

CLEAN CAPITALIST LEADERSHIP COUNCIL

Turning Capitalism Into Clean Capitalism

Policy Brief 5: Timeline of Clean Tax Cut & Clean Free Market Policy Innovation:

Milestones in GRF's CTC/CFM Program Evolution

- 2008: Pondering options for a new policy program, GRF launches “Green Energy Tax Cuts Blog” on shoestring budget, to explore supply side tax cut for clean energy.
- 2009: National Review columnist and noted conservative climate denier, Deroy Murdoch, praises the proposal as “Supply-Side Environmentalism.” Invites GRF President Rod Richardson to present the new proposal at Atlas Liberty Forum
- 2011: Realizing that profitability for wind as solar was then only a few years away, and the concept would work much better with unsubsidized profits, GRF stops work on blog, builds a charitable war chest in anticipation of new program launch in 2015
- 2015: Both wind and solar tip – become cheaper than fossil fuels. Via Introductions from Atlas CEO Brad Lips, GRF begins key collaborations with economist Wayne Winegarden, Senior Fellow with the Pacific Research Institute, and Jack Kemp Foundation economist Daniel Heath, to frame the proposal in sound economic terms as broad based, tech neutral, pollutant and investor class neutral “Clean Tax Cuts.” Via introduction from Ralph Benko, Joan Blades (Founder, MoveOn.org and Living Room Conversations) invites Richardson for a hike in the Berkley hills. Joan proposes CTC be tested for conservative and liberal appeal via a Living Room Conversation, which takes place November 11. Thumbs up from all participants suggests that bipartisan appeal of CTC is real. Joan publishes results simultaneously on HuffPost and The American Spectator.
- Earth Day 2016: Richardson becomes an occasional columnist for The American Spectator. Publishes first public call to explore CTC policy innovation, as a fertile, new area of environmental fiscal policy, made possible by the advent of clean energy profits.
- June 2016: First public presentation of CTC policy opportunity occurs at AREDAY conference. Amory Lovins (Rocky Mount Institute) in audience. Suggests clean tax cuts should be jointly explored by RMI and GRF using *charette* process.² First conversation of Richardson with EarthX founder, Trammell S. Crow occurs on stage. Crow later introduces Richardson to Andy Sabin.
- Sept. 2016: First CTC charette at Columbia co-hosted by RMI, GRF, and The Sabin Center. The gathering carefully defines the raw concept, and identifies possible CTC mechanisms that might fail, but also others that might succeed. Travis Bradford (Director of Energy & Environment at SIPA, CU) first proposes the “killer app” for CTC will be application to the Green Bond market. The final charette report leads to:
 - Early 2017: Eight sector specific charrettes led by leading think tanks and University scholars. These explored potential CTC design for transportation, green bonds, real estate, power, oil and gas, plastics, farming and forestry, and clean tech.
 - A wide variety of equity and debt CTC mechanisms proposed at this time
- Sept. 2017: Clean Capitalist Leadership Council formed by Rod Richardson, Trammell Crow and Andy Sabin to support development of CTC and other conservative-friendly

² Charette process is inherently transpartisan – draws in experts from left, right, industry, academia, and policy experts from every angle. Creates a sense of co-authorship, and an immediate bipartisan cadre of allies for the new proposals.

- environmental policy. CCLC gathering makes it easy for donors and policy thinks to engage. All review CTC policy innovation progress to date, and strategize next steps.
- Oct. 2017: ACEEE takes the lead in designing model Federal legislation implementing clean tax cuts. At Nov. Charette with Jimmy Kemp and Dick Gephart, consensus emerges that Clean Asset Bonds & Loans (CABLs) offer the broadest-based, most cost-effective CTC mechanism to accelerate the deployment of profitable clean tech infrastructure and other scaleable environmental solutions.
 - Spring 2018: This work results in first draft of the *“Clean Free Market Act”* – the first use of the term “clean free market.” The name embodies the insight that clean tax cuts are most powerful when all other barriers to clean free enterprise are also reduced simultaneously, and the clean free market so created is a big and barrier-free and inclusive as possible. Combines CTC in the form of CABLs with clean free trade. Ideally a clean free market would be international or even global, characterized by low taxes, no tariffs nor barriers to cross-border competition for all clean solutions.
 - July 2018: after a meeting of clean energy groups, Heather Reams at CRES Forum proposes the formation of the Clean Capitalist Coalition, a collaboration of policy groups each developing policies that removes barriers to clean free enterprise – includes non-energy groups too.
 - Sept. 2018: Clean Capitalist Coalition launched at CCLC annual gathering (see video).
 - Oct. 2018: CCC subgroup, Clean Free Market Working Group, forms to develop a federal version of the Clean Free Market Act.
 - June 2019: Atlas Latin America Liberty Forum hosts Clean Free Market Roundtable, spawning Pan American CFM working group
 - July 2019: Draft legislative language for model Clean Free Market Act circulated among CFM working group (CRES Forum, ClearPath, CCLC, ACCF, et al.)
 - August 2019: Atlas welcomes CFM grant proposals from Atlas free market think tanks (>480 worldwide, including 175 US based free market think tanks in Atlas Network) Atlas awards grants to implement energy choice competition in Honduras and Lebanon.

Future CFM Events and Activities:

- Clean Free Market Act development nears legislative introduction
- CCLC hosts annual gathering September 23 – policy briefings and reception
- October 1 charette on promoting clean energy innovation in Washington DC, co-hosted by CRES Forum, ClearPath, CCLC, GRF, MIT CEEPR
- First peer-reviewed paper comparing clean tax cuts to carbon tax and current wind/solar subsidies, by Wayne Wingarden (Senior Fellow, Pacific Research Institute)
- White paper on impact modeling for the Clean Free Market Act by Scott Nystrom (FTI Consulting)
- First Academic research conference on Clean Free Market Policy, hosted by MIT Center for Energy and Environmental Policy Research (MIT CEEPR), 2020 date TBD
- (Preceded by “scoping charette” and call for papers)
- International free market think tanks introduce CFM policy at COP 25 in Chile