Planning for Sustainable Economic Development Across the Americas
ECPA International Conference
Curitiba, Brazil  June 7-8, 2011

Sustainable Economic Development: An Overview

Dr. Marc A. Weiss, Chairman and CEO
GLOBAL URBAN DEVELOPMENT
“Getting Richer by Becoming Greener”
Sustainable Economic Development Strategies generate substantial economic and employment growth and sustainable business and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness.

In addition, Sustainable Economic Development Strategies are the most cost-effective method of promoting renewable energy and clean technologies, protecting the environment, and preventing harmful impacts from climate change.
The Four Greens

- **Green Savings** — cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste

- **Green Opportunities** — growing jobs and incomes through business development and expanding markets for resource efficiency, sustainability, and clean technologies

- **Green Talent** — investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial and workforce skills, because people are now the world’s most vital green economic resource

- **Green Places** — establishing sustainable transportation and infrastructure, and protecting and enhancing the natural and built environment, to create more attractive, livable, healthy, vibrant, prosperous, productive, and resource-efficient areas and communities.
Sustainable Development

OUR COMMON FUTURE

THE WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT

Global Urban Development
Sustainability in Business
Sustainability: From Companies to Communities

- Sustainable Economic Development Strategies adapt sustainability concepts from leading businesses such as:
  - GE, IBM, Toyota, Interface, IKEA, DuPont, Disney, Wal-Mart, Google, Nike, Stonyfield Farm, Seventh Generation, Siemens, Cisco, Philips, Applied Materials, and Johnson Controls

- Sustainable Economic Development Strategies apply these sustainability concepts to sub-national economies, including:
  - States, Provinces, Regions, Districts, Counties, Cities, Towns, Villages, and Neighborhoods
Green Savings

Exhibit 1

Global GHG abatement cost curve beyond business-as-usual – 2030

Note: The curve presents an estimate of the maximum potential of all technical GHG abatement measures below €60 per tCO₂e if each lever was pursued aggressively. It is not a forecast of what role different abatement measures and technologies will play.

Source: Global GHG Abatement Cost Curve v2.0

(Pathways to a Low-Carbon Economy, McKinsey & Company, 2009)
$2 Trillion Global Business Investment in Green Opportunities since 2007

More than $2 trillion has already been invested by the private sector in sustainable companies and technologies globally since 2007.

www.greentransitionscoreboard.com
Examples of Sustainable Economic Development
Singapore: a model for sustainable development?

As a pioneer in sustainable development, Singapore has been approached by the World Bank to provide technical assistance on urban planning in neighbouring countries. Vicente Carbona analyses Singapore’s successful development and reveals the latest initiatives in the citystate.
California’s $56 Billion Green Savings

Per Capita Electricity Sales (not including self-generation) (kWh/person) (2006 to 2008 are forecast data)

- **United States**
- **California**

2005 Differences:
- 5,300kWh/yr
- $165/capita

Per Capita Income in Constant 2000 $

<table>
<thead>
<tr>
<th>Year</th>
<th>US GDP/capita</th>
<th>Cal GSP/capita</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>16,241</td>
<td>18,760</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>31,442</td>
<td>33,536</td>
<td>94%</td>
</tr>
</tbody>
</table>

Source: Energy Efficiency: The first and most profitable way to delay Climate Change UCLA Institute of the Environment Oppenheim Lecture February 25, 2008 Arthur H. Rosenfeld, Commissioner California Energy Commission
Economic Development Strategy for Berkeley, California
June 1981
San Antonio
Southwest Florida Climate Prosperity Strategy

Southwest Florida Regional Planning Council
State of Delaware
The Portland Metro Climate Prosperity Project

A Greenprint for the Metro Region
Sustainable Economic Development Strategies
Two Kinds of Sustainable Economy Businesses

**Clean Tech Businesses**

- Develop and market environmental products and services that are resource efficient and benefit the environment

**Green Businesses**

- Manage their business enterprises in ways that are resource efficient and benefit the environment

- Clean Energy Sources
- Energy Efficiency
- Green Production Practices
- Pollution Mitigation, Conservation, and Restoration
- Support Services
Eco-Smart Development Principles

- **Livable Communities**: mixed-use, walkable, and human scale
- **Green Energy**: solar, wind, geothermal, and biomass
- **Resource Efficiency**: conserving energy and materials, and reducing or eliminating all forms of waste
- **Climate Action**: reducing/eliminating greenhouse gas emissions
- **Sustainable Business**: promoting Clean Tech and Green Business
- **Smart**: using IT and Broadband for smart infrastructure with smart buildings connected by a smart grid
- **Ecological**: environmental preservation and restoration with preservation zones, green ways, parks, & lakes
- **Multi-Modal Transportation**: pedestrians, bicycles, public transit, private vehicles powered by electricity and biofuels
- **Low-Impact**: retaining native vegetation and soils, rainwater harvesting, pervious pavement, and bio-retention
- **Bio-Regional**: connecting local organic agriculture with urban consumption
Prosperity in Paradise:
Growing the Sarasota County Sustainable Economy

Recommendations

Global Urban Development Team
April 14, 2011
Three Important National Trends

The Rise Of Location-neutral Knowledge Work

The Growth Of “Neveretirees”

Green and Clean Tech Business Markets

The convergence of these three external trends in Sarasota creates a unique opportunity for differentiation.
The Differentiation Opportunity

Sub-Tropical Vacation & Retirement “Paradise”

Art and Design – “Culture Coast”

High Growth Entrepreneur Energy

“PROSPERITY IN PARADISE”

Attract, Retain & Support Clean Tech and Green Entrepreneurs

Global Urban Development
Prosperity in Paradise: Summary Strategy Map

Context
- Historical reliance on tourism & construction
- New to diversified economic development
- Historic perception of an unfriendly business climate
- Need for political consensus
- Some good recent progress with EDC plan and incentives

Mission
To create jobs by positioning Sarasota County as a location of choice for Clean Tech and Green Businesses and Eco-Smart Real Estate Development.

Vision
The Sarasota County region is recognized as a premier location for starting and growing Clean Tech and Green Businesses and Eco-Smart Real Estate Developments, especially for second-career entrepreneurs and developers.

Strategic Assumptions
- There is an authentic sustainability branding opportunity
- It is about attracting entrepreneurial talent
- Some catching up to do on the basics
- Good assets to build on
- Will require political consensus and will
- Have to be in for the long haul

Recommendations
1. Initiate a Business Development Network
2. Expand the Green Business Partnership
3. Establish a Clean Tech Support Infrastructure
4. Launch a Green Energy/Resource Recovery Park
5. Innovate Eco-Smart Development in the EEZ and Elsewhere
6. Organize a Green Talent Response System
7. Formulate a Communications Strategy
For more information,
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www.globalurban.org
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marcweiss@globalurban.org