

# Dan Rather Reports

**Episode Number:** 417

**Episode Title:** Power from the People

**Description:** Germany is moving quickly to develop alternative energy, allowing individual homes to sell excess power to electric companies. Also, Abu Dhabi goes green and an icon of the environmental movement.

**TEASE:**

DAN RATHER (VOICE OVER)

TONIGHT...FROM CONSUMERS...TO PRODUCERS. MAKING MONEY OFF ENERGY.

TOBIAS BUBE

As you can see this is not high tech. Nothing of it is high tech. It's not very expensive, and it's something that can be applied everywhere.

RATHER (VOICE OVER)

ALSO ...A VISION OF AN ENERGY FUTURE RISING FROM AN OIL SOAKED SAND.

DR. SULTAN AL JABER

We're hoping to send a true general message to the whole world. Energy should unite us and not divide us.

RATHER (VOICE OVER)

AND HOW AMERICA TURNED IT'S BACK ON GREEN ENERGY 30 YEARS AGO.

DENIS HAYES

Imagine if America really had gotten 20 percent of its energy from renewable sources by the year 2000. Climate change would not be such a big issue. Our reliance upon the Middle East would have been significantly diminished. It would have been a totally different world.

RATHER (VOICE OVER)

WE'LL BRING YOU THE NEWS. TONIGHT ON DAN RATHER REPORTS.

**POWER FROM THE PEOPLE:**

PRESIDENT OBAMA, ADDRESS TO CONGRESS

The country that harnesses the power of clean, renewable energy will lead the 21st century. And yet, it is China that has launched the largest effort in history to make their economy energy efficient. We invented solar technology, but we've fallen behind countries like Germany and Japan in producing it. New plug-in hybrids roll off our assembly lines, but they will run on batteries made in Korea. Well I do not accept a future where the jobs and industries of tomorrow take root beyond our borders – and I know you don't either. It is time for America to lead again.

RATHER (ON CAMERA)

PRESIDENT OBAMA'S RECENT CALL FOR AMERICA TO LEAD THE WORLD COMES AT A TIME WHEN THIS COUNTRY IS IN FACT FAR, FAR BEHIND. GOOD EVENING FROM CENTRAL PARK IN NEW YORK. TONIGHT WE BEGIN OUR PROGRAM WHERE ALTERNATIVE ENERGY IS A REALITY. IT'S A COUNTRY THAT ADOPTED A REMARKABLE POLICY NEARLY 20 YEARS AGO AND IS NOW REAPING THE BENEFITS. GERMANY HAS BECOME WORLD LEADER IN SOLAR POWER. PERHAPS SURPRISING FOR A COUNTRY THAT DOESN'T GET MUCH SUNLIGHT. AND YET, HUNDREDS OF THOUSANDS OF GERMAN CITIZENS ARE REDUCING THEIR SO-CALLED CARBON FOOTPRINTS AND PROVING IT IS POSSIBLE TO EVEN MAKE MONEY BY GOING GREEN.

RATHER (VOICE-OVER)

IF YOU WANT TO SEE WHAT A REALLY PROGRESSIVE ENERGY PLAN LOOKS LIKE...THERE'S NO BETTER EXAMPLE THAN HERE IN THE LUSH ROLLING HILLS OF FREIAMT, A TOWN IN SOUTHERN GERMANY. THIS WAS ONCE THE BLACK FOREST... LONG AGO... BEFORE THE LOGGERS CLEARED IT. BUT TODAY... IN THESE SMALL TOWNS AND CITIES... IT'S ALL ABOUT POWER...AS IN THE POWER GRID. AND GERMANS HAVE TURNED ENERGY PRODUCTION ON ITS HEAD... MEET HELGA AND WALTER SCHNEIDER...FIFTH GENERATION GERMAN DAIRY FARMERS WHOSE JOB IS NEVER DONE.

HELGA SCHNEIDER, DAIRY FARMER

The life is nice, but we have to work all days, we must milk the cows all days in the morning and in the evening.

RATHER (VOICE OVER)

LIKE FOR DAIRY FARMERS IN THE UNITED STATES. PRICES ARE LOW AND COSTS FOR FUEL AND FERTILIZER--EXPENSIVE. THE SCHNEIDERS WOULD BARELY MAKE ENDS MEET IF NOT FOR MONEY THEY RECEIVE EVERY MONTH FOR SELLING ANOTHER COMMODITY. ENERGY.

10 YEARS AGO THE COUPLE INSTALLED SOLAR PANELS ON TOP OF THEIR BARNS, JOINED OTHER FARMERS FROM THE AREA IN PURCHASING WIND TURBINES. AND BECAUSE OF A TRAILBLAZING AGREEMENT WITH THE GERMAN GOVERNMENT, THE SCHNEIDER'S WERE SUDDENLY IN THE ENERGY BUSINESS.

THEY NOW SELL THE ENERGY THEY DON'T USE BACK TO A NATIONAL GRID. AND THAT MEANS THE SCHNEIDERS ACTUALLY MAKE MORE MONEY FROM THEIR ENERGY, THAN FROM THEIR MILK.

SCHNEIDER

Now, it's energy is more, with this low milk price, it's the energy more. And we don't must work with energy. The sun gives us money and the wind.

RATHER (VOICE OVER)

IT'S QUITE SIMPLE, AND LUCRATIVE. THE ENERGY THE FARMERS DON'T USE IS SOLD TO THE ELECTRICITY COMPANIES AT A PREMIUM RATE. SO FOR THE SCHNEIDERS, A \$26,000 INVESTMENT IN THE WINDMILL NOW EARNS THEM OVER \$9,000 A YEAR.

AND THE SOLAR PANELS THEY PUT UP, GIVE THEM A RETURN OF 10% ON THEIR INVESTMENT ANNUALLY. THIS HAS THE SCHNEIDERS THINKING ONE DAY THEY WILL BE OUT OF THE DAIRY BUSINESS FOR GOOD.

SCHNEIDER

When we both old, ten years older, I think we cannot farming like this. But it's too much work, and I think we have only this energy.

RATHER (VOICE OVER)

IT IS INNOVATIVE FAMILIES LIKE THE SCHNEIDERS WHO ARE THE REASON WHY FREIAMT TODAY ACTUALLY PRODUCES MORE ELECTRICITY THAN IT CONSUMES – ALL FROM RENEWABLE SOURCES. THIS HAS HELPED REVIVE A REGION ONCE DEPENDENT ON ITS AGING FARMERS AND FORESTERS.

THE GROWTH IN ALTERNATIVE ENERGY HERE AND TOWNS ACROSS GERMANY IS A RESULT OF A GROUNDBREAKING POLICY, ADOPTED IN BERLIN THAT REQUIRES ELECTRIC COMPANIES TO BUY RENEWABLE ENERGY FROM ANY PROVIDER. THIS MEANS ANYONE WITH A SOLAR PANEL CAN SELL THE ENERGY THEY PRODUCE AT A PROFIT. IT'S CALLED A FEED-IN TARIFF, AND THE IDEA CAME FROM GERMAN PARLIAMENT MEMBER HERMAN SCHEER...

HERMAN SCHEER, GERMAN MP

Why we should wait, when we are in a race against time. We should do it and look to the specific advantages.

RATHER (VOICE OVER)

SCHEER HAS BEEN AT THE FOREFRONT OF THE RENEWABLE ENERGY MOVEMENT IN EUROPE FOR DECADES.

SCHEER

This is a decision for clean energy. It's a decision based on the higher social value of renewable energies. And this justifies to give to it priority.

RATHER (VOICE OVER)

AND THE FEED-IN TARIFF IS NOT FUNDED WITH ANY TAX DOLLARS. THE COSTS ARE DISTRIBUTED ACROSS ALL THE ELECTRICITY BILLS OF THE COUNTRY, AND THE AVERAGE HOUSEHOLD PAYS JUST UNDER TWO DOLLARS A MONTH TO SUPPORT THE PROGRAM.

SCHEER

And people accept that totally -it is popular. Because people accept that more than paying taxes. Because they know this additional money is given for green energy and for new jobs.

RATHER (VOICE OVER)

GERMANY SET OUT TO HAVE 14% OF ITS ENERGY GENERATED BY RENEWABLE SOURCES BY 2010. THEY ACHIEVED THEIR TARGET 3 YEARS EARLY.

SCHEER

We have the strongest industry. And the industry followed the law. Without this law, we would not have this industry. And the law created the framework from that. The room for maneuvering. We created 250,000 new jobs. Because we created a market.

RATHER (VOICE OVER)

THAT MARKET MEANS THE GREEN TECHNOLOGY SECTOR IS EXPECTED TO SOON BECOME THE NATION'S NUMBER ONE EMPLOYER, OVERTAKING THE AUTOMOBILE INDUSTRY.

WHAT THE FEED-IN TARIFF HAS DONE FOR THE TOWN OF FREIAMT, IT HAS DONE FOR THE NEARBY CITY OF FREIBURG IN SPADES.

TOBIAS BUBE, ROLF DISCH ARCHITECTURE

There is something special about Freiburg.

RATHER (VOICE OVER)

TOBIAS BUBE EARNED HIS PHD AT THE UNIVERSITY OF FREIBURG AND IS AN ADVOCATE FOR GREEN BUILDING.

BUBE

At some time in the 1970s, there were plans for a nuclear power plant near the Kaiserstuhl. And what happened was that not only the students and activists, but also almost all the citizens of Freiburg, and they all came together and started a movement. And this was one of the kickoffs for the green party in Germany. To say no is one thing, fair enough in this case, but to say no we don't want nuclear power, but we don't need nuclear power because we have other ways of solving our energy problem. And then lots and lots of initiatives and companies came out of this.

RATHER (VOICE OVER)

ONE THING THAT CAME OUT OF THOSE INITIATIVES WAS THE ESTABLISHMENT OF FREIBURG AS GERMANY'S SOLAR INDUSTRY HEADQUARTERS. SOLAR PANELS LINE THE LANDSCAPE. AT THE UNIVERSITY, OFFICE BUILDINGS, AND EVEN FREIBURG'S SOCCER STADIUM.

CLAUDIA, FREIBURG RESIDENT

A solar panel is not an exotic sight in our city.

RATHER (VOICE OVER)

BEYOND SOLAR ENERGY, FREIBURG IS HOME TO A POPULATION GREEN TO THE CORE, WITH RESIDENTS WHO ARE REDEFINING LOW-CARBON LIVING, WITHOUT SACRIFICING THE COMFORTS OF MODERN LIFE.

CLAUDIA IS A RESEARCHER AT THE UNIVERSITY OF FREIBURG. ON MOST DAYS, SHE PICKS UP HER DAUGHTER, HELEN, FROM FOREST KINDERGARTEN BY BIKE.

CLAUDIA

It's a good place to live in and it's mostly about cycling especially as a student, you take pride in having at least two different bicycles in your shed, one is for the town and the other one is for doing the proper sports. Freiburg maybe was always keen on being ecologically friendly... that things are possible here, people do try things out, and make things differently or for the first time. And it's not a big city, that's also something that has to be added, it's not Berlin, or Hamburg or the size of London, it's a medium sized city, so a lot of things are possible in this size of city, of around 200,000 I think.

RATHER (VOICE OVER)

CLAUDIA LIVES IN ONE OF THE NEWLY EVOLVED ECO-FRIENDLY NEIGHBORHOODS OF FREIBURG. BUT THEY'RE NOT JUST ABOUT RENEWABLE ENERGY, THEY'RE LOW ON CARS, AND HOMES ARE BUILT TO BE ENERGY EFFICIENT.

THE MOST ENERGY EFFICIENT OF THEM ALL IS A 21ST CENTURY TECHNOLOGY CALLED THE PASSIVE HOME - A HOME THAT REQUIRES LITTLE OR NO HEATING OR COOLING. THE KEY IS INSULATION.

MEINHARD HANSEN, ARCHITECT

The system is really simple. It's just a big sleeping bag around the house, very good insulation. That's the idea of the passive house. And this is a cheap idea also.

RATHER (VOICE OVER)

MEINHARD HANSEN IS A FREIBURG RESIDENT AND ARCHITECT OF PASSIVE HOMES. THERE ARE MORE THAN 15 THOUSAND HOMES LIKE THIS IN EUROPE.

HANSEN

I came here 20 years ago, because I heard that there are people who are thinking green in Freiburg and that was a reason to go here, because I thought here will be people who will buy what I do, who can buy my ideas, my houses, and so on. The first houses were hard, of course, because people didn't believe that it works. It is a little bit unbelievable.

RATHER (VOICE OVER)

THICK WALLS, ROOFS, AND TRIPLE PANE WINDOWS CUT DOWN ON HEAT LOSS. A HEAT EXCHANGER, KEEPS THE AIR FRESH, AND AT A COMFORTABLE AND CONSISTENT TEMPERATURE. IT WORKS BY TRANSFERRING THE HEAT AND MOISTURE FROM THE OUTGOING AIR TO THE INCOMING AIR. IN ADDITION, INFRARED REFLECTING WINDOWS FACE SOUTH TO SOAK UP THE LOW WINTER SUN, WHILE SOLAR PANELED ROOFS HANG LOW TO KEEP THE SUMMER SUN OUT.

HANSEN

What we use, is using for heating houses, nearly all over the world. It's crazy. Because we don't have, we can change this immediately.

RATHER (VOICE OVER)

ANOTHER ARCHITECT TAKES THE PASSIVE HOUSE CONCEPT EVEN FURTHER. ROLF DISCH IS ONE OF FREIBURG'S MOST INNOVATIVE DESIGNERS. HE'S COME UP WITH THE WORLD'S FIRST HOMES THAT PRODUCE MORE ENERGY THAN THEY REQUIRE. SO-CALLED "PLUS ENERGY" HOUSES. DISCH BEGAN WITH HIS OWN HOME, WHICH HE NAMED THE HELIOTROPE, AFTER HELIOTROPIC FLOWERS THAT TURN WITH THE SUN. TOBIAS BUBE HAS WORKED WITH DISCH FOR THE PAST 3 YEARS.

BUBE

The heliotrope was the first building worldwide to generate more energy than it consumes, in this case it generates 4 to 5 times the amount of energy that it uses. And this was really a breakthrough. This is a spectacular structure, and makes the most of passive use of solar energy. But this was not what he wanted to do in a way he came back to his social ideals and said what we need is the plus energy houses for everyone. Which is affordable for everyone. And this is what he did with the solar settlement.

RATHER (VOICE OVER)

THIS IS THE SOLAR SETTLEMENT, JUST NEXT DOOR TO MEINHARD HANSEN'S PASSIVE HOMES. ENERGY EFFICIENCY COMBINED WITH SOLAR PANELED ROOFTOPS MAKE THESE BUILDINGS ENERGY PRODUCING MACHINES. EVERY APARTMENT HAS A BOX THAT MONITORS THE AMOUNT OF ENERGY THE HOMES USE AND PRODUCE.

BUBE

This device is that- to count the energy that is consumed, like in any other house, and this one is special. This is to count what is sold into the grid.

As you can see this is not high tech, nothing of it is high tech, it's something that you can do, it's not very expensive and it's something that can be applied everywhere. Everywhere on this world.

RATHER (VOICE OVER)

THOUGH THE AVERAGE PURCHASE PRICE IS AROUND 10 TO 15% MORE THAN A STANDARD HOME, RESIDENTS DON'T PAY UTILITY BILLS. SAVING ON AVERAGE FOUR THOUSAND DOLLARS A YEAR...AND THEY MAKE, ON AVERAGE, ANOTHER FOUR THOUSAND DOLLARS IN POWER SOLD BACK TO THE ELECTRIC COMPANY. BUT ENERGY SAVINGS ARE JUST ONE BENEFIT OF THESE HOUSING DEVELOPMENTS. THIS AREA IS CALLED ONE OF THE MOST ECOLOGICALLY PROGRESSIVE NEIGHBORHOODS IN THE WORLD. IT WAS DESIGNED TO BE CAR FREE. EVERYTHING MUST BE ACCESSIBLE BY FOOT, BIKE, OR TRAM. THOSE WHO DO OWN CARS, MUST PARK OUTSIDE THE NEIGHBORHOOD LIMITS.

HANSEN

The living in the passive house is one thing, and the other thing of course is the neighborhood nearly without cars. It has a totally different comfort when you live without cars. The people go outside when there are no cars. And the children are living outside. The parents don't have so many stress, they don't have to stay at home before in front of the play station they be because they're frightened to go out with the cars and the danger and so on. So in our houses, the people get children more and more, yeah it's crazy yeah, usually people have or families have two, but here, they start having three and four.

RATHER (VOICE OVER)

IF FREIBURG SEEMS LIKE A GREEN UTOPIA FILLED WITH TREE-HUGGING ENVIRONMENTALISTS, DON'T TELL THE RESIDENTS. THEY SEE THEMSELVES AS JUST YOUR AVERAGE 21<sup>ST</sup> CENTURY CITIZENS.

HANSEN

It sounds a little bit strange, yeah. No heating, no cars on the street. When you hear this, you must think people must be a little bit strange there. Yeah. Usually they are a little bit astonished that people are nearly normal. There are no Amish people here, like this.

CLAUDIA

I feel that I just live. I don't take more care of the environment or less care of the environment. I might make a point in only buying energy saving bulbs to put in my

lamps. Apart from that, I don't consciously save energy. The house makes me save energy cause it's so well built.

RATHER (VOICE OVER)

IT MAY SEEM SECOND NATURE TO THESE GERMANS, BUT TO AN OUTSIDER, THE CHANGES HE'S NEEDED TO MAKE ARE REMARKABLE. CARY JESTER MOVED TO FREIBURG TWO YEARS AGO FROM DALLAS, TEXAS WHEN HIS WIFE GOT A NEW JOB.

CARY JESTER, FREIBURG RESIDENT

In Texas, we would drive to the end of the street to pickup our mail. You would drive everywhere and you wouldn't think anything about it. Here we don't have that option and I myself, I ride my bike almost everywhere now.

RATHER (VOICE OVER)

WHILE JESTER'S NEIGHBORS TEACH HIM ABOUT ENERGY, HE'S TEACHING THEM ABOUT BASEBALL.

JESTER

It seems like people here care about things like that, and yeah, it might cost a little more to build your houses with a little more insulation, or it might cost a little bit now to put solar panels on, but in the long run it's gonna save you money. And it's just getting out of the way of thinking of what's in it for me right now, as opposed to in the long run and what's going to be better for the environment.

RATHER (VOICE OVER)

WHAT'S GOOD FOR THE ENVIRONMENT HAS ONLY RECENTLY BECOME MAINSTREAM IN THE UNITED STATES. AND THE OBAMA ADMINISTRATION IS THE FIRST AMERICAN ADMINISTRATION TO ACTIVELY PURSUE A COMPREHENSIVE ENVIRONMENTAL AND ENERGY AGENDA.

PRESIDENT OBAMA (FIRST ADDRESS TO CONGRESS)

But to truly transform our economy, to protect our security, and save our planet from the ravages of climate change, we need to ultimately make clean, renewable energy the profitable kind of energy.

RATHER (VOICE OVER)

ACCORDING TO GERMAN PARLIAMENT MEMBER SCHEER, THE U.S. HAS A LOT OF CATCHING UP TO DO. AND FAST.

SCHEER

If we go to renewables, we need people. Not only people to support it, but only people who can work with that. Educated people for renewable energy technologies. And if someone starts now in other countries to go to renewables, he will come very early to the wall of not having enough manpower. Not enough educated people. Not enough engineers. Not enough architects, solar architects who are familiar with renewable energy technologies. And this human capacity is one of the most important thing.

SCHEER (SPEECH)

The renewable energy economy will become the most cheap economy. And what we do today to push it to create such a market, what we can do it today is the prerequisite for cheap energy and free of emissions, free of pollutions for all people in the world.

RATHER (ON CAMERA)

BUILDING UPON THEIR SUCCESS WITH THE FEED-IN SYSTEM, THE GERMAN GOVERNMENT RECENTLY INCREASED ITS RENEWABLE ENERGY TARGET TO 30% OF ALL ELECTRICITY GENERATION BY 2020. IF THEY ACHIEVE THAT GOAL, THEY WILL BE THE FIRST... BUT FOLLOWING IN GERMANY'S FOOTSTEPS ARE NEARLY 40 NATIONS, INCLUDING SPAIN, AUSTRALIA, ISRAEL, AND THE UK, WHO HAVE ADOPTED SOME FORM OF FEED-IN TARIFFS.

COMING UP NEXT ON OUR PROGRAM... ONE OF THE BOLDEST IDEAS IN SUSTAINABLE LIVING FROM ONE OF THE MOST UNLIKELY PLACES. YOU'LL WANT TO SEE IT, SO STAY HERE WITH US.

**MASDAR:**

RATHER (ON CAMERA)

THE MEDIEVAL TOWNS OF GERMANY AREN'T THE ONLY ONE'S INVESTING IN NEW APPROACHES TO ENERGY. FROM THE SHADOW OF THE GREAT WALL OF CHINA... TO THE BANKS OF THE AMAZON RIVER... INNOVATIVE NEW MODELS FOR SUSTAINABLE LIVING ARE TAKING SHAPE. AND THAT BRINGS US TO POSSIBLY THE MOST UNLIKELY PLACE FOR A MAJOR BET IN NEW ENERGY - THE OIL SOAKED SANDS OF ABU DHABI.

RATHER (VOICE OVER)

ABU DHABI IS THE CAPITOL OF THE UNITED ARAB EMIRATES...A SPECK OF A COUNTRY ON THE ARABIAN OR PERSIAN GULF. IT HAS ONE OF THE HIGHEST PER CAPITA INCOMES IN THE WORLD... AN INCOME BASED ON ONE OF THE WORLDS LARGEST RESERVES OF OIL. SO IT'S NOT SURPRISING THAT THIS COUNTRY OF ABOUT A MILLION CHURNS OUT A CARBON FOOTPRINT THAT DWARFS COUNTRIES 10 TIMES ITS SIZE ... EMIRATI... AS THEY'RE CALLED... DRIVE LUXURY SUVs, FUELED BY CHEAP GASOLINE, BETWEEN AIR CONDITIONED SKYSCRAPERS AND SHOPPING MALLS.

WHICH MAKES THIS SCENE ALL THE MORE SURREAL. WELCOME TO ABU DHABI'S 2ND ANNUAL WORLD FUTURE ENERGY SUMMIT - THE LARGEST GATHERING ANYWHERE OF ALTERNATIVE ENERGY SPECIALISTS.

CONFERENCE ATTENDEE #1

This bulb uses six watts. And you can compare it to a 50 watt normal bulb.

RATHER (VOICE OVER)

SHEIKHS MINGLING WITH ENVIRONMENTALISTS. INVENTORS PROMOTING THEIR WARES...

CONFERENCE ATTENDEE #2

Transmission technologies, green building technologies, and sensing technologies for carbon capture and sequestration.

RATHER (VOICE OVER)

POLITICIANS LIKE TONY BLAIR...

TONY BLAIR, FORMER PRIME MINISTER OF ENGLAND

Let us stimulate economic growth by investing in alternative energy and energy efficiency.

RATHER (VOICE OVER)

EVEN THE OIL COMPANIES.... AND, OF COURSE, BUSINESSMEN LOOKING FOR THE NEXT GREAT INVESTMENT.

THE CONFERENCE HAD A DISTINCTLY INTERNATIONAL FEEL... BUT THERE WAS A BUZZ IN THE HALL ABOUT SOMETHING THAT WAS TAKING PLACE RIGHT IN ABU DHABI'S OWN BACKYARD.

WHEREVER YOU LOOKED THERE WERE DISPLAYS WITH THE WORD MASDAR... IT'S THE EMIRATES' BIG BET ON ALTERNATIVE ENERGY - WHAT THEY'RE TOUTING AS A CITY OF THE FUTURE... IN A SENSE THIS WHOLE CONFERENCE WAS A COMING OUT PARTY FOR A CONCEPT THAT HAS YET TO BE BUILT... IT MIGHT LOOK LIKE SOMETHING OUT OF THE JETSONS, BUT ABU DHABI IS BETTING BILLIONS ON A CITY THAT WILL TURN IT'S BACK ON BIG OIL.

THIS IS THE MOST AMBITIOUS ENERGY CONSERVATION PLAN IN THE WORLD. WHEN IT'S COMPLETE...SOMETIME AROUND 2016, MASDAR WILL RUN ENTIRELY ON ALTERNATIVE ENERGY. AT LEAST THAT'S THE PLAN.

FIFTY THOUSAND EMIRATI WILL INHABIT WHAT IS PLANNED TO BE THE WORLD'S FIRST CARBON-NEUTRAL CITY.

DR. SULTAN AL JABER, CEO OF ABU DHABI FUTURE ENERGY

So far, we don't see anyone as bold as Abu Dhabi and as vocal about our interest in the alternative energy space.

RATHER (VOICE OVER)

DR. SULTAN AL JABER IS A FORMER PETROLEUM ENGINEER AND NOW THE CEO OF MASDAR.

JABER

What we're trying to do, through the Masdar City and development is to provide a model—a new way of living, a model of sustainable developments. Masdar is an initiative that covers the whole value chain of renewable energy. The renewable energy is mature enough, the only problem with renewable energy sector is that it's way too fragmented—and that's where we came up with the idea of establishing Masdar City to act as the catalyst and the home of renewable energy.

RATHER (VOICE OVER)

THIS HOME OF RENEWABLE ENERGY WILL BE POWERED BY WIND, SOLAR, AND WASTE COMBUSTION...ALL IN BIG SUPPLY HERE. THE PLAN CALLS FOR EACH BUILDING TO BE MADE FROM LOCALLY SOURCED, RECYCLED, OR SUSTAINABLE MATERIALS. THEY HAVE EVEN TEAMED UP WITH A COMPANY DEVELOPING LOW-CARBON CONCRETE. THIS CONCRETE USES LESS CEMENT, WHICH IS AN ENERGY INTENSIVE MATERIAL. AND THOSE CARS THAT EMIRATI LOVE SO MUCH? THEY WILL BE BANNED INSIDE THE CITY. TRAVEL WILL BE BY PRT – PERSONAL RAPID TRANSIT – WHICH WILL TRANSPORT PEOPLE IN AND AROUND THE CITY, USING ELECTRICITY FROM SOLAR ENERGY.

## KHALED AWAD, MASDAR CITY PLANNER

It's a maximum 40 kilometers an hour, very convenient, it's waiting for you, it's like a horizontal elevator; imagine an elevator, but horizontal.

RATHER (VOICE OVER)

KHALED AWAD IS MASDAR'S CITY PLANNER. AND THE PERSONAL RAPID TRANSIT, WHILE STILL UNDER DEVELOPMENT, IS ONE OF THE FEW THINGS THE DESIGNERS OF MASDAR CAN SHOW OFF. THE PRT IS BUILT FOR FOUR PEOPLE...AND WILL RUN PRIMARILY UNDERGROUND. SORT OF LIKE YOUR OWN PERSONAL SUBWAY CAR. AND, YOU CAN ELECTRONICALLY REQUEST YOUR PRT AND PROGRAM IT TO YOUR DESTINATION. AS ADVANCED AS THESE IDEAS ARE, AWAD ACKNOWLEDGES THAT MANY OF THE TECHNOLOGIES HAVEN'T EVEN BEEN DEVELOPED YET.

AWAD

Some of it is developed, some of it is under development, and this is one of the developers of this technology, and I think some of it is being tested and piloted for the first time.

RATHER (VOICE OVER)

BUT THERE'S A BIGGER MESSAGE HERE. AND AN IRONY. WHILE THE SHEIKS MAY BE THE ONLY ONES IN THE WORLD WHO CAN FINANCE AN ELABORATE PROJECT SUCH AS MASDAR. THE LEADERS OF A COUNTRY THAT HAS MADE BILLIONS ON OIL, NOW SAY THAT THEY ARE FULLY ON THE CONSERVATION BANDWAGON.

JABER

Abu Dhabi and through Masdar provides an open global platform for cooperation to address three main concerns or issues; one is energy security, two is climate change, three is sustainable human development. And, we're hoping through the Masdar initiative, to send a true general message to the whole world it's time to collaborate, it's time to cooperate; energy should unite us, and not divide us.

MASDAR PROMOTIONAL VIDEO

Columnated shopping boulevards, and al fresco dining, combined with fragrant and lush Islamic garden spaces. And courtyards.

RATHER (VOICE OVER)

THAT'S ALL PART OF THE SALES PITCH FOR MASDAR. ABU DHABI IS TRYING TO SHED ITS GAS-GUZZLING IMAGE.

JABER

We possess the fifth largest oil reserve and we're very rich in gas, as well. Now for us, as major oil producers, what does that growth in alternative energy represent to us? Does that represent a threat, or does that represent an opportunity? We believe that this represents a very unique opportunity for us to tap into.

RATHER (VOICE OVER)

THE EMIRATI ARE GOING GREEN...BUT IS IT FOR THE ENVIRONMENT OR FOR THE IMAGE?

RATHER

You've been there. You know these people. You've built things there. Is it a public relations, a public image, operation? Or are they serious about going to the next, and then the next after that, energy source besides oil?

NADER ARDALAN, ARCHITECT AND HARVARD FELLOW

As you know in life, it's really all the above. I think that today, Abu Dhabi, Dubai, and Qatar and these other countries Kuwait, yeah, they have the highest carbon footprint in the world. The ecological footprint is something that is constantly being thrown into their face. So, part of the PR is to say, "We're doing something about it."

RATHER (VOICE OVER)

NADER ARDALAN IS AN IRANIAN-BORN ARCHITECT AND DESIGNER OF NUMEROUS PROJECTS IN THE ARABIAN OR PERSIAN GULF, INCLUDING IN THE UNITED ARAB EMIRATES. HE'S CURRENTLY A RESEARCH FELLOW AT THE HARVARD CENTER FOR MIDDLE EAST STUDIES, WHERE HE'S WORKING ON SUSTAINABLE CITIES.

ARDALAN

Definitely there is a sustainable way to live. And the people who have been living in the Persian Gulf states, they have the highest footprint in the world. Means they use water with abandon. They use electricity with abandon. They do have to go through an adjustment. And this comes through governance. Now, I must say to you that the amount of investment in this compared to the investment in the oil industry is a pittance. But, nevertheless, while we are suffering here in America in the West because we were at a \$147 barrel, they were, you know, being benefited by this income.

RATHER

Does it strike you as odd that sitting on ten percent of the world's oil, having this tremendous wealth, that Abu Dhabi of all places would be spending its oil riches on alternative energy to be used in the future?

ARDALAN

Not at all. The United Arab Emirates really came into its present formation, as you know, because oil was discovered there in 1958 or so. Sheikh Zayed, who became the first president, had a great passion for greening the earth. And he started to bring thousands of palm trees. And as long as he lived, you could not tear down one of those palm trees that he planted. So, he greened the place. And the idea of that he had in mind- he said, "If you do not know your past, you compromise your future." This is very important. So, he imbued tradition. At the same time, he really wanted the country to advance. So, really, from around the 1970s this little fishing village - pearl diving village turned into one of the world's great fossil fuel both for gas and oil and offshore oil.

RATHER (VOICE OVER)

DURING THE OIL AND GAS BOOM YEARS, ABU DHABI QUICKLY SHED THIS GREEN TRADITION, SPENDING THEIR WEALTH ON LAVISH, ENERGY IN-EFFICIENT DEVELOPMENT. BUT TODAY, THE GOVERNMENT IS LOOKING TO RETURN TO SHEIK ZAYED'S VISION OF A GREEN OASIS. THIS TIME, WITH UP TO A TRILLION DOLLARS IN RESERVES. AND IT BEGAN WITH AN IDEA FROM A SURPRISING SOURCE.

ARDALAN

Beginning around 2002, 2003, the great minds of the world were invited to the UAE and these people were asked what do you recommend we do with our future and for our future. One of the interesting persons, I have been told, was former President Clinton, he said "Since you're the energy capital of the world in this region, and you know that this is a finite source. What are you doing to maintain yourselves as the energy source for the future?" And this took.

RATHER (VOICE OVER)

AND IT'S NOT JUST ABOUT RENEWABLE ENERGY. MASDAR'S ARCHITECTURE ALSO TAKES ADVANTAGE OF THE SUN AND WIND. AS ARABIANS HAVE FOR CENTURIES.

ARDALAN

This region, by the way, is hot, humid. It has a 120 degree Fahrenheit in the summer. Four months that are really bizarrely unbearable. So, therefore, if you try to build for this

particular bioclimatic zone, you wanna build compact, high density. You wanna build courtyards so that you can capture the idea of cooling shadows and breezes. Take a picture of what, for instance, Kuwait was like in 1950, and that was a low-rise courtyard architecture, which was adapted to the environment and adapted to how people lived to privacy patterns. That's why the courtyard worked. Narrow streets work for environment. I think that that pattern has been used in Masdar. Masdar is never more than four stories high. It's all very compact. It's all made of courtyards. So, in that way, I think it's quite a interesting paradigm.

AWAD

This is the model showing what the Masdar city is about, so you see a big square, which is actually a revival of how Arabian architecture was used in old cities in the region.

RATHER (VOICE OVER)

THOUGH MASDAR'S DESIGNS MAY TAKE ABU DHABI BACK TO ITS ARCHITECTURAL ROOTS. THIS MODEL HAS A FAR LARGER PRICE TAG.

AND WHILE ABU DHABI HASN'T BEEN ENTIRELY IMMUNE TO THE RECENT ECONOMIC TURMOIL, YOU WOULDN'T KNOW IT BY THE MASDAR CONSTRUCTION SITE. AT THIS TWO AND A HALF SQUARE MILE SITE JUST OUTSIDE THE CITY, AN ENORMOUS SOLAR FIELD POWERS THE DOZENS OF CRANES HARD AT WORK.

JABER

Our plans have not been effected whatsoever by the current economic downturn, and as far as the renewable energy sector, I think what we saw at the World Future Energy Summit was a very good evidence that there is the enthusiasm and the excitement and the interest of renewable energy is still so strong.

RATHER (VOICE OVER)

ABU DHABI'S CROWN PRINCE HAS PLEDGED \$15 BILLION FOR THE PROJECT. WITH THAT KIND OF FINANCIAL AND ENVIRONMENTAL COMMITMENT, ABU DHABI HAS THE WORLD'S ATTENTION. AMONG THEIR SUPPORTERS NOW ARE ORGANIZATIONS LIKE THE WWF, WHICH USED TO BE KNOWN AS THE WORLD WILDLIFE FUND, AND GREENPEACE. EVEN MIT WAS OPEN TO A PARTNERSHIP.

FRED MOAVENZADEH, MIT PROFESSOR

This is an economy that has to compete on a global basis with the rest of the world on clean technologies, sustainable technologies, and therefore they need a highly trained manpower.

RATHER (VOICE OVER)

FRED MOAVENZADEH IS A PROFESSOR FROM MIT. HE SAYS MIT WAS SO TAKEN WITH THE PROJECT THAT THEY DECIDED TO HELP ESTABLISH THE MASDAR INSTITUTE OF SCIENCE AND TECHNOLOGY - A SCHOOL DEVOTED TO RESEARCH IN RENEWABLE ENERGY. THE INSTITUTE WILL OPEN ITS DOORS TO ITS FIRST CLASS THIS SEPTEMBER.

MOAVENZADEH

If you look at the statistics, this region has one of the highest per capita income. But in terms of the intellectual capital, it's one of the lowest. So they are seriously thinking of raising the intellectual capital of the region. Philosophically, I see that educated people have less chance of getting into conflict than uneducated. And I'm not saying that they are doing it for being a Samaritan, no, they see value in it, they see value to their economy, they see value to their society, and they are willing to do it.

RATHER

As Americans, do we need to be concerned that we're going to become as dependent on the Middle East for the new forms of energy as we've been on them for oil? Is that a legitimate concern at this point?

ARDALAN

The can-do attitude that I've experienced in my life living as an American says to me that you're gonna probably have American know-how dominate this field. Because it is something that was born here, and as I'm saying, we're a large country. Plenty of sun in so many regions that we have. And I think that already I see that people are investing in this field. No, I don't think that there's any worry about it. It's just the fact that we have to get sort of on with it. Right now, we're at this threshold of a door. And we're hesitant. And this economic problem that we've gone now suddenly through makes us pause. I don't know how much longer you can pause. You've got to keep going because environmental crisis that has faced the Earth and the United States is real. And so, we've got to keep on moving.

RATHER (ON CAMERA)

AND AS FOR THE FUTURISTIC PROJECT MASDAR ...IT SHOULD BE NOTED THAT DESPITE THE PROMISES, THAT PROJECT MAY NOT INDICATE BROADER COMMITMENT BY THE UNITED ARAB EMIRATES TO CHANGE THEIR CARBON-HEAVY WAYS; AT LEAST NOT YET. JUST DOWN THE ROAD FROM MASDAR, A FORMULA ONE RACETRACK AND THE WORLD'S LARGEST ALUMINUM SMELTER ARE BEING BUILT - AND BOTH ARE PARTIALLY FUNDED BY THE SAME AGENCY BEHIND MASDAR.

WHEN WE COME BACK, A CONVERSATION WITH A MAN WHO HAD PLANS TO CHANGE THE WORLD.

**DENIS HAYES:**

RATHER (ON CAMERA)

WELCOME BACK. AND NOW A CONVERSATION WITH AN AMERICAN ENVIRONMENTAL PIONEER. HE FIRST CAME ON THE SCENE IN THE 1970S WHEN ENTHUSIASM OVER RENEWABLE ENERGY AND CONSERVATION WAS SWEEPING THROUGH AMERICA... OUT OF THAT DECADE CAME THE ENVIRONMENTAL PROTECTION AGENCY, THE CLEAN AIR AND WATER ACTS, GREENPEACE, AND EARTH DAY.

RATHER (VOICE OVER)

THE FIRST EARTH DAY WITNESSED 20 MILLION AMERICANS TAKING TO THE STREETS, CALLING FOR THE PROTECTION OF THE PLANET. THE YEAR WAS 1970...AND IT LAUNCHED THE LARGEST GRASSROOTS ENVIRONMENTAL MOVEMENT IN HISTORY. AT THE FOREFRONT OF EARTH DAY WAS NATIONAL COORDINATOR, DENIS HAYES.

WHEN ENVIRONMENTAL ACTIVISTS LIKE HAYES BEGAN GAINING ATTENTION, NOT JUST LOCALLY, BUT ON A NATIONAL LEVEL, THE GOVERNMENT TOOK NOTICE. BY 1977, PRESIDENT JIMMY CARTER, HAD TAKEN OFFICE... HE WAS OPEN TO THEIR MESSAGE... AND WITH OIL PRICES SKY-HIGH, CARTER WAS KEEN ON ALTERNATIVE MEANS TO ENERGY INDEPENDENCE.

ONE OF HIS FIRST INITIATIVES WAS THE SOLAR ENERGY RESEARCH INSTITUTE. AND HE APPOINTED HAYES AS HIS TOP MAN. AT THE AGE OF 33, HAYES WAS THE YOUNGEST DIRECTOR EVER OF A NATIONAL LAB. AND HE WAS CHARGED WITH BRINGING TOGETHER SOME OF AMERICA'S FINEST SCIENCE MINDS TO DEVELOP THE ENERGY OF THE FUTURE.

WE RECENTLY SAT DOWN WITH DENIS HAYES TO HEAR HIS TAKE ON AMERICA'S PATH TOWARDS CLEAN ENERGY.

DENIS HAYES, PRESIDENT, BULLITT FOUNDATION

In the Carter Administration, the President really became quite fascinated with these technologies. And the research laboratory that I headed, the Solar Energy Research Institute was charged with finding out, "If we invested heavily in efficiency and heavily in renewables how much could we get by the year 2000? And what policies would be necessary to take us there?" And concluded that we could get to 28 percent. The

President thought that was a little too ambitious. But scaled it back to 20 percent, and that became the presidential goal.

RATHER

Did you think that could actually come to fruition at that time?

HAYES

Oh, we knew it could. We knew that the technology was there to do it. Essentially, all of the technology necessary for it existed. And in fact, I think we could have done more.

RATHER

Well, the goal that President Carter set was to have 20 percent of our energy supplied by alternate means, solar, wind, and so forth. How much of our energy is now supplied through those means? What percentage?

HAYES

Now, it would be on the order of five percent.

RATHER

Five percent? So, that brings to mind what might have been?

HAYES

And when Ronald Reagan was elected president, many of us thought that that program would continue. Because he said a lot of very flattering things about how conservative it was to have these decentralized, distributed sources that would give people more control over their own lives and communities, more control over their future. But when he became president, he tried to shut the program down. His budget proposal to Congress was for zero. And Congress, although they didn't zero it out, cut it back quite dramatically.

RATHER

Any idea why President Reagan did that?

HAYES

It's one of the eternal mysteries. It was a small amount of money. It would've put us in a dramatically different position. Imagine if America really had gotten 20 percent of its energy from renewable sources by the year 2000. That would make it 25 to 30 percent

today. Climate change would not be such a big issue. Our reliance upon the Middle East would be significantly diminished. It would've been a totally different world.

RATHER

That ended it? That ended that phase?

HAYES

It certainly reduced it significantly, yes.

RATHER

And then what grew outta that?

HAYES

Well, in some fairly large measure, solar and renewable energy in the United States has kind of been on hold. But every single substance that is currently used in a commercial photovoltaic panel anywhere in the world had already been discovered and was already being put out into panels by 1980. What we needed was to have something that would dramatically increase the volume of these things, and more and more being produced. And as you produce more and more of anything, you drive down the cost. And so we wanted to do for solar and for wind exactly what the federal government did for, say the computer chip. That's, buy it for the space program, buy it for the department of defense, drive down the cost until it could enter consumer markets. And then with increased volume, drive it down still further. We didn't do that. But Japan ultimately picked it up, and drove the cost of solar down quite a ways. Then Denmark came along and drove down the cost of wind turbines and - then Germany came along and took the Japanese models, and had something called a feed-in tariff. And began to really drive up the volumes of these things being produced. And Japan and Germany did, over the course of the 1990s and the early years of the 21st century, what America should have been doing in the 1980s.

RATHER

Let's talk about what role the utility companies played in either bolstering or preventing the new technologies from coming online earlier, much earlier.

HAYES

The utility industry is, it has some very bright, creative people in it now. But most current utilities are creatures of habit. Utilities basically don't do research. They do less research than any other business in the country, and are not particularly interested in the fruits of other people's research.

RATHER

Well, too strong to say that the utility companies prevented us from moving forward as you and some other scientists would have liked?

HAYES

Well, it's clear that had the utility industry, and the regulatory bodies that govern it, been prepared to move forward aggressively with something like, say, the German feed-in tariff, the whole world would've been transformed. It would've completely changed the American prospect. And the regulators were not a great source of support on this either. One of the things also that's often ignored in this is that we, as part of that, had a set of policies that would've made America substantially more efficient. 'Ya know, we had fuel economy standards for automobiles then. Those were to be ratcheted down every year into the future. Instead, we simply under the Reagan Administration, and then the Bush Administration, and the Clinton Administration, basically they remained frozen.

RATHER

Well, when the industry we're talking now about the solar, wind, alternative sources of energy sort of collapsed, did we lose the talent?

HAYES

We certainly lost some talent. But the real question about lost talent is all of the people who have come out of college and graduate programs between 1980 and, I'd say, 1980 and 2009. Had we done this so that it was like it was in the 1950s with Atoms for Peace, where an awful lot of the smartest kids were going in to study nuclear engineering, or like it was in the 1960s when it was project Apollo and everybody I mean, heavens, I went to college thinking that I was going to become a doctor and become an astronaut and be going into space. And it's one of the things that drove me into studying science and technology. We haven't had that for renewable energy until now. Now there's a focus upon green jobs. Now there's a focus upon how do you move at one burst into this new field? But we've lost 25 years of talent that should've been applied to those problems.

RATHER

Well, a lot of those engineers and even scientists went into the financial markets. A lot more money on Wall Street.

HAYES

They did, and caused us an incredible amount of havoc as the astrophysicists came up with derivatives that nobody else could understand.

RATHER

Let me ask you to give me an overall as where we stand today in trying to develop these alternate sources of energy. Where are we?

HAYES

With regard to solar energy, we have almost certainly the best research any place in the world. Most of the existing technologies were born in the United States, and most of the cutting edge technologies that are gonna dominate this industry five years and fifteen years from now are being explored in the United States. Where we failed on solar is in commercialization. We got the ideas, we build the models, but even when the company that is making the most efficient panels in the world today is an American company, but it does its production in the Philippines because labor is cheaper there. And it sells them in Germany because it makes more money there. But it's an American company.

RATHER

It was the Japanese and the Germans, among others

HAYES

Who commercialized it

RATHER

Who commercialized the technology we developed.

HAYES

Exactly. We've got some good companies, and now that General Electric is putting some serious efforts into it, they can compete well. But, but certainly, the locus of power in wind remains in European companies. And Japan is now coming back. It had an aborted effort to do this in the 1980s, and it's coming back into wind now with a vengeance as well, as is China. Don't underestimate what the Chinese are doing. They are making a heroic commitment to coal because their demands are growing pretty rapidly. But China also now has several of the world's most vibrant solar electricity companies. It has the world's most vibrant solar heating industry, they're starting to move fairly aggressively on wind.

RATHER

Well, you've talked about what other countries did with basically with technology that we developed - Germany, Japan, Korea, Denmark...

HAYES

Spain, Denmark.

RATHER

And China. Are we now in a position, or are we going to be in a position any time soon, where we're playing catch-up?

HAYES

We could be. It really depends upon how investments are made during this sort of idle period. The price of oil has once again fallen because of the global recession. Investments in renewable energy around the world have tapered off, including from the venture capital community in this country. But also in Japan and in Europe. And I'm hopeful that we can come out of this in a relatively strong position, because the Obama administration has now put a lot of money to go into renewables, into the Department of Energy. And we have at the head of the Department of Energy a noble prize winning physicist who understands the potential of these things. And I think it's going to be spent very intelligently. So, things could turn out not too bad for us. We can run America today with the technologies that we have in hand today, and the price would be 20 or 30 percent more for our energy, unless we invested a lot in efficiency, at which point the overall price would be less. There are some of us that would say, "That's a really good deal. If you can avoid global warming, you can avoid the proliferation of nuclear weapons, you can avoid acid rain drainage, you can avoid oil spills, you can avoid all of this stuff for a 20 percent increase? For heaven's sakes, do it."

RATHER

You've been at this a long time, and you've seen the country during the 1970s, it went up, then it went down. Are you confident that this time we'll get serious, or do you have those fears, that sinking feeling that once again, we'll have a burst of interest and energy in this and we'll fall back once again on fossil fuels?

HAYES

We haven't discovered a major oil field for a very long time. So, in that context, I think that the price of oil is going to be high probably, certainly north of a hundred dollars as soon as the economy bounces back. And as that happens, the price of natural gas will begin to go up. The price of everything will begin to go up. You combine that with the constraints on fossil fuel use that are driven by climate, and the world is getting serious about climate, and we finally have an American president who also understands the issue and is getting serious about it. And at that point, it just could not be a better opportunity than that provides for renewables to succeed. If you look at this not just within the American context, but the world context, it's clear that that Europe is moving aggressively, that Japan is moving aggressively, that China's moving aggressively. India's even starting to move a bit on this. If America doesn't, we're gonna be left in the

dust, and that means we'll be left with very expensive energy sources, and with the need to import things from somebody else to power our society.

RATHER (ON CAMERA)

DENIS HAYES... AND FINALLY TONIGHT, AN UPDATE. A FEW MONTHS AGO, WE BROUGHT YOU THE STORY OF VAN JONES, AN ENVIRONMENTALIST AND BEST-SELLING AUTHOR, WHO HAS NOW TAKEN ON A MUCH BIGGER ROLE.

RATHER (VOICE OVER)

JONES IS A PIONEER IN THE FIELD OF GREEN JOBS. AS FOUNDER OF GREEN FOR ALL, THAT'S AN OAKLAND BASED NON-PROFIT.

VAN JONES, SPECIAL ADVISOR, WHITE HOUSE WHITE HOUSE COUNCIL ON ENVIRONMENTAL QUALITY

Hey Diane, this is Van. I am calling about the meeting we're supposed to be doing in DC.

RATHER (VOICE OVER)

HE'S CREATED ENVIRONMENTAL WORK IN INNER-CITIES WHERE THE JOBS ARE NEEDED MOST. JOBS LIKE INSTALLING SOLAR PANELS AND WEATHERIZING BUILDINGS.

JONES

Is this not working?

RATHER (VOICE OVER)

AND WHEN WE TALKED TO HIM, HE HAD SOME BIG IDEAS.

JONES

Just retrofitting buildings alone we could create 600,000 jobs within a year. That is the low hanging fruit. You know, people say, "Green jobs," you know, they're thinking we're talking about some outer space jobs. No, we're talking about taking our existing buildings, blowing in clean, non-toxic insulation, double paning glass, replacing, you know, furnaces and boilers that are, you know, 30 years old, totally inefficient, putting in those new ones that are very efficient. Why is that a green job? Because, if a building's 30 percent more efficient, the power plant is gonna put out 30 percent less pollution.

RATHER (VOICE OVER)

AND NOW, GRASS-ROOTS ENVIRONMENTAL MOVEMENTS, LIKE GREEN JOBS, ARE GAINING ATTENTION FROM THE WHITE HOUSE. AND WHEN WE INTERVIEWED JONES, IT SEEMED CLEAR HE WAS POISED TO TAKE ON AN EVEN BIGGER ROLE.

JONES

Everybody keeps asking me if I'm gonna go work for Barack Obama. I haven't applied for any jobs. I got the great - I got the greatest job in the world, right now with Green For All. So yeah, my hope is that he's gonna listen to folks like me and he's got a good rep reputation for doing that. And, you know, next year should be a great year for this issue.

RATHER (VOICE OVER)

AS IT TURNS OUT, PRESIDENT OBAMA IS LISTENING TO FOLKS LIKE JONES... HE WAS RECENTLY APPOINTED BY THE PRESIDENT TO BE SPECIAL ADVISOR FOR GREEN JOBS AT THE WHITE HOUSE COUNCIL ON ENVIRONMENTAL QUALITY. AND IT IS BELIEVED THAT IN THIS NEW ROLE, JONES WILL MOVE HIS MESSAGE BEYOND ADVOCACY AND INTO NATIONAL POLICY.

JONES

The president of the United States for the first time ever is green.

JONES

See, if we set the right example here, that will have as much influence, as much power, as anything else we can do. And we've got every color, every class, every faith here in this country. We pull together and we solve the biggest problem we've ever faced human civilization, global warming, and we solve it in a way that brings people together and lifts people out of poverty, the rest of the world will say, "We wanna be like them." And we'll be the world leader not in pollution, but in solutions. And that's what the world needs right now from us.

RATHER (ON CAMERA)

VAN JONES... WHEN IT COMES TO ENERGY POLICY, THE UNITED STATES' GREATEST STRENGTH JUST MIGHT BE ITS GREATEST LIABILITY. STATE AND LOCAL GOVERNMENTS HERE WIELD MORE CONTROL THAN IN ALMOST ANY OTHER DEVELOPED COUNTRY. THAT'S GREAT FOR OUR ENTREPRENEURIAL SPIRIT AND COMPETITION. IT'S GREAT FOR KEEPING TEXAS TEXAS AND MAINE MAINE. BUT IT MEANS IT'S HARD TO GET US ALL MOVING TOGETHER.

WITH THE OBAMA ADMINISTRATION, THAT APPEARS TO BE SLOWLY CHANGING. THE PRESIDENT HAS ISSUED AN EXECUTIVE ORDER REQUIRING THE FEDERAL GOVERNMENT TO LOOK INTO IMPROVING THE EFFICIENCY OF ALL ITS BUILDINGS. AND OBAMA'S EPA HAS RULED THAT GREENHOUSE GASES ARE A HEALTH HAZARD AND THUS CAN BE REGULATED UNDER THE CLEAN AIR ACT. BUT TO MEET THE STANDARDS FOR RENEWABLE ENERGY ALREADY ADOPTED BY DOZENS OF INDUSTRIALIZED NATIONS AROUND THE WORLD, AMERICA HAS A LOT OF CATCHING UP TO DO.

AND THAT'S OUR PROGRAM FOR TONIGHT. FOR HDNET, FROM CENTRAL PARK IN NEW YORK CITY, DAN RATHER REPORTING. GOOD NIGHT.