MARKETS
Connect local businesses to global markets and partners

CAPITAL
Increase the flow of investment capital from local and global sources

TALENT
Develop, attract and retain top talent

INVESTMENT
Attract foreign direct investment (businesses) to Vancouver

PROMOTION
Promote Vancouver as a destination business, capital & talent

STRATEGIC INITIATIVES
Special programs that enable & support our key sectors
WHY IS THIS CRITICAL?

Climate-driven risks to global GDP will be $19.1 trillion USD by 2020, if no mitigation takes place

Unhedgeable Risk (Cambridge, 2015)
GHGs...DID YOU KNOW...?

67% ... to materials management?

8% ... to the food we waste?

Textiles > all global flights and maritime shipping combined?
58% KILLED OFF 752,000,000 CUBIC METRES OF BC WOOD
$57 BILLION
PRESENT VALUE LOSS IN GDP
1,200+ WILD FIRES
$3+ BILLION
ECONOMIC IMPACT OF 2017
WILD FIRES
IN VANCOUVER... DID YOU KNOW...?

50% ... food wasted is avoidable...

2.6 million ... coffee cups...

1% ... of materials...still being used...
<table>
<thead>
<tr>
<th>ZERO CARBON</th>
<th>Green Buildings</th>
<th>Green Transportation</th>
<th>Climate &amp; Renewables</th>
<th>Green Economy</th>
<th>Lighter Footprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZERO WASTE</td>
<td>Zero Waste</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEALTHY ECOSYSTEMS</td>
<td>Access to Nature</td>
<td>Clean Water</td>
<td>Local Food</td>
<td>Clean Air</td>
<td></td>
</tr>
</tbody>
</table>

Vancouver: Canada’s Fastest Growing, Low-Carbon, Circular Economy
Bryan Buggey
OUR GREEN ECONOMY JOURNEY

2008
CONSULTATION:
35,000 citizens & 350 organizations

2011
Greenest City Action Team
Greenest City Action Plan

2014
PROGRAM LAUNCH:
Green & Digital Demonstration Program

2015
Renewable Energy City Strategy
Flats Neighborhood Economic Strategy
Zero-Waste City Strategy
Circular Economy Strategy

2017
PROGRAM LAUNCH:
Thriving Vancouver Business Engagement

2018
CONSULTATION:
Underway

20??
OUR GREEN ECONOMY JOURNEY

Green Jobs Report
Renewable Energy City Strategy
Flats Neighborhood Economic Strategy
Zero-Waste City Strategy
Circular Economy Strategy
OUR APPROACH

Smart Policy & Regulation

Research & Analysis

Innovators & Innovation

Business Engagement

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<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada’s Cleantech Sector</td>
<td>30%</td>
<td>with only 7% of Canada’s population</td>
</tr>
<tr>
<td>Increase in GDP since 2007</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>7% reduction in community-wide GHG emissions since 2007</td>
<td>23% +</td>
<td></td>
</tr>
<tr>
<td>35% growth in green &amp; local food jobs since 2010</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>18% reduction in water use per capita since 2006</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>52% of trips in the city are made by walking, biking, or transit</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>36% decrease in vehicle KM driven per person since 2007</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>53% increase in neighbourhood food assets since 2010</td>
<td>53%</td>
<td></td>
</tr>
</tbody>
</table>
LESSONS LEARNED

Leadership Matters

Engagement Matters

Regulation Matters

Data Matters

“Government is not going to solve this… Business is!”
IF VANCOUVER REMAINS A GREEN ISLAND...
2020 AND BEYOND: Our Path to a Renewable & Circular Future

Vancouver’s Big Economic Opportunity:

1. Innovation for the Built Environment
   Building codes & regulation that stimulates innovation

2. Transitioning to Green Transportation
   Infrastructure that supports innovation

3. Zero Waste & the Circular Economy
   New systems and business models
ZERO-WASTE 2040

Annual Tonnes

- 2008: 500,000
- Target: 0
- ZW 2040 Goal: 200,000

Greenest City 2020 Target: 0

2008 2015 2020 2030 2040
Current System

- Physical systems
- Infrastructure
- Policies, taxes, standards, incentives
- Information flows
- Rules of the system
- Capacity for innovation
- Assumptions, values and beliefs

Future System
CITY’S SPAN OF INFLUENCE OR CONTROL

Becomes a Platform for New Business Models & Innovation

- Educate
- Research
- Challenge
- Advocate
- Incentive
- Collaborate
- Build
- Partner
- Invest
- Regulate
- Service
- Procure
OUR EMERGING CIRCULAR ECONOMY:

Ad-hoc activity so far:

1. **Policy Development**
   Grassroots policy development with the local business community

2. **New Business Opportunities**
   Market Transformation & Product Commercialization to Address Major Waste Streams

3. **Industrial Affordability**
   Addressing Urban Industrial Space Issues for establishing circular projects and businesses
OUR EMERGING CIRCULAR ECONOMY:

Four Waste Streams for Consideration

1. Deconstruction
   New By-laws that stimulates innovation & efficiency

2. Plastics
   Addressing a global issue

3. Food
   Reducing waste by digital matchmaking

4. Textiles
   Creating the platform through….
VANCOUVER CIRCULAR (Sample)

Food & Organics

Plastics

Sharing

Deconstruction

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CIRCULAR: OUR TSUNAMI OF OPPORTUNITY!