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## **The brewing clean tech revolution hinges on historic government-business cooperation**

*Panel of journalists, venture capitalists and academics agree that innovation and public policy must work together to build a sustainable economy*

**BOSTON, Oct. 29, 2008** – Private sector creativity and public sector political power, working together in a way they've never had to before, will be the catalyst for a clean technology revolution that blunts global warming and end America's dependence on fossil fuels, according to speakers at a clean technology forum sponsored by Brodeur Partners and Beaupre & Co. Public Relations.

This marriage of two institutions often wary of each other will happen because the world's environmental problems are so stark and so backed by irrefutable evidence that power brokers in both arenas realize they have to act or lose the future, said Marc Gunther *Fortune* magazine senior writer and the event's keynote speaker, in an address titled "The Clean Technology Revolution: Bigger Than the Internet?" Gunther focused on five factors that will drive an environmentally sustainable economy: science, scale, stimulus, security and generational change. Based on interviews with executives such as Jeffrey Immelt at General Electric and Michael Dell at Dell Computer, Gunther believes industry is ready to take a leading role in developing clean technology and business practices for a sustainable economy.

"This has become personal to them. They are, on some level, thinking about their legacies – what kind of world they're leaving for their children and grandchildren," he told an audience of 50 at the clean technology forum. Drawing on examples of recent developments as varied as the Internet explosion and the growth of gay rights in the workplace, Gunther said business is capable

of playing a critical role in effecting societal change. “Despite the well-known flaws and problems with corporate America, we can see big and certainly small companies being significant drivers of change.”

Panelists who followed Gunther’s keynote at the Harvard Club in Boston expanded on that point. They described a world in which the current rules of business, industry, government, research and finance are completely re-written around sustainability, but also noted that the current pace of change is too slow. The four panelists said an Obama presidency and a Democratic Congress would most likely improve the clean technology industry’s fortunes.

Panelists were Scott Clavenna, CEO, Greentech Media; Nick d’Arbeloff, executive director, New England Clean Energy Council; William R. Huss, Ph.D., adjunct lecturer at Babson and former SVP/COO at XENERGY; and Paul Maeder, general partner, Highland Capital Partners. They and Gunther predicted the clean technology revolution will be the biggest societal change in modern times, dwarfing the information technology revolution because of the size of the industries involved – primarily energy, utility and automotive. The panel members offered their takes on the clean technology revolution, supporting the idea that it will take a massive combination of federal and state regulation, tax policy, big corporate money and small company innovation to effect the needed changes. In the process, some of the most basic tenets in business will change as well.

“Government and policy played no role in the information technology boom, but energy is fundamentally different,” d’Arbeloff said. “The only way to solve our energy problems is to unleash the free market on them, but we also need a government policy foundation.”

“To think any one group will make it happen is insane,” added Highland Capital’s Paul Maeder. “We’re going to have to look at new models of cooperation or we’ll go the way of the duckbill platypus.”

### **About Brodeur Partners**

Headquartered in Boston and owned by Omnicom Group, Inc. (NYSE: OMC), Brodeur Partners ([www.brodeur.com](http://www.brodeur.com)) is a strategic communications group specializing in public relations, branding and communications. Founded in 1985, the company has 80 offices in 50 countries. It is differentiated by its ability to bring a discipline-agnostic approach to its consumer and business-to-business clients, including world-class minds within social media, public affairs, crisis,

employee communications, ethnographic research, corporate social responsibility, multi-cultural marketing, higher education, clean technology, financial communications and healthcare. Brodeur Partners has two subsidiary organizations: Beaupre & Co. Public Relations in Portsmouth, N.H., ([www.beaupre.com](http://www.beaupre.com)) and Rx Mosaic Health in New York City ([www.rxmosaichealth.com](http://www.rxmosaichealth.com)).

**About Beaupre**

Founded in 1983, Beaupre is a communications, branding, public relations and social media company for the high tech and clean technology industry. The firm is owned by Brodeur Partners and Omnicom Group, Inc. (NYSE: OMC), the leading global communications holding company. Beaupre delivers strategic endgame results; more than 30 Beaupre clients have been acquired in M&A deals cumulatively valued at over \$12 billion. Signature services include *Belief Creation*<sup>®</sup>, *Dynamic Differentiation*<sup>®</sup> and *Customer Goldmining*<sup>®</sup>. The firm is part of a proven network of 80 international offices in 50 countries.

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