

# Global Warming Solutions Act Starts To Heat Things Up In California

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California enacted the Global Warming Solutions Act (AB 32) in 2006. The wide-reaching environmental law is aimed at reducing greenhouse gas emissions by implementing a market based cap-and-trade program tied to an enforceable emissions cap that declines over time.

The California Air Resources Board was tasked under the law to develop a scoping plan to achieve cost-effective reductions in greenhouse gases from certain sources by the year 2020, using feasible technology. These sources include, among others, refineries, power plants, industrial facilities, and transportation fuel.

The cap-and-trade program went into effect on January 1, 2012, but the State and AB 32 continue to face significant challenges, as noted in our [earlier article](#).

Still, with challenge comes opportunity. One small business owner, writing recently in the San Fernando Valley Business Journal, argues that AB 32 “will be a catalyst for the region’s companies to add to their bottom lines by providing a cleaner, healthier environment for the workforce, ensuring long-term energy and water security, attracting new public and private investment, stimulating business growth and creating jobs among other benefits.” [[California Bill Adds to Valley Business’ Bottom Line](#)]

The State’s focus on green technology and solutions have inspired many, including the businessman quoted above, who started a company that provides low cost services to reduce the environmental impact of buildings. He was inspired after witnessing the emergence and continued feasibility of green-related business ventures, even in the face of an economic downturn.

Opportunities for others to start or expand green-related businesses should continue in California, as the State emphasis on this sector signals investors and others that it will be a growth area. Increased global investment in renewable energy and local reports, such as one by Los Angeles Valley College, which found the region’s green employers expect to increase employment in the next year at a rate “five times higher than the overall increase in regional employment”, will only add fuel to the fire. <http://bit.ly/QolZsK>

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