



A Gathering of Green Leaders

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In April, *Fortune* put on its fourth annual BRAINSTORM GREEN CONFERENCE in Laguna Niguel, Calif. CEOs, heads of environmental groups, bankers, and scientists gathered for three days to discuss clean energy, the road ahead for electric cars, biofuel for jets, and more. *By Brian Dumaine*



1. Big wave surfer **Laird Hamilton** and *Fortune* managing editor **Andy Serwer** took a break to hang 10.

2. **Chuck Leavell**, environmentalist, author, and keyboardist for the Rolling Stones, provided the evening's entertainment.

3. **Bill Joy**, the co-founder of Sun Microsystems and a partner at the Silicon Valley

venture capital firm Kleiner Perkins, discussed new breakthroughs in solar, wind, and energy storage that will help drive prices down.

4. American Electric Power CEO **Mike Morris** (left) and VantagePoint Venture Partners CEO **Alan Salzman** squared off over the future of coal and nuclear vs. wind and solar.

5. Virgin Group founder **Sir Richard Branson** said that his airline will start using low-carbon jet fuel within the next couple of years.

6. Waste Management CEO **David Steiner** talked about opportunities in turning garbage into energy.

7. *Fortune* editors **Marc Gunther** and **David Whitford** ponder the day's events.

At *Fortune's* Brainstorm Green conference, seven innovative startups competed in the cool green companies contest. The envelope, please ...

WINNER!



BURN GLOBAL makes energy-efficient cooking stoves for the developing world. The units cut the amount of fuel needed by almost half, reduce greenhouse gases, and help the 1.7 million people each year—most of them women—who otherwise would be destined to die from indoor smoke inhalation.



PROJECT FROG, a green prefab building company based in San Francisco, was one of the runners-up. It makes affordable, highly energy-efficient buildings for schools, health care centers, and retail outlets.