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### **EcoMotion Takes International Stage to Introduce Solar Santa Monica**

GreenTech Innovation Network, at The Aspen Institute,  
Focused on Innovation and Policy Solutions to the Global Climate Problem

Ted Flanigan, president of EcoMotion, introduced Solar Santa Monica to an international audience this past week at The Aspen Institute's GreenTech Innovation Forum. EcoMotion is working with the City of Santa Monica to facilitate the adoption of solar and energy efficiency within the city. Flanigan described program details at the Customer Adoption panel.

"Our panel, featuring Google, WalMart, TerraPass and EcoMotion, stood out from the other panels," said Flanigan. "Most of them addressed top-down, command and control policies deemed essential to address the severity of the climate issue. Many of the forum participants were high-level decision makers not familiar with community-based programs."

This was the third meeting of the GreenTech Innovation Network. Inaugurated by Kleiner, Perkins, Caufield and Byers in 2006, it is made up of 50 of the world's leading entrepreneurs, scientists, policy makers. The goal of this year's meeting, held at The Aspen Institute, was to define how to reduce carbon emissions in a meaningful, high-impact way. Attendee Vice President Al Gore called the meeting one of the very best of hundreds that he has attended.

Solar Santa Monica was unique at the conference as being a means for a local community to have a true impact on a much larger issue. With a goal of achieving energy independence by 2020, Santa Monica is encouraging the installation of solar on over 17,000 roofs. The program encourages individuals to lead by example – with the result that the community is leading by example.

"EcoMotion's strength is in involving the entire community to create significant change," said Flanigan. "Santa Monica is a great example of a City that not only leads – from the

Mayor and City Council down – but puts the City’s reputation and resources behind its citizens’ efforts.”

Based in Irvine, CA, EcoMotion is building a network of people and organizations like Solar Santa Monica, all taking responsible energy and environmental actions. EcoMotion members believe their actions can serve as positive examples to change behaviors in their own communities and worldwide. EcoMotion principals design and implement customized, energy-related programs for organizations, cities and utilities.

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