

DKLA - LEADING THE SUSTAINABILITY REVOLUTION IN THE UNITED STATES

Introduction to the International Business Framework

Christine Peterson
Director of International Trade & Investment
Office of Los Angeles Mayor Eric Garcetti

April 15, 2021



What is L.A.'s Green New Deal?

- An expanded vision of the 2015 pLAN, elaborates in even more detail L.A.'s vision for a sustainable future
- An action plan that tackles the climate emergency with accelerated targets and new aggressive goals
- Paris-compatible plan that accelerates emission reductions and reaches carbon neutrality by 2050
- An invitation to partner with business, non-profits, and international community



Learn more about the Green New Deal:
<https://plan.lamayor.org/>



Key Principles

- A commitment to the Paris Climate Agreement
- Responsibility to deliver environmental justice and equity through an inclusive economy
- Ensure that every Angeleno has the ability to join the green economy
- Resolve to demonstrate the art of the possible and lead the way

L.A.'s 5 Zeros

Emissions must decline everywhere, as soon as possible. L.A.'s GND puts our city on the road to a zero carbon future across the board.



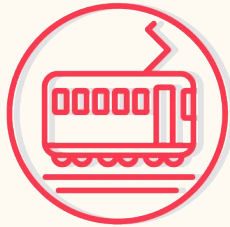
Zero Carbon Grid

*80% renewable
energy by 2036 &
100% by 2045*



Zero Carbon Buildings

*100% net-zero carbon
new buildings by 2030
& all buildings by 2050*



Zero Carbon Transportation

*80% zero emission
vehicles in the city by
2035 & 100% by 2050*



Zero Waste

*95% landfill
diversion rate by
2035 & 100% by
2050*



Zero Wasted Water

*100% of our
wastewater recycled
by 2035*

Building a Green Economy

- Creating scale ([LA 100](#))
 - Green hydrogen
 - EV Purchasing Collaborative
- Public-Private partnership
 - [Urban Movement Labs](#)
- Leveraging the money we spend
 - Feed in Tariff
 - Port of LA Clean Truck RFI



International Companies in Los Angeles

- BlueLA (France)
 - subsidiary of the Bolloré Group
 - electric car share pilot program
 - targeted to disadvantaged neighborhoods
 - Acquired by blink in 2020



Los Angeles, as the United States' second largest city, is a wonderful showcase for our car sharing service.

—Marie Bolloré, General Director of Blue Solutions Electric Mobility

International Companies in Los Angeles

- BYD (China)
 - Electric buses
 - North American headquarters in Los Angeles
 - Manufacturing in Lancaster
 - LADOT placed the largest order for electric buses in U.S. history – 134

*“BYD is thrilled to be making this investment in Los Angeles, a **global city** working towards a **green, sustainable future**,” Chairman Chuanfu Wang.*



International Companies in Los Angeles

- Toyota (Japan)
 - Zero-emission heavy duty trucks using hydrogen fuel cell technology
 - Pilot / demonstration
 - Port of Los Angeles
 - CARB grant funding

*“The Port is currently engaged in **16 different zero-emission demonstration projects** to support development of on-road trucks that we expect will **help bring feasible zero-emission technology to the marketplace,**”*

- *Chris Cannon, chief sustainability officer for the Port of Los Angeles*



Entering the L.A. Market

- \$1 Trillion GDP; 18 million consumers
- [Incubators / Accelerators](#)
- Talent / Workforce Development
- Community and Diversity
- Data - [Open Data](#), [SDGs](#)
- Funding
- Incentives - [CalCompetes](#), R&D
- Procurement ([LABAVN](#))



Thank you!



Eric
Garcetti
#lamayor