

## **Business-driven movement towards cleaner energy earns praise from the Society for Conservation Biology Marine Section**

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Historically, clean energy options were policy and stakeholder driven. Whereas today, clean energy practices are becoming increasingly standard among top companies, with several Fortune's Global 100 corporations turning towards cleaner energy to power their operations. Given the threat of greenhouse gas-induced climate change and the Intergovernmental Panel on Climate predictions of increased global temperatures of 2.6-4.8 °C by 2081-2100 ([IPCC 2013](#)) any efforts towards limiting the impact of human activities on our climate are much appreciated.

Technologies to support cleaner energy have large public benefits. Acknowledging this, the Marine Section of the Society for Conservation Biology sent congratulatory letters to Tesla Motors and the Rockefeller Brothers Fund for their exemplary acts combating climate change by encouraging future investments in activities that reduce global dependence on fossil fuels.

On June 11, 2014 Elon Musk, CEO of Tesla Motors, [announced](#) a new open source philosophy regarding patents in a major effort to foster the advancement of electric vehicle technology. Clearly, the potential for technological innovation will be greatly increased with researchers and industry not having to worry about patent controversies (see more at [Forbes](#)). The Society for Conservation Biology Marine Section was not the only group to recognize Tesla's effort to increase [open source technology regarding electric cars](#), as they were also praised by the Sierra Club and the Climate Council in Australia.

Equally as important, the Rockefeller Brothers Fund [announced](#) their commitment to divest from fossil fuels as quickly as possible with a priority to invest in "clean energy technologies and other business strategies that advance energy efficiency, decrease dependence on fossil fuels, and mitigate the effects of climate change." The act not only removed millions of dollars away from fossil fuels, but it was also symbolically important for the [Divest-Invest](#) movement because of their family history.

Read the SCBMarine letter to Elon Musk of Tesla Motors and the letter to Stephen Heintz of Rockefeller Brothers Fund using links on the Policy Committee page. We hope that others will follow their example.