

Susan E. A. Hall
Biography and Curriculum Vitae Details

Sue Hall's work over the last 30 years with Climate Neutral Business Network/SEA has focused on supporting companies and other stakeholders create business-based solutions to environmental problems. A graduate from Harvard Business School (HBS) in 1991 (MBA, High Distinction, Baker Scholar), she was offered a Charles Williams research fellowship to continue her investigations at HBS into how leading edge corporations could secure competitive advantage from their sustainability leadership. Her work since has supported profitable sustainable innovation for companies spanning several continents (Asia, Africa, US, Europe) and dozens of major industries on environmental agendas spanning forestry/biodiversity, energy/climate change to smart growth and sustainable communities. Since 1999, her work has focused exclusively on companies' strategic response to climate change: her clients have repeatedly demonstrated that radical low-carbon/climate neutral commitments can successfully maximize Fortune 500 companies' returns to both their core business development objectives and the climate.

In 1999, Hall pioneered the introduction of carbon neutrality to the US and world stage: supported by the broad stakeholder consensus which she forged, her work resulted in the very first companies' carbon neutral product introductions by Interface, Shaklee, BP and other leading companies - which earned letters of congratulation from President Clinton. These companies' compelling marketing results prompted other companies to introduce carbon neutral products and services world wide; since 2000, carbon neutral products have restructured markets world wide; over 700 US university campuses have made carbon neutral commitments, alongside cities, countries - and now, even the 2016 Paris Climate Accord with its carbon neutral goals for the planet by 2050.

Since the carbon market's inception, the Climate Neutral Business Network (CNBN), which Hall founded, has helped progressive companies create a series of profitable new choices that can credibly reduce the global warming impacts of their products and services. Network companies recognize that their innovations can significantly contribute towards climate stabilization by creating profitable new products, technologies and enterprises that powerfully deliver on mainstream business development goals and achieve consistently superior returns.

CNBN has also pioneered the development of new carbon credit methodologies and stewarded the first project certifications for an innovative set of ground-breaking carbon projects. Two most recent efforts here include Giant Eagle's refrigeration projects and Chevrolet's Campus Clean Energy Efficiency Campaign projects - all of which required CNBN to author and gain third party accreditation for entirely new carbon methodologies to create the foundations required for project certification so that credits could be sold into the carbon markets.

Interest in leveraging these carbon market restructuring forces has spread across the country - with companies successfully pioneering these "carbon advantage" strategies in markets as diverse as the US, Canada, Europe, South America and Asia. Hall's clients span Fortune 500 companies such as GM, BP, Interface, Dow, FedEx, Giant Eagle, Time, Sun through to The Olympic Games and the Dave Matthews Band. Hall's work focuses on developing strategies that maximize companies' carbon advantage, forging creative partnerships across corporate value chains and alliances with environmental/community organizations - to maximize the value that they can deliver for their companies, their customers, the community and the climate.

Recently she helped catalyze Chevrolet's 2010 commitment to invest \$40m in carbon credit projects across the US to reduce up to 8m tons of CO2 emissions, convening its Environmental Advisory Board and creating the new VCS Campus Clean Energy Efficiency Methodology, which enabled Chevy to pioneer carbon credit revenue support for clean energy leadership at US Universities and schools. Invitations to the White House resulted for GM, university leaders and

Hall, as the Obama Administration catalyzed commitments from hundreds of leaders to support the 2106 Paris Climate Accord.

GM then asked Hall to develop the carbon business case to evaluate how carbon market capital could generate returns to accelerate investment in EV charging systems. Given a compelling 5-10% return on capital, Hall convened the EV Charging Carbon Coalition (EVCCC), which VW Group/ Audi, Exelon, EVgo, Siemens, Connecticut Green Bank, Siemens and the Carbon Neutral Cities Alliance joined as founding members. Under Hall's leadership, EVCCC develop a new EV charging carbon methodology, approved by the Verified Carbon Standard in 2018, which has opened up the carbon markets as a new source of capital to accelerate EV charging system investments. Interest across the country and internationally was strong to examine how this new voluntary market methodology can be leveraged to optimize carbon financial incentives for electric transportation, even in the midst of existing regulatory systems such as states' cap and trade legislation. Several EV charging carbon projects, spanning global markets, are now validated and issuing credits, including an innovative aggregated CT Green Bank which combines several partners' EV charging networks into one streamlined, efficient project certification process.

Hall focuses upon connecting leading edge low carbon energy and transportation technologies to the carbon capital markets. She is therefore engaged in developing new carbon methodologies (e.g. for low-carbon cryptocurrencies) and the creative application of existing carbon market methodologies to ground-breaking new project segments.

Hall is a frequent keynote speaker and contributor to progressive climate and business conferences. She believes that business can be a powerful force for social change: her leadership through CNBN demonstrates that the marketplace can powerfully be harnessed to contribute towards addressing social and environmental concerns. Her leadership has been recognized by two serving Presidents; in 2003, she was honored as Business Woman of the Year; and her work has earned two "Innovative Partnership" awards from C2ES' Climate Leadership .

Susan E. A. Hall:
Curriculum Vitae Synopsis

Country	UK national US resident
Education	1979-82 MA Cantab Cambridge University, UK Math Pt IA/B, Literature Pt II: Ili 1983-84 PGCE Cambridge University, UK 1989-91 MBA Harvard Business School, Distinction
Prizes/award	Highlights include: Cambridge Graduation prize, Newnham College, Cambridge Harvard Baker Scholar (top 5% graduates HBS graduating class) Charles Williams Research Fellowships, 1991/2, 1992/3 Pres. Clinton Letters of congratulation to first three climate neutral companies US Republican Party 2015 US Business Woman of the Year 2003 Invitation to the White House Roundtable leadership forum
Work History	1982-87 <i>Social entrepreneur</i> and teacher in UK 1987-89 <i>Associate, Gemini Consulting</i> , London: F500 strategy consulting 1991-93 <i>Harvard Business School, Charles Williams Fellow</i> : ground-breaking research into sustainability as a source of competitive advantage based upon original research developed during MBA 1992 - <i>CEO, Strategic Environmental Associates</i> : sustainability consulting, spanning forest products, smart growth, consumer products, international sustainable development across US, Africa, Asia - Founded several leading business/stakeholder networks including Forest Trends and Climate Neutral Network 1999-2003 <i>Founder and Executive Director, Climate Neutral Network</i> : first ever non-profit certification for carbon neutral innovations 2003 - <i>CEO Climate Neutral Business Network</i> : consulting focused on maximizing carbon advantage for clients across US, EU, Asia. - More than 50 F500 clients from GM, FedEx to Dow, Time - VC start-ups from Natureworks, Genomatica to Siluria - Collaborative stakeholder network approach engaging universities, non-profits, policy leaders and corporations - Lead advisor to Chevrolet's \$40m Carbon Reduction Initiative - Convening leader of the EV Charging Carbon Coalition; pioneered VCS EV charging carbon methodology
Conference Speaking	Frequent conference speaker, spanning, for example: Australia: Australian Greenhouse Office, GHG Challenge Plus US: Business for Social Responsibility, CERES etc EU: Green Mining Forum etc
Press/publications	Include Fortune, US Today, Newsweek, Yes, Harvard, Greenbiz, USGBC etc #cleanenergyu dialogue: 4m social hits in a few weeks, Nov 2014
Contact Details	Address 610 Middlecrest Road, Lake Oswego OR 97034 Phone 001 541 490 2860 Email sue@climateneutral.com

Web

www.climateneutral.com