Voluntary Innovative Sector Initiatives: Opportunities Now

On February 14, 2002, President Bush announced a goal to reduce U.S. greenhouse gas (GHG) emissions intensity—the ratio of emissions to economic output by American industry—by 18 percent over the next 10 years without sacrificing economic growth. To respond to this goal, the Administration has taken steps to encourage industry to take voluntary actions using available, cost-effective technologies and best practices to reduce GHG emissions intensity and put the Nation on the path of slowing emissions growth.

Climate VISION—Voluntary Innovative Sector Initiatives: Opportunities Now—is a Presidential public-private partnership initiative launched by the Department of Energy on February 12, 2003, to contribute to the President's goal of reducing GHG intensity. Other agencies participating in Climate VISION include the Department of Transportation, Department of Agriculture, and Environmental Protection Agency.

Currently, this program includes participants from all of the energy-intensive industries. Already, business associations representing 12 industry sectors and The Business Roundtable have become program partners with the federal government and have issued letters of intent to meet specific targets for reducing GHG emissions intensity. These Climate VISION partners account for about 40 to 45 percent of U.S. GHG emissions. They include some of the largest companies in America and represent a broad range of industry sectors: oil and gas production, transportation, and refining; electricity generation; coal and mineral production and mining; manufacturing; railroads; and forestry products.

Current Climate VISION Partners include:

- Alliance of Automobile Manufacturers
- Aluminum Association
- American Chemistry Council
- American Forest & Paper Association
- American Iron & Steel Institute
- American Petroleum Institute
- Association of American Railroads
- The Business Roundtable
- International Magnesium Association
- National Mining Association
- Portland Cement Association
- Power Partners℠
- Semiconductor Industry Association

Working with these trade associations and other groups, the program assists industry efforts to accelerate the transition to practices, improved processes, and energy technologies that are cost-effective, cleaner, more efficient, and more capable of reducing, capturing, or sequestering GHGs. Climate VISION links these objectives with technology development and commercialization activities supported by the private sector and the government.

The industry trade groups are implementing commitments in their letters of intent in support of the President's national goal through the Climate VISION public-private partnership program. The Climate VISION program helps these groups and their members:

- Identify and implement solutions for reducing GHG emissions that are cost-effective today;
- Develop and utilize the tools to calculate, inventory, and report GHG emissions reduction, avoidance, and sequestration;
- Develop strategies to speed the development and commercial adoption of advanced technologies;
- Develop strategies across non-industrial sectors (the commercial, residential, and transportation sectors) to help energy consumers reduce GHG emissions; and
- Recognize voluntary mitigation actions.

Participating industries are working in partnership with government Climate VISION experts to develop work plans that integrate GHG management into business plans and decisions. DOE and the other participating agencies provide a broad range of technical assistance, including plant-wide assessments, industrial assessment centers, standardization of software tools that identify opportunities for greater energy efficiency and promote consistency in calculating emissions, and training and information.

The concept of a technology continuum is a unifying model for accelerating the transition to cleaner, more efficient, and more diverse energy and industrial practices for industry and consumers. Some advanced technologies are available today, some will be commercially available soon, and some will not be available for many years. Climate VISION is working with its partners to help accelerate commercial adoption of new technologies that will pave the way for even more advanced technologies of the future.

For more information on Climate VISION, please visit our website at: www.climatevision.gov.