

RESILIENT REALISM: “MITIGATING CLIMATE CHANGE WILL HELP YOUR BUSINESS THRIVE!”

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This summary of the Resilient Realism Webinar is authored by LINKCO. With twenty plus years of broad executive business experience, LINKCO is well situated to reach out to leaders. The webinar for this Summary took place on September 23rd, 2020 with Terry Tamminen, President 7th Generation Advisors. Terry provides advice through 7th Generation Advisors to Pegasus Capital Advisors, the Green Climate Fund and numerous global businesses on sustainability and “green” investing. Governor Arnold Schwarzenegger appointed him Secretary of the California Environmental Protection Agency and later Cabinet Secretary, the Chief Policy Advisor to the Governor, where Terry was the architect of many groundbreaking sustainability policies.

Based in Southern California, LINKCO is an Executive Search and Consultancy serving top Middle Market CXO and upper management clients and candidates throughout the USA.



During COVID19 there has been a 17% reduction in Green House Gas (GHG). This however will not beneficially impact climate change in the short or long term. We can no longer mitigate climate change we must adopt stringent and immediate actions. The proof is in the forest fires, droughts, food supply impacts seen all over the world. When the U.S. Commodity Futures Trading Commission looks at the Financial risk of climate change, as evidenced in a recent paper, “Managing Climate Risk in the U.S. Financial System”, businesses need to pay attention. Businesses can manager their risk by adopting a long-term low carbon footprint.

When asked about reshaping a company’s commitment to lowering their Carbon footprint towards a net-zero emissions goal, Terry referred to his book [Cracking the Carbon Code: The Keys to Sustainable Profits in the New Economy](#). The book provides a step by step guide for companies who can use their carbon footprint as a measure of efficiency.

A question regarding government policy towards net zero buildings had Terry providing examples of work the R-20 group accomplished in Brazil looking at street lighting as “low hanging fruit”. By considering the street light inventory in Rio de Janeiro and switching out the incandescent street lights to LED, the City significantly cut carbon emissions. He offered another example for lighting at large parking complexes. Noting that often remodeling building by building is more challenging because unless building owners as opposed to tenants are paying their building energy costs they are less motivated. This is a good example of when government policy would help by requiring net zero upgrades by owners as a new tenant enters or by a date certain.

In a discussion about a Carbon market place, Terry explained how a compelling Cap and Trade program capping emissions or buying offsets has worked successfully in California, Canada, Europe, 10 Eastern US States (although there only CO2) and now China. It achieves efficiencies and can provide new sources of revenue.

Contact LINKCO to learn more about the challenges and opportunities highlighted in the White Paper. Let us help you build a more resilient workforce ready for the future.

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