

# USC Schwarzenegger Institute

## Pollution: Making the Invisible Visible

Wednesday, May 29, 2019

8:00am-9:30am

Park Hyatt Hotel, Conference Room 1 | Vienna, Austria

2019 R20 Austrian World Summit

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**Background:** The World Health Organization (WHO) cites air pollution as the “silent killer.” Air pollution is strongly linked to strokes, heart attacks, different kinds of cancer, dementia, premature births, and many other ailments. Nearly 9 million early deaths can be attributed to air pollution each year.

**Discussion:** The problem with air pollution is nobody can really see it. The goal of this discussion is to find effective tools to understand and visualize the dangers of air pollution in order to encourage climate action. We will hear from current & former legislators, activists who are at the frontlines calling for immediate action, climate leaders who lead the pollution labeling movement, and entrepreneurs who are using their technologies to help map air pollution.

**Discussion Format:** This discussion will be led in Talanoa Dialogue style. Talanoa Dialogues are based on the Pacific Islander concept of inclusive, participatory, and transparent exchange of ideas. The purpose is to share stories, build empathy, and help leaders make wise decisions for the collective good. **Each participant will have 3 minutes to share their story about the work they do to expose the prevalence of air pollution. Participants can also share their best practices in addressing this invisible threat and improving their communities.**

### **Program:**

8:00am-8:15am	<b>Breakfast</b>
8:15am-8:25am	<b>Opening Remarks</b> Arnold Schwarzenegger and/or Conyers Davis and Moderator Julia Pyper
8:25am-9:15am	<b>Roundtable Discussion</b>
9:15am-9:30am	<b>Closing Remarks</b>

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## Story-telling Participants:

- Arnold Schwarzenegger, 38th Governor of California and Chairman of R20
- Fran Pavley, Former California State Senator and author of the Global Warming Solutions Act
- Kevin De Leon, Former Leader of the California State Senate and author of California's 100% renewable energy bill
- Trevor Traina, United States Ambassador to Austria
- Beth Gardiner, Environmental Journalist and Author of *Choked: Life and Breath in the Age of Air Pollution*
- Rosamund Adoo-Kissi-Debrah, Founder of the Ella Roberta Foundation and anti-pollution activist
- Karolina Skog, Member of Swedish Parliament, author of Swedish eco-labeling bill
- Maria Neira, Director of the Department of Public Health and Environment, World Health Organization (WHO)
- Romain Lacombe, Founder and CEO, Plume Labs
- Dr. Pamela Rendi-Wagner, former Minister of Health and former Director-General for Public Health and Medical Affairs at the Federal Ministry of Health of Austria, Spokeswoman for the Federal Social Democratic Party
- Michele Sabban, President, R20 Paris
- Moderator: Julia Pyper, Journalist and Co-host, Political Climate Podcast

## Discussion Participants

- Conyers Davis, Global Director, USC Schwarzenegger Institute
- Daniel Ketchell, Chief of Staff to Arnold Schwarzenegger
- Fedor Holz
- Monika Langthaler, Executive Director, R20 Austria & U.S
- Per Östborn, Campaign Manager, Green Motorists
- Johanna Grant, Chairperson of the Swedish Association of Green Motorists
- Martin Prieto Beulieu, General Secretary, Green Motorists
- Jeff Smith, Consultant, World Health Organization
- Brandon Hurlbut, Co-host, Political Climate Podcast
- Shane Skelton, Co-host, Political Climate Podcast
- Victoria Simon, Producer, Political Climate Podcast
- Andy Pavley
- Natasha Illic, Secretary General of the R20 Green fund for women
- Francisca Martinez, Deputy Director, USC Schwarzenegger Institute
- Allison Kay, Deputy Director, USC Schwarzenegger Institute

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## Bios:

### **Governor Arnold Schwarzenegger**

Arnold Schwarzenegger was sworn in as the 38th Governor of California on November 17, 2003, following careers in body building, business, and entertainment. While governor, Schwarzenegger focused on reducing California's greenhouse gas emissions, increasing the minimum wage, and updating the workers' compensation system. He was also a proponent of physical education and after-school programs, and supported the AfterSchool Education & Safety Act, which passed in 2002.

Schwarzenegger's awards include the Simon Wiesenthal Center's "National Leadership Award" for his support of the organization's Holocaust studies. In 2002, Schwarzenegger was honored with the Muhammad Ali Humanitarian Award, presented to him by Ali, a longtime friend and sports mentor. In 2004 he was named as one of Time Magazine's "100 people Who Help Shape the World."

### **Fran Pavley**

Fran Pavley served 29 years in elected office. Born and raised in Los Angeles, Pavley was elected the first mayor of Agoura Hills in 1982, and served 14 years in the California Assembly and the State Senate. Former State Senator Pavley authored landmark climate policies (AB 1493, AB 32, SB 32, and others) that have created a market for innovation and investment in clean energy and vehicles, which have helped clean up our air, grow the economy, and reduce greenhouse gas emissions. As chair of the Senate's Natural Resources and Water Committee, she was able to pass the state's first sustainable Groundwater Management Act, promote policies to protect our ocean and watersheds, and adopt measures to create more sustainable local water supplies.

She is working as the Environmental Policy Director for the USC Schwarzenegger Institute, and serves on several state and local advisory boards and committees.

### **Kevin de Leon**

Kevin de León serves as a Distinguished Senior Fellow for Climate, Environmental Justice and Health for the USC Schwarzenegger Institute. He is President pro Tempore Emeritus of the California State Senate, the first Latino elected to this position in more than a century. In his years leading the state senate, his agenda focused on maintaining California's global leadership role in fighting climate change and building a clean-energy economy; rebuilding the state's infrastructure; improving public education; ensuring workplace and healthcare equity for women, immigrants, and low-wage workers; and enhancing public safety. He has an extensive record on women's rights, gun-violence prevention, and workers' rights. He attended the University of California, Santa Barbara, and graduated from Pitzer College with honors. He is also a UCLA Distinguished Policymaker-in-Residence at the Luskin School of Public Affairs.

## **Trevor Traina**

Trevor D. Traina of California is the United States Ambassador to the Republic of Austria. He was appointed by President Donald Trump and confirmed by the United States Senate in 2018.

Ambassador Traina has a long history building innovative companies from the ground up. Prior to his appointment as America's representative to Austria, Ambassador Traina was a technology entrepreneur and philanthropist based in San Francisco. Ambassador Traina's first foray into tech entrepreneurship was as the founder of CompareNet, Inc., the original online product comparison platform, which was sold to Microsoft in 1999. He was chairman of StepUp Commerce, which was sold to Intuit in 2006. He founded Schema Logic, which was sold to SmartLogic in 2011. He co-founded DriverSide, a venture-funded startup in the online automotive space, which was sold to Advance Auto Parts in August 2011. In 2011 he founded Traina Interactive, which operates the unique life experiences provider, IfOnly.com.

Ambassador Traina served on many charitable boards including the Haas School of Business at the University of California Berkeley, the Fine Arts Museums of San Francisco, the Princeton University Art Museum, the Gladstone Institute for Medical Research, San Francisco's Grace Cathedral, and Venetian Heritage. He also previously served on the board of the Dow Foundation, a \$500 million family foundation, and on the City of San Francisco's technology advisory council.

Ambassador Traina earned a bachelor's degree from Princeton University and a special diploma in social studies from Saint Catherine's College at Oxford in the United Kingdom. He received a master's degree in business administration from the Haas School of Business at the University of California, Berkeley.

## **Beth Gardiner**

Beth Gardiner is an environmental journalist who has written for the *New York Times*, the *Guardian*, *National Geographic*, *Smithsonian*, and *Time* among other publications. She is a former Associated Press writer. Both the Pulitzer Center on Crisis Reporting and the Society of Environmental Journalists have awarded her grants to support her work. Gardiner is an American but has lived and worked in badly polluted London since 2000.

## **Rosamund Adoo-Kissi-Debrah**

Rosamund Adoo-Kissi-Debrah is Ella Roberta's mum. She is the Co-Founder of the Ella Roberta Family Foundation that was set up after the death of her beloved daughter in 2013 from a rare and severe form of asthma. The aim of the Foundation is to improve the lives of children affected by asthma in South East London by raising awareness of asthma, campaigning for better treatment of asthma and campaigning for clean air as it is everyone's fundamental right to breathe clean air.

She raises awareness of the dangers of asthma in young people and their families through education by having assemblies in schools, visiting local community groups and advising health professionals how the general public is able to access better treatment. She also represents the

views of parents with children with asthma to clinicians and decision makers involved in the commissioning or provision of care and services for young people with the condition. Her role at the Foundation also involves building relationships with communities and policy makers across South East London to influence policy and promote understanding of asthma and its impact.

## **Karolina Skog**

Karolina Skog is a Swedish politician representing the Green Party in the parliament. She is the party spokesperson on economic affairs. Before this position she was the Minister for the Environment and urban development for nearly three years. During this period she a focus on the environmental and health consequences of transportation, including air pollution and climate aspects. As minister she remade the Swedish subsidies on green vehicles, was the author of the Swedish eco-labeling bill as well as the bill on green zones for cars. Before being appointed cabinet minister she served as City Commissioner in Malmö Municipality.

## **Maria Neira**

Dr Maria P. Neira was appointed Director of the Department of Public Health, Environmental and Social Determinants of Health at the World Health Organization, Geneva, Switzerland in September 2005. Prior to that, she was Vice-Minister of Health and President of the Spanish Food Safety Agency. She had previously held several senior positions in WHO. Dr Neira began her career as a medical coordinator working with refugees in the Salvador and Honduras for Médecins Sans Frontières (Doctors Without Borders).

Dr Neira is a Spanish national, and a medical doctor by training. She specialized in Endocrinology and Metabolic Diseases; and Public Health. Dr Neira has been awarded the Médaille de l'Ordre national du Mérite by the Government of France and is a member of the Academy of Medicine, Asturias, Spain.

## **Dr. Pamela Rendi-Wagner**

Dr Rendi-Wagner has been Director-General for Public Health and Medical Affairs at the Federal Ministry of Health of Austria since 2011. She trained at the Medical University of Vienna, specializing in specific prophylaxis and tropical medicine, and subsequently at the London School of Hygiene and Tropical Medicine. She then became a lecturer at the University.

Dr Rendi-Wagner is scientifically active at the national and international levels in the areas of infectious disease epidemiology, vaccine-preventable infections and travel medicine. She has been a visiting professor at Tel Aviv University, Israel since 2008 and at the Medical University of Vienna since 2011.

## **Fedor Holz**

Fedor Holz is a German professional poker player from Saarbrücken who focuses on high roller tournaments. He was ranked by Pocketfives as best online MTT player in 2014 and 2015.

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## **Romain Lacombe**

Romain Lacombe is the founder & CEO of Plume Labs, a startup building tools to inform citizens of what they breathe and empower communities to beat air pollution.

A Transparency Engineer who's trying to change the world, one kilobyte of data at a time, Romain is a former Silicon Valley entrepreneur, French public servant, World Bank consultant, MIT environmental economics research assistant, Fulbright scholar and mathematics student, and a fierce advocate of the power of openness who spent the past five years building Open Data policies to make governments more accountable, in France and around the world.

## **Julia Pyper**

Julia Pyper is a co-host and producer of the Political Climate Podcast which goes beyond partisan echo chambers to bring listeners civil conversations, fierce debates and insiders perspectives on the most pressing energy and climate issues of our time. She is also a Senior Editor at Greentech Media covering clean energy policy, the solar industry, grid edge technologies and electric mobility. She previously reported for E&E Publishing, and has covered clean energy and climate change issues across the U.S. and abroad, including in Haiti, Israel and the Maldives. Julia holds degrees from McGill and Columbia Universities.

## **Michele Sabban**

Ms Michèle Sabban has been Councillor of the Regional Council of Ile-de-France (France) from March 1998. Since the beginning of her term, she has worked on strengthening ties and cooperation between Ile-de-France/Paris Metropolitan area and European and International Institutions.

She was elected President of the Assembly of European Regions (AER) to the General Assembly in Tampere (Finland) from November 2008 to May 2013. Since May 2013, she is President of the interregional exchange program for young people, Eurodyssey.

Founding Member of R20 Regions of Climate Action in 2010, together with Governor Arnold Schwarzenegger, she was appointed President in March 2012 and launched the R20 Green Fund for Women in 2016 during the COP22. She is now President of the R20 Green Fund for Women.

She was also President of FMDV-Global Fund for Cities Development since 2014 and promotes actionable strategies and mechanisms for financing local and regional governments' development programs as well as impulsing local economic development based on social cohesion, and green and climate responsible policies.

## **Conyers Davis**

Conyers Davis serves as the Global Director for the USC Schwarzenegger Institute. He is an experienced communications advisor, project manager and campaign strategist.

Conyers' previous work in the public and private sectors has focused on launching and managing large-scale political campaigns, communications strategies and high-visibility events.

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He has worked in the United States, Europe and Asia on projects that helped drive sales, policy and political platforms. Conyers has worked for British Prime Minister David Cameron, Governor Arnold Schwarzenegger, Simon & Schuster, Lionsgate Films and the U.S. Department of Homeland Security. Additionally, he managed projects for the 2004 G8 Summit and the 2005 Hurricane Katrina recovery effort.

## **Daniel Ketchell**

Daniel Ketchell is Chief of Staff to Arnold Schwarzenegger. In this role he advises the former California Governor on all his entertainment, bodybuilding and public policy projects and coordinates staffing across these different practice areas. Daniel began his career in 2006 in Governor Schwarzenegger's Office of Constituent affairs and was later appointed Special Assistant to the Governor in 2008. In this role he traveled extensively with Governor Schwarzenegger and helped launch and manage Arnold's social media communications. Daniel joined Oak Productions, Arnold's production company, in 2010 where he served as Communications Director and speech writer. In 2017 he was appointed Chief of Staff. Daniel is graduate of UC Santa Barbara and spends his time off with his wife Katie and dog Hank. He is a terrible golfer.

## **Monika Langthaler**

Monika Langthaler is an ecologist and former member of the Austrian National Council. After working for the Greens, Langthaler founded *BRAINBOWS Informationsmanagement GmbH* in Vienna. Since 2013 Langthaler also functions as a director of *R20 Austria & EU*<sup>[2]</sup> the international non-profit organization R20 Regions of Climate Action, the 2010 Arnold Schwarzenegger founded in cooperation with the United Nations.

## **Per Östborn**

Per Östborn has a PhD in mathematical physics from Lund University, Sweden, where he specialized in chaos and complex systems. He has also done cross-disciplinary research in archaeology about diffusion of innovations in Antiquity. The methods and lessons are possible to apply to other kinds of societal change, such as the changeover to renewable energy.

At present, he works part time in Academia and part time with the Swedish Association of Green Motorists, where he is a board member since 2014. In this role, he has been campaigning for compulsory eco-labels on Swedish fuel pumps since 2013, together with Johanna Grant and Martin Prieto Beaulieu. Such a bill was passed by Karolina Skog in 2018. Currently Per and his colleagues try to make the idea take hold internationally. They also promote compulsory eco-labels on cars in Sweden with information about exhaust emissions.

## **Brandon Hurlbut**

Brandon Hurlbut is a co-founder of Boundary Stone Partners where he advises clean energy and mobility companies. He previously served as Chief of Staff to Secretary Steven Chu at the U.S. DOE, where he managed the Department's principal initiatives and oversaw day-to-day operations of a federal agency with a \$29 billion budget and a 115,000 person workforce. Brandon provided leadership and counsel to the White House and Cabinet Secretaries during



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high profile challenges including the Fukushima nuclear accident in Japan, the Gulf oil spill, and Hurricane Sandy. He served on the board of directors for DOE's \$38 billion investment fund in clean energy, which is the largest of its kind in the world.

He began working in the Obama Administration by serving in the White House as the President's liaison to the energy and environment cabinet agencies. He previously served in senior positions on Barack Obama's first presidential campaign and practiced law at Baker & Daniels after obtaining a law degree from the Georgetown University Law Center..

Brandon currently serves as a member of the board of directors to Sparkfund and The Solutions Project. He is a co-host of "Political Climate," a Greentech Media podcast about energy and environment issues. Previously, he served on the advisory board of GE Current and as a senior fellow at Center for American Progress.

## **Shane Skelton**

Shane is an energy, infrastructure, and environmental public policy and communications expert. He has extensive experience drafting laws and regulations, analyzing their economic and other industry-specific impacts, and communicating complex legal and regulatory concepts to target audiences using multiple platforms.

Prior to co-founding S2C Pacific, Shane worked for current House Speaker Paul Ryan as a counsel and policy advisor on the Budget Committee of the U.S. House of Representatives developing and managing all energy, environment, natural resource, and regulatory policy.

Shane has also held a number of other public policy positions, including Executive Director of a Washington DC-based non-partisan non-profit infrastructure and technology think tank, the Alliance for Innovation and Infrastructure (Aii), a Policy Advisor to the American Petroleum Institute, and a Legislative Counsel for Congressman Bob Latta (R-OH).

Prior to working in public policy, Shane worked at global PR firm Rogers & Cowan. Shane is a graduate of the University of Wisconsin-Madison and earned his J.D. from Southwestern Law School in Los Angeles.

## **Victoria Simon**

Victoria Simon is the producer of the podcast Political Climate, a bipartisan podcast on energy and environmental issues in America. She is also a policy consultant on sustainability issues, recently helping to launch Los Angeles' sustainability plan and working on multiple political campaigns in California.

Her public policy work started in New York as Special Assistant to the Chairman of the New York State Public Service Commission. She moved on to become the Vice President for Energy and Telecommunications at the New York City Economic Development Corporation. There she helped create New York City's first sustainability plan under Mayor Bloomberg. At the New York Power Authority, Victoria served as Chief of Staff and Director of Energy Policy, and



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eventually moved to California to work for the Chairman and President of Edison International, the parent company to Southern California Edison and Edison Energy.

Victoria has a M.A. in Political Sociology and B.A. in International Relations from Stanford University.

## **Francisca Martinez**

Francisca Martinez is the Deputy to former State Senator and USC Schwarzenegger Institute Environmental Policy Director, Fran Pavley. Francisca assists Senator Pavley with the planning and implementation of all climate and environment related initiatives at the Schwarzenegger Institute. Francisca also manages the Digital Environmental Legislative Handbook, an easy to use toolkit state legislators can use to replicate successful climate legislation passed in states across the country. In addition to her work with Senator Pavley, Francisca supports the Schwarzenegger's Institute's other areas of focus including political reform and education. Francisca earned a B.S in Environmental Science from UCLA.

## **Allison Kay**

Allison Kay is the Deputy at the USC Schwarzenegger Institute where she helps with the organization's financial reporting, communications, website maintenance, and event production.

Allison started working at USC in 2015 as a project specialist in the Price School Dean's Office. Throughout her two and a half years in the dean's office, Allison worked with various centers, institutes and departments to provide administrative support. She has helped with everything from intimate book talks to Price commencement and the California Gubernatorial Debate. In addition to working at the Price School, Allison is currently pursuing her Master of Public Administration degree at the Price School.

Prior to starting at USC, Allison majored in Chemistry and Education at Grand Valley State University in Michigan. While at Grand Valley, Allison worked as a writing consultant, research assistant, and teaching assistant.

## **Johanna Grant**

Johanna Grant is the chairperson of the Swedish Association of Green Motorists on voluntarily basis since 2014 and has since been ranked as one of Sweden's 101 most influential in sustainability by the magazine Aktuell Hållbarhet. She holds a master degree in Environmental Science and is working as climate strategist at ZeroMission, helping companies measuring, reducing and carbon offsetting their carbon footprint, which is also a concrete way of making the invisible visible. Together with her colleagues in the Green Motorists, Johanna has been campaigning for eco-labels on fuel pumps for several years. She is also the author of Green Motorists' consumer-oriented guide "The Mobilist", directed to sustainable travelers.

## **Martin Prieto Beulieu**

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## **Jeff Smith**

Jeff Smith supports community engagement projects surrounding the topics of air pollution and urban health for the BreatheLife campaign and the Urban Health Initiative as a member of the <<Public health, environmental and social determinants of health>> department. Jeff maintains and builds relationships with international organizations, government, non-government, private partners, and individuals in order to build and improve capacity. Jeff uses air quality monitoring (through citizen science and remote sensing) to increase awareness and educate policymakers. He also creates and edits content for large and technical audiences.