# Clean Tech Database User Guide for Los Angeles

## Excerpts from the Executive Summary

**Overview and Purpose**

The "Clean Tech Database User Guide for Los Angeles" summarizes eight of the best reports from across North America to highlight how model jurisdictions use data to analyze and grow the clean technology (clean tech) industry. The eight case studies include an explanation of why each report is relevant to Los Angeles, a breakdown of the key data sets contained in each report, and the source of that data. This User Guide also recommends how Los Angeles could replicate portions of these reports to better promote the city and meet the information needs of strategic planners for the City' clean tech industry and other stakeholders considering doing business or expanding operations in the Los Angeles region. With this User Guide, which indentifies that type of information most important to grow clean tech sectors, Los Angeles could have a solid foundation for creating its own cleantech industry assessment and roadmap report.

This study is a project of the UCLA Luskin Center for Innovation's Clean Tech Initiative. Through strategic research the Luskin Center's Clean Tech Initiative is supporting Mayor Villaraigosa's Office and other members of the Clean Tech Los Angeles consortium in the goal to make Los Angeles a center for the cleantech sector.   Other local green economy stakeholders will be interested in this User Guide because the Los Angeles region has only limited information about this emerging industry.

**Key Findings**

Luskin Center researchers found that clean tech reports from across North America contain four general categories of data and content. First of all, the best reports provide their definition of "clean tech," supply frameworks from which to conduct their industry analysis, highlight the evolution of the clean tech industry, and explain why the industry is important for their specified geographic area. The Canadian "2010 Clean Tech Growth and Go-to-market" report is particularly noteworthy in its presentation of frameworks that allow for a nuanced analysis of the different clean tech business models, their characteristics, and needs.

Second, the reports provide a snapshot of the current industry and company landscape in their respective geographic region. The report "Metro Orlando Clean Tech: Assets, Capabilities, Presence, & Potential" is noteworthy in its identification and study of six clean tech major areas of opportunities for that region.

Next, the reports assess the factors influencing future industry growth. This normally takes the form of a list of regional assets, or a report card in the case of the Canadian "2010 Cleantech Growth and Go-to-market" report. This report card is noteworthy for its honest assessment of weaknesses as well as strengths. The report "Clean Tech Industry: An Assessment of Assets and Capabilities in San Diego" is also noteworthy because it balances the need for detail with being accessible to the reader in a way that Los Angeles may want to replicate. Finally, the reports contain recommendations and next steps— a roadmap for growing the cleantech industry. The best examples, such as the Canadian and Orlando reports, recommend detailed next steps that systematically build upon an analysis of past, current, and future industry trends and driving forces. The following chart illustrates key reports and their content.

# Key Clean Tech Reports and their Key Content

| Geographic Focus | Definitions, Frameworks, Background, and Rationale | | | Current Industry and Company Landscape | | | Factors Influencing Future Industry Growth | | | | Recommendations and Next Steps |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Defining Cleantech | Analytical Frameworks | Industry History | Industry Maps/ Economic Geography | Industry / Consumer Surveys, Profiles and Inventories | Key Sectors | Financing, Cluster Development and other Business Assets | Tax, Incentive, Policy and Regulatory Environment | Work Force, Research and Academic Institutions | Land, Natural Resources, and Physical Infra-structure. | Growth Strategy for Cleantech |
| Canada | ★ | ★ | ★ | ✓ | ✓ | ★ | ★ | ✓ | ✓ | | ★ |
| Massachusetts | | | ✓ | | ✓ | ★ | ✓ | ✓ | ★ | ✓ | ✓ |
| New York | | ✓ | ✓ | | | | ✓ | | ★ | | ✓ |
| Orlando | ★ | | ✓ | ✓ | ★ | ★ | ★ | ✓ | ✓ | ✓ | ★ |
| San Diego | ✓ | ✓ | ✓ | ✓ | ✓ | ★ | ✓ | ★ | ✓ | ★ | ✓ |
| San Francisco | ✓ | ★ | ✓ | ✓ | ★ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Seattle | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Silicon Valley | | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ★ |

*** Checkmark indicates that the report contains the specified content. Star indicates that the report serves as a model in the specified category. ***

**Reports:**
Canada's "2010 SDTC Cleantech Growth and Go-to-market" report [2010]; "Clean Tech: How Massachusetts can be the Center for Clean Technology Innovations that Serve the World" [2010]; "Building New York City's Innovation Economy" [20090]; "Metro Orlando Cleantech: Assets, Capabilities, Presence, & Potential: [2009]; "Cleantech Industry: An Assessment of Assets and Capabilities in San Diego" [2007]; "Building San Francisco's Cleantech Economy: Analysis and Strategy Options; "Clean Tech Cluster Analysis Update for the Puget Sound Region" (Seattle) [2009]; and "Climate Prosperity: A Greenprint for Silicon Valley [2009].