



December 12-19, 2009 ~~ Copenhagen, Denmark

**Statement of Mission:
Generating Business Opportunities and Economic Progress for
Florida in the Low-Carbon, High-Tech Future**

Floridians in Copenhagen and on the World Stage

The Florida Delegation to the United Nations Climate Change Conference of the Parties (COPs-15) is dedicated to creating and cultivating new business opportunities in the emerging world economy influenced by climate change and limits on greenhouse gas emissions. The foundation of Florida's new economy will be developed in Copenhagen, by the parties present there, and in the actions that result from this historic meeting. Florida is an ideally positioned partner in business and investment in the interconnected global economy. The Florida delegation will take this message to a wide variety of world leaders in Copenhagen and will help build the state's economic future.

A Team of Florida Entrepreneurs

The 25-person Florida Delegation, which holds official "observer status" at the conference, will share with international audience the experience and leadership of its diverse members and companies. The members of the Florida Delegation have worked to advance business and investment related to climate change globally. In Copenhagen they will help to shape a new era for the economy of Florida and the world. A sample of the Delegates:

- The CEO of one of Florida's long standing and largest land-owning companies engaged in renewable energy production;
- The Director of the Florida Energy Systems Consortium, the organization overseeing 500 scientists in renewable and efficiency technology and the commercialization of those technologies;
- The managing partner of an emerging biofuel company using NASA based technology to create fuel, in a carbon negative process, from wastewater and other biomass;
- A forest management and consulting company engaged in carbon management in partnership with forest landowners in several South American nations and members of the Chicago Climate Exchange;
- A timberland investment company that manages accounts (for institutional investors) in excess of \$1 billion in assets in North and South America - including properties with registered carbon programs with the Chicago Climate Exchange;
- Leaders from two top engineering firms, actively involved in the low carbon technology development and management economy -- one with an expertise in environmental construction water and one with the contract to build the London 2012 Olympic site, which will be carbon neutral;
- A Florida-based financial services company managing \$207 billion in client assets, represented by the head of structured finance who leads the firm's renewable energy finance efforts throughout the Americas;
- Public officials, including an elected city mayor and a member of the state's energy and climate commission.

The Florida delegates will share with other nations' conferees recent accomplishments in the Sunshine State, including:

- the state's promotion of the use of solar energy,
- Florida as a global leader in rooftop solar water heating installations,
- substantive research into sea current capture to energy technology, and
- extensive clean and renewable energy initiatives.

A High-Level Agenda in Copenhagen

During the Climate Change Conference, the Florida Delegation will, as part of a busy schedule:

- Participate in meetings hosted by Enterprise Florida International with representatives from global businesses seeking to grow potential markets

and partnerships in an effort to create long term, high wage, low carbon jobs for Florida.

- Meet with delegations from across the world to build business relationships for the State. Some of these partners include Britain, France, Italy, Germany, Queensland, Australia and Uruguay.
- Study the world renowned sustainability practices used by the Danish government and business community in Copenhagen.
- Meet with the nonprofit Carbon Trust and international insurers to discuss unique financial aspects and opportunities surrounding climate change and the related policy, aiding the Florida delegates to move the state forward with business and investment development.
- Identify policies used in other countries, states and provinces that are shown to advance and sustain low-carbon business and renewable energy.
- Attend plenary sessions of the COPs-15 conference.

Florida: A Dynamic State Poised to Lead

Florida, a diverse microcosm of the United States, is well prepared and positioned to take a lead in the U.S. in the emerging global climate-based economy. As the fourth most populous state in the United States, Florida has a population close to 19 million. As a peninsula, Florida has over 1,800 miles of coastline and is surrounded by the warm Gulfstream waters from the Gulf of Mexico and Atlantic Ocean. Geographically, Florida is a low lying coastal region. The State has a subtropical climate and is particularly threatened by devastating hurricanes. Florida's gross state product oftentimes exceeds \$500 billion annually. Forty percent of all American exports to Latin and South America pass through Florida. With strong international trade relations, Florida's two largest segments of the economy are agriculture and tourism.

Tourism brings over 70 million visitors to Florida annually making the state the leading tourist destination in the world. The Space Industry also accounts for over four billion dollars in the State economy annually. Florida is an emerging leader in the research and technology sectors. Working alongside these growing sectors, Florida's strong state university system advances and supports institutional research that will position Florida as a leader in tomorrow's economy. With 500 scientists working under the Florida Energy Systems Consortium, commercialization of the state's public universities' renewable energy research is fully underway. Dr. Tim Anderson, who leads the consortium, is a member of the delegation.

Because of Florida's unique attributes, the state has the opportunity to emerge as an international leader in climate-based investment and policy. Due to the threat from rising sea levels, hurricanes and the State's unique geography, the potentially devastating effects of climate change will acutely impact Florida.

Florida will benefit greatly by growing as a leader in business and investment in the paradigm of a climate-based economy. Florida's vast land, solar and water resources provide ideal opportunities for becoming a worldwide leader in clean energy solutions. Florida's emerging technology sector also advantageously positions the State in developing green technology business.

The Green Jobs for Florida Delegation to Copenhagen stands to advance the state's interests and represents the Florida's assets as state business and elected leaders focus on creating a high caliber, sustainable job market while further establishing Florida as a leader in renewable and clean technology while addressing the threats of climate change – both for the long term health and success of our state.

The Delegation Host

The Florida Delegation was conceived of and is lead by Bryant Miller Olive's Public Policy Group. A 40 year-old statewide Florida law firm with offices in every major city in Florida, and in Washington, D.C., Bryant Miller Olive has proven experience in advising companies and governments as they transition into this evolving and complex new economy. The BMO Public Policy Group excels in developing solutions to keep companies well ahead of the curve in the dynamic and complex maze of the business landscape. The Public Policy Group prides itself on its successes in leading strategic business and investment development within the State of Florida.