



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

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## *Media Release*

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**WASHINGTON, DC (July 6, 2009)** – The International Economic Development Council (IEDC) Launches The Climate Prosperity Handbook – a free guide to informing communities of the economic benefits of proactively pursuing sustainable development and climate action strategies. The handbook demonstrates the utility of adopting the three-part agenda of the Climate Prosperity Project **Green Savings/ Green Opportunities/ Green Talent**. The principal message is that rather than climate action being costly and harmful to the economy, it creates wide ranging savings and benefits by: spending less on energy through increased conservation and efficiency; generating significant new employment and entrepreneurial opportunities; expanding renewable energy production and distribution, and offering a wide range of new products, production processes, goods and services, and new technologies.

“The Climate Prosperity Handbook represents the shift to a new era in economic development – where environmental policies and strategies are embraced as critical components of the economic competitiveness of our communities,” noted IEDC Board Chairman Ian Bromley. “The challenges and opportunities stemming from climate change are becoming of vital importance to our members, and many communities are in need of the resources and guidance to be able to tackle them. IEDC is on the cutting edge of understanding these dynamics and by extension, developing response tools, such as The Climate Prosperity Handbook, which provide value added to our members.”

The economic development implications of this movement have only recently become apparent to the economic development community. The true cost of energy, i.e., the environmental and economic consequences of green house gas emissions, regulated at the national level, will now be a major cost of production, altering the competitive position of industrial sectors and regions. The new federal investments in energy conservation and efficiency will

provide opportunities for communities to position themselves in this new energy economy.

“The Rockefeller Brothers Fund was pleased to provide the initial funding to IEDC to produce this handbook. We are also thrilled that other sponsors and partners have joined to support its development. As global and national policies attempt to deal in effective ways with the challenge of climate change, our communities can develop strategies today that advance both their economic and environmental well being. This handbook provides practical guidance on how to move forward during this time of change,” said Michael Northrop, Program Director of Sustainable Development for the Rockefeller Brothers Fund.

The purpose of the handbook is to reveal the potential of sustainable economic development and provide a map that communities can use to implement these efforts. The handbook:

- Outlines why greening the economy has taken center stage on political and economic agendas.
- Presents the climate prosperity model **Green Savings/ Green Opportunities/ Green Talent**; along with a review of data and literature that help to paint a detailed picture of the model
- Outlines how the U.S. Federal framework is taking shape to support sustainable economic development; and
- Demonstrates, through the Getting Started Guide and Compendium of Green Strategies, how communities can move climate prosperity planning forward in their own backyards

The Climate Prosperity Handbook was made possible by the generous support of the following sponsors and partners: American Electric Power, B&D Consulting, Dow Corning Corporation, Environmental Defense Fund, Global Urban Development, the U.S. Department of Energy’s National Renewable Energy Laboratory, Rockefeller Brothers Fund, and Saginaw Future Inc.

To view the handbook and the executive summary, please go directly to: [www.iedconline.org/?p=Climate\\_Prosperty\\_Handbook](http://www.iedconline.org/?p=Climate_Prosperty_Handbook)

The [International Economic Development Council](http://www.iedconline.org) (IEDC) is the largest non-profit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession. When we succeed, our members create more high-quality jobs, develop more vibrant communities, and generally improve the quality of life in their regions. For more information about IEDC visit [www.iedconline.org](http://www.iedconline.org).

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