

# - Energy Smart Cities - China Mayoral Training Course

Educating and enabling  
China's Mayors  
to create cleaner,  
less energy intensive cities

[www.jucce.com](http://www.jucce.com)



## Incredible Impact

Our partner, the National Training Center for Mayors, conducts mandatory training for Mayors from 683 cities across China.

Each of these Mayors is in charge of implementing China's ambitious energy policies locally. JUCCE is here to help.

## Turnkey Solutions

The JUCCE Mayoral Training course pairs successful case studies in Chinese, with top international speakers in interactive dialogue, and vendor resources to help implement green solutions.

A Mayor can choose from a variety of JUCCE cases and understand what it takes to implement one from start to finish.

## Foundations, Corporate Sponsors How Can You Help?

Enabling China's Mayors to implement smart city-level energy initiatives is a key lever in ensuring a greener China.

Your support is needed to develop a world-class curriculum and bring top international speakers to Beijing.

Contact [mayoraltraining@jucce.com](mailto:mayoraltraining@jucce.com) now.

Enable key local leaders to make smart energy decisions that will affect over 1 billion people and 683 cities





# Bringing International Expertise to Mayors

Helping cities decipher all their options to implement smart energy solutions

## Realizing Goals

The central Chinese government's "11th 5-year plan" sets out ambitious targets for 2010: a 20% increase in energy productivity per unit of GDP and a 10% decrease in certain emissions. Mayors are responsible for achieving these targets locally. How can we optimize the time they have as a Mayor to make the highest impact energy decisions?

JUCCCE realizes the Mayors don't need to become energy experts. They need the expertise to come to them.

Mayors want solutions now.

attendees; training sessions last from one week to one month.

This is a unique channel to one of the most powerful groups of local decisions makers in China. Mayors have strong local control over their regions and flexibility to experiment with policy. These are the future central party leaders of China.

## Course Content

The JUCCCE Mayoral Training Course will provide mayors with a framework to create a roadmap of city-level energy efficiency programs to achieve significant, near-term, measurable increases in energy productivity and decreases in emissions.

course is May 18-24, 2009.

Our program gives direction in how to create a city-level energy plan that their constituents can follow. At the heart of the curriculum are in-depth case studies of successful programs that other Mayors have implemented in cities around the world.

Interactive dialogue with top international speakers is supplemented by a growing online database of bilingual case studies, accessible to everyone.

To make it as easy as possible for Mayors to implement these green solutions locally, case studies will be combined with vendors listings and an

This program was a Clinton Global Initiative 2007 commitment

## Unique Channel

The Ministry of Housing and Urban-Rural Development jointly runs a National Training Center for Mayors in Beijing, which provides mandatory courses for Mayors and Vice Mayors. Officials from over 680 Chinese cities attend the Center on a rotating basis. Each training session has 40-50

A three-year agreement with the National Center for Mayoral Training dedicates a full day to JUCCCE training within their existing twice a year, 30-day courses. JUCCCE will also conduct one expanded seven-day course each year.

The first one-day course is May 6, 2009. The first seven-day



introduction to city-level financial resources.

JUCCCE brings best practices and best resources in a turnkey manner to help Mayors go green now.

"Mayors will play a deciding role in whether rapidly urbanizing China can keep a step ahead with local capability to build greener cities. China could benefit from efforts to bring together a cohesive and comprehensive offering of green solutions to these Mayors."

Jonathan Woetzel, head of McKinsey Global Institute, Asia



"JUCCCE is the most innovative sustainable energy NGO in China, bringing together business leaders who are passionate about identifying practical and scalable solutions that will make a difference in China."

Frank Rexach, Vice President & General Manager, Haworth Asia Pacific, Middle East & Latin America

## How to Contribute to this Program

In the war on energy, efforts and funding are by far best leveraged in China. In 2008, China exceeded the U.S. in carbon dioxide emissions to become the most polluting country in the world. Urbanization and growing energy use is happening at a frightening pace. Each year it builds two New York Cities in new floor space. By 2030 one billion people will be living in China's cities. 50,000 new skyscrapers will be built in the next twenty years.

China needs to ramp up local capability and leadership in green cities faster than it is laying out legacy infrastructure.

Together, we can enable the local leaders in China to plan for smart urban growth and efficient energy use.

### Submitting Case Studies

A key part of the coursework will involve bilingual case studies of successfully implemented city-level energy initiatives. Case studies will showcase benefits, rollout plan, return on investment, and contacts.

Vendors and consultants who wish to participate in this program can contact [stevehammer@juccce.com](mailto:stevehammer@juccce.com). Professor Hammer heads Columbia University's Urban Energy Program.

Example case study topics may include land use, transportation, lighting, building code enforcement, waste to energy, and on-site renewables.

Although not all case studies will be presented in person, all will be available through our online database.

Companies located anywhere in the world that are able to deploy in China are welcome to participate in this program.

### Speakers

Speakers who can present interactive case studies with authority will be chosen to lead each session. This includes current or former city-level officials, industry luminaries, and corporate C-level executives.

### About JUCCCE

Joint US-China Cooperation on Clean Energy (JUCCCE) is a non-profit that aims to accelerate the greening of China through international collaboration on impactful programs. JUCCCE has a 10-year mandate to make a visible difference in China's energy landscape.

### Program Partners

Current partners include: Rockefeller Brothers Fund, McKinsey, Columbia University, ICF, Shui On Land, Owens Corning, Arup, Honeywell, Monterey Institute, ICLEI, Rocky Mountain Institute, Haworth, Dell, and many more.



# Unparalleled access to China's Mayors

## How to Participate

JUCCE Chairperson Peggy Liu and National Mayoral Training Center Director Wang Zhongping, signing commitment as Steve Papermaster, Energy Committee Co-Chair of President's Council of Advisors on Science and Technology looks on.

<b>JUCCE China Mayoral Training Annual Membership Benefits</b>	<b>Platinum \$100K<sup>1</sup></b>	<b>Gold \$50K<sup>1</sup></b>	<b>Silver \$25K<sup>1</sup></b>	<b>Vendor Listing \$5K<sup>1</sup></b>
Access to the database of local officials we train	Full access to contacts of attendees during the year	Contacts of attendees for 2 SESSIONS during a year	Contacts of attendees for 1 SESSION during a year	--
Case studies included in online database <sup>2</sup>	Unlimited	Up to 5	Up to 2	--
# Executive observers at each training session	1	0	0	--
Option to host a breakfast/lunch/dinner (at additional cost) and include a group of company representatives	√	√	√	--
Vendor listing attached to relevant case studies	Logo + name in large bold font	Name in large bold font	Name in regular font	--
Vendor listing within vendor catalog	Logo + name in large bold font	Name in large bold font	Name in regular font	Listing equivalent to Silver level
JUCCE China Energy Forum VIP passes (worth \$1300 each)	3	2	1	--
On-stage recognition at JUCCE China Energy Forum (Beijing)	√	√	--	--
Logo Recognition at training sessions	Large	Medium	Small	--
Executive Recognition as JUCCE Strategic Advisor	√	√	√	--
Inclusion in press releases	√	√	--	--
Input into followup questionnaire	√	√	--	--
Inclusion in Clinton Global Initiative Commitment follow-on reports	√	--	--	--

<sup>1</sup>Membership fees are not pro-rated. In-kind services beyond sponsorship are expected of each partner.

<sup>2</sup>If your case is chosen for presentation in class, a C-level executive and technical executive will be asked to speak in class. Additional fees may be required to cover costs of on-site attendees.

<sup>3</sup>Topic and content of case studies must be approved, based on preset guidelines. Sponsorship does not guarantee presentation of case studies during training sessions. Case studies presented in-class during a course are chosen based on merit, speaker availability, fit with curriculum. JUCCE reserves the right to create a curriculum independently of sponsorship.

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