

# Reducing GHG Emissions Intensity

## United States Climate Change Strategy

- On February 14, 2002, President Bush set a goal to reduce U.S. greenhouse gas (GHG) emissions intensity—i.e., GHG per unit of GDP—18% by 2012.
- Equivalent to about 500 million metric tons of cumulative carbon equivalent reductions from 2002 to 2012.



*“My administration is committed to cutting our nation’s GHG intensity. . . by 18% over the next 10 years.”*

# Climate Change Strategic Progress

- Administration created Climate VISION program.
- **Climate VISION focus:** Voluntary commitments by industry.
- Current commitments will accomplish nearly half the President's goal (~100 million tons of carbon equivalent).
- Further progress requires commercial use of cost-effective technology across the economy.
- **Next step to implement 18% goal:** Broaden Climate VISION impact through policies and incentives targeting several specific areas, such as **buildings**, carbon sequestration, clean power, grid upgrades, and transportation.

# Initiative in Housing Sector: Approach

- Goal: Increase market share of cost-effective energy efficient new homes to 50%+ by 2012.
- Approach: Partnership for voluntary achievement.
- First focus: New homes, then existing homes.
- Team: Builders, Building America program, lenders, states, energy raters, suppliers, Energy Star program, realtors, etc.
- Partner with industry associations, federal agencies.
- Incentives for energy efficient measures:
  - Coordinated consumer education around quality, comfort, savings.
  - Seamless process for energy efficiency mortgages.
  - Evaluating financing incentives to builders, lenders.