



Global Analysis Reveals Opportunities in Sustainable Industries for the Greater New Orleans region

GNO, Inc. will implement the "Sustainable Industries Initiative" to pursue businesses and jobs

NEW ORLEANS. May 10, 2011 – Today, Greater New Orleans, Inc. (GNO, Inc.) announced the launch of the Sustainable Industries Initiative (SII), to position the region as a hub for businesses that help address environmental challenges. Based on analysis that included interviews with over 50 global corporations, it was determined that factors including regulations, resource scarcity, and consumer preferences are driving new demands that can be well met by Louisiana companies.

“Our region has the assets, experience, and brand that give it a competitive advantage in Sustainable Industries,” said Michael Hecht, President and CEO of GNO, Inc. “Whether in coastal restoration, waste remediation, or next-wave oil and gas, southeastern Louisiana is perfectly positioned to help the rest of the world solve its environmental challenges efficiently and even profitably.”

The SII will guide GNO, Inc.’s business development and innovation strategies. The initiative’s goal is to build and grow a new sector of companies that create products and provide services to manage environmental issues.

To develop the SII, GNO, Inc. contracted a global professional services consulting firm to perform a feasibility study to assess emerging sustainable industries and technologies and to evaluate their alignment with regional capabilities. Based on the study, 13 sectors emerged as strong “fits” for southeastern Louisiana:

- **Coastal Restoration and Protection** – Restoration of wetlands and R&D and implementation of preventative measures
- **“Green” Hazardous Waste Management** – Collection, transport, processing, recycling, and disposal of waste in a sustainable manner
- **Advanced Biofuels** – Plants and equipment to support biofuels derived from plant cellulose or algae
- **Disaster Mitigation and Management** – Services, products and R&D for prevention and management of natural and man-made disasters
- **Wastewater Management** – Removal of contaminants and pollutants from used water, sewage or storm water runoff
- **Clean Technologies for Oil & Gas** – Processes, products and expertise for ensuring a cleaner, low-carbon, O&G industry
- **Waste to Energy** – Plants/products to create electricity or heat from incineration, thermal, or non-thermal treatment of waste
- **Sustainable Agriculture** – Organic agriculture is a \$23 billion U.S. market with double digit growth



- **Bioengineering** – Genetic engineering, microbiology and other biotechnology techniques to create biological compounds
- **Waste Heat Recovery** – Capture of waste heat, usually from industrial sources, to generate useful energy
- **Sustainable Aquaculture** – Farming of aquatic organisms under controlled conditions in both freshwater and marine conditions
- **Biorefinery Development** - Manufacturing of components for biorefineries: biomass conversion produce fuels, power, and chemical
- **Wind Turbine Component Manufacturing** – Manufacturing of large components for on and offshore wind turbines — blades, nacelles, towers, controls

GNO, Inc. will collaborate with the region’s premier research universities, local and international companies, and government partners to implement the SII. Through partnerships with the New Orleans Startup Fund, a nonprofit venture fund focused on business creation and innovation in the 10-parish Greater New Orleans region, and the recently launched Louisiana Sustainability Fund, a private capital fund that will make investments in clean technology and sustainability in Louisiana, the SII will also provide access to capital for local innovation in sustainable industries.

“This initiative gives our region the ability to leverage ongoing research to create jobs and economic opportunity,” said Scott Cowen, President of Tulane University. “Tulane and other academic research institutions in southeastern Louisiana will work closely with GNO, Inc. to ensure that targeted sustainable industries are supported by our efforts.”

“Our commitment to sustainability allows us to not only address important environmental challenges but also discover new business opportunities,” said Steve Milligan, Dow St. Charles Operations Site Director. “We are excited that this initiative will examine emerging industries that achieve environmental and economic goals.”

The feasibility study was funded by a \$175,000 grant from the U.S. Department of Commerce, Economic Development Administration (EDA) and a grant of \$100,000 from the Catalyst Foundation. To launch the SII, the blue moon fund has provided GNO, Inc. with a grant of \$250,000.

“From the EDA’s initial investment to the funding provided by the blue moon fund and the Catalyst Foundation, it has been overwhelmingly encouraging to see both public and private support of this important initiative,” said Robin Barnes, Executive Vice President of GNO, Inc.

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About Greater New Orleans, Inc.

The GNO, Inc. Mission is to serve as the catalyst for wealth creation in the Greater New Orleans region. GNO, Inc. will accomplish this by pursuing an aggressive agenda of business development - marketing the region - and product development - improving regional business conditions through policy, workforce and research initiatives.



The GNO, Inc. Vision is for the Greater New Orleans region to fulfill its potential as one of the best places in the country to grow a company, and raise a family. The ultimate indication of success for GNO, Inc. will be the presence of a robust and growing middle class in southeastern Louisiana.

More information can be found at www.gnoinc.org.