



Looking Ahead

Top on our list of to-dos is getting ready for the November 7 'Colorado Cleantech Industry Awards Celebration.' In preparation for this program, we are now accepting [Award Nominations](#) and seeking [Event Sponsorships](#) for support of the event combined with advertisement space in the October issue of ColoradoBiz magazine's CCIA special section. Please click the logo for more information.



In addition to the November dinner, we are pleased to introduce a social '[Oktoberfest](#)' event with our partners at the Colorado Bioscience Association. This beer tasting party will be held at the Governor's Residence on September 1. [Please click here if you would like to register.](#) If you would like information on how to sponsor this event, please call us at 303-623-2690.

DC Fly-in Update

CCIA's legislative relations representative, Drew Bolin, spent part of last week in Washington DC with counterparts from other state cleantech organizations and cleantech company CEOs. The program kicked off with a briefing at the Brookings Institute on the release of their new report, "Sizing the Clean Economy: A National and Regional Green Jobs Assessment." The briefing concluded with a discussion with former Governor Ritter on his thoughts on the past, present and future of the clean energy economy.

The fly-in agenda included discussions of member companies' policy priorities, meetings with Senate and House Members, White House officials and representatives from various federal agencies including DOE, ARPA-E, Commerce and others. Drew will report on the fly-in in the next Legislative Update.

CCIA Events Save the Date!

Event details and registration will be available on the [CCIA website](#) soon.

Aug. 17 - Energy Connections Meeting - Focus on Air Quality - CCIA members only

Aug. 24 - CREED Entrepreneur Series - Go To Market Strategy

Aug. 30 - CREED Pitch Practice - Featuring the Clean Tech Open Semifinalists

Sept. 1 - Oktoberfest w/ CCIA and CBSA

Sept. 27 - CREED Pitch Practice

Sept. 29 - Hot Topics in Cleantech Patents and IP Licensing

Oct. 19 - Energy Connections Meeting - Focus on Water

Nov. 7 - [Colorado Cleantech Industry Awards Celebration](#)

Partner Programs

July 20 - [It's More than Giving - Sustainable Mission-driven Philanthropy](#): CORE

Aug. 1 - 4, [Energy Epicenter](#)

Sizing the Clean Economy: A National and Regional Green Jobs Assessment

On July 13, the Brookings Institute released their highly anticipated "[Sizing the Clean Economy](#)" report. A few notes:

- The clean economy, which employs some 2.7 million workers, encompasses a significant number of jobs in establishments spread across a diverse group of industries.
- Newer "cleantech" segments produced explosive job gains and the clean economy outperformed the nation during the recession.
- The clean economy is manufacturing and export intensive. Roughly 26% of all clean economy jobs lie in manufacturing establishments, compared to just 9% in the broader economy. On a per job basis, establishments in the clean economy export roughly twice the value of a typical U.S. job (\$20,000 versus \$10,000).
- Strong industry clusters boost metros' growth performance in the clean economy.

The report concludes that vigorous private sector-led growth needs to be co-promoted through complementary engagements by all levels of the nation's federal system to ensure the existence of well-structured markets, a favorable investment climate, and a rich stock of cutting-edge technology-as well as strong regional cast to all efforts. Along these lines, the report recommends that governments can help:

- Scale up the market by taking steps to catalyze vibrant domestic demand for low-carbon and environmentally-oriented goods and services.
- Ensure adequate finance by moving to address the serious shortage of affordable, risk-tolerant, and larger-scale capital that now impedes the scale-up of numerous clean economy industry segments.
- Drive innovation by investing both more and differently in the clean economy innovation system
- Focus on regions, meaning that all parties need to place detailed knowledge of local industry dynamics and regional growth strategies near the center of efforts to advance the clean economy.



Colorado Center for
Renewable Energy
and Economic Development

Entrepreneur
Series

Classes • Workshops • Pitch Practice • Strategic Meetings

You've all heard a lot from us about [CREED](#) and we're happy to report that on June 23rd, we kicked off the classes portion of the CREED Entrepreneur Series with a Cleantech Business Plan class.

[Conference, COGA](#)

Sept. 8 - [Energy Moving Forward, GEM, CU-Denver](#)

Sept. 9 - [RETool, Renewable Electric Power](#)

Sept. 13 - 25 - [Modern Energy Investor Forum, MiNE LLC](#)

Sept. 21 - 23 - [Meeting of the Minds, CU-Boulder](#)

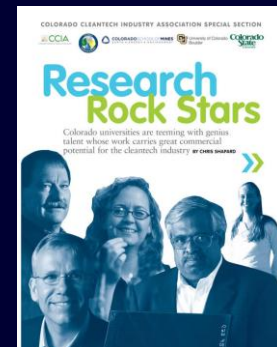
Oct. 7 - [RETool, Understanding Smart Grids](#)

Nov. 4 - [RETool - Renewable Transportation Power](#)

Nov. 8 - 10 - [NREL Industry Growth Forum](#)

Cleantech Research Rockstars

On May 26, CCIA awarded the inaugural class of "Research Rockstars" at the 'Celebrate Cleantech Research' event. In conjunction with the event and in partnership with our friends at ColoradoBiz Magazine, we published the "Cleantech Research Rockstars" special section for the June publication. Check it out!



The class, taught by CleanLaunch's Stephen Miller and Brewster Boyd, welcomed 20 entrepreneurs to learn and discuss why a cleantech business plan is important - and when it's not; review the must-have elements; customization for the cleantech marketplace; and how to use your business plan once it's ready.

Not only did attendees gain valuable information from the instructors, they made connections with fellow cleantech entrepreneurs and networked with NREL leadership. Attendees of the Business Plan class will be invited to attend a follow-up workshop to start looking at the details of their individual business plans. The next class that will be open to the public is on August 24, "Go to Market Strategy," registration will be open in mid-July.

The CREED Entrepreneur Series brings you experts in the field to help you differentiate your business and succeed. The Series can help you accelerate your enterprise through a variety of classes, workshops, pitch practice sessions, and opportunities to meet with experts and investors.

News of Note

07.18.11 - [Green Dry Cleaning and Laundry Reinvented](#), Source: CO2Nexus

07.13.11 - [Boulder outperforms nation in 'clean economy.'](#) Source: Boulder Daily Camera

07.13.11 - [Green jobs pay better as clean-tech sector booms](#), Source: USA Today.com

07.13.11 - [Sizing the Clean Economy: A National and Regional Green Jobs Assessment](#), Source: Brookings

07.11.11 - [The CEN Interview: TJ Deora of the Governor's Energy Office](#), Source: Colorado Energy News

07.09.11 - [The cleantech startup valley of death](#), Source: PlanetProfitReport.com

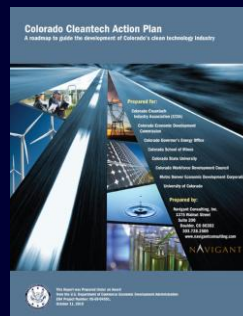
07.07.11 - [OPX Biotechnologies Raises \\$36.5 Million to Accelerate Commercialization of Renewable Chemicals](#), Source: OPX

07.01.11 - [Innosphere grant to boost cleantech businesses](#), Source: Northern Colorado Business Report

07.01.11 - [Wind Power on the Cheap in Colorado](#), Source: EarthTechling

Colorado Cleantech Action Plan

The [Colorado Cleantech Action Plan](#), released on October 18, 2010, finds Colorado's innovation in the wind, solar, smart grid and bio-derived sectors, combined with the state's progressive policies, will be the leading driver of industry growth over the next five years.



The Action Plan and appendices may be downloaded for free from the [CCIA home page](#).

2010 ColoradoBiz Cleantech Special Section



As you plan your advertising budget for 2011, please keep the November Cleantech Industry Awards celebration in mind. Sponsorships packages are again available that offer advertising in the October cleantech special section IN ADDITION to sponsorship opportunities for the dinner.

The cleantech insert is one of our primary marketing pieces - the insert is provided to all guests, members,

CCIA Services Partners

CCIA, like any not-for-profit association, needs the support of countless volunteers and partners to achieve our goals and objectives. We are very pleased to tell you about our three newest partnerships:

Agency 33 - We have partnered with Agency 33 to assist us with national media outreach. Through their efforts, we will be working to raise Colorado's national cleantech image. With outreach to national print, television and blogs, Agency 33 is helping CCIA and our members to gain national media exposure to highlight Colorado's tremendous cleantech climate.



Metzger & Associates - We are very pleased to announce the re-engagement of our social media channels in partnership with Metzger & Associates. Together with Metzger, we will be asking you to follow CCIA on Twitter, connect with us on LinkedIn, like us on Facebook and read our blog. But for you, our members, we want to know what we should tweet, like and read about you! So please email us with your social media profiles - blog address, Twitter handle and Facebook address - so that we can help you get the word out about your cleantech activities and successes!

NOW Advisors - It has been our pleasure to work with NOW Advisors for all of our accounting needs. As many of you know, managing the behind-the-scenes operations of a small business is no easy task. And, just like any small business, we needed an accounting firm to help us manage our organization. We can't thank NOW enough for keeping us on track!



prospects and partners. The insert is provided to NREL Industry Growth Forum attendees and It is featured in the CCIA newsletter and on the CCIA website for 12 months. It's a great way to support CCIA while advertising your cleantech expertise!

Interested? Call CCIA at 303-623-2690 for more information.



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