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'Investing in Innovation for Climate Resilience' Initiative 2013-16 Launches

July 24, 2013, Atlanta, GA, Innovation Center for Climate Resilience (ICCR) --- Welcome! Let me say first of all what a privilege it is for Chamber of Eco Commerce to have this opportunity to lead this global initiative and work with our valued like-minded Partners across continents. As of today, our international network include almost one thousand leaders and their organizations across the planet.

Let me also say how pleased I am to see so many people from the private, public, and voluntary sectors committed to **'tackle the Climate Risk for Business'**, and a special thank you to our valued sponsors who have the key role of funding innovation for climate resilience. I welcome all of you, who have agreed to work with us in understanding the need for effective and efficient collaboration in 'Business Innovation' that can be adopted by individuals and organizations. The shared expertise and experience from companies, industries, and communities is critical to our collective success.

At **Innovation Center for Climate Resilience (ICCR)**, we believe economic development, social, and environment responsibility starts from the view that each of us has responsibilities we owe to each other, which when executed will result in new profits and jobs, and positively impact the well being of people and communities.

Nature disrupts business and commerce - the physical damage to offices and commercial buildings, industrial plants, communications networks, utility grids, streets and highways, sewer systems, and other business infrastructure, not to mention lost sales, productivity and wages. In addition, the global population is expected to reach between 7.5 and 10.5 billion by 2050. Some analysts have questioned the sustainability of further world population growth, citing the growing pressures on the environment, global food supplies, and energy resources. We must act today. We do not have a choice. We have to optimize efficiencies, reduce waste, and develop human capital, to mitigate risk.

In our theme - **'Investing in Innovation for Climate Resilience'** - we look forward to hearing from eminent experts, of their experience and draw on latest opportunities to ensure access to funding and customers for our partner projects. We all view investment is a critical component to innovation and the long term success of building Climate Resilience for Business.

Business excellence now should include Eco Innovation not as an add-on used in "side shows" but should be a core discipline of what companies do to make a difference in the success of their own business, employment, community, and environment. Education excellence should include STEM and Entrepreneurship. At ICCR we would like to see more discussion and action on how we can work together to accomplish more. As always our focus should be on education, developing human capital and the SMART solution for business today: **Specific, Measurable, Achievable, Realistic and Time-Bound** - and a recognition that the good economy, the good society and the good environment go together.

This can happen through investing in new technology for conservation of energy and resources, cleaner production, and protection and improvement of the environment. The importance of access to funding here cannot be underemphasized - When you fail to have adequate access to funding - in a free and competitive market, then the innovator/ entrepreneur is undercut; which results in business degeneration instead of business regeneration. This is a downward spiral where competition is based on who can undercut whom - from good to bad to worse practices. The result of which is not a win-win but a lose - lose situation - where

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everyone suffers – industries close down and workers lose their jobs. And the story repeats itself. I am sure you are all aware of this cycle.

Access to funding should not be seen as a barrier or challenge but a necessary tool to ensure access to a competitive global market and to end inefficient practice from taking an advantage by competing on quality and cost cutting.

We are confident in the role of ICCR, as a collaboration platform for investment and innovation and business and economic development. Our fast growing international network of community based partners monitors and highlights the best in class solutions and practices as a way of accelerating technology transfer delivering deal-flow to investors and open new markets for innovators. ICCR would like to be seen as an active enabler to innovators and investors. And we would like us all to work together to jointly lead to technology recommendations to small to large companies and governments for effective and efficient solutions supported by all stakeholder groups.

During the next years we will open new **Climate Resilience and Climate Finance Hubs** in major regions including emerging economies - focusing on cleaner production and conservation of energy, materials, and natural resources for a higher quality of living. The aim is to create economically vibrant, socially equitable and environmentally supportive communities - stronger economies and healthier environments and to ensure that Business Innovation is scaled up.

For ICCR, this is seen as one of many in the future for a positive Global flow of new technology, ideas and information together with growing international understanding and co-operation with the goal of accelerating access to funding to build local, national and global economies, and protecting the environment.

The emphasis is co-operation that mobilizes the investment, knowledge and the power of science and innovation in new technologies; and that uses market mechanisms as well as social and cultural mechanisms to give incentives to change the way businesses operate; that promotes greater personal and social responsibility in our everyday lives; And all this can be supported by sustained public and private investment in Innovation.

The global Eco Commerce is growing fast. Industries and companies have the opportunity to compete for these markets. To build partnerships that bring together our investors and innovators, governments and NGOs to look at the development of Eco Commerce and market, social and cultural solutions for the economy and environment.

So let me conclude as we start this joint initiative today, by saying that I am optimistic about our future.

- Optimistic because of your commitment today.
- Optimistic because there is a beginning of change which can lead to greater opportunities for all stakeholders.
- Optimistic because we at ICCR believe that each of us - leaders and learners from businesses, academia, governments, non-profits and NGOs - are ready to work together to help ensure our future prosperity and success not just in our economy, but in communities where we operate.
- ... and YES, I will drop the 'A Bomb' - my version of the Atomic Bomb! We have to take **Action** today to improve **Access** to finance, **Adapt** to Climate Risk, Allocate more resources for Climate Resilience Disaster Preparedness & Recovery, **Adopt** new technology, **Acquire** expertise to mitigate risk, and **Accelerate** collaborative knowledge transfer **Across** continents.

We Appreciate your support, we welcome you all and look forward to working more closely with you!

Minna LeVine
CEO
Chamber of Eco Commerce, CEC

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JULY 2013

Eco Commerce Review



Tackling Climate Risk for Business

July 19, 2013, Atlanta, ICCR --- Building Climate Resilience for Business is a new business and economic growth opportunity for all size organizations.

'Investing in Innovation for Climate Resilience' (IICR) initiative 2013-16 is growing worldwide. This business call to action is a new attempt to encourage companies and communities to invest in technology-driven projects to build climate resilience.

More companies are taking a proactive role in building climate resilience, and for good reason. Corporate leaders seek solutions to better mitigate and adapt to climate risk now and in the future. There's too much at stake for the private sector to not take action today.

Building climate resilience for Business makes strategic sense to engage and start to contribute to solutions now. As the impacts of climate risk grows, we will see increased opportunities for technology companies to help business and communities build resilience. Small to large size business innovators should get involved now.

The thought leaders and experts in climate resilience realize that collaborative action will be very good for business, industry, economy and the well-being of people and the planet. Building climate resilience for business simply makes sense. Tackling climate risk now will drive innovation, will save money, improve efficiency, and will keep business competitive and more sustainable.

The 'Investing in Innovation for Climate Resilience' initiative and 'Virtual Technology Showcase' is about bringing companies to the table to exchange challenges and solutions to 'Build Business Back Better'. It is an international platform for a large number of companies to come in and share solutions, create new jobs,

contribute to economic growth, and get business under the same roof engaging companies and investors and their supply chains and reaching marketing and social media networks.

In 2009, a large group of mostly European and U.S. based companies, today led by the Innovation Center for Climate Resilience (ICCR) working group in Atlanta, agreed to collaborate and enact the IICR initiative that would mobilize and drive investment in technology-driven B2B climate resilience projects.

Technology can play a pivotal role in helping business avoid climate risk related losses. There is a momentum for opportunity now for business innovators for reasons mentioned above. So what should business do specifically to build climate resilience now? IICR encourages more public-private investment in public partner projects that improve climate resilience business to tackle climate risk. Companies can sign on today to 'Virtual Technology Showcase' to share their expertise, experts, challenges and solutions, promote best practice and technologies, reach motivated customers, and support collaborative education and workforce training programs.

The **Virtual Technology Showcase** helps business innovators to market available solutions more effectively to motivated customers - to help them fight against climate risk. This powerful platform can help do just that. All of us will benefit from easy web-based access to experts and expertise, new technology and funding, and it seems like that's finally beginning to happen!

To learn more, please go to: [Virtual Technology Showcase](#), to join us please contact Tana Torrano, osbollo@gmail.com

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Eco Commerce Review

Building Resilience of the Coastal Businesses to Climate Risk

July 10, 2013, Atlanta, GA, ICCR ---- Situated in the coastal zones, businesses face considerable challenges posed by vulnerability to floods, torrential rains, erosion, and severe storms and tidal surges especially coastal communities which will be exacerbated by climate risk.

Many here in America didn't know much about tsunamis until 2004 when an earthquake in the Pacific Ocean resulted in a tsunami that wound up killing approximately 230,000 people in 14 countries bordering the ocean. Almost all of us have some familiarity with flooding, however, whether it has occurred at our businesses, in our fields, or at homes and we understand how damaging water can be.

To increase the resilience of the businesses and enterprises to natural disasters, the **Innovation Center for Climate Resilience (ICCR)** working group in Atlanta, is helping business build climate resilience through 'Business Innovation for Climate Resilience' initiative 2013-16.

In the United States coastal area businesses and communities have made remarkable progress toward achieving climate resilience and sustaining economic growth over the last decade. However, the vulnerability to natural disasters can greatly impact the coastal business, affecting the economic growth of those communities. To help improve business's resilience to natural disasters, the **ICCR is hosting 'Investing in Innovation for Climate Resilience' Summit** in support to increase the resilience of the coastal business communities to natural disasters.

During the past years, ICCR's international working group has sought to protect businesses across the Gulf Coast region from natural hazard risks. Continuous involvement since 2009 in the Gulf Coast region in the U.S.A has resulted in the establishment of a collaborative learning platform, supported by **thought leaders in Climate Finance, Technology, Climate Resilience, and Disaster Recovery.**

'Access to actionable knowledge, funding, technology and other critical resources in a timely manner before, during and after disaster strikes, is vital to any size business. In addition, sharing lessons learned is crucial to building the resilience for business and mitigating risk from economic disaster of coastal communities. The

vulnerability of the coastal areas is on the rise. Climate variability will accentuate the **risks facing businesses across coastal areas.** Information exchange is vital providing **protection to the businesses and their assets'**, says Tana Torrano, CEO, Organization Supporting Business Owners (OSBO).

The key risks in the coastal areas span from hurricanes, cyclones, tornadoes, storm surges, river bank erosion, vulnerability of islands and chars, sea level rise, saline intrusion, and coastal erosion. With these challenges in mind, **'Investing in Innovation for Climate Resilience' is focused on adaptation measures for business today, potential profits for investors, and huge savings for businesses and enterprises** in the future by minimizing the damages associated with extreme weather events.

Improvement of climate resilience for business can enhance the economy in coastal areas. This in turn will enhance the economic growth through increased production during normal weather and reduced loss of life and assets, in the event of a disaster.

'Technology can play a pivotal role in helping business avoid climate risk related losses. This initiative will help **drive investment and stimulate economic development** by facilitating the growth of new business activities, and provide direct protection to the businesses and enterprises. The initiative is expected to benefit all businesses, mobilize investment, boost economic growth, create new business opportunities, and provide employment and energy and food security. The initiative is expected to increase confidence among the coastal business communities by securing and expanding local industries, while generating jobs. This is an essential step forward in building the **resilience for business** of the coastal business communities to climate risk," said Minna LaVine, CEO, Chamber of Eco Commerce, and Advisory Board Member of the ICCR.

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'Requests for invitations are open for 'Investing in Innovation for Climate Resilience' Trade Missions & Advisory Board (by-invitation only) September 15, 2013.

Contact: Ms. Tana Torrano
[Organization Supporting Business Owners \(OSBO\)](http://www.OSBO.org)

[CLIMATE RESILIENCE HUB](http://www.ClimateResilienceHub.com) [DISASTER RECOVERY HUB](http://www.ClimateDisasterRecoveryHub.com) [CLIMATE FINANCE HUB](http://www.ClimateFinanceHub.com) [BUILD BUSINESS BACK BETTER](http://www.BuildBusinessBackBetter.com)

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'INVESTING IN INNOVATION FOR CLIMATE RESILIENCE' SUMMIT 2013

FLORIDA NEW JERSEY NEW YORK ALABAMA



'INVESTING in INNOVATION for CLIMATE RESILIENCE' SUMMIT 2013

The smart money is taking new approach: Working under the assumption that climate change is inevitable, Wall Street firms are investing in businesses that will profit as the climate risk grows. Timing is right to start investing.

Mobilizing funding and access to capital and technology for building Climate Resilience: An executive workshop for the top thought leaders in Climate Finance, Technology, Climate Resilience, and Disaster Recovery.

Looking ahead, we foresee that climate risk will increase and affect the entire value chain for small to large size businesses, enterprises, and communities.

The profit in climate resilience is growing. This by-invitation only executive workshop will bring together the key stakeholders and facilitates intimate collaboration with the goal of mobilizing investment and access to funding, sharing solutions, revealing innovation and technology advancements, and changing the way businesses and enterprises build climate resilience.

This invitation-only one and a half day summit, aims to bring together top investors, technology executives, corporate executives, entrepreneurs, and public sector leaders to focus on key business innovation themes: Finance, Insurance, Technology, and Disaster Mitigation, Response, and Recovery.

*Requests for invitations are open for 'Investing in Innovation for Climate Resilience' Trade Missions & Advisory Board (by-invitation only) until September 15, 2013.

About the Summit

'Investing in Innovation for Climate Resilience' Summit: An exclusive, C-level workshop for the world's top thought leaders and influencers in Climate Finance, Technology, Climate Resilience, and Disaster Recovery for Business.

The challenges of climate risk facing the entire value chain - businesses, enterprises, and communities - have been well documented and thoroughly discussed. Access to capital, experts and expertise is needed to build climate resilience for business across industries and regions.

Executive Workshop

The Summit includes a Pre-workshop briefing, in-session engagement, and post-workshop follow-up. This one and a half day summit will be invitation-only, leading investors and executive influencers, to ensure the highest quality dialogue. Our selection bias for participants will be toward those working actively putting capital to work in financing climate risk and building resilience for business.

The summit attendees will be true participants in interactive workshops and moderated group discussions. We ask that all participants share their expertise and contribute to a collaborative learning environment.



Attendee Participation

Workshop/ Round-table Engagement

We invite all attendees to actively contribute to the discussion. Moderators will ensure your voice is heard and incorporated into the dialogue. Specific dialogues will benefit every participant and we will have areas setup for you to have informal discussions in parallel to the main session.

Post Event Follow-Up

At the end of the workshop, we intend to have, as a group, developed directives on partner projects which to act over the following 36 months (2013-16). Each topic/action item will have a subject leader and committee in charge of follow up with progress reports and conclusions delivered at the next live or online gathering.

Investors' growing interest in climate risk related investments is a very encouraging sign. It will boost new relationships, technology development, and B2B contracts. It will take business innovators, investors, technology experts, corporations, and government regulators all working together to make a difference in the market.

Our goal is to bring together an exclusive group of the top thought leaders to **tackle the Climate Risk for Business issues, expose areas for investments, and make connections that will move new Technology-Driven projects forward.**

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INVESTING IN INNOVATION FOR CLIMATE RESILIENCE SUMMIT 2013 FLORIDA NEW JERSEY NEW YORK ALABAMA



ACT NOW to HELP BUILD CLIMATE RESILIENCE for BUSINESS

Climate risk poses challenges but also creates opportunities. Concepts such as green growth, low-carbon development, and carbon-resilient economies are beginning to drive development policies and investments worldwide.

Businesses and enterprises can expect climate-related impacts. If timely action is not taken and potential risks are not addressed, the disaster can limit many businesses' ability to survive. Fortunately, a range of management and technological approaches can enable the businesses to better handle current challenges, build resilience to the climate risk of the future, and even rebuild business after disaster strikes.

Since 2009, the **Innovation Center for Climate Resilience (ICCR)**, ICCR's international working group, has analyzed the specific challenges and opportunities for those businesses particularly vulnerable to the adverse effects of climate risk. The group has agreed on the need to address the economic impact of natural disasters on businesses and enterprises. To help organizations mitigate and manage risk better, the ICCR has created a collaborative web-based learning platform to support small to large size organizations.

This effort has brought together an international group of thought leaders and experts from the private sector, finance, federal and state government agencies, academia, civil society, and the community of development partners to 'Build Business Back Better' to discuss how the business can be made more climate resilient, in accordance with the National Adaptation Strategies and Plans of Action on Climate Change.

The ICCR welcomes partnerships and recognizes its significance for helping businesses, enterprises, and communities build climate resilience - and for the leadership role it can play in the global effort to respond to climate risk by offering access to FREE Webinars, and showcasing business innovation and proposing practical short-term priority actions, as well as complementary longer-term actions, that could help organizations and communities to mitigate the threat that climate risk poses.

To support the international B2B community in this effort, ICCR looks forward to reinforcing its partnership with the

private and public sector to start acting now to help build climate resilience across industries and communities worldwide.

Innovation Center for Climate Resilience (ICCR)

The purpose of the ICCR is to make a collaborative contribution to the efforts towards technology-driven B2B climate-resilience development worldwide.

The ICCR provides FREE education and workforce training programs and brings together top thought leaders in **Climate Finance, Technology, Climate Resilience, and Disaster Recovery** to drive investment, mobilize access to capital, and accelerate adaptation to the impacts of climate risk, taking into account the needs of small to large size organizations that are particularly vulnerable to the adverse effects of climate risk.

Access to Funding

Financial markets play a critical role in the process of building resilient businesses, enterprises, and communities. Climate risk investment practices offer not only the benefits of reducing economic, environmental, and social risks, but also the potential for investors to achieve superior risk-adjusted financial returns.

[Financing Climate Resilience for Business](#)

[Build Business Back Better](#)

[Disaster Recovery for Business](#)

[Investors Embrace Climate Change, Chase Hotter Profits](#)

[Insurers Unready for Climate Change-related Disasters](#)

[Expect the Unexpected](#)

[The Rockefeller Foundation Launches Challenge to build Resilience in 100 Cities around the World](#)

[Understanding the Concept of Resilience](#)

[New York: Climate Risk Information 2013](#)

[GAO: Climate Risk](#)

[Worldbank: Turn Down the Heat](#)

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About Us

Founded in 2009, the Chamber of Eco Commerce (CEC) is a USA based for-profit business venture, a fast growing international B2B network.

The CEC has a new approach to leverage technology, financing, transform business, and catalyze change. We have concluded and distilled our key success factors into four distinct practices: 1. We have the ambition, know-how and courage to deliver innovation, transform businesses, and accept responsibility for achieving the results we seek; 2. We engage others in our compelling projects and initiatives, adding shared value to all; 3. We empower innovators, business people, entrepreneurs, corporate intrapreneurs, investors and philanthropists with actionable knowledge to enable collaboration; 4. We use and target a variety of tools to create change, including unconventional ones, from outside the for-profit sector; 5. We create and deliver actionable knowledge to improve effectiveness and to influence the behavior of others.

With our Portfolio of Innovations, Projects, and Initiatives, we are uniquely positioned to take advantage of the opportunities and challenges presented by new-technology which simply put is to - connect highly motivated innovators, business people, investors, and philanthropists, to catalyze sustainable new business models and transform companies and communities. With both sides of the equation our efficient scalable platform manages and engages the parties with information, transactions, business management and education. Our focus is on expanding our portfolio of partner projects, and to position our web based Technology Transfer and Investment Hubs in key locations worldwide. We are a technology and management consulting and investment company, serving our partners and customers with our portfolio of speed-to-market technologies and solutions.

Corporate Social Responsibility (CSR)

We feel that it is our obligation to take care of the environment, and to contribute to the work of ensuring that the coming generations are able to have healthy living conditions and fresh water. We are focused on providing solutions that help mitigate, adapt, manage and respond to natural and man-made risk and minimize waste and pollution.

Our partner projects and initiatives contribute to economic growth and poverty eradication and create shared value to all. We support the implementation of the United Nations Development Goals by providing better living conditions, creating new jobs and sustainable business models, and developing human capital.

We believe that with the right partners the private sector can significantly contribute to the development of new and underserved markets worldwide. Our goal is to help organizations that face significant barriers to growth become profitable and sustainable businesses. We bridge the gap and bring the benefits of new technology to market. With the assistance of our stakeholders and partners, we can accelerate the transfer of new technology to better serve organizations and communities worldwide.

Our 2013-16 initiatives entitled, '[Build Business Back Better](#)' and '[Investing in Innovation for Climate Resilience](#)' aim to help businesses build and rebuild their business and areas affected by the latest natural and man made disasters, and '[A Call to Action to Improve STEM for K-12](#)' providing practical solutions for business and people - to those who need it most.