



# Sparkling Solutions

A journey with the ambitious millennials who are innovating unexpected solutions to the central environmental challenge of our time





#### Future-Focused

Reviewing project proposals and quarterly updates from the first two classes of the 1 Hotels Fellowship at E2, one phrase is conspicuously absent:

Climate change.

The 20 young women and men who are part of the 1 Hotels Fellowship program at E2 understand climate change isn't a business cycle. It's not an occasional write-down on a corporate balance sheet. It's a massive challenge, as complex as they come. Like each breath we draw or each step we take, climate change doesn't warrant a mention for our Fellows because it's always there.

It needn't be. We can develop practical, scalable solutions to climate change — right now — in everything from agriculture to zero-emission vehicles. Fortunately, our Fellows are helping lead us toward a low-carbon future. Why dwell on the problem when it's the solutions that count?

The 1 Hotels Fellows at E2 are seizing control of the political narrative around clean, renewable energy in the South and rural West. They're dropping down onto their hands and knees on Colorado farms so they can think big about soil, carbon and data. They're organizing in Michigan, tracking electric vehicle growth in L.A. and disrupting energy efficiency finance at small commercial buildings in your hometown.

Clear-eyed, together, the 1 Hotels Fellows at E2 seek solutions. We are all accountable to them, the business leaders of tomorrow. What we owe them now is our support.

**Bob Keefe**

Executive director, E2

## The 1 Hotels Fellows' journey so far — and where they're headed next



The 1 Hotels Fellowship at E2 was announced on Earth Day 2017 in Brooklyn. Designed to support and develop young entrepreneurs and emerging business leaders seeking to make the world a better place through projects that expand our economy and protect our environment, the first class of 10 Fellows — the Class of 2017–18 — recently completed year-long projects.

The second class of 10 Fellows were announced at the Global Climate Action Summit in San Francisco in September 2018, and will complete their projects by the end of 2019.

The fellowship program is an ongoing partnership between mission-driven luxury hotel brand 1 Hotels and E2 (Environmental Entrepreneurs), a national nonpartisan business group that advocates for policies that are good for the economy and good for the environment. An affiliate of the Natural Resources Defense Council, E2 is the facilitator of the fellowship program.

Crucial to the success of each individual project has been the pairing of Fellows with mentors. Drawn from E2's membership base of more than 1,000 business leaders across the country, mentors offer strategic guidance and open up their vast professional networks to a new generation of business leaders.





**From left:** 1 Hotels Fellows at E2  
Class of 2017–18 Cory Connolly,  
Bronte McGarrah, Marilyn Waite,  
Greg Hopkins, Genevieve Liang,  
Salem Afeworki, Kevin Fitzwilliam,  
E2 Executive Director Bob Keefe,  
Alex Degolia and Adam Hasz.  
**Not pictured:** Adam Fischer.

## 1 Hotels Fellows at E2

### Class of 2017–18 / Projects Completed

A RECAP OF THE FIRST CLASS OF PROJECTS:



#### Bronte McGarrah

Strategic Partnerships Manager, Greentown Labs / Somerville, Massachusetts

##### Location

Massachusetts, Georgia, Louisiana, Colorado, California

##### Themes & Industries

Clean Energy Innovation, Advocacy, Dept. of Defense, Bioscience, Dept. of Energy, Dept. of Commerce

##### Project Description

Bronte set out to show to a wider audience what she was seeing each day at her job at a Boston-area clean tech incubator: that federal grants spur innovation in clean energy and clean tech. Bronte filmed entrepreneurs and inventors who received grants from agencies including the departments of Defense, Energy and Commerce. On a bespoke interactive website, she posted a video series illustrating for policymakers exactly how federal clean tech investments unleash innovation far from Washington. “In this day and age and time of political division, clean tech and clean energy innovation is an important point of common ground,” Bronte said.



#### Greg Hopkins

Senior Associate, Buildings Practice, Rocky Mountains Institute / Boulder, Colorado

##### Location

Colorado, with potential national impact

##### Themes & Industries

Commercial Real Estate, Market Efficiencies, Energy Efficiency, Finance, Personal Investing, Data

##### Project Description

Building upon his master’s thesis from Harvard’s Graduate School of Design, Greg’s Fellowship project was no less ambitious than overhauling the market for energy efficiency in commercial buildings less than 50,000 square feet. That’s no small market — and it has a major climate impact. “When you look at the built environment, small commercial buildings have really been left behind compared to larger, institutionally owned buildings,” Greg said. “And that matters. There are 43 billion square feet of space and they’re essential to meeting climate goals.” Greg set out to build a digital financing solution called Curb Collective, which matches building owners with mainstream capital investors. Greg is now partnering with the city of Boulder on a pilot program that can be replicated nationwide.



“ We are once again thrilled to support the E2 1 Hotels Fellowship. The Fellows included in this incredible list are also a part of the next generation of individuals who will be most directly impacted by climate change, and hopefully also the ones who will help solve it. As a mission-driven hotel brand, we are more than thrilled to support this next generation of climate leaders. ”

##### Barry Sternlicht

Starwood Capital Group CEO  
Chairman and 1 Hotels Founder





## Adam Fischer

Policy Analyst, U.S. House Committee on Energy and Commerce;  
MPP/MEM Candidate at Duke University / Washington, D.C.

### Location

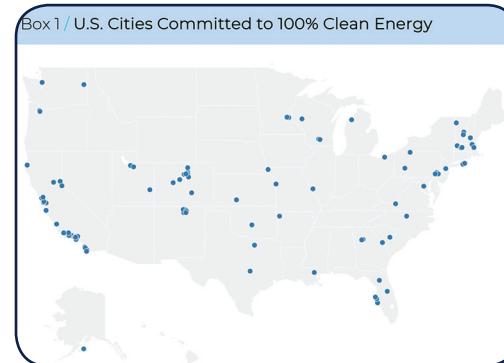
A city or boardroom near you

### Themes & Industries

Municipalities, Corporations, Renewable Energy Goals, Accountability

### Project Description

Every few months, a big city or Fortune 500 company rolls out a press release touting a goal to generate all their electricity from renewables. What's actually behind those pledges? Turns out, often not much more than good intentions. With guidance from his mentor, Lyft's sustainability director, Adam's Fellowship project analyzed these commitments and uncovered some startling trends — there's no shared definition of clean energy, and there's hardly any collaboration between some of America's biggest institutions even though they share similar clean energy goals. Adam went on to develop a framework for businesses to identify ways they could support cities' clean energy goals. "For me, the Fellowship provided a concrete way to think more strategically and in a more nuanced way about how these non-federal actors can push the envelope," Adam said.



## Alex DeGolia

Programs and Operations Manager, Catena Foundation / Carbondale, Colorado

### Location

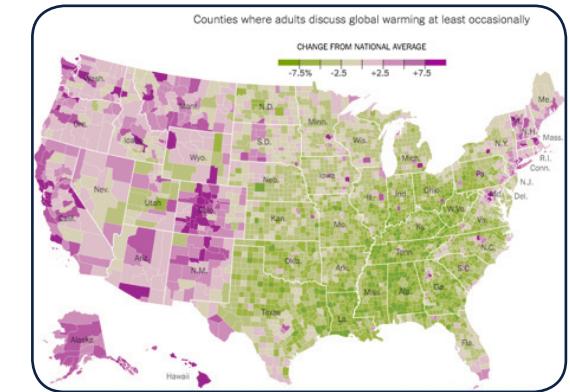
Colorado, New Mexico, Arizona

### Themes & Industries

Renewable Energy, Rural West, Public Opinion

### Project Description

The energy landscape is changing. Renewable energy is scaling up, and fast. But for the clean power revolution to succeed, local communities' voices need to be heard. That's what Alex's Fellowship project achieved — he created a roadmap to help policymakers understand when and why rural communities in the West support local renewable energy development. "Renewable energy needs to offer a big tent, and that means letting local outcomes that residents care about lead," Alex said.



[localenergyopinions.com](http://localenergyopinions.com)



## Kevin Fitzwilliam

Training and Development Specialist, APTIM / New Orleans, Louisiana

### Location

Louisiana, Georgia, Minnesota

### Themes & Industries

Rural Electric Cooperatives, Community Solar, Communications, Advocacy

### Project Description

At last year's annual meeting of the Louisiana electric co-op SLEMCO, about 10,000 people showed up at the Cajundome in Lafayette. Most attended for a chance to win free prizes like cars, boats and tractors. Kevin said he was the only one there wanting to talk about how Southwest Louisiana communities could pool investment capital to install solar arrays in towns and neighborhoods. "Community solar is now becoming big business," Kevin said. But not in Louisiana — at least not yet. Kevin's Fellowship project sets out to change that. He convened meetings with Louisiana energy officials, then enlisted their peers from neighboring states to help explain the nuts and bolts of community solar — and why it can work for Louisiana right now.



## Cory Connolly

Vice President, Development and Community Projects,  
Michigan Energy Innovation Business Council / Detroit, Michigan

### Location

Michigan

### Themes & Industries

Advocacy, Clean Energy, Team Building, Communications, Vehicles, Solar, Education

### Project Description

Development of clean energy technologies like solar panels and electric vehicles moves pretty fast. The actual network of human beings necessary to put all these technologies in place? That takes much, much longer. In Michigan, Cory grew tired of waiting. "For the past few years, I've been wanting to do a project to build a stronger community of clean energy entrepreneurs," Cory said. "I had been trying to figure out the best opportunity for it, and the Fellowship came along and this was it." Now, after connecting to dozens of his in-state peers and hosting two retreats in northern Michigan, Cory has built Michigan Clean Energy Leaders. This fresh group of more than a dozen people is growing fast. Every day they're out there building a cleaner economy in Michigan — and expanding a vital network of young business leaders and dedicated clean energy advocates.



[micleanenergyleaders.com](http://micleanenergyleaders.com)



## Marilyn Waite

Program Officer, Climate and Clean Energy Finance, William and Flora Hewlett Foundation / Northern California

### Location

Virtual

### Themes & Industries

Blogging, Renewable Energy, Careers, Finance, Women in Clean Energy

### Project Description

Marilyn's popular blog series on the digital media network GreenBiz covers just about every industry and issue you could imagine — agriculture, carpooling, air pollution, cleantech, data, geothermal, textiles, etc. The common thread? All her blog posts feature women leaders at the intersection of business and the environment. Take, for instance, Rachel Miller, CEO and founder of a product called Coral Ball. Designed to mimic the filtering functions of a coral reef, this softball-sized product placed into washing machines "catches the microfibers that shed off our clothes while being washed instead of letting these microfibers seep into the wastewater stream and ultimately the oceans," Marylin wrote in one post. By focusing on women leaders, Marilyn shows how their contributions create value for companies — and advance the technologies necessary to battle climate change and protect the planet.

The screenshot shows the GreenBiz website. At the top, there are navigation links: Insights, Events, Videos, Circular Economy, Energy, and More. Below this is a profile section for Marilyn Waite, featuring her photo, name, and a brief bio: "Marilyn Waite is currently a GreenBiz editor-at-large. Prior to this, she was the 1 Hotels Fellow at E2 and program officer for climate and clean energy finance at the Hewlett Foundation." It also mentions she contributes to "The Innovators". Below the profile is a thumbnail of a blog post titled "10Power aims to tap energy potential in this 'stand-out' island nation", dated December 27, 2018, by Marilyn Waite. The post discusses solar energy and electric vehicles in Haiti. At the bottom of the screenshot is the URL greenbiz.com/users/marilyn-waite.



## Salem Afeworki

Executive Advisor, City of Long Beach; Principal, Value Sustainability / Orange County, California

### Location

Los Angeles

### Themes & Industries

EVs, Transportation, Digital Communications, Economic & Environmental Justice

### Project Description

What percentage of car sales in California are electric vehicles (EVs)? At least 10 or 15 percent, right? Maybe even 25? Wrong. Despite generous local and state rebates, widespread charging infrastructure and carpool lane privileges, only 5 percent of current California car sales are EVs. By building a new website — AccelerateEV — Salem set out to flip this script. Salem's site helps Californians navigate a dizzying array of web-based information on EVs. It consolidates information on EV price calculators, identifies rebate offers and organizes reams of other EV-related resources. In rolling out the new website, Salem strategically partnered with community groups in low-income areas to help fight misconceptions about the costs of EV ownership in order to broaden and diversify EV market penetration.



[accelerateev.com](http://accelerateev.com)



## Adam Hasz

Science and Technology Policy Fellow, Building Technologies Office, U.S. Dept. of Energy / Washington, D.C.

### Location

Massachusetts

### Themes & Industries

Energy Efficiency, Buildings, Cities

### Project Description

Massachusetts is one of the most advanced states in the country when it comes to energy efficiency programs. But how can those programs be improved and implemented more effectively? Adam's Fellowship project built upon his master's thesis at MIT. He extensively researched clean energy initiatives that can help lessen inequity in Massachusetts — then helped put his research into practice by sharing his findings with Bay State municipalities like Lowell.



## Genevieve Liang

Executive Director, Carborigami / Los Angeles, California

### Location

California

### Themes & Industries

Clean Energy Jobs, Education, Community Colleges, Economic & Environmental Justice

### Project Description

Genevieve's Fellowship project analyzed layers of data that uncovered a potential gap in the Los Angeles community college system — a lack of course offerings in energy systems in South L.A., one of the most economically disadvantaged parts of the city. This is an area in need of the kinds of jobs being created in the solar and energy efficiency industries in California and all across the country. By presenting her findings to L.A. civic leaders, the project could impact the earning potential and overall job prospects of Angeleno community college graduates.





**From left:** 1 Hotels Fellows at E2 Class of 2018–19 Tasfia Nayem, James Ray, Abe Serrano, Daniel Turner, Jesse Barlow, Thomas Dowling, Tremaine Phillips, Vanessa Perkins and Lauren Hafford.  
**Not pictured:** Jordan Wildish.



## 1 Hotels Fellows at E2

**Class of 2018–2019 / Projects Ongoing**

Scheduled completion date: **December 31, 2019**

A SNAPSHOT OF THE PROJECTS OUR CURRENT FELLOWS ARE WORKING ON RIGHT NOW:

**Jesse Barlow**  
Colorado

Creating a series of **short documentary videos** that examine the economic and environmental advantages of clean job creation in Colorado and beyond.



**Thomas Dowling**  
Chicago

Convincing **neighborhood associations** that sustainability programming adds value to their communities.

**Lauren Hafford**  
Colorado

Finding a route to profitability under conservation practices such as **cover crops** and **no-till agriculture**.



**TASFIA NAYEM**  
New York City

Showing that cities pursuing innovative financing mechanisms, **such as green bonds and public-private partnerships**, can build the low-carbon transportation infrastructure we need to combat climate change.



**VANESSA PERKINS**  
Chicago

Researching how to pilot a **community EV charge sharing network** in Chicago's residential neighborhoods.



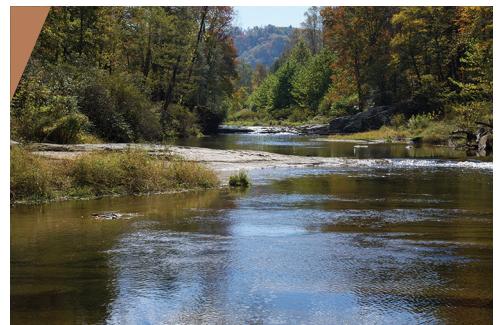
**TREMAINE PHILLIPS**  
Ohio

Developing a network for building and property owners who are committed to creating sustainable, **high-performing buildings** in Cincinnati's urban core.



**James Ray**  
North Carolina

Analyzing the economic benefits of collaborative **source water protection efforts** for rural communities and their downstream neighbors.



**Abe Serrano**  
California

Evaluating California commercial and industrial **water consumer behaviors** to help achieve the state's new permanent water use targets by 2022.



**Daniel Turner**  
Mid-Atlantic states

Visualizing the clean energy workforce: **a video series of American clean energy workers** in their own stories and words.

**Jordan Wildish**  
Washington

Creating an **agricultural carbon offset toolkit** to help farmers and ranchers implement sustainable practices and sell carbon offsets from those practices in existing carbon markets.



Fellows Alex DeGolia and Marilyn Waite at a Fellowship launch event at 1 Hotels in Brooklyn in 2017.

## How to Get Involved

At the early stages of their professional careers, the 1 Hotels Fellows at E2 and others in their generation will be heavily impacted by climate change. And they're also the ones who will solve it.

Please contact Gail Parson at [gparson@e2.org](mailto:gparson@e2.org) to discuss how you can support E2 and the 1 Hotels Fellowship at E2.

As a mission-driven luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of eco-conscious design and sustainable architecture, together with extraordinary comfort and an unrivaled level of service.



E2 is a national, nonpartisan group of business leaders, investors, and professionals from every sector of the economy who advocate for smart policies that are good for the economy and good for the environment.