SESSION 2

The Economic Case for Pursuing Climate Impact: Using market demand to create opportunities for change

As more businesses incorporate sustainability performance metrics like carbon footprint into business practices and strategic positioning, at a time when regulatory bodies are demanding increased reporting on those metrics, opportunities arise to use market incentives to drive measurable impact, including as to climate. Market-based options provide greater flexibility and efficiency for private companies and investors to deploy capital and innovative technology to achieve impact than do many conventional regulatory programs. Companies, investors, and communities alike face increasing climate-related financial risks. Those include physical risks due to increased extreme weather events and rising sea levels and transition risks as markets shift toward climate-related solutions. Managing risks can reduce costs, but opportunities for new and added market share also abound. Traditional market mechanisms as to carbon footprint include programs like cap-and-trade and carbon pricing, but what other opportunities exist to use market demand as a tool for impact? This panel will make the economic case for tackling climate in Louisiana by discussing the impact of climate related financial risks for businesses, investors, and communities; options to implement market-based incentives to achieve sustainable impacts, including blended financing to de-risk private investment in innovative energy technologies and standardizing measurements, reporting, and verification to promote integrity and predictability; and the latest trends in legal theories showing up in climate-related litigation.

Moderator: Samuel W. (Billy) Plauché - Plauché & Carr LLP

Panelists: John Bel Edwards – Fishman Haygood
Bessie Daschbach – Center for Asset Retirement Accountability; Tulane University
Megan Terrell - Plauché & Carr LLP

Organizer: Megan Terrell - Plauché & Carr LLP