



**Future 500**  
230 California Street, Suite 301  
San Francisco, CA 94110  
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AGENDA:

# The Earth Day 50 Challenge

An Invitation-Only Collaborative Working Group  
Focused on Action to Transform Markets

Facilitated by Future 500  
Hosted by Trammell S. Crow  
at Earth Day Texas in Dallas  
April 19<sup>th</sup>–21<sup>st</sup>, 2017

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## Wednesday, April 19<sup>th</sup>, 2017 Opening Reception and Dinner

*Location:* [Texas Discovery Gardens](#)  
3601 Martin Luther King Jr. Blvd  
Dallas, Texas 75210


- 4:00 pm Pre-Reception at the Hilton Anatole Hotel (Gossip Bar)
- 5:10 pm Shuttles Depart Hilton Anatole Hotel for Texas Discovery Gardens
- 5:30 pm **RECEPTION & DINNER DISCUSSION with TRAMMELL S. CROW**  
Invited corporate, advocacy, and funding leaders  
Welcome by Trammell S. Crow
- 8:45 pm Shuttles Depart Texas Discovery Gardens for the Hilton Anatole Hotel

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## Thursday, April 20<sup>th</sup>, 2017

*Location:* [The Music Hall at Fair Park](#)  
909 1st Ave, Dallas, TX 75210

- Starting 7:00 am* Shuttles Depart the Hilton Anatole for Old Mill Inn, Fair Park  
[Directions from Old Mill Inn to The Music Hall](#) (online link)
- 8:00 am Networking Breakfast Buffet at the Music Hall

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- 8:45 am      **OPENING REMARKS & GOALS**  
*Terms of Engagement, Chatham House Rule*
- 9:10 am      **CLEAR GOALS FOR COLLABORATIVE ACTION**  
*Remarks and discussion with Future 500 CEO Bill Shireman*
- 9:40 am      **DISRUPTION: NEW RETAIL, TECHNOLOGY, & POLITICS – IMPLICATIONS FOR SYSTEMIC SOLUTIONS**
- 10:45 am     **CLIMATE: NEW CHALLENGES AND OPPORTUNITIES**  
*Facilitated group discussion. Q&A.*
- 12:15 pm     **LUNCH**
- 1:00 pm      **REGENERATING FOREST & AGRICULTURAL SYSTEMS: FULFILLING COMMITMENTS**  
*Facilitated group discussion. Q&A.*
- 2:30 pm      **BREAK**
- 3:00 pm      **ONE OCEAN: FIVE SOLUTIONS**  
*Facilitated group discussion. Q&A.*
- 4:30 pm      **HOW TO POSITIVELY INSPIRE MARKET & POLICY ACTION**  
*What strategies can we deploy to advance market and policy solutions that ensure a healthy economy and a healthy environment?*
- 5:30 pm      **ADJOURN**
- 6:00 pm      **EARTH DAY TEXAS RECEPTION & DINNER: THE MAPLE BANQUET**  
*Location: [The Hall of State at Fair Park](#)*
- Until 10:00 pm*   **Shuttles Depart the Old Mill Inn, Fair Park to Hilton Anatole Hotel**

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**Friday, April 21<sup>st</sup>, 2017**

*Location: [The Music Hall at Fair Park](#)  
909 1st Ave, Dallas, TX 75210*

*Starting 7:00 am*   **Shuttles Depart the Hilton Anatole for Old Mill Inn, Fair Park**  
*[Directions from Old Mill Inn to The Music Hall](#) (online link)*

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- 8:00 am      **Networking Breakfast Buffet at the Music Hall**
- 9:00 am      **OPENING REMARKS AND GOALS FOR DAY**  
*Comments by Future 500 COO Erik Wohlgemuth*
- 9:15 am      **FACILITATED SOLUTIONS-FOCUSED WORKING GROUPS**  
*To determine goals and strategy for collaborative market action*
- 12:00 pm     **LUNCH PANEL: CLEAN TAX CUTS – WORKING GROUP REPORT**
- 1:00 pm      **WORKING GROUPS RECONVENE**
- 2:30 pm      **GROUP REPORT-BACK & DISCUSSION**  
*Restoring Healthy Oceans, Forests, & Climate:  
Top supply chain principles & policy frames  
Leadership commitments  
Opportunities for collaboration  
Opportunities for action*
- 3:30 pm      **NEXT STEPS: THE EARTH DAY 50 PROCESS**  
*Facilitated by Bill Shireman*  
Between now and 2020, how to work positively together and apart, to tackle the threat, and hold ourselves accountable to the mission: healthy oceans, forests, and climate. The role of collaboration, conflict, and communication.
- 4:00 pm      **WALKING THE EARTH DAY TEXAS FAIRGROUNDS**  
Earth Day Texas has created the world’s largest annual forum for sharing the latest initiatives, discoveries, research, innovations, policies, products, and corporate practices that are reshaping our world. It is the most extensive exhibit of its kind, bringing together environmental organizations, businesses, academic institutions, government agencies, speakers, interactive programming, and subject matter experts.
- 7:00 pm      **EARTH DAY TEXAS RECEPTION & DINNER:  
THE “BRIDGE TO CLEAN CAPITALISM” BANQUET**  
*Location: [The Women’s Museum at Fair Park](#)*
- Until* 10:00 pm   **Shuttles Depart the Old Mill Inn, Fair Park to Hilton Anatole Hotel**



## Saturday, April 22<sup>nd</sup>, 2017

8:00 am

### BRIDGE SUMMIT

Join a remarkable diversity of respected national and state leaders from business, government, technology, philanthropy, advocacy, academia, campus organizing and beyond. There we will work together intensively to lay out action plans that translate our collective concern into a growing “Bridge” a transpartisan movement to find solutions to deliver on America’s promise of government by and for the people.

*Location: Old Parkland, 3819 Maple Ave, Dallas, TX 75219*

10:00 am

### CLEAN CAPITALISM CHALLENGE FORUM

[The Clean Tax Cuts Working Group](#), collaboratively instigated by the [Grace Richardson Fund](#) and others, is now convening a “Charrette of Charrettes” at the Clean Capitalism Challenge, exploring specific new proposals using the new “[clean tax cuts](#)” (CTC) concept to accelerate capital to clean solutions economy-wide. Over the weeks and months leading up to Earth Day, a series of seven policy design charrettes (expert-level working groups) have been convened around the country, crafting simple, high-impact CTC proposals for the following markets and sectors: green bonds, commercial real estate, agriculture & forestry, the power sector, clean tech, oil & gas, and transportation.

This effort offers intriguing new ideas, a remarkable transpartisan, charrette-driven policy development process, all surprisingly sparked by open-minded green conservative leadership with a refreshing take on the issues of the day. All ED50 attendees are welcome to participate.

*Location: The Automotive Building, Fair Park, Dallas*

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## Sunday, April 23<sup>rd</sup>, 2017

10:00 am

### CLEAN CAPITALISM PAVILION

“Charrette of Charrettes, Day 2”: panel discussion and working groups integrating CTC proposals into a cleaner tax code, exploring further sector charrettes, planning impact studies and other next steps, taking CTC to the next level. Agenda will be set by collaborative working group process, based on results from Saturday. The Pavilion is a stop on the EDTX VIP tour. VIPs may make remarks from podium or jump into panel discussions if the opportunity presents, on both days.

*Location: The Automotive Building, Fair Park, Dallas*



## TERMS OF ENGAGEMENT

### Joan Blades' "Living Room Conversations" Ground Rules

#### BE CURIOUS AND OPEN TO LEARNING

Listen to and be open to hearing all points of view.  
Maintain an attitude of exploration and learning.  
Conversation is as much about listening as it is about talking.

#### SHOW RESPECT AND SUSPEND JUDGMENT

Human beings tend to judge one another; do our best not to.  
Setting judgments aside will better enable you to learn from others  
and help them feel respected and appreciated.

#### LOOK FOR COMMON GROUND

In this conversation, we look for what we agree on and  
simply appreciate that we will disagree on some beliefs and opinions.

#### BE AUTHENTIC AND WELCOME THAT FROM OTHERS

Share what's important to you. Speak authentically from your personal and  
heartfelt experience. Be considerate to others who are doing the same.

#### BE PURPOSEFUL AND TO THE POINT

Notice if what you are conveying is or is not "on purpose" to the question at hand.  
Notice if you are making the same point more than once.

#### OWN AND GUIDE THE CONVERSATION

Take responsibility for the quality of your participation and the quality  
of the conversation by noticing what's happening, and actively support getting  
yourself and others back "on purpose" when needed.