



3rd Annual

SUN VALLEY FORUM

JULY 5-8, 2017 • LIMELIGHT HOTEL

*Resilient Prosperity:
The Power of Nature, Technology &
Community in a Changing World*



WELCOME

Each year the Sun Valley Forum gathers innovators from government, business, nonprofits, investment, and academia, as well as local leaders, visitors, and residents, to share strategies, broaden thinking, and ignite new partnerships at this groundbreaking event with a goal of building greater resilience. Environmental shifts and economic interdependence, as well as social and political upheavals, call for proactive leadership to build resilient communities, companies, nations, and economies.

We are pleased to present the following program for 2017.

Please join us on Twitter @SunValleyInst and #SunValleyForum

WEDNESDAY, JULY 5, 2017

6:00pm **Opening Reception**

7:00pm **Dinner Welcome**

Aimée Christensen, Founder, Sun Valley Institute

Opening Remarks

Tony Tekaroniaka Evans

Author & Journalist, *A History of Indians in the Sun Valley Area*

Opening Keynote

We Are Still In: Action From The Ground Up

Michael Brune, Executive Director, The Sierra Club

THURSDAY, JULY 6, 2017

DAY 1:

From Risk to Opportunity: The Drivers of Leadership in a Changing World

The Forum's opening morning sets the foundation for our two days together; it will inspire and inform as explorers, authors, innovators, policymakers, and experts spark new ideas and thinking. Our first substantive topic we tackle is energy, a major driver of risk, but which has the potential to be – and must quickly become – a driver of resilience. Let's digest what we learn, and then together shape new projects, find partners, and drive impact.

8:30am **Welcome**

Aimée Christensen, Founder, Sun Valley Institute

Nina Jonas, Mayor of Ketchum

8:45am **Leadership on the Edge**

Robert Swan (OBE), Polar Traveler, Foundation 2041

Get inspired by the first person in history to have walked to the north and south poles as he shares what he has seen, and where he is going next, why, and how we can all be part of it.

9:20am **The Water Will Come: Rising Seas, Sinking Cities and the Remaking of the Modern World**

Jeff Goodell, Author & Contributing Editor, *Rolling Stone*

Join Rolling Stone Contributing Editor and award-winning author Jeff Goodell as he shares the reality of our present climate impacts and glimpses from our future in his forthcoming book from conversations with the world's leading scientists, business leaders, and government officials. Jeff's insights are informed by his writings about the energy industry, our climate, and politics, from travels to Paris with Secretary Kerry, to Silicon Valley with those who seek to engineer a safer climate, to Alaska's glaciers with President Obama.

9:40am

Global Health and Our Environment

Dr. Philip Landrigan, Dean for Global Health, Mount Sinai
School of Medicine

The World Health Organization estimates that disease caused by preventable hazards in the environment accounts for 23% of premature death among adults, and for as much as 36% of all deaths worldwide among children. A forthcoming report from the Lancet Commission on Pollution and Health confirms that pollution-related disease was responsible in 2015 for nearly 9.6 million deaths - three times the number of deaths caused by AIDS, tuberculosis and malaria combined. Pollution caused by toxic chemicals is an increasingly important part of this global problem. Dr. Philip Landrigan, the lead author on the Lancet Commission Report and Dean for Global Health in the Icahn School of Medicine at Mount Sinai, presents the latest information on the environmental chemicals challenge.

10:00am

Rethinking Weather: The Resilience Imperative and the Power of Data

Paul Walsh, Director, Weather Strategy, IBM Global Business Services/
The Weather Company

In a time of increasing weather chaos, weather data is empowering companies, saving ecosystems, protecting communities, engaging consumers, and informing investors to build a more resilient world.

10:15am

State Leadership and Innovation for Building Resilient Prosperity

Hilary Franz, Commissioner of Public Lands, State of Washington

States have long been the pioneers, the place where policies of all types are tested before being adopted at the federal level. This tradition continues with states like Washington driving leadership on building more resilient prosperity.

10:30am

BREAK

11:00am

The Urgent Opportunity of Energy Resilience

S. David Freeman, Engineer, Attorney & Author
Jennifer Worrall, CEO, Iteros

Discussants

Michael Cohen, CEO, Cypress Creek Renewables
Dan Elliott, CEO, EnerBlü
Greg Kandankulam, Sustainable Energy Strategist, NRG

Energy has the potential to undermine resilience to devastating effect, whether from fragile infrastructure, by draining capital for imported resources, or by contributing to the increasingly chaotic climate shifts underway. Yet energy can also serve as a powerful engine for resilient prosperity. Tapping into local resources, renewable energy, storage technologies, and microgrid solutions can increase security, reduce environmental impacts, generate high quality jobs, reduce energy prices and strengthen energy reliability. Join energy legend S. David Freeman, energy innovators EnerBlü and Iteros, Cypress Creek Renewables, one of the biggest developers of home-grown renewable energy, and NRG, the largest independent power generator in the country to explore the future of energy.

11:45pm **Tour the Solar Microgrid in Forest Service Park!**

12:00pm **LUNCH**

The Drivers of Leadership **Nature as Inspiration, Nature as Provider**

1:00pm **Wonder, Awe and Resilience**
Louie Schwartzberg, Award-winning Cinematographer

Wonder and awe bring us into the present moment, connecting us with the resiliency of nature, which possesses the power to inspire and heal us. Louie Schwartzberg, cinematic wizard, reconnects us with our human birthright: our innate spiritual resonance with visions of wonder and awe in the natural world.

1:15pm **Human Need for the Wild: Salmon, Climate, and the Demise – or Return? – of an Icon**
Rocky Barker, Author & Journalist, *The Idaho Statesman*

Nature provides critical benefits to humans: physical health, mental health and spiritual inspiration. Just knowing that a species or place exists benefits us. Award-winning journalist Rocky Barker of The Idaho Statesman has studied the power of the wild, and in particular the Northwest's iconic salmon, the urgent challenges they face, and the opportunities to bring them back – a window that is fast disappearing. Can we re-wild our world?

1:30pm **Nature, Technology, and Value**
Michelle Lapinski, Vice President, The Earth Genome

Our natural systems provide the food, fuel, shelter, and inspiration we must have to survive. Yet capital markets rarely value nature or the ecosystem services nature provides. The Earth Genome is using big data to help change that.

1:50pm **Levering Artificial Intelligence for a More Resilient Planet**
Rob Bernard, Chief Environmental Strategist, Microsoft

From transforming the way we manage water to monitoring and optimizing energy use to mapping natural ecosystems, technology supports resilient prosperity.

The Drivers of Leadership **Communication: Engaging Companies, Consumers, Citizens** **Host: Freya Williams**

2:05pm **Content That Matters**
Russell Sparkman, CEO Content Strategy, FusionSpark Media

In an age when people prioritize purpose when choosing where to work or who to buy from, how can companies leverage purpose-focused marketing initiatives to connect with audiences, drive impact and meet business goals? Explore

purpose-focused principles and case studies to learn how corporations can drive the conversations we need.

2:20pm

Engaging Effectively: Psychology of Climate Change Communications

Dr. Renee Lertzman, Psychologist, Communications Strategist & Researcher

How do we engage each other about our environmental crisis and what it means for our families, communities, and the planet, without shutting down, but instead driving engagement? Psychologist and communications researcher, Dr. Renee Lertzman, shares with us her insights and inspiration.

2:35pm

The Power of Story: The Messages, Messengers and Avenues for Impact

Lexi Dupont, AdventureAthlete and Environmentalist,

Member of Protect Our Winters

Peter Horton, Writer, Director and Actor, Pico Creek Productions

Moderated by Jake Moe, Founder, Powder Magazine

The passion of conviction, the joy of adventure, the excitement of invention: how do we inspire and activate? Three passionate nature advocates share their stories and strategies, audiences and avenues – in person, online, on video or audio, to build communities of fellow travelers to make a difference.

3:00pm

Finding Purpose in Corporate America

Howard Pyle, Senior Vice President of Customer

Experience & Design, MetLife

Geof Rochester, Managing Director, The Nature Conservancy

Julie Shafer, Bank of the West / BNP Paribas

Moderated by Eamonn Store, Founder & CEO, FairShare, former CEO, The Guardian N.A.

In a period of extreme uncertainty, what is the leadership role for Corporate America? The optimists among us see this time as the start of a powerful corporate uprising in support of the emerging purpose economy, where corporate leaders put their weight behind the social and environmental issues that matter. The more cynical amongst us argue that talk is cheap and Corporate America remains very much in the hands of the lobbyists, spin doctors and corporate comms teams. Let's get into some juicy conversation with three thought leaders who represent major interests within this debate.

3:30pm

The CEO Interviews: Corporate Challenges and Opportunities in Resilience

Hosted by: P.J. Simmons, Chair, Corporate Eco-Forum

Companies are both at risk to environmental and other changes, but also can build a competitive advantage by getting ahead of these risks and turning them into opportunities. Join a land trust executive turned CEO of a resource company and the CEO whose new business model is revolutionizing consumer and seller relationships with stuff.

Laurel Sayer, President & CEO, Midas Gold Idaho

Eileen Mockus, CEO, Coyuchi

3:50pm Personal Resilience: Self-Care
P.J. Simmons, Chair, Corporate Eco Forum & ISSA Certified Personal Trainer

No More Excuses: Build your own quick workout in as little as 7 minutes when you're traveling or have "no time."

4:00pm BREAK

4:30pm ACTION SECTIONS

For our first round of breakout sessions, together we will roll up our sleeves to work on specific opportunities to build resilient prosperity: how to communicate to drive impact and how to build energy resilience.

I. Communicating Urgency with Inspiration: A Polar Expedition

People want to make a difference, but often they are not sure how. Or they receive messages that are downers and they'd just rather not hear anything more about the challenges we face. Together we will collaborate with expert communicators to focus on a specific opportunity to make a difference. Later this year, renowned Polar Traveler Robert Swan (OBE) will be journeying with his son to the South Pole to raise awareness about the threats facing the world's last wilderness, Antarctica. The first such expedition to travel without the use of fossil fuels, how can we leverage this groundbreaking trip to inspire and activate citizens around the world? Join expert discussants Eamonn Store of FairShare; Freya Williams of Futerra; writer, producer and director Peter Horton; Geof Rochester of The Nature Conservancy; psychologist Renee Lertzman, Howard Pyle of MetLife; filmmaker Louie Schwartzberg; Russell Sparkman of FusionSpark Media; and Jeff Goodell of Rolling Stone.

II. Energy for Grid Edge Resilience: Sun Valley

What is the energy system of now? Building off of the energy plenary discussion, participants will together take a deep dive into smart energy solutions with a case study addressing the energy risks facing the Sun Valley area, a community at risk at the edge of the grid. Expert discussants include: Dan Elliott of EnerBlü; Jennifer Worrall of Iteros; Michael Cohen of Cypress Creek Renewables; Shelley Cohen of Alpha Solar Group; Tim Willink of Grid Alternatives; Katie Bray of the Sun Valley Institute; Greg Kandankulam of NRG; Wendi Goldsmith of the Center for Urban Watershed Resilience; and Andy Castellano of the Earthshine Foundation.

5:30pm END

6:00pm - Reception
8:00pm Limelight Hotel Deck

FRIDAY, JULY 7, 2017

DAY 2:

**Building Resilient Prosperity:
Investing for Impact, Driving Innovation & Building Community**

Investing for Impact

**Host: Brooks Preston, Former Vice President,
Overseas Private Investment Corporation**

Investing in resilience is a massive, diverse opportunity in nearly every sector and asset class, from food to buildings, from incipient technologies to utility-scale solar projects. Yet traditionally governments and investors remain focused on approaches of the past. Starting with a primer on the Social Progress Index which enables measuring not just financial return, but impact across social and environmental outcomes, leading investors from across the spectrum of opportunities will explore how we can accelerate capital deployment for building resilient prosperity.

**8:45am Introduction: Brooks Preston, Former Vice President for Investment Funds
OPIC**

Mobilizing Resources for Impact: The Social Progress Index
Matthew Bishop, Senior Editor, *The Economist Group*, Co-Founder,
Social Progress Index

Overview: Investing for Resilience Impact
Raúl Pomares, Founder, Sonen Capital
Jay Koh, Global Adaptation and Resilience Initiative and Lightsmith Group

Resilience Investment: Minimizing Risks and Optimizing Opportunities
Daryn Dodson, Managing Director, Illumen Capital
Mark George, Founder & President, Accord Capital Management
Kristin Hull, Founder & CEO, Nia Impact Advisors
Lila Preston, Partner, Generation Investment Management
Paul Walsh, Director, Weather Strategy, IBM Global Business Services/
The Weather Company

Key Sectors of Opportunity:

Investing in Closing the Carbon Cycle - A Critical Win-Win for Resilience
Nicholas Eisenberger, Managing Partner, Pure Energy Partners

Investing in The Energy Transformation
Sydney McNiff Johnson, Senior Adviser, Dentons Global Energy Practice
Nancy Pfund, Founder & Managing Partner, DBL Partners
Lila Preston, Partner, Generation Investment Management
Moderated by: Meade Harris, Founder & CEO, The Hawthorn Club

10:30am **BREAK**

Driving Innovation
Host: Kristin Hull, Nia Impact Advisors

11:00am Innovation for Our Common Home

Informed by the Laudato Si' Challenge, in this session innovators present their ideas, technologies, and business models. The Laudato Si' Challenge was inspired by Pope Francis to care for our common home and encourages early to mid-stage startups to grow their breakthrough solutions to meet the world's boldest challenges.

The Innovators: Leif Elgethun, CEO & Co-Founder, Retrolux
Steve Glenn, Founder & Managing Director, Living Homes and
Founder & CEO, Plant Prefab
Sumer Johal, Founder, Agralogics
Michael Leach, CEO, Aquabella

The Incubator: James McMahon, Founding CEO, The Collider

The Connector: Astrid Scholz, Chief Everything Officer, Sphaera

11:45pm Inspiring Innovators: Integrating Sustainability Into Education at Scale

Julie Ann Wrigley, President & CEO, Wrigley Investments,
LLC and President, Julie Ann Wrigley Foundation

Gary Dirks, Director, Julie Ann Wrigley Global Institute on Sustainability,
Arizona State University

Our educational institutions have the potential to be powerful levers to transform society. For two years running, Arizona State University, one of the nation's largest universities, has been named the most innovative school in the nation. The University's leaders and its groundbreaking Global Institute on Sustainability are integrating sustainability learning into all aspects of education, from undergraduates to MBAs, from PhDs in Sustainability to executive education. Learn from Institute Board Co-Chair Julie Wrigley and Institute Director Gary Dirks about their challenges and successes and strategies for mainstreaming sustainability education.

12:05pm Gender-Smart: Transforming the Workplace to Foster Prosperous Organizations and Resilient Communities

Cass Redstone, Co-founder, Gender Smart
Sara Sanford, Co-founder, Gender Smart

*In this time in need of urgent action by all, we can't afford for anyone to be held back. Gender Smart provides data-driven approaches for companies that aspire to excel by harnessing the full potential of all their employees, applying the principle that **you get the behavior you measure** to bring gender parity to the workplace.*

12:20pm LUNCH

Building Community

Host: Raina Thiele, Former Associate Director, Intergovernmental Affairs, The White House

Robust communities are the underpinnings for resilient prosperity: healthy people with opportunity, equality, mutual respect, trust and resources are vital. In this session we learn lessons from Summit Series' creation of a new community, including Hurricane Katrina recovery, strategies for investing locally, how food strengthens communities, the power of local investment in food to drive prosperity, and the potential opportunities the energy sector transformation presents for Native American communities.

1:30pm Make No Small Plans: Building Community Around Unprecedented Experiences
Langely McNeal, Director of Community, Summit Series

Lessons from Summit Series: How one Community catalyzes entrepreneurship, protects a million acres in Africa and is building a new mountain town from scratch!

1:45pm Katrina: From Disaster to Rebuilding Community
Liz McCartney & Zack Rosenberg, The St. Bernard Project (SBP)

One of the greatest national disasters to strike America, Hurricane Katrina's damage was immediate, vast and long lasting. Many people vowed to help. After sending money and volunteering during the cleanup, Liz McCartney and Zack Rosenberg quit their teaching and legal careers and moved to New Orleans to address the travesty they saw unfolding: the poor and working-class families whose homes and communities were decimated had no clear path forward. They were unable to rebuild due to bureaucratic processes and delayed resources and a disaster recovery system that prioritizes process over results. SBP stepped in to address the immediate needs, rebuilding hundreds of houses, and now helping build community resilience across America.

2:00pm Doing Healthcare Differently: A Healthier Rural West and Nation
Phil Polakoff, CEO, A Healthier Me

The rural west is facing a healthcare crisis, with higher risks and fewer providers. There are solutions, from early childhood interventions to a broader concept of healthcare – beyond the system. Dr. Polakoff will share his insights from his experience at Stanford University Medical Center and Stanford's Bill Lane Center of the American West.

2:15pm Toxic Chemicals in our Communities: Science, Advocacy, Investments, and You
Dr. Philip Landrigan, Dean for Global Health, Mount Sinai
School of Medicine, Lead Author of the Lancet Commission Report
Alison Carlson, Founder & Chair, Forsythia Foundation
Suzanne Price, Founder & CEO, Sprout
Rui Resendes, President & CEO, FireRein

Sarah Doll, National Director, Safer States
Moderated by Adrian Horotan, General Partner, Safer Made

Toxic chemicals are a clear and present danger to human health and the natural world. More and more people demand safer products. In the absence of reliable federal action, some states, retailers, and brands are taking the lead in eliminating materials that are dangerous to health and ecosystems. This session will explore some of the creative ways philanthropy, entrepreneurship, and investing are addressing this issue and what we can do to accelerate these efforts.

2:55pm The Power of Food Entrepreneurship to Strengthen Urban and Rural Communities Alike

Sam Polk, Co-founder & CEO, Everytable
Jonathan Webb, Founder & CEO, AppHarvest

Sam Polk left his hedge fund career to build a business solution to “food deserts.” He is not just solving the food challenges in these areas in need, he is also creating job opportunities and building community around the dining table. Jonathan Webb finished up his stint sourcing renewable energy for the Pentagon and then headed home to Eastern Kentucky to bring his expertise to help drive economic development. There he has developed a new solution: efficient, modern greenhouses that reduce food imports and miles, create quality jobs, and have the potential to scale up in coal country and far beyond.

3:15pm Connecting Community with Capital

Bill Stoddart, Founder, HomeStake Venture Partners
Kristin Hull, Founder & CEO, Nia Impact Advisors
Werner Morawitz, Advisory Board, Sun Valley Institute
Moderated by Ali Long, Director, Local Food Alliance

From Bozeman, Montana to Oakland, California to Blaine County, Idaho, how local investment can drive resilient prosperity.

3:35pm Communities at a Crossroads: The Energy Opportunity for Native American Tribes

Paulette Jordan, Idaho House Representative
Michael Healey, Director, Origination, 8minutenergy
Raina Thiele, Founder & Principal Consultant, Thiele Strategies, LLC
and former Associate Director White House Office of
Intergovernmental Affairs
Tim Willink, Director of Tribal Programs, Grid Alternatives
Moderated by Daryn Dodson, Managing Director, Illumen Capital

The showdown at Standing Rock highlighted how resource use and energy development have often come at the expense of Native communities, endangering water, land and health, with communities paying the price while wealth is created for others. This session will explore how renewable energy - of all sizes - can instead be a powerful asset to build lasting prosperity.

4.15pm BREAK

For our second round of breakout sessions, together we will roll up our sleeves to work on three specific areas of opportunity: tapping into Native American renewable energy opportunities; investing in food and agriculture for resilience; and scaling resilience investing, from the early adopters to the main stream.

I. The Native American Renewable Energy Opportunity: From Lip Service to Scale

Join innovators and investors to grow existing projects and spark new efforts to grow renewable energy in Native American communities. Discussants include: Paulette Jordan of the Idaho State Legislature; Tim Willink of Grid Alternatives; Raina Thiele, former Associate Director of Intergovernmental Affairs at The White House; Wendolyn Holland of Holland Consulting; Daryn Dodson, Managing Director, Illumen Capital; JC Danilovich, NatureVest; Michael Cohen, Cypress Creek Renewables; and Shelley Cohen, Alpha Solar Group.

II. Investing in Food and Agriculture for Resilience

Investing in sustainable, local food and agriculture can deliver multiple benefits – job creation and income generation, reduced food costs to local areas, reduced environmental impact – to investors, communities, and farmers. Join Ali Long of the Local Food Alliance; Jonathan Webb of AppHarvest; Sam Polk of Everytable; Sumer Johal of Agralogics; Lila Preston of Generation Investment Management; Steve Wysmuller of The Weather Company; and Bill Stoddart of HomeStake Venture Partners.

III. Scaling Resilience Investment: Moving from the Fringe to the Mainstream

The economic risks facing investors from our changing environment are great, just as are the opportunities to invest in resilience solutions. Led by the Global Adaptation and Resilience Investment Working Group (GARI) founder Jay Koh, and Confluence Philanthropy board member and Climate Solutions Collaborative (C2C) Steering Committee member, Nicholas Eisenberger, this working session will be a roll up our sleeves effort to identify how we can accelerate the adoption of resilience strategies by investors, both to reduce the vulnerability facing global capital and other assets, and to dramatically increase the capital that is seeking resilience solutions. The session will inform the work by GARI and C2C going forward. Discussants include Jay Koh of Lightsmith Group; Brooks Preston, formerly of OPIC; Nicholas Eisenberger of Pure Energy Partners; Mark George of Accord Capital Management; and Sanjay Wagle of Lightsmith Group.

The Forum is pleased to host all Speakers, Forum VIP and Full Pass holders, and Sun Valley Institute board and advisory board members for a wonderful dinner at Rickshaw Restaurant for “Asian street food”, incredible flavors in a lovely outdoor and indoor setting just 3 blocks from the Limelight Hotel. Join us!

SATURDAY, JULY 8, 2017

Adventure Day!

Join us for one of these fun adventures:

Fly Fish the Silver Creek Preserve

Raft the Iconic Salmon River

Nature Hike at Adams Gulch

Mountain Bike Sun Valley

For full descriptions, visit
www.sunvalleyforum.com/attend



For more information about our speakers, visit:
sunvalleyforum.com/speakers-2017

THE SUN VALLEY INSTITUTE

About & Mission

The Sun Valley Institute advances resilience through policy leadership, public engagement, and targeted investments to ensure economic prosperity, environmental protection and human wellbeing in its home community of Idaho's Wood River Valley and beyond.

re·sil·ience noun \ri-'zil-yən(t)s\

“Resilience is the capacity of a system to absorb disturbance and reorganize while undergoing change.”

Sun Valley leaders founded the Institute in the spring of 2015 to protect and enhance local quality of place for future generations of residents and visitors alike, and to serve as a resource for communities everywhere. From the original Native American inhabitants to the miners and ranchers of the valley's early days, from the Union Pacific engineers who built the world's first chairlift to those who challenge themselves in its mountains and rivers today, Sun Valley is about history and tradition, grit and perseverance, well-being and quality of life. The risks, assets and values of Sun Valley make it the perfect home for an institute dedicated to resilience.

For more information, please visit: www.sunvalleyinstitute.org and follow the institute on Twitter @SunValleyInst, #SunValleyForum or Facebook: www.facebook.com/sunvalleyinstitute/.

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