

# One **Big** Thing

U.S. Embassy Stockholm

## November 2007 Newsletter

### **American Environmentalist Receives Volvo Award**

In Stockholm to receive the Volvo Environment Award, Amory Lovins, founder and chairman of the Rocky Mountain Institute, told an audience of 75 invited guests at the Embassy that there is enough energy available to give everyone in the world a comfortable life if we stop today's waste of energy. For example, if the best conventional technologies in some cars were in all cars, we would save at least a fourth of their fuel. Tripled-efficiency cars, trucks, and aircraft are feasible with today's technology and more efficient use of oil in buildings and industry, and substituting saved natural gas and advanced biofuels, could together eliminate oil use in United States by the 2040s.



Ambassador Wood presented Mr. Lovins with a package of ultra-high efficiency light bulbs, a symbol of the Embassy's plan to replace its incandescent bulbs in the Chancery and 18 other properties owned by the U.S. Government in Stockholm. Ultra-high efficiency bulbs consume 80% less energy than conventional incandescent bulbs and have a life span of about five years.

"I think looking a few years ahead we will be wondering what all the fuss about oil was," Lovins said in an article in Swedish business daily "Dagens Industri." Oil will not be competitive, so we will leave it in the ground. It will not be worth extracting."

For a summary of "Winning the Oil Endgame" see:

[http://www.rmi.org/images/other/Energy/WtOEg\\_ExecSummary.pdf](http://www.rmi.org/images/other/Energy/WtOEg_ExecSummary.pdf)

---

### **Embassy to Organize Clean-tech Venture Forum**

The Embassy will host a two-day forum on November 19-20 with seminars and exhibitions showcasing Swedish clean-tech firms to U.S. and Swedish venture capital companies. The Embassy is co-sponsoring the forum with the city of Stockholm, the Invest in Sweden Agency, Stockholm Innovation and Growth, and Vinnova.

Between 20 and 30 new clean-tech companies from Sweden will take part. The forum will include discussions on how U.S.-based venture capital companies can find syndication partners among their Swedish-based counterparts. A Swedish government

representative will explain the government's views on industrial growth and sustainable development for the country. More information at [http://www.stockholminnovation.com/en/event/kista\\_cleantech\\_venture\\_forum\\_2007](http://www.stockholminnovation.com/en/event/kista_cleantech_venture_forum_2007).

---

### **Ambassador Wood Participates in 'Gasdagarna' in Båstad**

Ambassador Wood told 300 representatives from the gas energy industry that America – at the government, corporate and individual level -- is rapidly taking steps to control carbon emissions. Ambassador Wood spoke at the Swedish Gas Association's annual event 'Gasdagarna,' on October 17 in Båstad.



Later that day Ambassador Wood cut the ribbon at the new NSR Biogas plant. The plant produces 800 cubic meters of biogas per hour, using municipal and agricultural waste. The plant also has a unique pipeline system that pumps bio-fertilizer (a waste product of biogas production) directly to the farmers in the Helsingborg area -- the same farmers whose waste contributed to the biogas production.

Peter Knutsson (Chairman of NSR), Ambassador and Dag Lewis-Johnson, Managing Director of NSR

---

### **NREL Pursues a New Green Building, Increased Renewable Energy Use**

U.S. Secretary of Energy Samuel Bodman helped to break ground October 30 for a new green building at DOE's National Renewable Energy Laboratory (NREL), which is also ramping up its on-site production of renewable energy.

The new 210,000-square-foot research support facility is designed to be the second building at NREL to achieve a LEED Platinum rating, the highest rating from the U.S. Green Building Council. LEED stands for "Leadership in Energy and Environmental Design" and is a widely accepted benchmark for green buildings.



Secretary Bodman and other senior DOE officials break ground at NREL in Golden, CO

---

The building will provide on-site, DOE-owned work space for NREL management and administrative staff and will make substantial use of daylight, dramatically reducing energy use.

---

## **Washington D.C. Hosts International Clean Energy Conference**

The State Department announced that the U.S. government will host an international renewable energy conference in Washington, D.C., March 4-6, 2008. The Washington International Renewable Energy Conference (WIREC) 2008 will be the third global ministerial-level conference on renewable energy, following similar events in Beijing, China, in 2005 and in Bonn, Germany, in 2004.

WIREC 2008 will be an international platform for government, private sector, and non-governmental leaders to jointly address the goal of advancing renewable energy. In tandem with the event, the American Council on Renewable Energy and the leading U.S. renewable energy trade organizations will host a co-located trade show.

See the [WIREC 2008](#) and the [Trade Show at WIREC](#) web sites.

---

## **Sweden to Invest in Clean-Tech Exports**

The Swedish government announced October 25 its decision to invest SEK 30 million (\$4.62 million) to promote Swedish clean-tech exports from 2007 to 2009, focusing mainly on small to mid-sized companies.

"Swedish clean-tech is in many aspects world leading and this is why the government wants to promote the export of such products and services. This is in part to create new jobs in Sweden, but also to help protect the environment," Minister for Enterprise and Energy Maud Olofsson said.

---

## **Clean-Tech Investors Meet**

Redeye, an independent equity research company, organized a clean-tech Investors Meeting October 3 at the Grand Hotel in Stockholm, with Ambassador Wood and Andre Heinz (Sustainable Technologies Fund) as keynote speakers together with representatives from about 100 companies and investors in the audience.

Ambassador Wood said that American investors are interested in Swedish clean-tech because of the innovative technology, especially concerning waste-to-energy solutions. The Ambassador said that the Embassy wants to be a matchmaker for small clean-tech companies in Sweden with little resources for international efforts, and U.S. venture capitalists that otherwise would not get in touch with these companies.

---

### **Embassy of the United States of America**

Dag Hammarskjölds väg 31  
115 89 Stockholm

If you do not wish to receive future newsletters, please email "unsubscribe" to [stkenergy@state.gov](mailto:stkenergy@state.gov)