On November 4th, 2008, a meeting was held at the United Nations on "3TIER: Global Mapping Innovation for Renewable Energy Resources." The event featured Mr. Kenneth Westrick, founder CEO of 3TIER, as the speaker. 3TIER is one of the largest independent providers of wind, solar, and hydro energy assessment and power forecasting worldwide, with offices in North America, Latin America, Asia, and soon Europe. Westrick leads 3TIER's "REmapping the World" campaign to accelerate global adoption and integration of renewable energy projects by eliminating the greatest barrier to developing renewable resources – lack of information.

U.N. representative Roma Stibravy introduced Mr. Westrick. Prior to founding 3TIER in 1999, he earned bachelor and masters degrees in atmospheric sciences from the University of Washington, where he specialized in weather and environmental forecasting techniques and computer modeling strategies. Before that, he served nearly 14 years in the US army, including tours with the US Army Ranger Regiment and Special Operations Command. He is currently a frequent spokesperson on the viability of renewable energy, and has contributed to major media and news outlets.

As Mr. Westrick described it, 3TIER is essentially an information services company. They create information to help forecast renewable energy availability, to facilitate more efficient and reliable decision-making. As Westrick pointed out, renewable energy differs from fossil fuel in one key respect: while it is essentially free, it may not always be available. After all, you can't import wind or sunshine like you can a barrel of oil! As a result, it is essential to fully understand the renewable energy capacity of a site *before* making a massive capital investment, because failing to understand the weather variability of a site can have serious financial consequences. To address this, 3TIER's FirstLook maps show the forecasted output for wind, solar, and hydro energy at any site in the world, based on both physical data and sophisticated computer modeling. Basic maps are available for free on the 3TIER website, but clients get a more fine-tuned assessment for their particular site. T. Boone Pickens, the famous Texas oilman turned wind-energy guru, recently used a FirstLook map on *60 Minutes* to demonstrate the Midwestern United States' potential to become the "Saudi Arabia of Wind."

The way Westrick sees it, there are three key components of 3Tiers mission: Awareness, Identify, and Operate. Awareness means not only getting governments, businesses, and men like Pickens to *recognize* the outstanding potential of renewable energies, but also getting them excited and energized enough to create the policies needed to attract investment and development. Once a responsible energy policy is in place, the next step is to Identify: that is, determine the locations best suited for renewable energy investment, identify compatible financiers and developers, and plan and build an actual project. The final step, Operate, involves efficiently managing operations so as to make the most out of installed capacity. 3TIER provides all of these services.

Westrick concluded by saying that although 3TIER is a for-profit company, they are "not like these companies on Wall Street that we've been hearing about" – they want to do well financially while still doing good for the world. To that end, Westrick reaches out to members of the NGO community, such as ISES, noting that they play a critical role in

helping to energize and inform policy-makers, and increase the availability, accessibility, and usability of renewable energy information for developing countries. He mentioned that representatives from 3TIER would be attending the upcoming COP 14 conference in Poznan where they hoped to set up a side event on “Realizing Wind Power’s Climate Change Mitigation Potential." Ms. Stibravy added that some NGOs do have the resources to assist 3TIER. However, it is in the UN family alone, such as the World Bank, UNIDO, UNEP, UNDP and DESA who are financially in a position to further green technologies.