

JOIN.



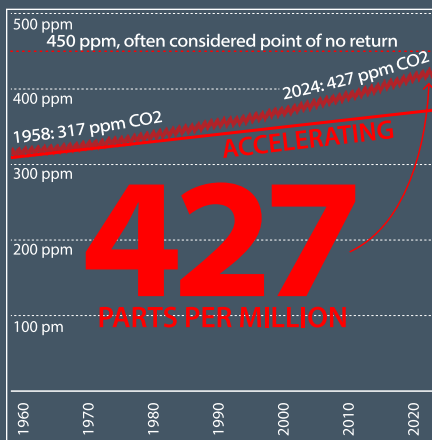
CARBON
ZERO

CARBONZERO.CITY

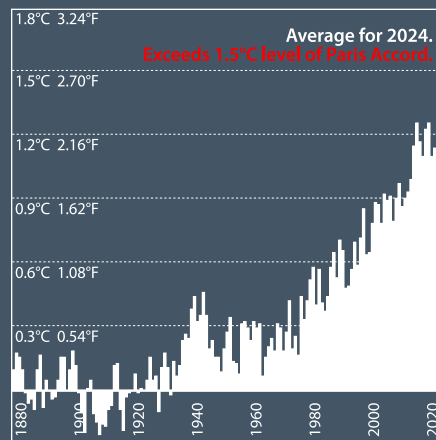
NYC: PUSH BACK ON THE CLIMATE CRISIS.

The climate crisis poses severe threats to cities, including rising sea levels, extreme heat, intensified storms, and infrastructure collapse. Coastal cities like New York are particularly vulnerable to flooding and storm surges, which can displace communities, disrupt economic activity, and damage essential infrastructure. Increased heat waves exacerbate health risks, strain energy systems, and reduce productivity.

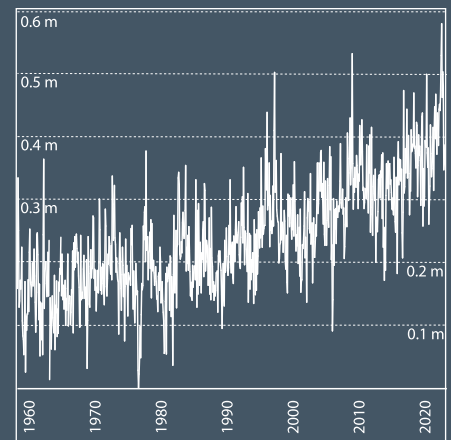
NYC can lead the global response by establishing the Financial District as a carbon zero industrial cluster, a supercharged marketing and deployment engine for cities across the globe. You can help make that happen.



Atmospheric CO₂



Temperature



Sea Level



**MISSION:
TRANSFORM
FIDI INTO A
CARBON ZERO
INDUSTRIAL
CLUSTER.**

DRAFT

OBJECTIVES:

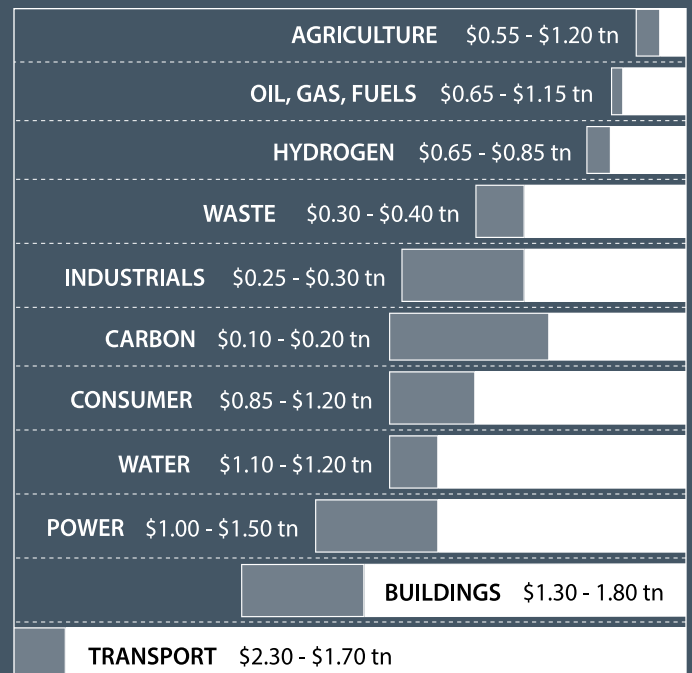
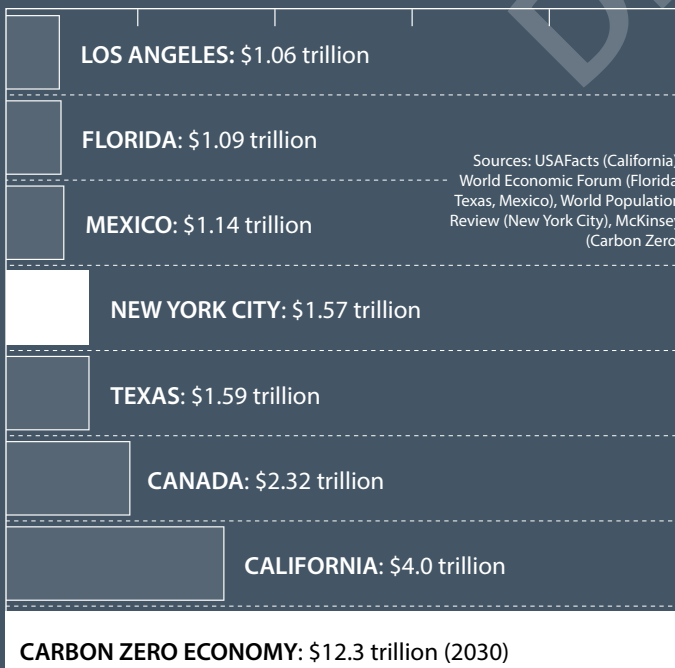
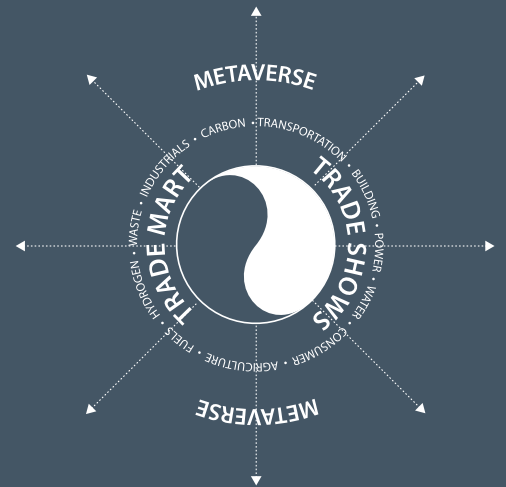
Turn FiDi into a powerful industrial cluster for urban-oriented climate responses — enable critical innovation to cross the chasm into the mainstream marketplace; be an investment magnet for more urban climate responses.

By establishing FiDi as an industrial cluster, create an economic engine focused on the push back of the climate crisis — drive demand for vacant office space; foster economic expansion, create a wide array of jobs and generate significant tax revenues for the city.



STRATEGY:

Focus on economics, starting with the **carbon-zero economy**. Create a carbon-zero **industrial cluster** in the Financial District, using **existing buildings**. Anchor the industrial cluster with a **Trade Mart**. Amplify the mart with a **Portfolio of Events**. Expand and deepen reach with a **Virtual Presence**.



SPONSORABLE ASSETS.

Showroom Pilot. Carbon Zero City will be opening a showroom pilot in FiDi by Climate Week NYC in September.

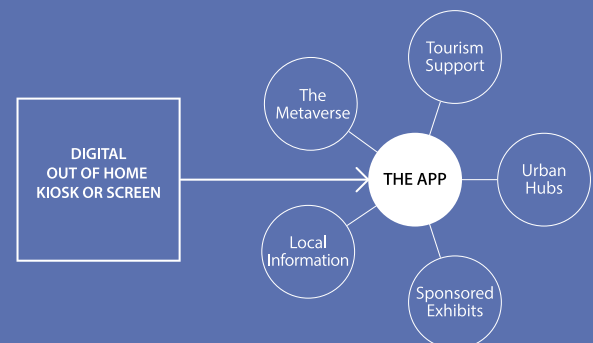


carbon zero industry.

Portfolio of Events. Initially focuses on the building blocks of a carbon zero cluster, and a carbon zero city.



Virtual (Website, App). Expand market reach and enable deepening of relationships with prospective sellers and buyers.



A SHOWROOM PILOT IN FIDI.



Using existing vacant
office space.



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or 11333 Rose Ave, Los Angeles, CA 90034

PUT YOUR COMPANY AT THE FOREFRONT OF THIS **CRITICAL INITIATIVE.**

A **SHOWROOM PILOT, EVENT PORTFOLIO**, and **VIRTUAL PRESENCE** create a seamless, high-impact marketing ecosystem.

The showroom pilot is a test of a trade mart to **showcase innovation**, providing tangible experiences where visitors **interact with products firsthand, building trust and confidence**. Live demos will bring features to life, while face-to-face engagement will **foster relationships** and **open collaboration** with B2B partners and investors. Immersive displays will set the brand apart, establishing **market differentiation and credibility**.



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Events **amplify this exposure** by driving visibility through **targeted promotions, live experiences,** and **social media buzz.** They provide opportunities for **high-impact launches, networking,** and **deeper engagement** with key customers, partners, and influencers. Showrooms and events work together—showrooms offer ongoing product demonstrations and **upselling opportunities,** while events generate **immediate attention** and **lead flow.**

A virtual presence further **expands global reach,** enabling **pre- and post-event sales** through online demos, interactive sessions, and follow-up marketing. Pre-event promotions on Instagram, LinkedIn, and Bluesky **build anticipation,** while live Q&As **engage early interest.** Press releases **boost media visibility,** email campaigns nurture leads, and SEO-optimized website updates ensure ongoing brand presence. Together, this ecosystem enhances **brand credibility, market influence,** and **lead generation,** driving long-term business success.



**TAKE ADVANTAGE OF
THIS OPPORTUNITY
BY CONTACTING
CARBON ZERO CITY
NOW.**

Contact Information



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Pedestrianized William Street

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PEOPLE

Seema Thomas — Has been working on community development challenges domestically and internationally for the past two decades. Princeton (MPA), Harvard (MUP), Penn (BSE Engineering).

Paul Mondesire — Leads community relations efforts for urban projects. He currently heads Policy and Community Engagement for Superpedestrian and is critical to its expansion into 50 markets. SUNY Binghamton.

Star Childs — Founded Ginkgo, an intelligent geospatial data platform for neighborhood communities to centralize information about economic development, planning, people, and infrastructure. Yale (MEM), Cornell (BS).

Jeff Olson — Co-founded Alta Bicycle Share, which launched CitiBike. He co-owns re:Charge-e, wireless charging for micromobility, and authored The Third Mode - Towards a Green Society. SUNY - Empire State College (MA), RPI (BArch).

Alibe Hamacher (Innovative Global Advisement) — Expert on the UN's 17 Sustainable Development Goals, produces the YouTube channel Alibe's Sustainable World. John Jay (MPA, BASc), LaGuardia CC (AA).

Ismael Betancourt, Jr. — Founded IF-MC-CA-DI, a 501c3 affiliated with the UN, focusing on Puerto Rico and the South Bronx. Harvard (MBA), City University (MA), Columbia (BA).

Michael King — Works with progressive cities, campuses, developers, and NGOs to promote green mobility. He analyzes client needs, creates forward-thinking initiatives, and collaborates on implementation. He envisions cities designed for living and thriving, not just driving. Columbia (MArch), Washington University (BA).

Peter Meitzler — Field operations manager for Joco. Former co-manager for Battery Swap Operations at Citi Bike. Owner of Manhattan Rickshaws. City University of New York (Masters, Sustainability), Michigan (BA).

Anita Godecki — COO, Central and Eastern Europe for SummitNuSolutions. Creates and promotes sustainability solutions in North America and the EU. Responsible for customer demographics, marketing campaigns, and strategic alliances. Seton Hall (MA, Diplomacy and International Relations).

David Faulkner — Developed and deployed innovative retail concepts on four continents, creating millions in value for brands like Gap, Nordstrom, and Bose. Yale (MArch), Vassar (BA).

Steven R. Maimon — President and CEO of SummitNuSolutions. Former roles include McDonald-Douglas Aerospace, Booz Allen Hamilton, and USPS privatization team. Launched multiple tech transfer and trade companies. MIT (MS SysMgmt), Drexel (BS ME, MS BioMed).

Jim Cohen — CEO of iEventsmedia.com. Has over 20 years of experience in creating, launching, and selling events and sponsorships, managing global conference teams. Syracuse - The Maxwell School (BS, Public Policy and Economics).

Steven Balinsky — CEO and Co-Founder at The Hub Bicycles and Co-founder of Flatiron Project Management. Focused on micromobility infrastructure, including e-bike maintenance and repair. City College (MS), Sci-Arc, Pratt (Bachelors).

Gregg Zumann — Founder and CEO of Revolution Rickshaws and Revolution X, specializing in live-electric vehicle logistics. Sales rep for U.K. LV maker Cycles Maximus. Co-founded NYC Pedicab Owners' Association. Vermont, Occidental (BA).

Wendy Brawer — Founder of Green Map System, a global network of sustainability mapmakers. Involved in placemaking, mobility, and climate projects. TED Resident and Designer in Residence at the Smithsonian Cooper-Hewitt National Design Museum.

Abby Suckle — Architect and fellow of the American Institute of Architects (FAIA). Founded cultureNOW and developed its "museum without walls" platform. Vice President of the Lower Manhattan Historical Association. Harvard (MArch), Penn (AB).

Dan Kohler — Internationally experienced marketing leader with a portfolio spanning startups to Fortune 500 in sectors like fashion, financial services, and consumer electronics. Indiana University, Northwestern.

Tom Glendening — Worked with NYC City Planning and led private sector projects, including retail repurposing in London and land reclamation in Leipzig. Developed a fuel cell vehicle strategy and founded Hoboken's first bike share. Harvard (MBA), Yale (MArch), Virginia (BS).



INVENTropolis

There Is No Planet B
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