

E3 NYC

We propose New York City establish itself as the ultimate green capital of the world by hosting the world's largest urban cleantech event along the East River in 2014.



PROPOSAL: Catalytic, iconic 6-month exposition draws the world to cleantech, focused along NYC's East River (and Bronx and Harlem Rivers) as the organizational spine.

Create concentrated activity zones for each borough.

Link each of the zones with green transit hubs (T) offering bike-share, electric car-share, electric shuttles and water taxis. NYC's existing transportation network would be minimally affected.

Unlike capital intensive Olympics and World's Fairs, use existing and planned facilities, or ones with a strong economic proposition. Construct temporary structures from disused cargo containers.

Leverage NYC's great portfolio of clean tech start-ups, as well as non-profits in the energy and environmental space, foster economic growth in the South Bronx, Long Island City and other neighborhoods along the route. The ultimate result: the **East River Clean Technology Corridor**.

E3NYC

Triple threat: (1) energy dependence, (2) environmental degradation, and (3) economic decline

MISSION

To help NYC become the world's cleantech capital.

OBJECTIVES

1. Help make NYC one of the world's pre-eminent clean tech clusters, 2. Drive significant clean tech business formation and job creation in NYC, and 3. Accelerate the deployment of clean tech.

ROLE

E3NYC will contribute by developing a variety of cleantech demonstrations starting in the summer of 2011 with the Dekalb beta site and culminating with the 2014 East River Cleantech Expo (resulting in a permanent East River Cleantech Corridor).

E3NYC WILL:

Showcase Commercially Ready Technologies – includes photovoltaic solar, thermal solar, ocean thermal, wave, tidal, bio, smart grids, green chemistry, combined heat and power (CHP), electric cars, bikes, building technologies...

Showcase Blue Sky Technologies – includes technology which may be commercially viable in a half decade. Examples are plasmonic solar, artificial photosynthesis, liquid batteries, superconducting DC transmission, travelling wave reactor...

Create Small and Medium Sized Companies – create opportunities for local companies to collaborate and market on a global platform.

Increase Awareness of the Science – from the natural greenhouse effect, 4 billion years of constant planetary evolution, positive feedbacks (e.g. melting of Siberian permafrost, loss of arctic albedo), E3NYC will enable visitors to make their own assessments of climate change, peak oil and other hot topics.

Further Existing Efforts – this includes economic development/enterprise zones such as Hunts Point, solar empowerment zones in Queens, Brooklyn and Staten Island, and environmental problems like Newtown Creek. It also is aligned with WAVES and increased use of the East River for transport.

Increase Awareness of the Future – energy and the environment affect how we live, work and play. E3NYC will offer positive and negative visions of the future. It will include futuristic transportation, urban farming, net carbon zero buildings, micro-grid / distributed energy and more.

ONE PRIZE: NYC 6 3020

FAQs

Schedule/Attendance – From 5/1/2014 to 10/31/2014, E3NYC will host 5 million visitors. In comparison, NYC has nearly 50 million tourists per year; the 2010 Shanghai World Expo had over 73 million visitors.

Five Zones – For simplified management, greater local control and higher levels of critical mass, the venue is subdivided into 5 zones of concentrated activity, one for each borough. Visitors will be able to explore additional sites outside the five zones potentially with the help of Green Map System's interactive mapping platform.

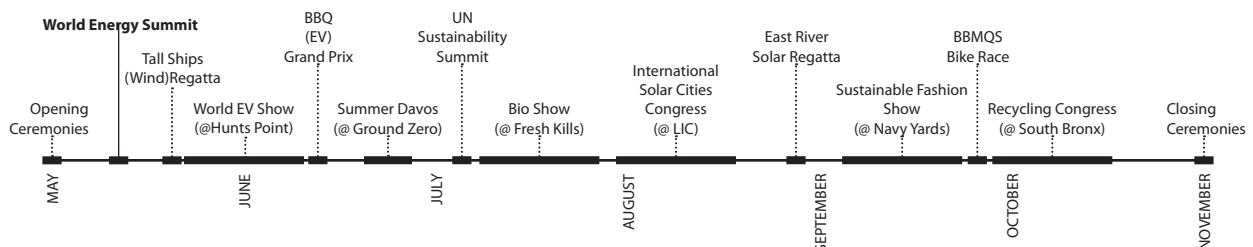


Facilities – Building infrastructure will include what exists (e.g. Solar 1, South Street Seaport), what is planned (Queens Library) or what makes overwhelming economic sense (EV showrooms, distributed powerplants). Temporary building infrastructure will use disused cargo containers.

Transportation – Linking the 5 zones will be a series of green transit hubs incorporating ferries, bike shares, rickshaws, electric car-share and electric shuttle buses (additional destinations will be accessible via bike-share and electric car-share).

Participants – Local companies of all sizes, non-local companies of all sizes which could expand to NYC, local and non-local non-profits, local residents and visitors from around the world. E3NYC will be pan-industrial and include aerospace, agriculture, automotive, building, chemistry, durables, energy and textiles, to name a few.

Summer long festival events will be complemented by shorter business-to-business, diplomatic and other types of events.



E3NYC

It's Sputnik again. It's a multi trillion dollar industrial revolution and the US is trailing...

WORKING GROUP



Maria Aiolova – Aiolova, architect/planner, is co-founder of Terreform ONE and Terrefuge. She directs TerreFarm summer school for urban agriculture and ONEPRIZE. She is on faculty at Pratt and Parsons, has won the Zumtobel Group Award for Sustainability and Humanity, the Build Boston Award, as well as competitions including the CHARLES/MGH Station (Boston) and the Post District Competition (Izmir, Turkey).

Maria has taught at University of Toronto, Wentworth Institute of Technology and Boston Architectural Center and has been a visiting lecturer at Harvard GSD, Columbia, CUNY, Washington University and RISD. [MAUD, Harvard; Arch Dipl.-Ing., Technische Universität Wien; Dipl.-Ing, University Sofia (Sofia, Bulgaria)]



Ismael Betancourt, Jr. – Betancourt is the President and CEO of IF-MC-CA-DI, a 501c3 nonprofit NGO affiliated with The United Nations. Betancourt has over forty years of management experience in the public and private sectors where he has been an entrepreneur, administrator, educator, video producer and television show host. He has also been active in public affairs and politics. [BS, Columbia; MBA, Harvard; MA, CUNY]



Wendy Brawer – Founding Director of Green Map System, Wendy is an eco-designer and social innovator focused on sustainable community development through local leadership. From her original New York Green Map, the movement has spread to 55 countries. A past Designer in Residence at Smithsonian Cooper-Hewitt National Design Museum and a 2009 Utne Visionary, Wendy has 20 years of experience communicating, teaching and consulting on mobility, energy and waste reduction. [Cleantech Exec Ed, NYU]



© 2011 Terreform ONE



Raphael Carty – Founder/CEO of Callida Energy, a software company focused on building optimization, Carty has over 20 years of leadership experience commercializing innovative technology beginning with HP. Raphael is a former marketing professor at Harvard Business School and has served as CMO/Head of Product Management at CertCo and Head of Marketing at DealerTrack. [MBA, Harvard; BA, Harvard]



Tom Glendening (Founder) – Glendening specializes in cities, buildings, transit and energy. He has successfully created hundreds of millions in investment value from complicated urban development projects from around the world. As examples, he has reclaimed property once confiscated by the Third Reich (Leipzig, Germany) and turned a disused retail center into a highly successful niche trade mart (London, UK), developed an alternative energy powerplant prototype for developing cities (Shanghai, China) as well as for a sustainable economic model for less developed areas (outside Port au Prince, Haiti).

Tom has also worked in the public sector with the NYC Department of City Planning, has developed facilities strategies for two Fortune 25 companies to enable the global roll-out of alternatively powered vehicles (fuel cell, electric), and is part of a bikeshare team recently shortlisted for the NYC system. His is cleantech work resulted into being invited on a government-sponsored Chinese Energy Technology Trade Mission. [MBA, Harvard; MArch, Yale; BS, Arch, Virginia]



Willem Houck – Houck grows companies organically and through acquisition. At Heineken International he held several international marketing and GM positions, focusing on consumer driven growth and new technologies. At Philips Electronics he led the strategy to shift from a product-driven to a customer-driven company and was an early leader of Philips' activities in energy management. He currently focuses on renewable energy investments and leads energy management and EV infrastructure start-ups. [MBA, Hautes Etudes Commerciales (HEC); Exec Ed, IMD; Exec Ed, INSEAD]



(Toronto)

Elena Christopoulos – Christopoulos implemented the first urban turbine in North America, located in downtown Toronto; the first urban turbine in Los Angeles, and advised on the Cape Cod offshore wind farm. She has worked with numerous political campaigns as an environmental advisor. For Gordon Campbell's British Columbia Liberal Party, she managed a staff of 30 for the Party's convention for over 250 delegates from throughout the province, and facilitated all aspects of the social networking arena. She has more than fifteen years of program and project management experience and is fluent in English, French, German and Greek. [BA Chemistry, Queen's University].

E3NYC

E3NYC will launch the East River Clean Tech Corridor and strengthen NYC as a green epicenter



Terrence McDonald – McDonald is MD for Contamination Control Engineering. Twenty years in the public and private sector and an expert in Environmental Law, he was Director of the Industrial and Environmental Hygiene Department of the NYC School Construction Authority, Deputy Inspector General and Environmental Counsel. Expertise includes integrity monitoring; capital construction risk management; prevailing wage compliance; soil management; environmental investigations; site acquisition (environmental assessments and Brownfield projects); and green construction and sustainable development. He is fully familiar with the Clean Water Act, and the Clean Air Act. [BA, Hobart College; JD, Pace Law School]



Robert Politzer (LEED AP) – Politzer is the President/founder of Greenstreet Inc., a leading green building and consulting company. Politzer chaired the Sustainable Business Task Force of the New York State Environmental Business Association. He is a former Adjunct Professor at New York University and the New York City Technical College. He is also Board Member and Chair of the Facilities Committee of the Hudson River Clearwater organization. [BS, Biology Indiana; MA, Environmental Policy Michigan; MS, Environmental Engineering Manhattan College]

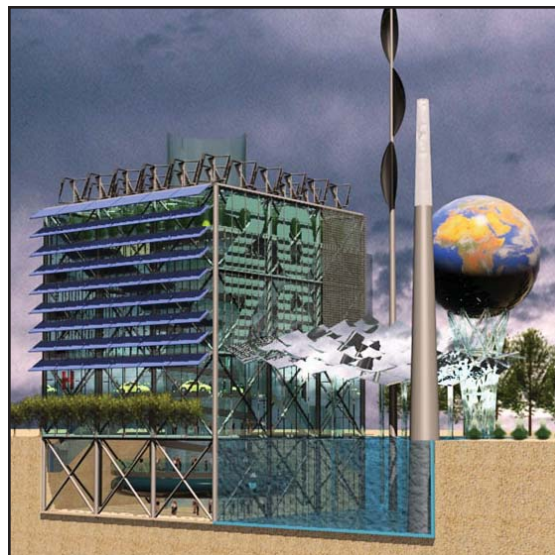


Sascha Yim – Sascha, an attorney at Cleantech Law Partners, has a background in securities, M&A and general corporate matters. Previously she worked in the Corporate, Finance and Climate Change practice groups of an Am Law 100 firm in New York, representing a range of companies, including renewable energy companies, in connection with preparing and filing their public company reports and raising capital. She also has experience with commercial real estate and green building law, and is an active member of the Energy Committee of the New York City Bar Association. [BA/LLB, University of New South Wales; LLM, NYU School of Law]



(Washington DC)

Ron Smith – Smith is CEO, and a founding partner in Verdant Power Inc., a renewable energy company commercializing kinetic hydropower systems that deliver hydro electricity without dams or impoundments, in the United States for global applications. His experience includes leading the start-up, growth and sale of a nationwide consumer advertising company. He was a management consulting and Principal with Booz Allen Hamilton, and was on the headquarters management advisory staff at Bendix Aerospace Group and to operating units in the U.S. Navy. He served as a U.S. Navy carrier pilot in Vietnam. [MBA, Harvard; MIS/M, University of Southern California]



© 2011 Earth / Energy / Economy LLC



David Krieger – Krieger is the managing director of the Gowanus Canal Community Development Corporation (GCCDC), a 30-year old non-profit organization dedicated to the revitalization of the Gowanus region of Brooklyn. At GCCDC, David drives strategic urban planning and redevelopment initiatives for the several hundred-acre Gowanus region, now undergoing the most complex Superfund cleanup in the country. David has worked on large-scale, redevelopment projects around the world and across multiple facets of the real estate industry.

During his time working on IMG Academies India, a proposed 450-acre sports and real estate complex in Hyderabad, his team secured over \$500 million in land concessions from the government of Andhra Pradesh and consulted on a grassroots sports training methodology for the state. David founded and ran a boutique commercial real estate brokerage focused on adaptive reuse and innovative property solutions for post-industrial assets, completing nearly \$30,000,000 of transactions in his second year of operations. In 2009, David worked on a strategic real estate consulting project based in Dubai where he worked on debt sourcing for Incheon, Korea and workforce labor housing in Dubai. [BA Cum Laude, University of Pennsylvania]



Charles Komanoff – Komanoff is director of the consulting firm Komanoff Energy Associates, 're-founder' and president emeritus of the renowned advocacy group Transportation Alternatives, a founding trustee of the Tri-State Transportation Campaign, co-ordinator of the pedestrian-rights organization Right Of Way, and director of the Carbon Tax Center. His work combines expertise in policy analysis, a flair for expressing numerical and economic data in concrete terms, and a passion for progressive social change. [BA Applied Mathematics (Honors), Harvard]

E3NYC

E3NYC will launch the East River Clean Tech Corridor and strengthen NYC as a green epicenter



(San Francisco)

Julie Chow – Chow is based in San Francisco and is the Executive Director for Engineers for a Sustainable World. Automotive experience includes work at Ford and Yangeng Visteon, a Chinese auto supplier. Energy experience includes the Southern Company and Amoco Orient Oil in Beijing. She has also worked for the US Embassy in China promoting US exports to China in energy, infrastructure and heavy manufacturing sectors. [BS, Columbia; MS, Columbia; MBA, Harvard]



(Rome)

Andrew Kranis (LEED AP) - Andrew is a 2009 Fellow of the American Academy in Rome and architect with a particular focus on designing sustainable infrastructures within historic urban fabric. He has worked since 2006 as a design and Green Mission consultant for Whole Foods Market. Current projects include new Whole Foods stores throughout the U.S. and the UK, as well as projective urban design proposals for Rome and New York. A native New Yorker and graduate of the Columbia University GSAPP, he currently teaches architecture and landscape architecture studio at Penn State University / Pantheon Institute in Rome.



Janet Liff – Liff has been working in commercial real estate and development for over twenty years. Currently, she's the principal of a New York City commercial real estate brokerage firm, J. Liff Co., which she founded in 1995. She was introduced to leasing while working for Artspace Projects, a non-profit organization that converted warehouses into artist's live/work lofts as a tool for economic development in the Minneapolis and St. Paul. Prior to that, she oversaw the conversion of rental properties to cooperatives in developing neighborhoods of New York City. She began her career supervising the historic renovation of homes in Boston's South End. She is a member of Transportation Alternatives Advisory Council and on the Real Estate Board of New York's Sustainability Committee. [BS Architecture, Virginia; MPA, NYU (currently enrolled)]



(Charlottesville)

Mark Rylander -- Rylander is an architect and respected authority on sustainable design. He was a Director with William McDonough + Partners for over fifteen years where he led the firm's consulting group. Mr. Rylander is a leader in the "sustainable" design movement in the United States and has been active in a wide range of sustainability-related organizations and initiatives.

Mark was the project manager for the Nike Europe Headquarters in The Netherlands, The Woods Hole Research Center, Greenbridge, and the Isola Office building in Milan, Italy (under construction). Rylander is a Lecturer at the University of Virginia, served as 2004 chair of the American Institute of Architects Committee on the Environment and edited the Sustainable Design Chapter for the 11th edition of Architectural Graphic Standards. [BS Architecture, Virginia; MArch, Yale]

