



Peggy Liu, Chairperson

@juccce @shanghaipeggy www.juccce.org



Chief Polluter to Chief Solutions Provider





#beyondindex

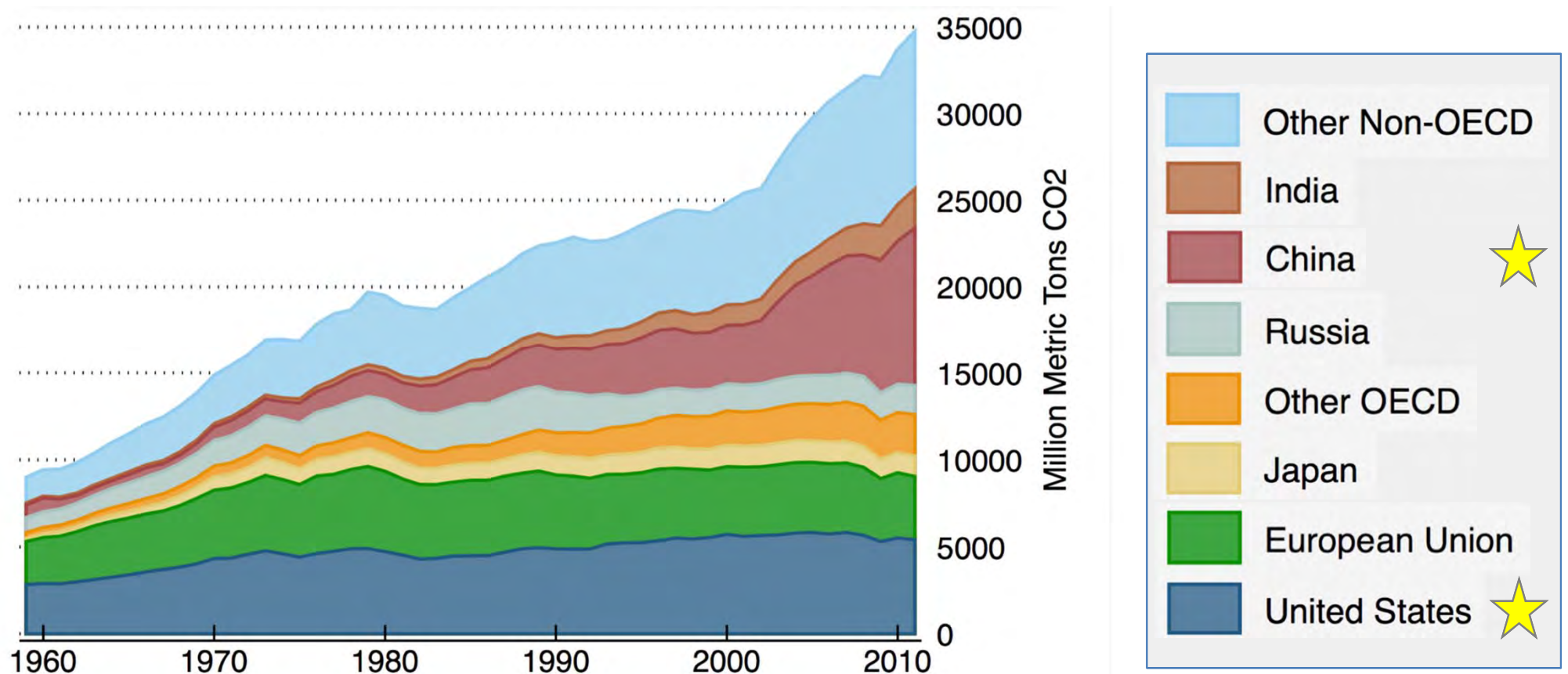
#airpocalypse





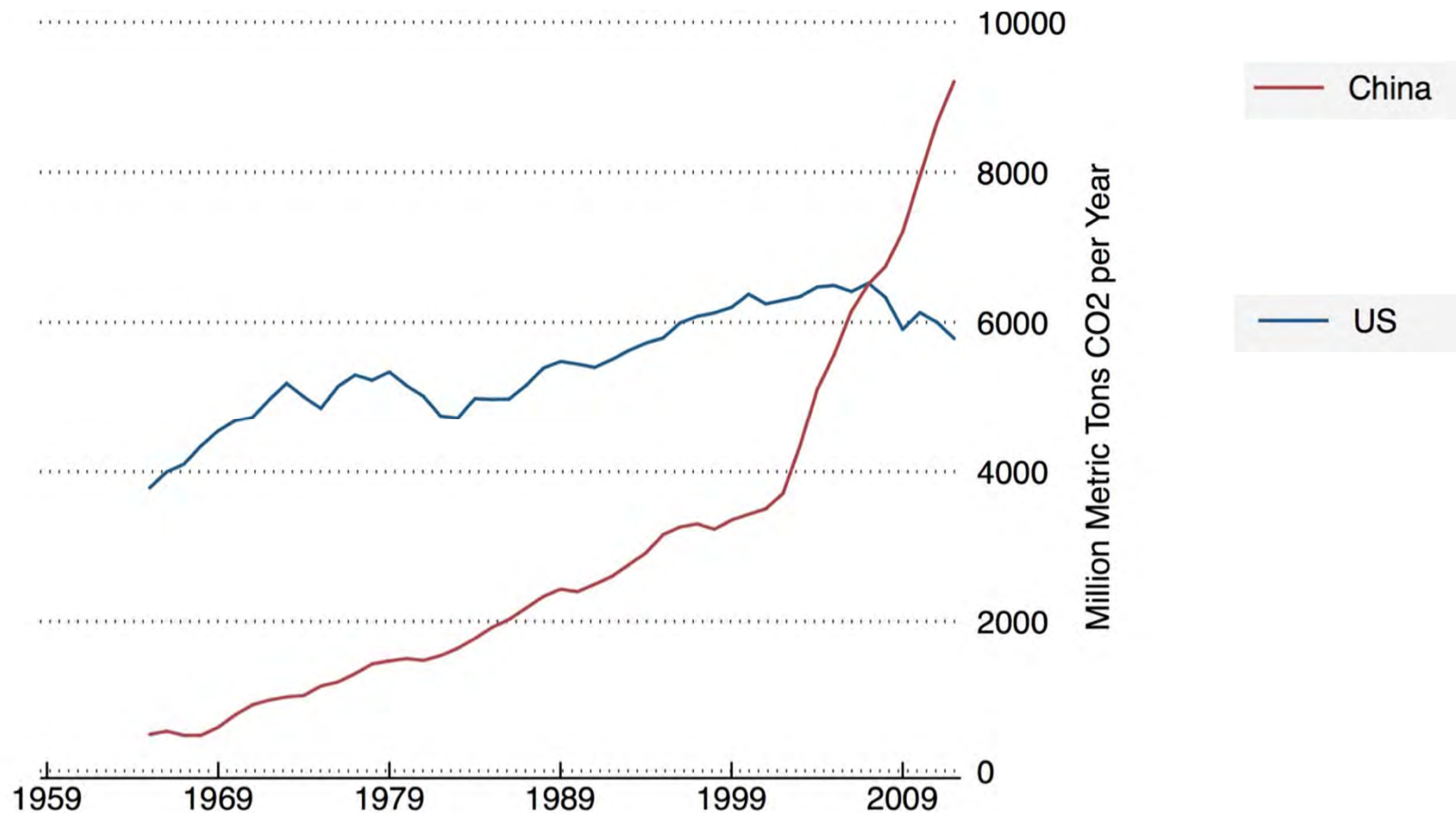


Cumulative CO₂ emissions



SOURCE: Global Carbon Budget (2011)

China CO₂ Emissions = 2x US in <10yrs



SOURCE: BP Statistical Review of World Energy (2013)

Baoxing Qiu

Fmr. Vice Minister

Ministry of Housing & Urban Rural Development

“China is the
battlefield”



Coal for electricity will rise

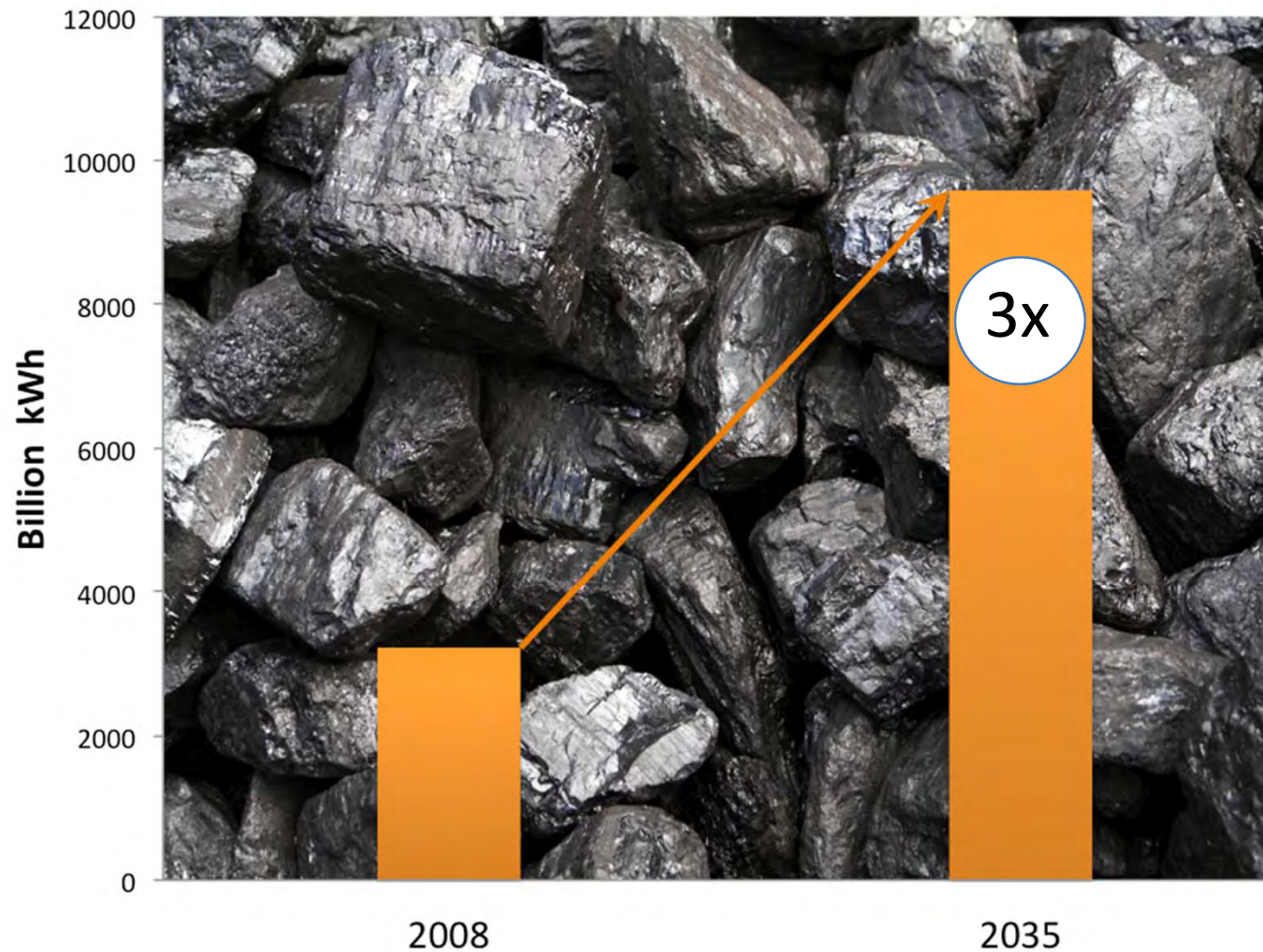




Photo: Billy Hustace

#urbanization

The image is a large grid composed of 80 individual family portraits, arranged in 8 rows and 10 columns. Each portrait shows a family of varying sizes, typically including parents and children, posed against a solid red background. The families are diverse in appearance and clothing. Overlaid in the center of the grid is the text "#migration" in a large, white, sans-serif font. The text is positioned such that it spans across several of the portrait cells, with the '#' symbol located roughly in the middle of the first four columns and the word 'migration' spanning the remaining six columns.

#migration

#migration



#migration



Shanghai 1990



Shanghai 2000



Shanghai 2014





成都立体城市

Chengdu Great City

1.3 km²



survive to thrive



survive to thrive



survive to thrive



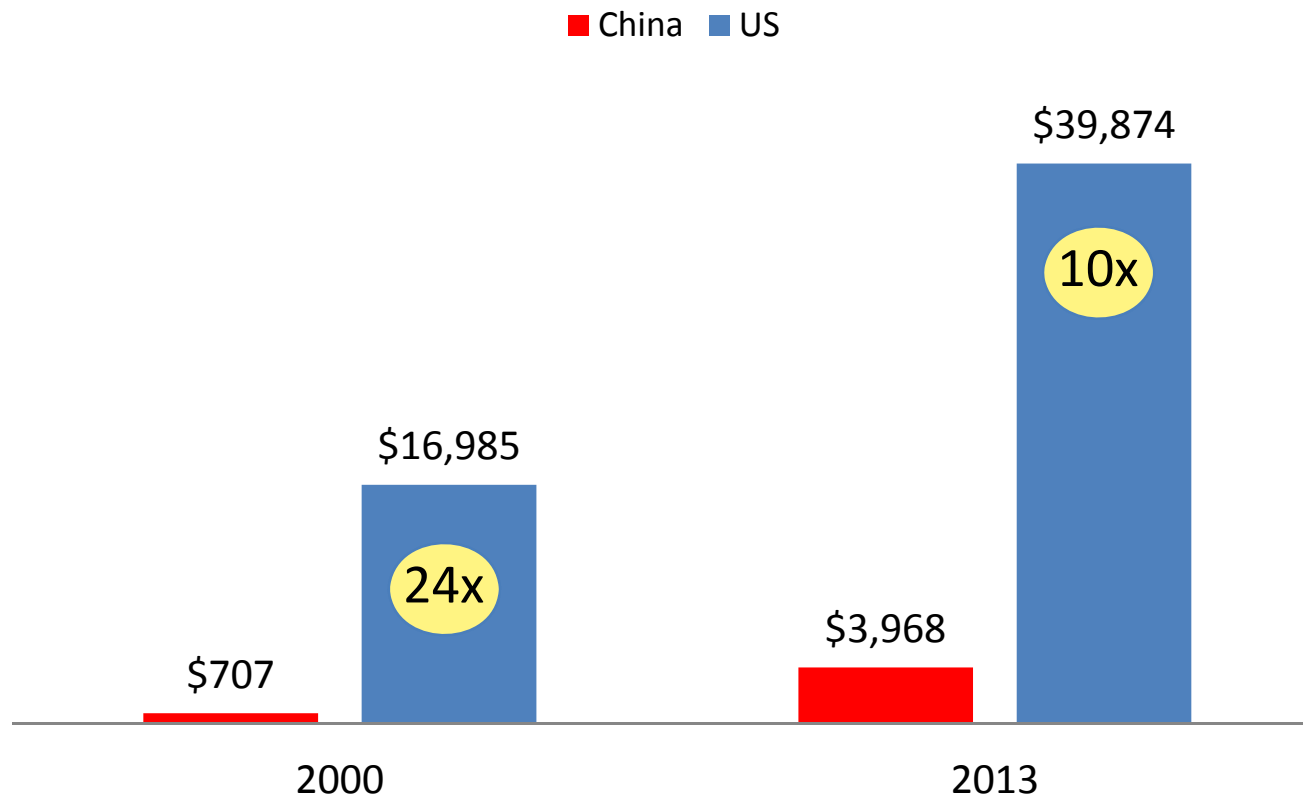




#stillgrowing



Disposable Personal Income (\$)



SOURCES: United States Census, Ycharts.com, Trading Economics.com

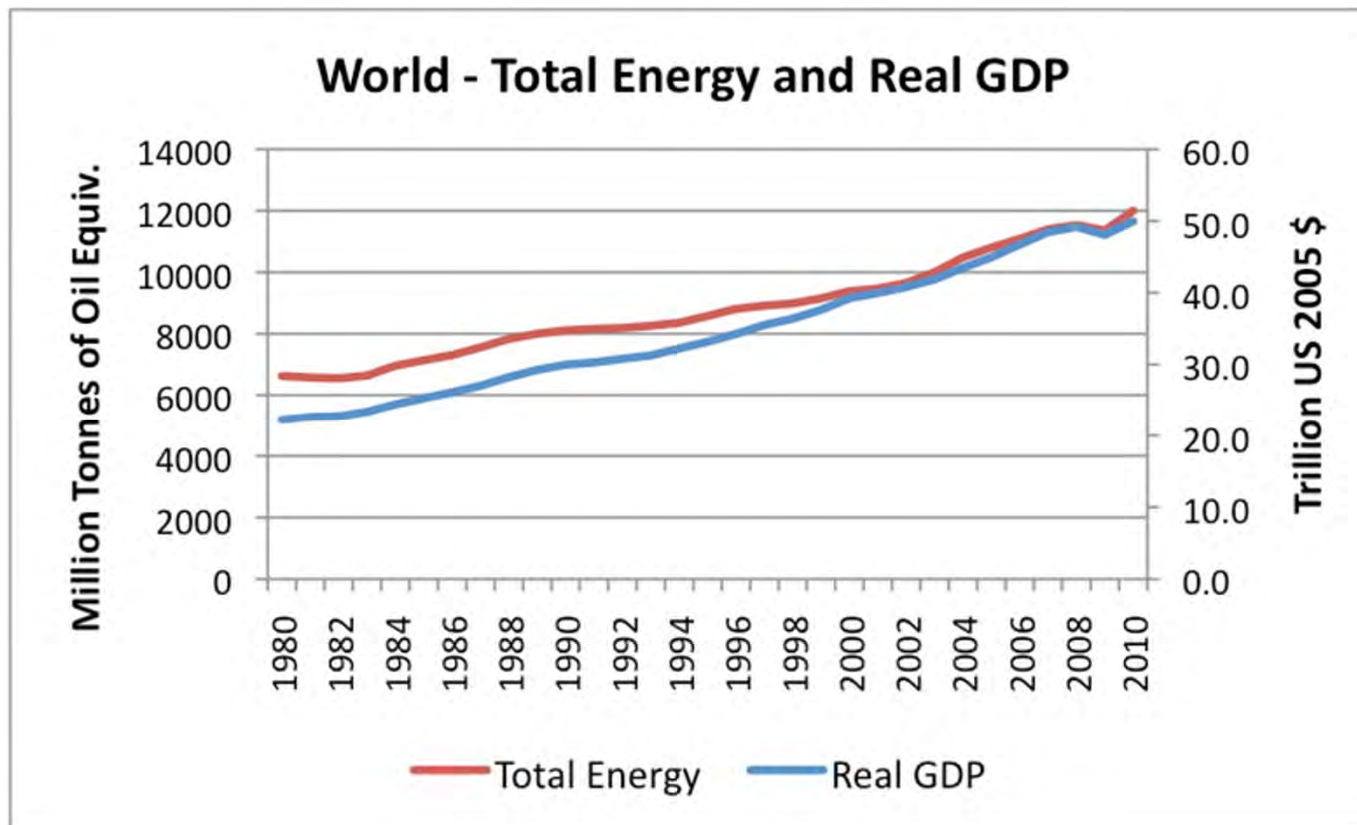


2 step changes needed



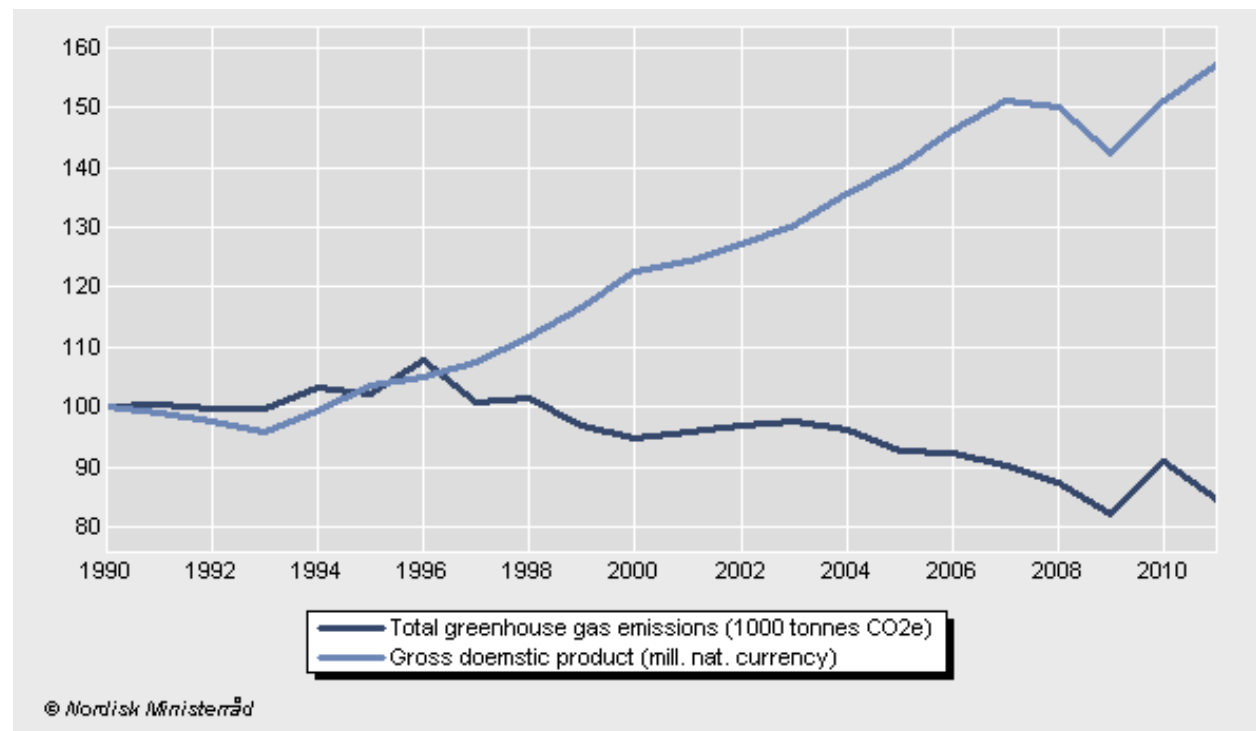
Decouple energy from economic growth

Reduce energy intensity per unit GDP



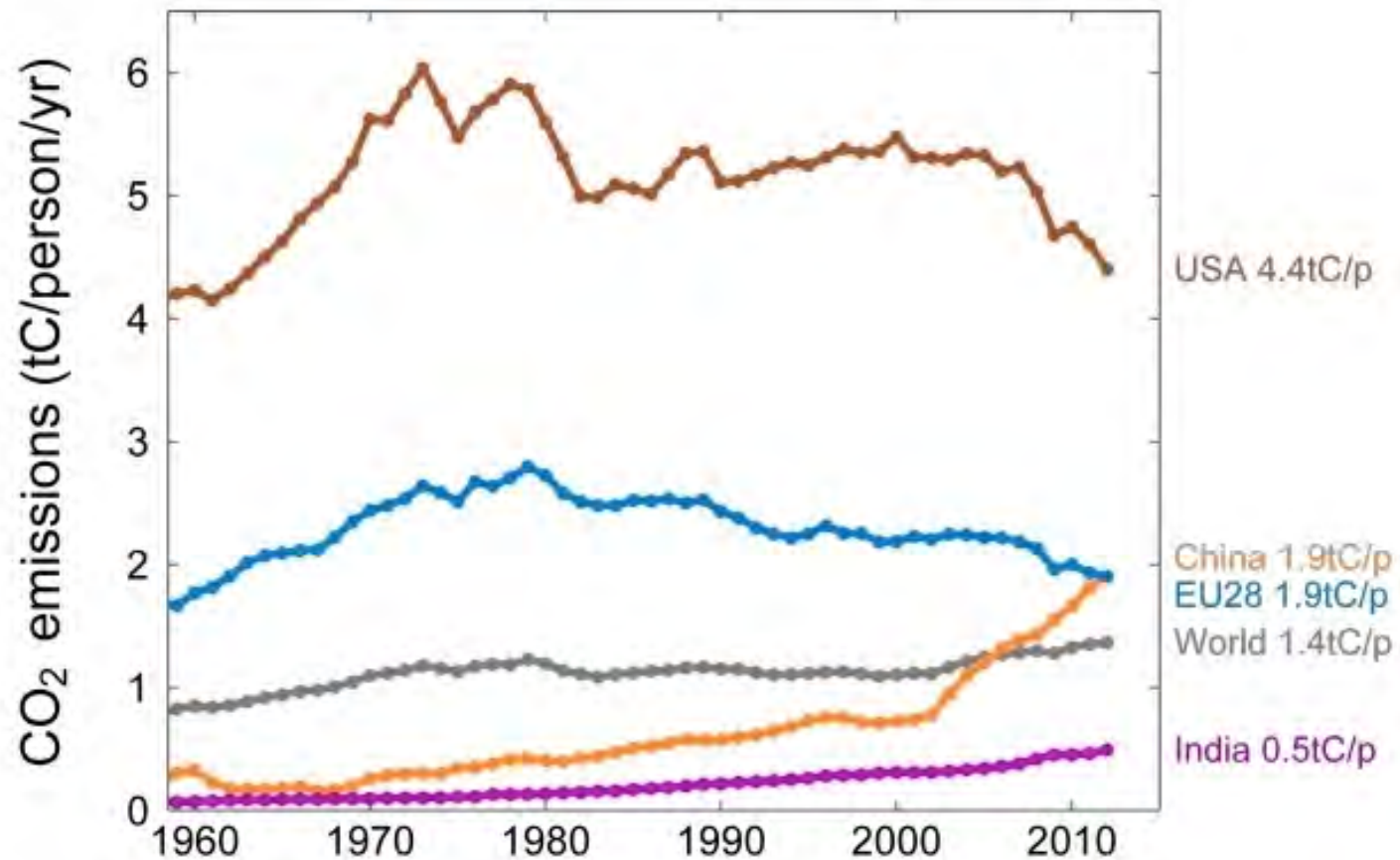
Sweden

decoupling GDP growth and emissions



SOURCE: Arstechnica

Per capita emissions



SOURCE: CDIAC Data, Le Quere et al 2013; Global Carbon Project 2013



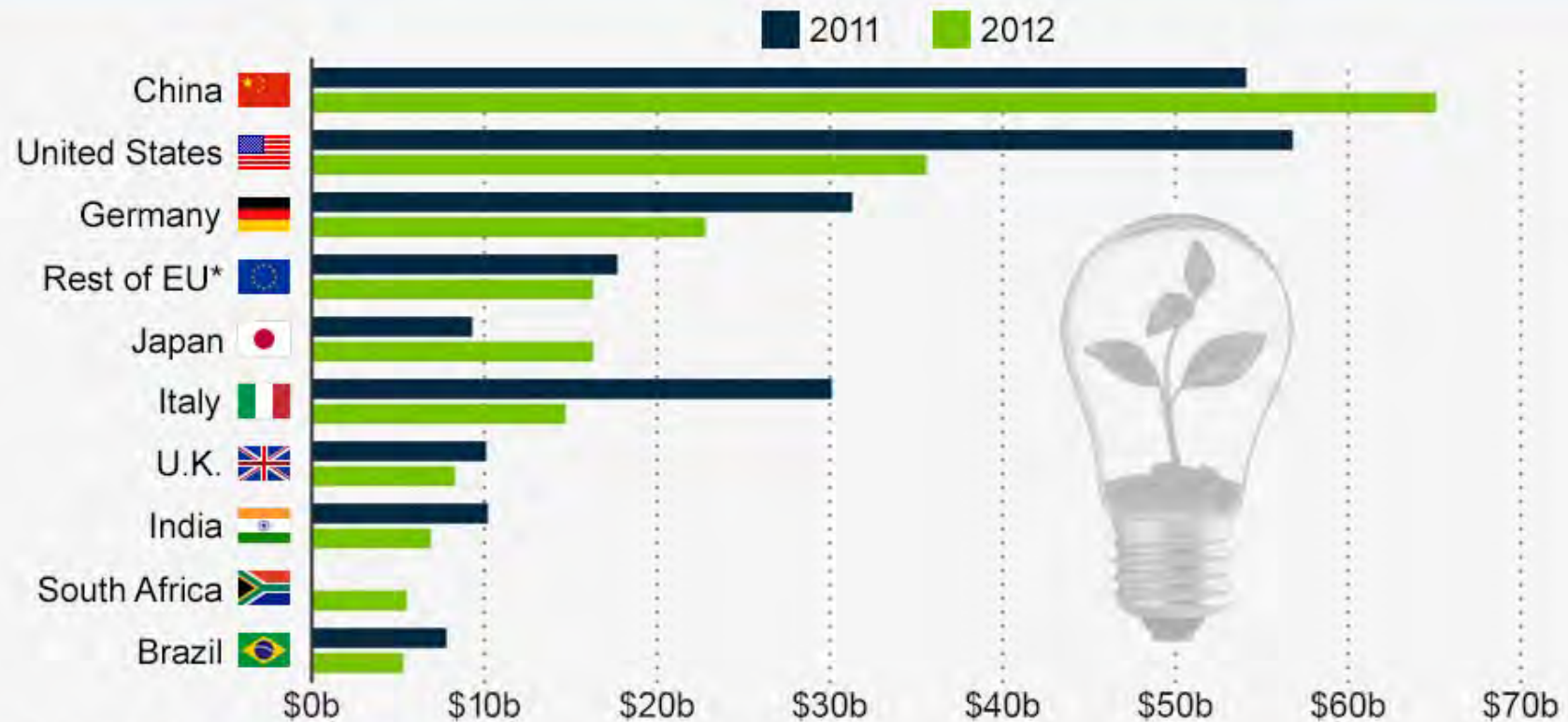
coal = emissions

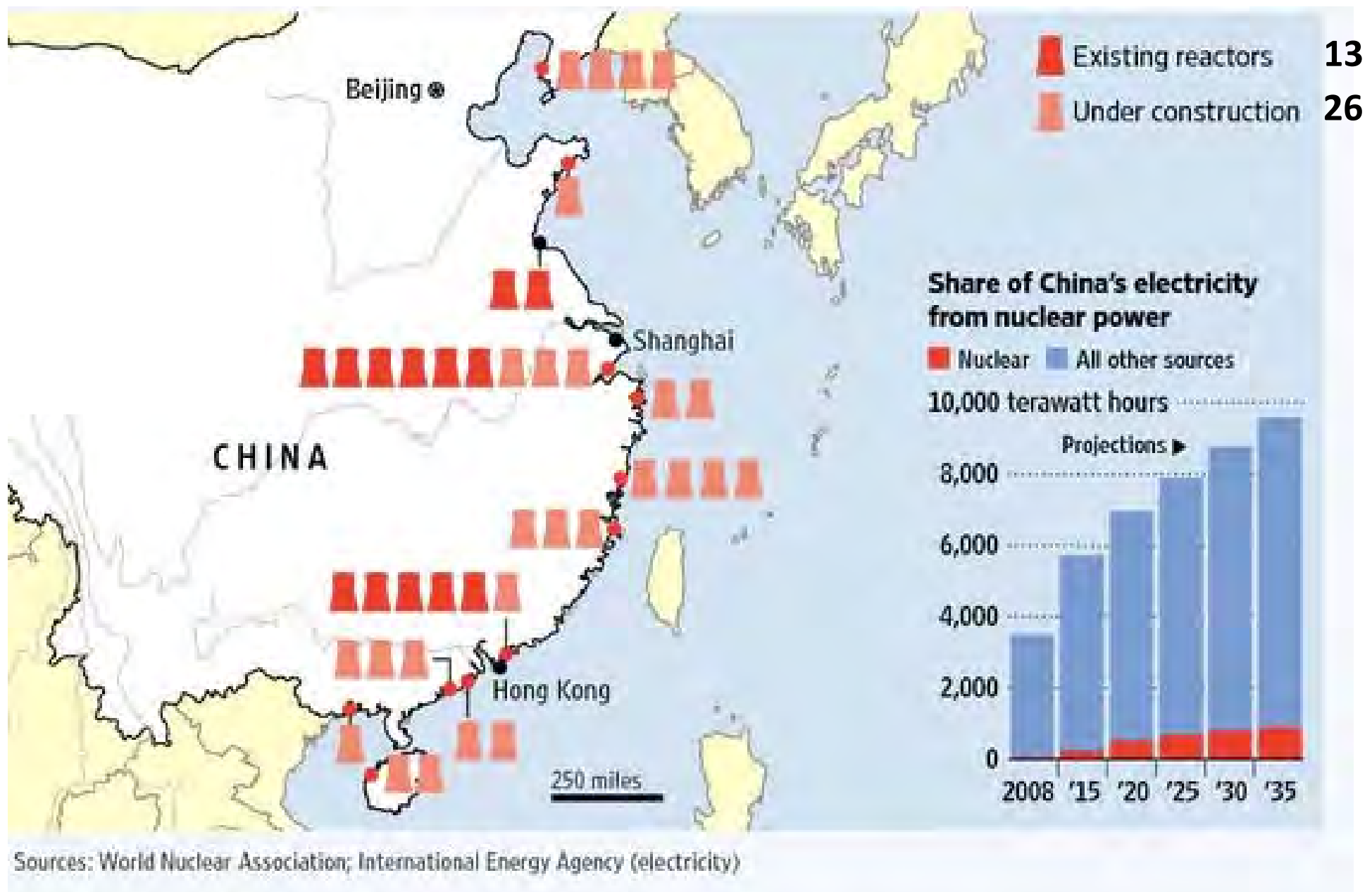
Coal alternatives for a cleaner future



China Leads the Way in Renewable Energy Investment

Renewable energy investment in 2011 and 2012 (in billion U.S. dollars)







Advantage 1. Centralized control









Example of key responsibilities and KPIs for an economic development zone

| | | Key responsibilities | Regular KPIs | Weights | |
|-----------------|--------------------------------------|--|--|------------|--|
| Overall targets | Economic development | ▪ Ensure the development of economic scale | ▪ Overall fiscal revenues | 10% | |
| | | | ▪ Added value of large-scale industrial enterprises | 5% | |
| | | | ▪ Zone-specific financial targets | 10% | |
| | | ▪ Improve the quality growth of economy, further develop key industries in the Zone | ▪ Industry mix for attracted investment (reflecting the industry orientation: auto parts, electronics) | 10% | |
| | Service-oriented government building | ▪ Reinforce economic development effectiveness, promote sustainable development | ▪ Investment level/land | 10% | |
| | | | ▪ Total export FX income | 5% | |
| | | | ▪ Consumption of energy and electricity per RMB 10,000 yuan output value | 10% | |
| | | ▪ Improve the efficiency and quality of administrative work, help the government to transform into service-oriented function | ▪ Satisfaction level of service companies | 20% | |
| | Harmonious society development | ▪ Focus on social equity and improve social security | ▪ Newly created job opportunities | 5% | |
| | | | ▪ Combined indicator of social security and industrial/commercial insurance of enterprises | 5% | |
| | | | | | |
| | | ▪ Protect the environment | ▪ Total pollutants discharged | 5% | |
| | | ▪ Environment quality indicator | 5% | | |
| | | | | Total 100% | |

Working Draft - Last Modified 12/15/2012 12:29:32 PM Printed



Energy and Sustainability Planning in

LONDON₂

Nicky Gavron - London Assembly Member - Former Deputy Mayor of
London



Advantage 2. Long term thinking



Advantage 3. Few key decision makers







XiaoMin Bai

China Electric Power Research Institute, State Grid

XueHao Hu



#ChinaInc



Advantage 4. Willing to learn from others



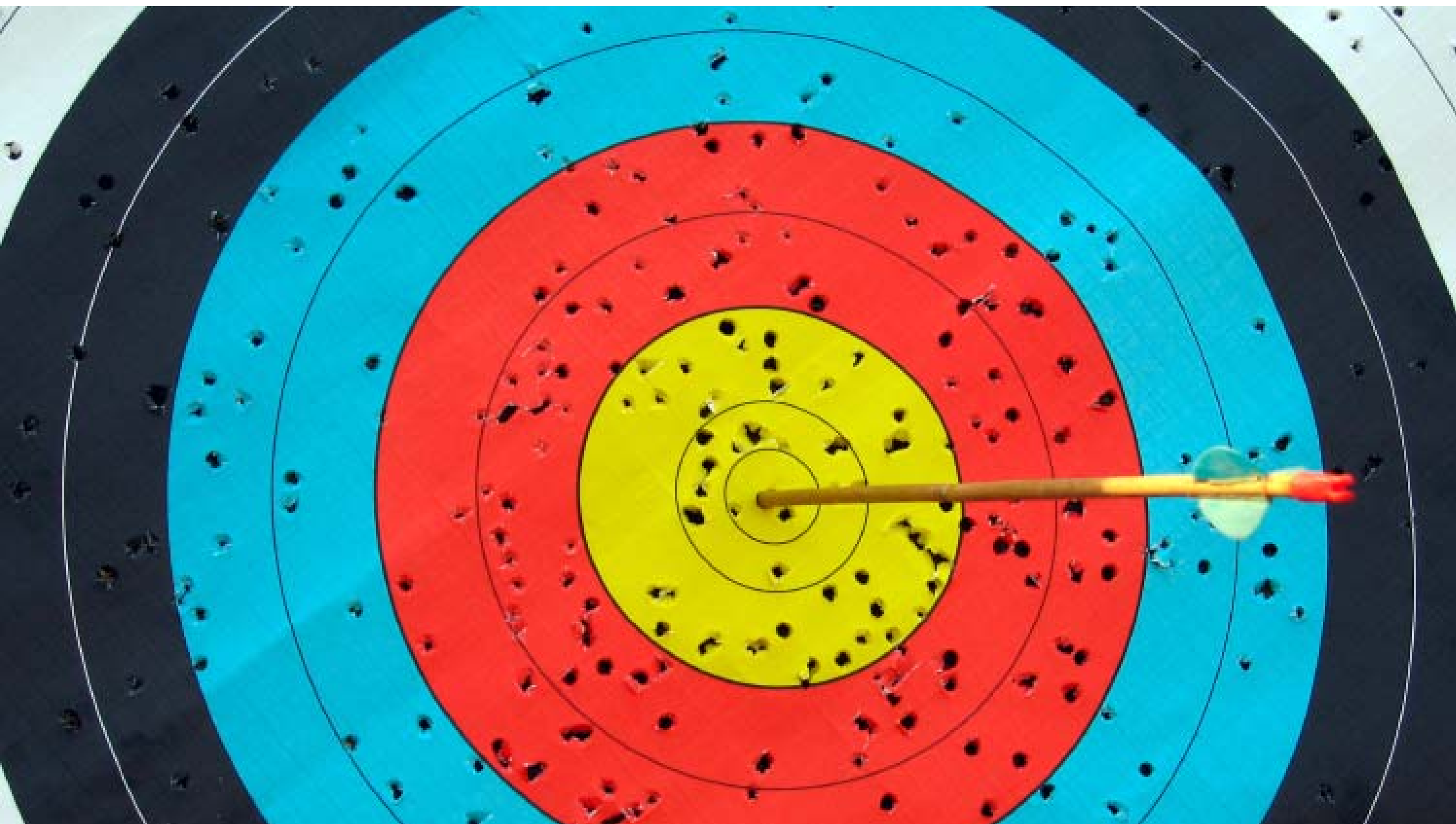
| Spearheaded by | Effort |
|------------------------------|---|
| JUCCCE | China Dream: reimagining prosperity |
| US DOE | Clean Energy Research Centers |
| LBNL | EE for Top Energy Consuming Enterprises |
| UCI | Urban Sustainability Index |
| Tongji U Sino-Finnish Center | Smart Cities |
| ITDP | Guangzhou Bus Rapid Transit |
| WRI | Demonstration of Carbon Capture & Storage |
| RMI | Reinventing Fire |
| NRDC | Energy Efficiency in Jiangsu |
| EF | Energy efficient buildings and appliances |
| US EPA | Environmental monitoring and reporting |

Advantage 5. Willing to experiment





7 regions





cleantech laboratory of the world



Radical Innovation



Tweakovation





Chief Polluter to Chief Solutions Provider

Advantage 6. Willing to change



China is a new country every 5 years



PHOTOS: New Vintage; Vogue China















Advantage 7. Highly motivated







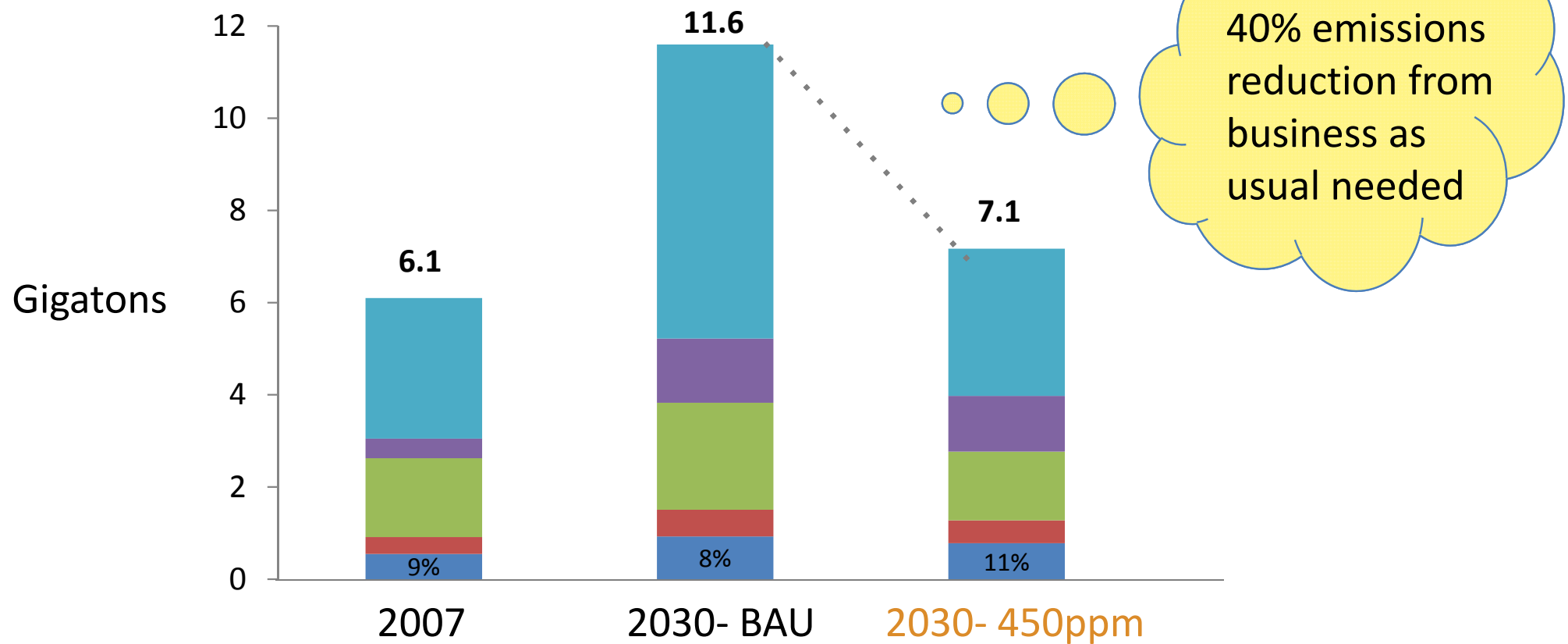
#change@gigascale



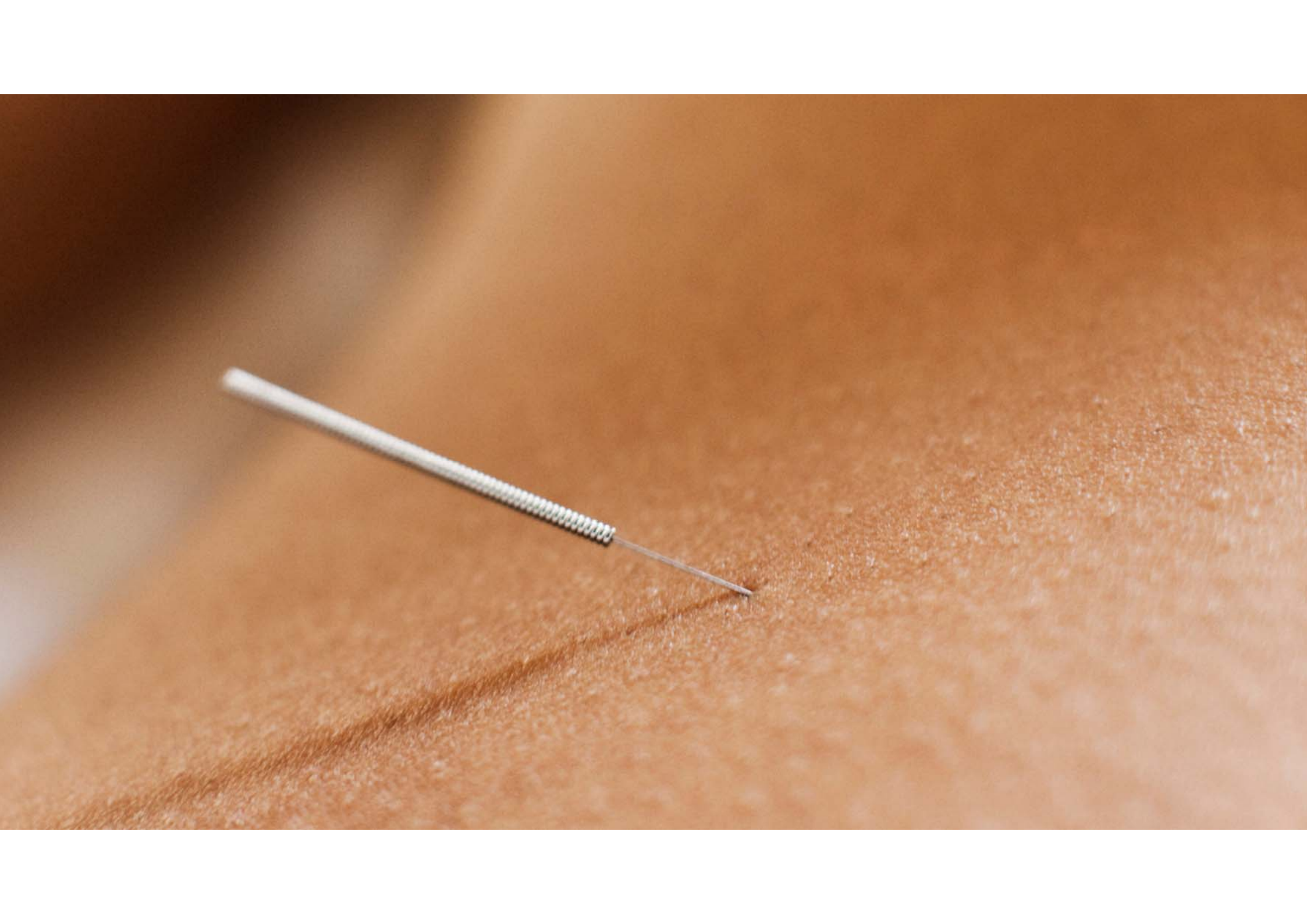
Can China go Green fast enough?



China = 1/3 of global reductions needed for 'Climate Safe' scenario



SOURCES: OECD; IEA; BP Statistical Review of World Energy (2013)



Blueprint

Decouple energy from economic growth

Energy efficiency

Shift to services

Smarter consumption of resources

Design dense, liveable ecocities

Reimagine prosperity for consumers

World pays up for green products

Decouple emissions from energy use

Efficient coal plants

Transparency

Zero carbon fuels

Gas

Set high price for carbon

Energy storage

Carbon Storage

Effective coalitions need these skills



- Integration expert
- Cultural bridge
- Collaboration concierge
- Storyteller

**Identify
acupuncture
points**



**Cultivate
relationships with
decision makers**



**Catalyze
change via
coalitions**



**Scale thru
centralized
channels**



**Show tangible
results quickly**





A New Way to Eat

that is good for you and
good for the planet



新食尚

A New Way to Eat







A New Way to Eat

Goals



Good for you



Good for the planet

Methods



Curriculum for primary school



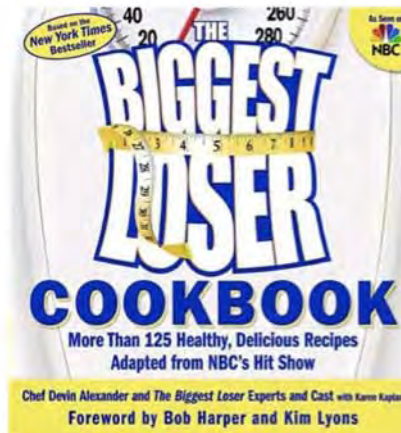
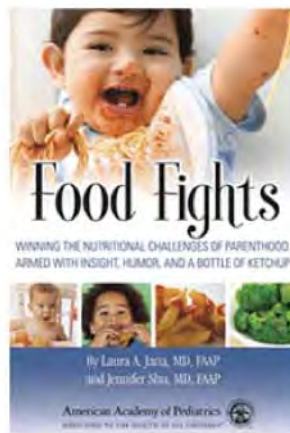
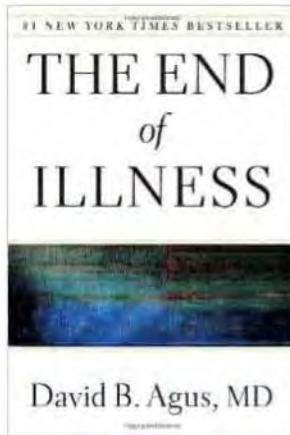
Yummy & healthy school meals



Webisodes; magazines



Doctor and Expert Panel





Recipes from Chefs



(L) Sprout Lifestyle, Kimberly Ashton

(L) Wujie, Jack Gao

(R) Element Fresh, Scott Minoie

(R) Madison, Austin Hu

Farmhouse Juice, Uriel Copelev

House of Flour, Brian Tan

Sproutworks, Kelley Lee

The Biggest Loser, Devin Alexander

In collaboration with Compass





新食尚

A New Way to Eat



新食尚

A New Way to Eat



牛肉干

niú ròu gān



Beef Jerky



牛肉香肠

niú ròu xiāng cháng



Beef Sausages



牛肉千层面

niú ròu qiān céng miàn



Beef Lasagne



牛肉丝

niú ròu sī



Shredded Beef



炖牛肉

dùn niú ròu



Beef Stew



烤里脊肉片

kǎo lǐ jí ròu piàn



Filet Mignon



肥料

féi liào



Fertilizer



冷藏

lěng cáng

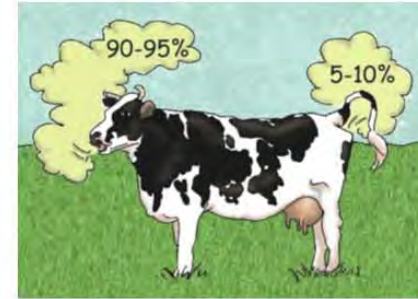


Refrigeration



甲烷

jiǎ wán



Methane



太阳

tài yáng



Sun



水

shuǐ



Water



废物

feì wù



Waste



动物饲料

dòng wù sì liào



Animal Feed



运输

yùn shū



Transport



玉米

yù mǐ



Corn



屠宰场

tú zǎi cháng



Slaughterhouse



切肉

qiē ròu



Butchering



草

cǎo



Grass

苹果汁

píng guǒ zhī



Apple Juice

for 8-oz. glass

190

liters

橙汁

chéng zhī



Orange Juice

for 8-oz. glass

170

liters

汉堡包

hàn bǎo bāo



Hamburger

for 1 hamburger

2400

liters

薯片

shǔ piàn



Potato Chips

for 1 bag of chips

185

liters



芋头

yù tóu



Taro

part: root
season: autumn
colors: purple



大白菜

dà bái cài



Chinese Cabbage

part: leaves
season: summer, autumn,
winter
colors: green, white



毛豆

máo dòu



Edamame

part: legume
season: summer
colors: green



红薯

hóng shǔ



Sweet Potato

part: root
season: autumn
colors: orange, purple



ASPARAGUS

(stem)

as seeds



ASPARAGUS

(stem)

as a seedling



ASPARAGUS

(stem)

as a plant



ASPARAGUS

(stem)

as a vegetable



LETTUCE

(leaf)

as seeds



LETTUCE

(leaf)

as a seedling



LETTUCE

(leaf)

as a plant



LETTUCE

(leaf)

as a vegetable





新食尚

A New Way to Eat

Examples of Recipes

Thai Curry



Roasted Carrots



Lentil Lasagna



Veggie Burger



Miso Glazed Salmon



Vegetable
Baked Penne





Kids Approved Recipes



Recipe Tasting Day

Engages kids in trying food that is
both healthy and sustainable





- Joint investment in clean energy industry in Australia
- Education for Chinese in Australia
- Building mass transport nodes



Peggy Liu, Chairperson

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China Dream



#co-create

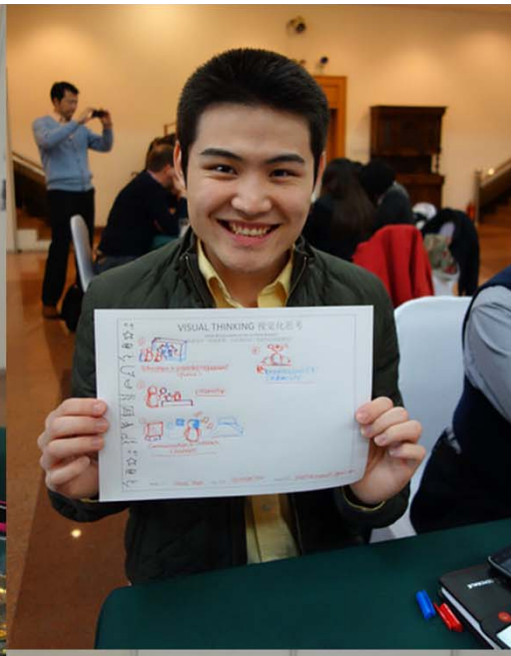
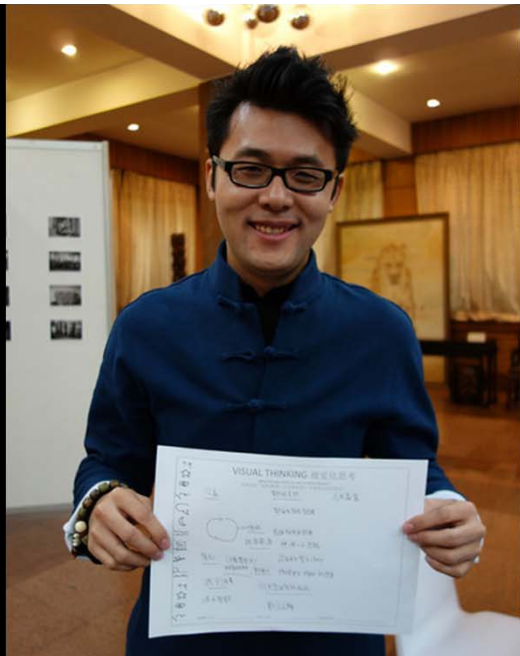


storytellers environmentalists cultural ears



storytellers environmentalists cultural ears







NY Times feature by Tom Friedman on JUCCCE's China Dream initiative Oct 2012 was translated into Chinese

"All the News That's Fit to Print"

The New York Times

National Edition

VOL. CLXXIII No. 35,913 WEDNESDAY, OCTOBER 3, 2012 \$2.50

VOTER ID RULES FAIL COURT TESTS ACROSS COUNTRY

PENNSYLVANIA IS LATEST

Ruling Cites Availability — Bids Are Blasted in Swing States

By ETHAN BRONFMAN

A Pennsylvania judge on Tuesday blocked the key component of a highly contested state law requiring strict photographic identification to vote in next month's election, saying the authorities had not done enough to ensure that voters had access to the new documents.

The result, that Pennsylvania will not have to present a state-approved ID to vote in November, was the latest and most significant in a series of legal victories for those opposed to laws that they charge would limit access to polls in this presidential election. With only a month left until Election Day, disputes around the country over new voter ID requirements, early voting, provisional ballots and registration drives are looking far less significant.

"They were mistaken that

Iran's Master Of Iraq Chaos Still Vexes U.S.

Top Shadow Warrior's Influence Goes On

By THOMAS L. FRIEDMAN

WASHINGTON — When a senior Iraqi intelligence official arrived in Tehran in December of 2007 to meet with the Iranian leadership, he quickly figured out who was in charge of Iran's policy toward its neighbor to the west.

It was not the Iranian president, Mahmoud Ahmadinejad. It was Qasim Soleimani, the shadowy commander of Iran's paramilitary Quds Force, who quietly explained that he was the "real authority for Iranian actions in Iraq," according to a senior Iranian official later provided to American officials in Baghdad.

A mid-ranking, gray-haired commander who communicated with the confidence that comes from knowing the backing of Iranian Supreme Leader, Ayatollah Khamenei, General Soleimani is the architect of the paramilitary training program. Now a major general — the highest rank in the Islamic Revolutionary Guard Corps — after a promotion last year, he has been the mastermind behind two central Iranian foreign policy initiatives, one

U.S. IS TRACKING KILLERS IN ATTACK ON LIBYA MISSION

PREPARING RETALIATION

Secret Teams Focusing on Militant Group, Officials Say

By ERIC SCHMITT and DAVID D. KIRKPATRICK

WASHINGTON — The United States is laying the groundwork for operations to kill or capture militiamen involved in the deadly attack on a diplomatic mission in Libya, senior military and counterterrorism officials said Tuesday, as the weak Libyan government appears unable to control some militant fighters involved in the assault.

The top-secret Joint Special Operations Command is compiling so-called "target packages" of detailed information about the militants, the officials said. Working with the Pentagon and the C.I.A., the command is preparing the dossiers as the first step in authorization of possible orders from President Obama to take action against those determined to have played a role in the attack on a diplomatic mission in the

NO QUESTIONS ASKED At the University of Denver on Tuesday, two students, Zach Grooms, left, and Dia Mohamed, had piliem roles in a dress rehearsal of Wednesday's presidential debate.

Stark Backdrop as President Prepares to Debate

THOMAS L. FRIEDMAN

China Needs Its Own Dream

On Nov. 8, China is set to hold the 18th National Congress of the Communist Party. We already know who will be the next party leader: Vice President Xi Jinping. What we don't know is what matters: Does Xi have a "Chinese Dream" that is different from the "American Dream?" Because if Xi's dream for China's emerging middle class — 300 million people expected to grow to 800 million by 2025 — is just like the American Dream (a big car, a big house and Big Macs for all) then we need another planet.

Spend a week in China and you'll see why. Here's a Shanghai Daily headline from Sept. 7: "City Warned of Water Resource Shortage." The article said: "Shanghai may face a shortage of water resources if the population continues to soar. ... The current capacity of the city's water supply was about 16 million tons per day, which is able to cover the demand of 26 million people. However, once the population reaches 30 million, the demand would rise to 18 million tons per day, exceeding the current capacity." Shanghai will hit 30 million in about seven years!

"Success in the 'American Dream,'" notes Peggy Liu, the founder of the Joint U.S.-China Collaboration on Clean Energy, or Jucce, "used to just mean a house,

That means, among other things, better public transportation, better public spaces and better housing that encourages dense vertical buildings, which are more energy efficient and make shared services easier to deliver, and more e-learning opportunities that reduce commuting. Emphasizing access versus ownership isn't just more sustainable, it helps ease friction from the differences between rich and poor. Indeed, Jucce translates Chinese Dream as "Harmonious and Happy Dream" in Mandarin. ("Green" doesn't sell in China.)

Chinese are more open to this than ever. A decade ago, the prevailing attitude was, "Hey, you Americans got to grow dirty for 150 years. Now it is our turn." A couple of weeks ago, though, I took part in the opening day of Tongji University's Urban Planning and Design Institute in Shanghai and asked students whether they still felt that way. I got a very different answer. Zhou Lin, a graduate student studying energy systems, stood up and declared, with classmates nodding, "You can politicize this issue as much as you want, but, in the end, it doesn't do us any good." It is not about fairness anymore, he said. It is in China's best interest to find a "cleaner" growth path.

To say China needs its own dream in no way excuses Americans or Europeans from redefining theirs. We all need to be rethinking how we sustain rising middle classes with rising incomes in a warming world, otherwise the convergence of warming, consuming and crowding will mean we grow ourselves to death.

China's latest five-year plan — 2011-15 — has set impressive sustainability goals for cutting energy and water intensity per unit of G.D.P. All of these goals are critical to the greening of China, but they are not sufficient, argues Liu. With retail sales growing 17 percent a year since 2005 and urban incomes up 150 percent in the last decade, "the government must also have a plan to steer consumer behavior toward a sustainable path," adds Liu. "But it doesn't yet."

So Xi Jinping has two very different challenges from his predecessor. He needs to ensure that the Communist Party continues to rule — despite awakened citizen pressure for reform — and that requires more high growth to keep the population satisfied with party control. But he also needs to manage all the downsides of that growth — from widening income gaps to massive rural-urban migration to choking pollution and environmental destruction. The only way to square all that is with a new Chinese Dream that marries people's expectations of prosperity with a more sustainable China. Does Xi know that, and, if he

How will China's new leaders handle growth?

a family of four, and two cars, but now it's escalated to conspicuous consumption as epitomized by Kim Kardashian. China simply cannot follow that path — or the planet will be stripped bare of natural resources to make all that the Chinese consumers want to consume."

Liu, an M.I.T. graduate and former McKinsey consultant, argues that Chi-

832

人民日报

第四一四四号

（本報地址：北京前门大街1号）

第四一四四号

4

1991年

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A股五年首现退市案例

ST康达和ST新亚被上交所摘牌

【新华社北京4月4日电】上海证券交易所4月4日公告，决定从即日起对ST康达和ST新亚股票实施退市处理。这是A股市场自1990年上市以来，首次出现退市案例。公告指出，ST康达和ST新亚两家公司，因连续三年亏损，且净资产为负，不符合上市条件，根据《上海证券交易所股票上市规则》的有关规定，决定从即日起摘牌。两家公司在公告中称，将对退市后的后续事宜进行妥善处理，并感谢广大投资者的支持。

8

1991年4月4日 星期三

要 闻

人民日报

“中国梦”：内涵·路径·保障

（本报北京4月4日专电）

“伟大的事业需要伟大的精神，伟大的精神需要伟大的事业。”这是中国共产党人一贯的优良传统。在新的历史时期，我们面临着前所未有的机遇和挑战，更需要伟大的精神来支撑和引领。这就是“中国梦”的内涵。它不仅是国家富强、民族振兴、人民幸福的梦想，更是每一个中国人心中对美好生活的向往。实现“中国梦”，需要全体中国人共同努力，走出一条符合中国国情的道路。

伟大事业·“中国梦”的内涵

“中国梦”是中华民族伟大复兴的梦想，是每一个中国人心中对美好生活的向往。它不仅是国家富强、民族振兴、人民幸福的梦想，更是每一个中国人心中对美好生活的向往。实现“中国梦”，需要全体中国人共同努力，走出一条符合中国国情的道路。

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“五位一体”总布局

“五位一体”总布局是中国特色社会主义事业的总体布局，包括经济建设、政治建设、文化建设、社会建设和生态文明建设。这五个方面相互联系、相互促进，共同推动中国特色社会主义事业的全面发展。

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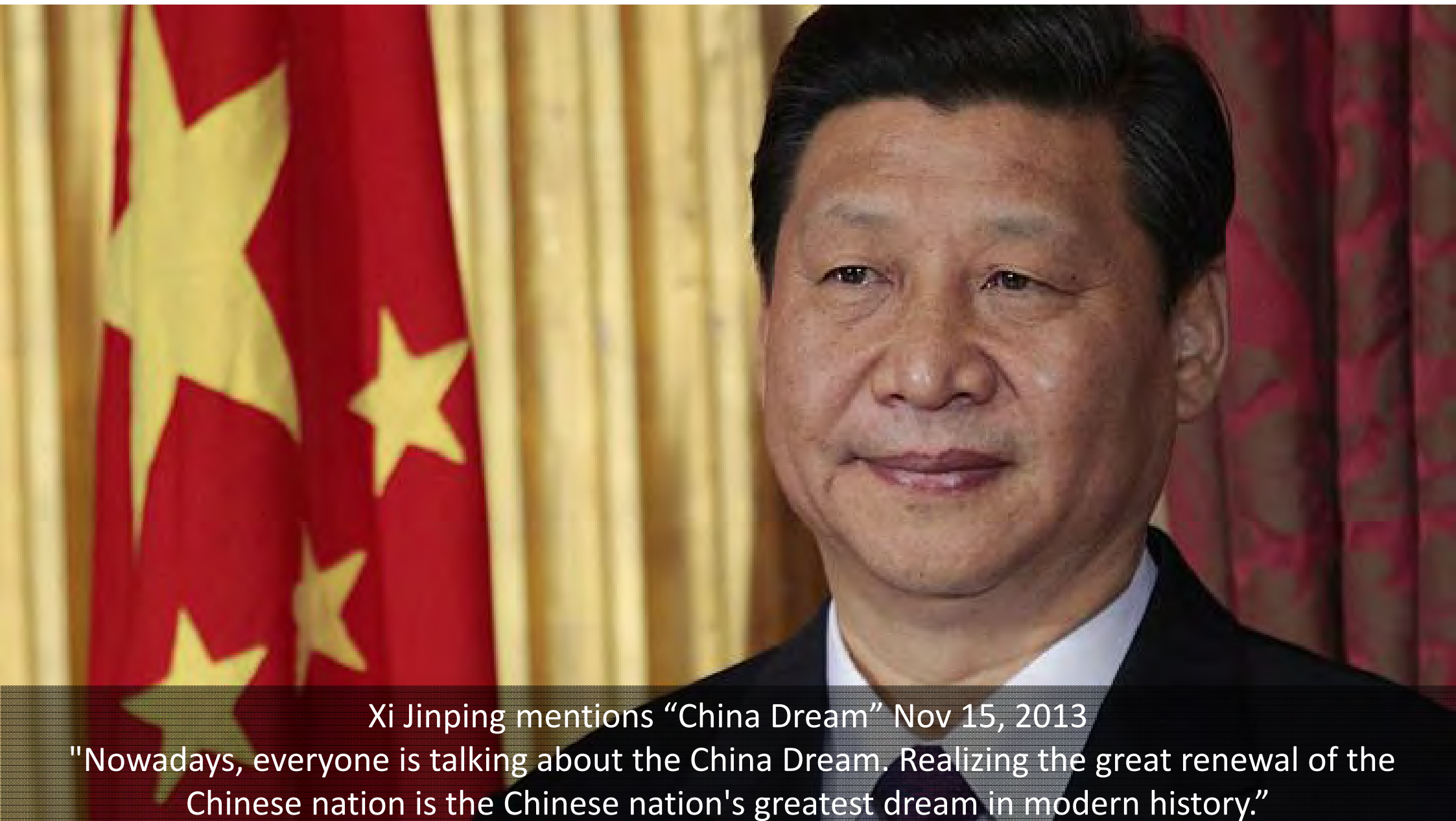
切实担负起中华民族伟大

历史使命，为实现中华民族伟大复兴而努力奋斗

“实现中华民族伟大复兴，是近代以来中国人民最伟大的梦想，也是每一个中国人心中对美好生活的向往。实现“中国梦”，需要全体中国人共同努力，走出一条符合中国国情的道路。

实现梦想，肩负使命

实现中华民族伟大复兴，是近代以来中国人民最伟大的梦想，也是每一个中国人心中对美好生活的向往。实现“中国梦”，需要全体中国人共同努力，走出一条符合中国国情的道路。



Xi Jinping mentions “China Dream” Nov 15, 2013

"Nowadays, everyone is talking about the China Dream. Realizing the great renewal of the Chinese nation is the Chinese nation's greatest dream in modern history."



@juccce

@shanghaipeggy

www.juccce.org/dream

#dreaminabox

#44SGS

TEDx

OccidentalCollege

x = independently organized TED event





