



2017 CLEAN CAPITALISM CHALLENGE

Here's a worthy challenge. Help us transform capitalism into [Clean Capitalism](#). In 5 months!

Earth Day Texas (EDTx) and The Grace Richardson Fund (GRF) are proud to announce the launch of the Clean Capitalism Challenge at the COP 22 Global Climate Finance Action Summit. Our Challenge acts on the findings of the Clean Tax Cuts (CTC) Working Group, presented in the CTC Charrette Report, also released for the first time at this same summit. We here challenge think tanks, scholars, experts, diplomats and donors to help develop a new, powerful, pro-capitalist policy option; a positive paradigm shift that can help slow, perhaps reverse, climate change:

Clean Tax Cuts: capital tax rate cut driven acceleration of all profitable clean solutions.

The Clean Capitalism Challenge begins now and culminates at EDTx 2017. Phase I will expand the existing CTC Working Group to include new expert members eager to engage in further sector-specific charrettes focussing on the most promising areas and applications identified in the Charrette Report. These efforts will culminate in a charrette of charrettes at Earth Day Texas 2017, where scholars and think tanks will work together to present concrete implementation plans for CTC, economy-wide, sector by sector. The phase I goal of the Clean Capitalism Challenge is to produce an implementable outline of an efficient, pro-business, pro-growth clean tax code that can tilt the playing field in the direction of ever cleaner, more efficient solutions, to transform capitalism into clean capitalism... at a profit.

Charrette participants and other universities and think tanks, intrigued by CTC and GRF's open-source, charrette-driven, policy development strategy, are currently laying claim to sectors for which they wish to convene sector-specific CTC design charrettes over the next four months. R Street Institute has dibs on the transportation sector. ConservAmerica wants to lead the charrette on utilities and the power sector. Elizabeth Kucinich and Rodale Institute request the honor of convening on agriculture, forestry and land use, with possible participants from Yale and the Nature Conservancy. Scholars at Columbia and Yale have also expressed a keen desire to co-host a CTC charrette on the corporate green bond market. Some major sectors and

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CTC applications still up for grabs: energy efficiency, clean tech, CTC/carbon tax combinations, clean repatriation, etc. A global tax cap on clean solutions may prove a fine diplomats' charrette.

All these efforts will come together at EDTx, the biggest Earth Day expo and ideas market in the world, in the biggest red state boasting some of the most profitable clean energy resources in America. The unpublished results of the charrette of charrettes will be presented to each of the four major conferences at Earth Day Texas 2017: The Earth Day 50 Challenge (corporate, environmental, academic and philanthropic leaders), E-Capital Summit (impact investors and entrepreneurs), The Clean Cities Coalition Conference, and The Climate Law Symposium. Detailed implementation plans will be presented and discussed at the EDTx Clean Capitalism Challenge Forum of CTC Charrettes. Finally, the written report will be released publicly in June, at the American Renewable Energy Institute Conference (AREDAY) in Aspen, where the CTC concept was first publicly presented just five months ago, last June. Coming full circle in one year.

Any organization or individual with a desire to offer any kind of a positive contribution to this challenge is most welcome to contact Rod Richardson at Rod@GraceRichardsonFund.org.

To kick off, support and encourage the efforts of those rising to take on the Clean Capitalism Challenge, Trammel Crow, founder of Earth Day Texas, and Rod Richardson, President of The Grace Richardson Fund, jointly announced the formation of a \$100,000 Clean Capitalism Challenge Fund*, plus an additional \$100,000 "rolling" matching challenge grant, to challenge fellow philanthropists to invest jointly in the research and development of Clean Tax Cuts, to help turn capitalism into clean capitalism.

Any philanthropists bold enough to rise to the challenge of supporting such an important, paradigm-shifting policy innovation may contact Rod directly, or can simply make out a tax-deductible donation check to "Fidelity Charitable Gift Fund" (with a memo line "for Clean Capitalism Challenge Fund"). Include your name and address on the check to receive a receipt for reporting purposes. Please send donations to:

Clean Capitalism Challenge
Rod Richardson, President
The Grace Richardson Fund
PO Box 2501
Amagansett, NY 11930

The first \$100,000 of third-party donations towards the Clean Capitalist Challenge will be matched from a number of charitable sources, at the discretion of Rod Richardson, the fund's advisor. New donors are encouraged to offer further matching challenge grants, in order to pass forward the challenge to others.

We thank the beautiful Kingdom of Morocco for inviting us to present the Charrette Report at COP 22. We thank all of you for your great works, and welcome you to join the Challenge!

*The Clean Capitalism Challenge Fund is organized as a donor-advised fund, sponsored by the Fidelity Investments Charitable Gift Fund ("Fidelity Charitable") an independent public charity. Contributions for the Clean Capitalism Challenge Fund go to Fidelity Charitable and all grant recommendations are made at the discretion of the Clean Capitalism Challenge Fund's advisor. It is the intent of the Clean Capitalism Challenge Fund's advisor to recommend grants to qualified charities whose missions align with the pursuits of Clean Capitalism.

Find out more at: GraceRichardsonFund.org