

Speech by
former Governor of California Arnold Schwarzenegger
at the Vienna Energy Forum
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Thank you to Secretary General Ban Ki Moon and Kandeh Yumkella, the Director General of UNIDO, for hosting this great conference and inviting me here to speak today.

It's great to be back home in Austria. Allow me to say a few words in German:

Guten Morgen! Für mich war es schön, wieder einmal in Österreich aufwachen zu können. Ich freue mich riesig, hier zu sein. Schon bei der Landung in Wien, vor allem aber heute früh, sind in mir so viele positive Erinnerungen erwacht. Der herrliche Kaffee, die Musik von Mozart, der Kaiserschmarrn, oder ein saftiges Schnitzel. Mm, da läuft mir das Wasser im Mund zusammen. Und - na klar - unser steirisches Kürbiskernöl!

Amerika ist zwar das Land der unbegrenzten Möglichkeiten, aber hier, in Österreich, hat für mich alles begonnen. Hier habe ich die erste Hantel gehoben, und hier habe ich meine ersten grossen Träume geträumt. Und hier habe ich, vor allem von meinen Eltern, die eiserne Disziplin und den Willen zur harten Arbeit mitbekommen.

Es gibt in diesem Land so vieles und so viele, denen ich dankbar bin. Dem Fredi Gerstl, dem ehemaligen Landeshauptmann Joschi Krainer, Kurtl Bruehl meinen geduldigen Vorgesetzten beim Bundesheer, wo ich Panzerfahrer war, und auch der Union Graz für die Trainingsmöglichkeiten.

Österreich war auch während meiner Schauspielkarriere immer gut zu mir. Alle meine Filme waren hier sehr erfolgreich. Auch den Vertretern der österreichischen Medien möchte ich hier danken. Sie haben mich während der Zeit in Hollywood und später, als ich Gouverneur von Kalifornien war, immer fair behandelt. Leider bin ich diesmal nur für

kurze Zeit in Österreich. Aber, *I'll be back*. Spätestens im Herbst, bei der Eröffnung des Arnold Schwarzenegger-Museums in meinem Heimatort Thal bei Graz.

I'm always proud when I see news commentators talking about Austria as a model for embracing renewable energy. So I also want to thank Minister Niki Berlakovich for his fantastic leadership on green issues.

I love that my homeland and my adopted home in California are global action heroes, both proving you can protect the environment and the economy. But before I talk about what we did in California, I want to talk about a little village right here in Austria.

Just 80 miles from here, there is a town of 4,000 people called Güssing, which, 15 years ago, couldn't even pay its power bill. There was no local economy or jobs, they were relying on outside sources for all of their energy, and things looked very grim. It was a city that was destined to fail. But Güssing didn't give in to destiny. They made a commitment to generate all of their own energy. Even when people said, "That's completely crazy. It can't be done," they had the will to succeed and keep moving forward. When others would have surrendered, the people of Güssing said, "What are we waiting for?" And a funny thing happened: instead of shriveling and giving up, Güssing thrived.

Just 15 years later, their addiction to fossil fuels is completely gone, replaced by clean, renewable energy. And at the same time, there now is a booming economy that's created more than 50 companies and 1,000 jobs. The government made the first push, but academics, non-profits, and businesses all worked together, and today, they don't import a single megawatt of energy.

Can you imagine that kind of freedom? That freedom is what this conference is all about.

Universal energy access isn't just about lighting a dark room, or cooking on a better stove. It's about the freedom that energy – and especially renewable energy – gives us.

We don't have to be slaves to faulty grids. We don't have to watch our citizens get sick and die from pollution. We don't have to worry about a corrupt dictator waking up on the wrong side of the bed and deciding to shut off power to our country.

Today, I'd like all of us to commit to do what Güssing did. We need to say, "We've had enough of the old energy order. We are mad as hell and we are not going to take it any more! It's time for energy freedom. Of course, there will always be the naysayers. But we need to have the wisdom to ignore the naysayers and move forward toward our goal.

Güssing has achieved energy freedom. All of Austria is heading down that path. And so is California. When I ran for Governor in 2003, I told the people that we would protect the environment while pumping up the economy. Some people thought I was crazy. "Arnold's a Republican who drives these gas-guzzling Hummers. It's never going to happen."

When I was elected, I made sure we all worked together – Democrats and Republicans, businesses, environmentalists, and labor – and forgot the divisions of the past, so that we could create policies for the future, that were fantastic for both the economy and the environment.

Right away, we showed the people action.

- Hydrogen Highway
- Million Solar Roofs
- Green Building Initiative
- Renewable Portfolio Standard o 20% by 2010, 33% by 2020
- Low Carbon Fuel Standard
- Tailpipe Emissions Reductions o 27 mpg – 35 mpg
- And of course, AB 32, our historic climate change law o 25% by 2020, 85% by 2050

Our state is now one of the leaders in clean, renewable energy and in our commitment to

reducing greenhouse gases. And at the same time, our economy thrived. From 2003, as we implemented these policies, our economy grew from 1.4 trillion dollars GDP to 2 trillion dollars GDP. We created a million jobs. State revenues went from 76 billion dollars to 103 billion dollars. Of course, in 2007, the global recession hit all of us, and some of those gains were lost.

But even as many of California's job sectors faced losses during the recession, the green sector has produced 10 times the jobs of any other sector in California, which is more proof that going green is good for the economy. We are the third largest producer of solar power in the world, behind only Germany and Japan. Last year alone, we approved 7,800 megawatts of clean energy. Not bad for a state that was having a massive energy crisis in 2001 when we didn't even have enough energy for people to light their homes, and millions of our citizens faced blackouts and businesses had to shut down because of a lack of power.

Let me tell you: I said in 2003 that it would never happen again, and it hasn't. It won't. Today, even on the hottest days California has a 10 percent energy reserves. In all of this, it was important to form partnerships between the public sector and private sector, because the public sector can't do it alone. The great partnerships we made in the private sector help to prove our case and accomplish our goals.

Just look at the action we saw in California. Cisco Systems made its computers and servers, 80 percent more efficient, saving more than a million dollars in the first year alone. They became more profitable and the environment became more livable. Solazyme, a company in San Francisco that produces fuel from algae signed a deal with the United States Navy to fuel their fleet. We aren't talking about tree huggers. These are the toughest warriors on Earth! Bloom Energy created a fuel cell that takes customers off the grid, saving money and energy.

Everywhere you look in California, things are coming up green. Solar panel manufacturers, wind farms, retrofitted office buildings, biofuels, even hydrogen

locomotives and hybrid tugboats. We're building the biggest solar plant in the world. Electric car companies like Tesla, Fisker and Vision Motors started coming to California because they were inspired by our policies.

During my first year as Governor, I held a press conference at the Los Angeles Auto show to highlight the green cars they had on display. There were three cars to brag about. Last year, at the same press conference, there were more than 50 cars. That's progress. No one can deny it. The green economy is booming. People can feel the benefits of our policies.

As I said, we had fantastic partnerships, and we all worked together. Not just the private sector and the public sector and the environmentalists and the academics. But the people were also great partners. For decades, California's citizens and government have been working together to be more energy efficient.

As a result of all of our policies and technology-based efforts, California is now a remarkable 40 percent more energy efficient than the rest of the United States. From our light bulbs to our televisions, and our refrigerators to our microwaves and other kitchen appliances. Californians are using some of the most revolutionary technology, and we are saving money *and* energy. Clearly we have proven that the ideas of protecting the environment and pumping up the economy don't contradict each other.

The Wall Street Journal wrote a major story about what we had accomplished, calling our green economy "the new California Gold Rush." California's climate change policy received massive worldwide attention. This was for two reasons: First of all, our goals actually exceeded the targets of the Kyoto Protocols. Second, these goals weren't being set by an international treaty or even by an individual nation. They were being established by a single state. But, I will talk about that a little later.

We didn't wait for Washington because they were asleep at the wheel. When he saw our success, Secretary General Ban Ki Moon called to congratulate us and ask how we were able to do something the UN hadn't yet been able to accomplish at the world level. I told

him that the UN had made an enormous contribution by raising the profile of the issue of climate change and making it a major focus of public debate around the world. I said that it is important that we work together to improve our environment and create a green energy future. He invited me to speak to the 2007 Opening Session of the United Nations to pump everyone up and inspire them to move in the direction of California. To be honest, I bragged quite a bit about our success.

We need to inspire action like that all over the world. When I was a bodybuilding champion, I didn't just look in the mirror. Yes, I liked to flex. Yes, I liked to win more competitions than anyone else had ever won. But what was most important to me was to inspire everyone else to love lifting weights and getting fit. So I was writing books, filming *Pumping Iron*, giving seminars, posing at shows, anything I could do to get the word out.

I want to do the same thing for the environment and our green energy future – promote it around the world. I want the world to know the great work being done, whether it is in Denmark or Finland or Portugal or Germany or Austria or in the Asian countries or in California. By getting others excited about green solutions, our impact is multiplied by many times.

As I have said earlier when it comes to addressing global climate issues, we no longer have to wait for the national capitals to make it happen. We sub-national governments must help them. Like in the United States, where California has partnered with 33 other states who are ready to act.

Let's not forget that some of the most powerful movements in human history didn't start at the top. The civil rights movement to give everyone equal rights, the women's suffrage movement to give women the right to vote, the labor movement to bring safety to the workplace, the anti-war movement which actually brought the Vietnam war to an end: These things didn't start in Washington or Paris or Moscow or Beijing. They started at the bottom and worked their way up. They started at the grassroots level.

The battle for our cause is no different. In order to further empower our sub-national approach, last year we launched the R20 with the encouragement of Secretary General Ban Ki Moon. It brings together regional governments, NGOs, corporations and educational institutions to create strong green economies around the world. In this way, we can address climate issues in two directions, from the “bottom-up” and from the “top-down” and I know that one day the two will meet and achieve critical mass.

Which brings me to another very important lesson we learned in California: We need to do a better job at communicating. Far too often, the arguments for the environment and green energy are made by talking about global climate change and melting ice caps, and rising sea levels and beetle infested trees and more forest fires. These arguments may be important, but they don’t work. People can’t relate to it.

If you live in Texas, what do you care about the polar ice caps you’ve never seen? If you’re completely landlocked and miles from the ocean in Salzburg, do you really get passionate about rising sea levels? If you’re in Copenhagen, what do you care about the beetles in the Colorado trees?

We have to talk about things that matter to people. Remember, the other side that hates green energy is very simple with their message. They say, “If you go green, you’ll lose your job.” We can punch back just as hard. We need to use arguments that people can feel. We need to communicate in ways that they can grasp.

And I believe the best way is to think of a four-legged stool. A four-legged-stool is stable and safe, but a one-legged-stool is wobbly and unbalanced. Up until now we’ve been using a one-legged stool – climate change.

So, let’s look at the four legged stool. The first leg is jobs. Everyone loves jobs. As we demonstrated in California, and in many countries, a green economy is a growing economy that creates new, sustainable jobs. Who could be against this?

The second leg is national security. For decades, industrialized democracies have been in the terrible position of having to purchase oil from foreign countries, sending vast amounts of money outside their borders. In the U.S. alone, we send more than a billion dollars a day overseas for foreign oil. Many of those countries hate us. What do they do with that money? They train terrorists to come attack us. And at any given time, a crazy leader can cut off our oil and leave us vulnerable to price hikes.

A green economy would end this dependence and give us energy freedom. Who can argue with that?

The third leg is health. Pollution kills. One study by Cornell University concluded that a staggering 40 percent of deaths worldwide are caused by water, air and soil pollution. Think about that. In the United States alone, 100,000 people die a year because of pollution. That's more than the combined deaths from car accidents, drunk drivers, gang wars, suicides or Iraq and Afghanistan.

So why don't you hear people screaming in the streets about deaths from pollution like they do about war? Because we aren't emphasizing it enough. We are not communicating in the right way. We aren't telling the people about what matters.

Just so you know how powerful the health argument can be, last year, some oil and coal companies who didn't like the progress we made in California spent millions of dollars trying to convince the people to vote to eliminate our green future. But we fought back. We raised 30 million dollars of our own. We tested dozens of commercials to see how we could persuade the people to vote against the oil companies. We had commercials with refineries spewing black smoke, commercials with environmentalists talking about California's beauty.

But one commercial worked much better than the others. It was the one that emphasized the unhealthy impacts of pollution, including 1 in 6 kids in our Central Valley having

asthma. We saw how well it tested, and we put it up on the airwaves all over California.

When the election came, 61 percent to 39 percent of Californians voted to continue our environmental policies. Clean energy can save millions of lives. It's our job to get that message out.

The fourth leg, of course, is climate change, which we have been talking about all along. Ladies and gentlemen, you can have the best product in the world, but if you don't shine the spotlight on it correctly, or promote it and market it the right way, no one will buy it. You have nothing.

You'll hear from many more speakers during this conference with wonderful ideas. From investors to policymakers to engineers to environmentalists, you have a wealth of knowledge assembled here. I have no question that we can accomplish our goal of providing energy to all by 2030, as long as we follow some of the ideas that I mentioned here today. And the most important thing is we must work like hell.

We have the wisdom. We can see the way forward. We know the arguments. And we have the will and the vision. Together we can change the world. So, I say to you, what are we waiting for? Let's do it.

I can guarantee you, I will carry our message around the world. That's my promise. It's my mission.

Thank you.