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**A NOTE FROM THE ALLIANCE PRESIDENT**

Dear Friends:

It's been a while since our last newsletter. The Alliance has been very busy this year and we have had a change of personnel, which caused delays in publishing this edition.



► I would like to start with some bittersweet news - we are saying goodbye to Emily Peckham, who has taken on a new role as Sustainability Program Manager for Asia Society Northern California. Emily worked as an advisor to the Alliance for nearly two years, initially to help us with the 2011 China-US Energy Efficiency Solutions Summit, which would not have been such a success without her. Emily has been a pleasure to work with, efficient and effective, and always willing to go above and beyond to help the Alliance achieve its goals. We wish her the best and will continue to work together as we cooperate with the Asia Society in areas of mutual interest.

► Now some good news - please welcome Winston Gilcrease, who just joined the Alliance as a full-time Program Manager. Winston is coming from New York after receiving an MA in international affairs and sustainable development at Columbia University and, among other things, working as a Program Coordinator at the International Public Policy Institute. Winston spent two years in China in the Peace Corps and is fluent in Mandarin (as well as German). He can be reached at: [wgilcrease@chinauseealliance.org](mailto:wgilcrease@chinauseealliance.org)

► I also want to congratulate Fran Schulberg, who is now the Executive Director of the Alliance, and to thank her for all the work she has done in managing the Alliance for the past seven years as the Director of Operations.

► Last, but certainly not least, welcome to the newest members of the Alliance team! We are thrilled to welcome Honeywell as a Supporting Partner, and Energy Performance Services as a Partner. We are also proud to announce two new members of the Leadership Council - Lynn Price and Mark Ginsberg (see page 4).

This newsletter provides an overview of recent Alliance activities so I won't summarize them here. I do, however, want to mention our first public event in the US outside of the West Coast. In May, we hosted a Roundtable in Washington, DC: "Unleashing Energy Efficiency in China: Business Successes and Challenges." I would like to personally thank the experts who shared unique insights based on their experience working in China. I also want to thank the Alliance to Save Energy who arranged for us to hold this event immediately following their Energy Efficiency Global Forum. The Alliance also welcomed Deputy Assistant Secretary Antwaun Griffin of the Commerce Department to our DC event to commemorate the Alliance's new Export Promotion Partnership with the US Commercial Service.

Finally, I want to highlight the upcoming trade mission that the Alliance is organizing with ChinaSF, with the support of the US-China Clean Tech Center and the Commerce Department. This is an incredible opportunity for any company in the energy-efficiency sector interested entering or expanding in the Chinese market. The trade mission is tailored to participants' objectives and includes one-on-one meetings with potential partners, as well as introductions to government and industry decision-makers; the cities on the itinerary were chosen because there is strong public and private sector support there for bringing in foreign companies to help meet their energy efficiency goals.

This is a low-cost opportunity for making extremely valuable connections. For more information, contact our Executive Director, Fran Schulberg at [fschulberg@chinauseealliance.org](mailto:fschulberg@chinauseealliance.org) or visit: [www.chinauseealliance.org/trademission](http://www.chinauseealliance.org/trademission)

With best wishes,

Barbara

## ALLIANCE TRADE MISSION TO CHINA NOVEMBER 2013



The Alliance is partnering with **ChinaSF** to organize a trade mission to China from **November 3 - 9, 2013**, with the support of the **US-China Clean Tech Center** and the **US Commercial Service**. This upcoming trade mission is an exclusive opportunity for a select group of companies involved in the energy efficiency sector (industrial, commercial, or residential) to learn about business opportunities in China and meet potential partners.

The one-week trade mission will kick off in Beijing, and visit Tianjin, Qingdao, and Chongqing. The focus of the mission is to introduce participants to Chinese companies and officials seeking EE expertise or technologies. The organizers will arrange one-on-one meetings tailored to the interests of participating companies. Additionally, there will be exclusive sessions providing insights on doing business in China.

This trade mission is unique not only because of its focus on the energy efficiency sector, but also due to the expertise of the organizers, and the follow-up services and assistance available from these organizers, including the US-China Cleantech Center and the US Commercial Service.

There are still a few spaces available for companies to participate in the trade mission; in order to make the arrangements for the one-on-one meetings, we hope to have the delegation identified by the end of September. Partners of the China-US Energy Efficiency Alliance will receive a substantial discount. For more information on the trade mission and the organizers please visit: [www.chinauseealliance.org/trademission](http://www.chinauseealliance.org/trademission) or email us at [trademission@chinauseealliance.org](mailto:trademission@chinauseealliance.org)

## ALLIANCE ANNOUNCES NEW AFFILIATIONS

The China-US Energy Efficiency Alliance is pleased to announce the launch of two new affiliations – with the US Commercial Service and the China Greentech Initiative.



As an official Export Promotion Partner of the US Commercial Service, the Alliance will be helping create awareness of the resources for US businesses offered by the US Commercial Service. This new affiliation provides the opportunity for Alliance Partners to gain greater insights to the tools and resources available via the US Commercial Service in order to help them enter or expand their businesses (involving energy-efficiency technologies and services) in China and beyond.

At a public event in Washington, DC this past May (see page 3 for event coverage), the Alliance welcomed Antwaun Griffin (Deputy Assistant Secretary for Domestic Operations of the Department of Commerce, International Trade Administration) for a ceremonial signing of the Memorandum of Understanding (MOU) between the Alliance and the US Department of Commerce. With the Alliance's status as an Export Promotion Partner, Griffin emphasized that the new MOU provides a basis for promoting energy efficiency (EE) in China through increased access to Chinese markets for American businesses. Learn more about the US Commercial Service at: [www.trade.gov/cs/](http://www.trade.gov/cs/)



*DAS Griffin shakes hands with Alliance President Barbara Finamore, after signing the MOU, as members of the Alliance Board look on.*

The Alliance also recently became an official Advisor to the China Greentech Initiative (CGTI). The CGTI is a collaborative platform for Chinese and international organizations to deploy greentech solutions to help China achieve its sustainability objectives. CGTI provides participating organizations with market insights, networking opportunities, thought leadership and education. CGTI publishes the yearly "Greentech Report" and is expanding its focus to include greentech project intelligence. Now in its sixth year, CGTI will expand its focus to include greentech project intelligence by indentifying early-stage commercial opportunities in which CGTI Partners can collaborate to accelerate China's green growth in identified categories. Advisors to the CGTI help create and promote greentech opportunities in China. Learn more about the China Greentech Initiative at: [www.chinagreentech.com](http://www.chinagreentech.com)

## WASHINGTON DC ROUNDTABLE EVENT: UNLEASHING ENERGY EFFICIENCY IN CHINA

On May 22, 2013, the China-U.S. Energy Efficiency Alliance hosted a Roundtable discussion entitled *Unleashing Energy Efficiency in China: Business Successes and Challenges* at the Washington, DC Convention Center. The Roundtable began with a special introduction from Robert Weisenmiller, Chair of the California Energy Commission and member of the Alliance Leadership Council (see sidebar).

The event, attended by energy efficiency experts from the public and private sectors, also marked the official launch of a new Export Promotion Partnership with the US Commercial Service (see page 2). The Alliance welcomed Antwaun Griffin Deputy Assistant Secretary for Domestic Operations of the Department of Commerce, International Trade Administration, who officially signed the MOU between the US Commercial Service and the Alliance.

Moderated by Alliance Board Member Gene Rodrigues of Southern California Edison, the Roundtable featured panelists Andrew Bennett of the US Department of Commerce, Terry Fry of Nexant, Jennifer Layke of Johnson Controls, Theresa Sheils of Gensler, and Jay Sparling of Honeywell. Rodrigues kicked off the conversation about doing business in China by asking the panelists why their companies were working there. Fry summed it up by noting that China matters, and there is an opportunity to do good. Sparling said that Honeywell sees the business potential, highlighting that in 2012 the Chinese National Development and Reform Commission (NDRC) not only declared that energy efficiency is important, they allocated money, leading to the selection of four Demand Side Management pilot cities. Sheils noted that “we go where our clients go”, with Gensler opening offices in China since 2000. Bennett acknowledged that there are challenges to doing business in China, but that Commerce’s role is to help US companies succeed in the Chinese market. He also added that working with China on energy efficiency helps the US government achieve other important environmental and international cooperation goals.



(L-R): Jennifer Layke, Jay Sparling, Andrew Bennett, Theresa Sheils, Terry Fry

The panelists also discussed the importance of relationship-building to successfully doing business in China. Rodrigues then asked the speakers to describe the work in China that they are most proud of. Fry said that he is most proud of a project done with the Alliance – working with experts to prepare a volume of technical experience concerning Demand Side Management, which was condensed and adapted for local circumstances by the Central government, who then circulated the Chinese version throughout the country. Bennett noted that he was most proud of the China-US energy cooperation program, which provides a platform for US companies to engage with Chinese partners. The program also provides resources for US companies to get assistance with implementation and to facilitate commercial deals. “That program has been a huge success,” said Bennett. Layke pointed to JCI’s renovation of the St. Regis Hotel in China as an example of success, where they were able to demonstrate payback on energy efficiency improvements within 2.5 years. *(Continued to next page)*

### California Trade Mission to China



Chair Robert Weisenmiller of the CEC

Chair Robert Weisenmiller of the California Energy Commission, and member of the Alliance Leadership Council, opened the May Roundtable and shared insights on a Spring 2013 trade mission to China led by California Governor Jerry Brown. Weisenmiller described the valuable exchanges with government officials as well as non-governmental organizations, all with the goals of addressing jobs and climate change. He also noted that California had begun cap-and-trade discussions with China with the hope that those conversations will deepen and lead to substantive action. Weisenmiller concluded by emphasizing his support of working with Chinese officials and businesses to foster cooperation on low carbon technologies, efficiency, and renewable.

### Exciting Update: Climate Change MOU between China and California



NDRC-California MOU signing. Two Alliance Leadership Council Members, Robert Weisenmiller and Jiang Lin, in the background.

The unprecedented MOU was signed on September 13, 2013 by California Governor Jerry Brown and China’s top climate official, National Development and Reform Commission (NDRC) Vice Chairman Xie Zhenhua. The MOU seeks to enhance cooperation through a range of climate change mitigation activities. Read more about the MOU here: <http://gov.ca.gov/news.php?id=18205>



The Roundtable closed with questions and answers between the audience and the expert panelists. Issues discussed included verification and compliance, data management issues in China, standards, energy price signals, and IP protection.

Rodrigues wound up the discussion by pointing out: "There is a massive opportunity awaiting us in China. This massive opportunity is ours for the taking but only if you have the personal courage to want to participate in China. Are there issues? Are there challenges? Certainly there are. But the message today is that by working with these great companies, and these great agencies, and working with and through the China-US Energy Efficiency Alliance, we can work together to help overcome these challenges and unleash the opportunities, as well as make a positive contribution to addressing climate change."

## ALLIANCE LEADERS IN THE FIELD: LYNN PRICE & MARK GINSBERG

*The China-US Energy Efficiency Alliance team, including technical experts, members of the Board and Leadership Council, Partners, employees, and volunteers, enables our organization to make a positive impact. Each newsletter features Alliance team members who are making significant contributions to our organization and the energy efficiency sector in general.*

*For this newsletter, the Alliance is pleased to profile our two newest Leadership Council members: Lynn Price from the China Energy Group at the Lawrence Berkeley National Laboratory, and Mark Ginsberg, Principal of Ginsberg Green Strategies LLC and Senior Fellow at the US Green Building Council. Leadership Council members play an important role at the Alliance, contributing insights from their years of combined experience, providing advice and facilitating important relationships with experts and officials who can help further the cause of energy efficiency in China.*

### LYNN PRICE



LYNN PRICE is Staff Scientist and Leader of the China Energy Group in the Environmental Energy Technologies Division of the Lawrence Berkeley National Laboratory. Before joining LBNL, Price earned a MS in Environmental Science from the University of Wisconsin-Madison. Price was hired in 1990 by Art Rosenfeld and told the Alliance she had the privilege of working for and learning from Rosenfeld, Lee Schipper, Jayant Sathaye, and Mark Levine before taking over as the Group Leader of the China Energy Group in 2012. (note: Rosenfeld and Levine are both members of the Alliance Leadership Council).

Since 1994, Price also served as a member of the Intergovernmental Panel on Climate Change (which won the Nobel Peace Prize in 2007) and is currently a lead author on the industrial sector chapter of IPCC's upcoming Fifth Assessment Report.

Throughout her career, Price has provided technical and policy-making assistance related to industrial energy efficiency on a variety of projects for the U.S. Department of Energy, the U.S. Environmental Protection Agency, the U.S. State Department, the World Bank, the United Nations Development Program, the U.S. Agency for International Development through the Institute for Sustainable Communities, the Energy

Foundation's China Sustainable Energy Program, the Institute for Industrial Productivity, the California Energy Commission, and the California Air Resources Board.

We asked Price to describe some of her recent projects and achievements with the China Energy Group. She told us that she lead the effort to introduce negotiated agreements to China in the early 2000s, which in turn led to the initiation of China's Top-1000 Energy-Consuming Enterprises Program. This program surpassed its 2010 programmatic goal of saving 100 million tons of coal equivalent (Mtce) by 50% resulting in avoided CO<sub>2</sub> emissions of approximately 400 MtCO<sub>2</sub> compared to a business-as-usual baseline. The Top-1000 program has expanded to include approximately 15,000 industrial enterprises as well as public and commercial buildings and larger transportation companies. The China Energy Group currently has many ongoing projects in China, which you can read more about at: [http://china.lbl.gov/sites/china.lbl.gov/files/CEG.Project.Overview.EN\\_.2013.pdf](http://china.lbl.gov/sites/china.lbl.gov/files/CEG.Project.Overview.EN_.2013.pdf) -or- <http://china.lbl.gov>

We asked Price how she would like to work with the Alliance to support the adoption of energy efficiency in China. She responded that the energy and energy-related issues (e.g., air pollution, greenhouse gas emissions) in China are so enormous and require such a large effort, both domestically and from international entities, that the China Energy Group would like to assist anyone working in these areas. Price noted: "The work of the Alliance is very important and compliments our work well, so the China Energy Group would like to support the Alliance in its work through providing our research results, tools, training abilities, and other resources to the Alliance and its members."

Price concluded by sharing more information about her current work. LBNL's China Energy Group was founded in 1988 by Dr. Mark Levine and has over 25 years of experience working to promote energy efficiency at all levels (local, provincial, national) with numerous stakeholders in China, including the highest levels of government. In addition to 15 staff members, the Group has roughly 15 visiting researchers from various organizations in China. Price added that although CEG is a U.S. Department of Energy research laboratory, it is 100% self-funded and is open to opportunities to provide technical or capacity-building support in China, as well as providing advice to others working in the area of low-carbon development and energy efficiency in China.

## MARK GINSBERG



**MARK GINSBERG** serves as Principal of Ginsberg Green Strategies LLC and Senior Fellow at the US Green Building Council. He previously served as State Energy Director in Arizona (10 years) and as a Senior Executive at the US Department of Energy (20 years). In each position, Ginsberg recognized the importance of energy efficiency and renewable energy in the US and globally, and he always tied energy to economic development and the environment. Ginsberg noted: "Since energy runs everything, it is essential – and it provides jobs and better health."

The Assistant Secretary of DOE, who oversaw Energy Efficiency and Renewable Energy, asked Ginsberg to focus on China and India, recognizing the enormous growth in both countries, and in order to ensure that US technologies had access to those markets. Throughout his career, Ginsberg helped negotiate senior level agreements between the US government and the governments of China and India. The subjects of the agreements ranged from energy efficient buildings and industry to biofuels and renewables like solar and wind. He also worked to partner US cities with Chinese cities and conducted early Mayoral exchanges. Ginsberg has visited China two dozen times to implement the agreements, provide technical assistance, conduct demonstration projects, speak at conferences, and advance energy cooperation to benefit both countries.

We asked Mark Ginsberg to update us on what he has been working on since leaving the Department of Energy in 2011. He noted that he has recently focused on the concept of Eco-Cities and integrating energy efficiency and renewable energy into the next generation of cities, which China has been promoting. Ginsberg is also working to assure that US technologies are part of that growth. As he said: "I used to joke that I want to do Eco-Cities in China so I can bring the idea home to the US. But San Francisco beat me to the punch with Eco-Cities-within-the-City at Hunters Point and Treasure Island. Those projects can be pioneering leaders in transforming the US urban core, using Eco-City principles." In addition, Ginsberg was honored to be designated the first US Green Building Council Senior Fellow, where he will serve as senior advisor and ambassador. He will help USGBC with its strategies and partnerships, particularly in China and India; and will assist USGBC as it looks beyond individual buildings into green cities and the entire built environment. In his work with China, Ginsberg pointed out that it became clear that there is a need for a US-China Eco-City Council to serve as a counterpart to a Chinese Eco-City Council. This Council includes companies, government representatives, NGOs and cities, and will be a forum for discussion as well as a technical resource with case studies, model ordinances and possibly a few pilots to apply US capabilities.

Finally, we asked Ginsberg how he envisions working with the Alliance to support the adoption of energy efficiency in China, and how he sees China's energy efficiency policies evolving in the future. Ginsberg responded: "I have seen the Alliance in action and am impressed by its commitment, leadership, convening ability and strong membership. It is an honor to be asked to join its Leadership Council." He offered to provide his accumulated experience to assist the Alliance in advancing shared goals, perhaps by linking contacts he has built over the years to help find new ways to collaborate.

Ginsberg said that China's leadership has adopted an ambitious goal of 2 billion square meters of energy efficient rated new buildings and 700 million in existing buildings – in two years. This goal poses enormous challenges to things like capacity building, adequate training for installers as well as having adequate supplies of high efficiency equipment ready when needed, so prices don't go sky high and change the economics of energy efficiency. He then noted that with the potential of 250 Eco-Cities, China must approach this in the right way or Chinese cities might face decades of unhealthy pollution and a lost opportunity. Finally, Ginsberg said that: "On the positive side, I believe China's leaders want to do the right thing – and perhaps we can find ways to work together to overcome the obstacles. And, if China and the US can find ways to succeed, the rest of the world will follow. Ambitious, yes. Essential, absolutely. I hope to work with the Alliance on this vision of a clean, green future."

### CHINA-US ENERGY EFFICIENCY ALLIANCE LEADERSHIP COUNCIL

▶ **John Adams** Founding Director, Natural Resources Defense Council

▶ **Stephan Crawford** Director, US Commercial Service San Francisco

▶ **Dian Gruenelch** Former Commissioner, California Public Utilities Commission

▶ **Mark Ginsberg** Principal, Ginsberg Green Strategies, Principal, USGBC \*

▶ **Ashok Gupta** Air and Energy Program Director & Senior Energy Economist, Natural Resources Defense Council

▶ **Michael Hoover** Director of Regulatory Affairs, Southern California Edison

▶ **Susan Kennedy** Sr Policy Advisor, Alston + Bird LLP; Former Chief of Staff, Office of Governor Arnold Schwarzenegger

▶ **Jiang Lin** Senior Vice President & Director, Energy Foundation

▶ **Mark Levine** Founder, China Energy Group, Lawrence Berkeley National Laboratory

▶ **Steven Malnigt** VP, Customer Energy Solutions, Pacific Gas & Electric

▶ **Steven McCarty** Former Director, Demand Response, Pacific Gas & Electric

▶ **Doug Ogden** CEO, North Ridge Investment Management

▶ **Lynn Price**, Staff Scientist; Group Leader, China Energy Group, Lawrence Berkeley National Laboratory \*

▶ **Arthur Rosenfeld** Lawrence Berkeley National Laboratory; Former Commissioner, California Energy Commission

▶ **Robert Welsenmiller** Chair, California Energy Commission

▶ **Gillian Wright** Director of Customer Programs and Assistance, SoCalGas, Sempra Energy Utilities

\*New to Leadership Council

## NEW ALLIANCE PARTNERS

# Honeywell

The China-US Energy Efficiency Alliance is pleased to announce that Honeywell has joined the Alliance as its newest Supporting Partner. Honeywell is a global leader in energy efficiency and clean energy generation technologies among other specialties.

Honeywell has four business units: Aerospace; Automation & Control Solutions; Performance Materials & Technologies; and Transportation Systems. The Alliance looks forward to working with Honeywell to advance energy efficiency adoption in China.

Energy Performance Services

## EPS

*EPS Capital Corp*

The China-US Energy Efficiency Alliance is also pleased to welcome our newest partner – EPS Capital Corp. Headed by Tom Dreessen, the acronym stands for Energy Performance Services. Working with skilled engineers and accounting professionals throughout the world, EPS develops, finances, implements, and operates projects including a variety of energy savings technologies.

Dreessen is a global expert in financing end-use energy efficiency projects (EEPs) within existing industrial process and large commercial/institutional facilities. The Alliance is looking forward to working with both Dreessen and EPS Capital Corp to advance our mission of promoting energy efficiency China.

## CHINESE MAYORAL DELEGATION VISITS SAN FRANCISCO



*Greg Wikler of EnerNOC gives a presentation*

In June 2013, the Alliance worked with ChinaSF and the Energy Foundation to arrange presentations for a visiting Mayoral delegation from China. The “Building Energy Conservation and Urban Sustainable Development” Mayors Training Program is jointly organized by the Organization Department of the CPC Central Committee, State Administration of Foreign Experts, and Ministry of Foreign Affairs.

It is carried out by the National Academy for Mayors of China, under the Ministry of Housing and Urban-Rural Development of China. The Energy Foundation arranged a tour of several US cities for the mayoral delegation, which visited Washington, DC before arriving in San Francisco. In each city, the delegation met with NGOs, city leadership, and private companies to gain a better understanding of how municipalities implement energy efficiency programs and sustainable development policies.

During their time in San Francisco, the Chinese mayoral delegation attended a half-day “Smart Cities Forum” which featured presentations from Alliance Partners PG&E, EnerNOC and OPower. In addition to hearing from representatives of the city, the delegates learned about “Working With Cities to Improve Building Energy Management Efforts” from EnerNOC, “How Smart Cities Technologies are Empowering the Consumer” from OPower and “Utilities and Smart Grids” from PG&E.



*PG&E also presented to the delegation*

## UPCOMING WEBINAR SERIES

The Alliance is cooperating with the US Commercial Service, the Cal-Asia Business Council, and iCET to present a series of webinars on various facets of doing business in China. The series, which will take place over the next few months, will address the following topics – stay tuned for call-in details and final dates:

- “How to evaluate your product’s/service’s potential for the Chinese market.”
- “How to evaluate and manage risk in China” (focusing on IP but includes other forms of risk, including legal, corruption, and political).
- “How to build and manage successful partnerships in China.”

## OUR PARTNERS

*The Alliance would like to acknowledge our Partners for their technical, financial, and in-kind support. For more information on becoming a partner, please visit <http://chinausealliance.org/join-the-alliance/>*

### ***LEADING PARTNERS***



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