the world, supplying 40% of the world's electricity. The greenhouse gases it produces are one of our greatest environmental challenges. Making electricity produced from renewable energy cheaper than coal would be a key part of reducing global greenhouse-gas emissions. Cheap renewable energy is not only critical for the environment but also vital for economic development in many places where there is limited affordable energy of any kind.

—Sergey Brin, Google, Co-Founder & President of Technology
added Sergey Brin, Google Co-founder and President of
Technology.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

http://www.earth-policy.org/About/Lester_bio.htm

The challenge is to build a new economy and to do it at wartime speed before we miss so many of the nature's deadlines that the economic system begins to unravel.

—Lester Brown, President, Earth Policy Institute

Food for thought: A farmer in Iowa who gives up a tenth of a hectare (a quarter of an acre) of land to a turbine might earn \$10,000 a year from it (about 3% of the value of the electricity it produces). Planted with maize, the same land would yield a mere \$300-worth of bioethanol. —Earth Policy Institute

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

<http://www.kpcb.com/team/doerr>

Green-tech could be the largest economic opportunity of the 21st Century.

—John Doerr, Kleiner Perkins Caufield & Byers, Partner, venture capital investor in Amazon, Google, Inuit, Sun and the founders of Compaq, Cypress, Macromedia and Symantec

Food for thought: At present, the world's population consumes about 15 terawatts of power. (A terawatt is 1,000 gigawatts, and a gigawatt is the capacity of the largest sort of coal-fired power station.) That translates into a business worth \$6 trillion a year—about a tenth of the world's economic output. And by 2050, power consumption is likely to have risen to 30 terawatts. —The Economist, June 21, 2008



<http://www.thebrea.kthrough.org/fellows.shtml>

Avoiding a planet-changing global warming catastrophe is why we urgently need to transform the global energy system to a carbon-neutral one. The clock is ticking. Absent the fossil fuel greenhouse this transformation could be deferred to the 22nd century or later.

—Marty Hoffert, Professor Emeritus of Physics, New York University

Food for Thought: There's enough energy in coal (more than twice oil and gas combined) to run high-tech civilization a few hundred years more; enough for electric power generation by conventional pulverized coal plants; enough for coal-derived synthetic liquid fuel powered motor vehicles and aircraft. Unfortunately, there's also enough carbon in this coal that burning it is likely to drive climate back a hundred million years, when atmospheric CO2 levels were 3-4 times higher, global temperatures 10 degrees Celsius hotter, sea level 100 meters higher and both poles deglaciated.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

<http://www.vanjoness.net/page.php?pageid=3&contentid=29>

If we can get these [disadvantaged] youth in on the ground floor of the solar industry now, where they can be installers today, they'll become managers in five years and owners in 10. And then they become inventors. The green economy has the power to deliver new sources of work, wealth and health to low-income people—while honoring the Earth. If you can do that, you just wiped out a whole bunch of problems. We can make what is good for poor black kids good for the polar bears and good for the country.

—Van Jones, Founder & President, Green For All, as told to Thomas Friedman in the Oct. 17, 2007 issue of *The New York Times*



<http://www.khoslaventures.com/people.html>

Innovative bottom up methods will solve problems that now seem intractable- from energy to poverty to disease. Science and technology, powered by the fuel of entrepreneurial energy, are the largest multipliers of resources we have to solve our many social problems.

—Vinod Khosla, Khosla Ventures, a venture capital firm



<http://www.polarisventures.com/WhoWeAre/OurTeam.asp>

INVENTION is a FLOWER, INNOVATION is a WEED. We innovators have to be willing to be viewed as weeds by old boy networks. Innovation, in my experience, is not done by old boy networks, but by sometime collaborating and mostly COMPETING, and annoying, teams of women and men — scientists, engineers, entrepreneurs, and of course, venture capitalists — call us "techies." I could stop there.

--Robert Metcalfe, Polaris Ventures, General Partner and inventor of the ethernet system used to connect computers together in local networks, as told to MIT Technology Review Magazine



<http://www.thebreakthrough.org/staff.shtml>

Carbon prices and regulatory policy will not be sufficient to drive the broad deployment of low carbon technologies. For that we will need immediate and exponential increases in direct public investment in the development and deployment of new technologies, new, nascent, and mature alike.

--Ted Nordhaus, Chairman, Breakthrough Institute, author, researcher, and political strategist, explaining his essay, "Fast, Clean, Cheap"

Food for Thought: According to Royal Dutch/Shell it typically has taken 25 years after commercial introduction for a primary energy form to obtain a 1 percent share of the global market.



http://www.google.com/intl/en/press/pressrel/20071127_green.html

Technologies have been developed that can mature into industries capable of providing electricity cheaper than coal. Solar thermal technology, for example, provides a very plausible path to providing renewable energy cheaper than coal. We are also very interested in further developing other technologies that have potential to be cost-competitive and green. Our goal is to produce one gigawatt of renewable energy capacity that is cheaper than coal. We are optimistic this can be done in years, not decades.

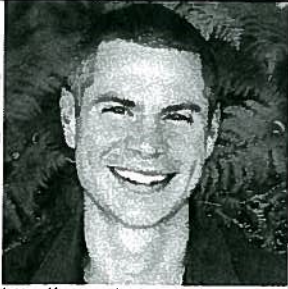
--Larry Page, Google Founder & President of Products



<http://www.genewscenter.com/Content/detail.asp?ReleaseID=3601&NewsAreaID=2&PrintPreview=True>

We are making Pampa [Texas] the wind capital of the world. It's clear that landowners and local officials understand the economic benefits that this renewable energy can bring not only to landowners who are involved with the project, but also in revitalizing an area that has struggled in recent years.

--T. Boone Pickens, Mesa Power LLP, Oil Tycoon, CEO, in regard to his order with General Electric to purchase 667 wind turbines capable of generating 1,000 megawatts of electricity, enough to power more than 300,000 average U.S. homes.



<http://www.thebreakthrough.org/staff.shtml>

There is simply no way we can achieve an 80 percent reduction in greenhouse gas emissions," without creating breakthrough technologies that do not pollute. . . Global warming demands unleashing human power, creating a new economy, and remaking nature as we prepare for the future.

--Michael Shellenberger, President, The Breakthrough Institute, a leading national advocate for the U.S. to make a 10-year, \$500 billion public-private investment into cutting-edge clean energy technologies to achieve energy independence, restore America's economic competitiveness, and slow global warming.

Food for Thought: Even if every American SUV owner were to buy a hybrid tomorrow, that wouldn't come close to offsetting the environmental damage being perpetrated around the globe. In fact, all the standards, cap-and-trade limits, and emission reductions that environmentalists have been pushing for may slow, but will never reverse, global warming. -- Wired Magazine's interview of Nordhaus and Shellenberger, September 25, 2007.



<http://www.vpvp.com/sectors/clean-tech/advisory-council/james-woolsey.html>

Our growing dependence on increasingly scarce Middle Eastern oil is a fool's game-there is no way for the rest of the world to win. Our losses may come suddenly through war, steadily through price increases, agonizingly through developing-nation poverty, relentlessly through climate change-or through all of the above.

--James Woolsey, Ex CIA Director (1993-95), Vantage Point CleanTech Advisory Council, Venture Partner and author of *Energy, Security, and the Long War of the 21st Century*.

Food for Thought: Mr Woolsey estimates that American oil companies receive preferential treatment from their government worth more than \$250 billion a year. And the Intergovernmental Panel on Climate Change (IPCC), a United Nations-appointed group of scientific experts, reckons that fossil fuels should carry a tax of \$20-50 for every ton of carbon dioxide they generate in order to pay for the environmental effects of burning them. --The Economist, June 21, 2008.