

haymaker

VEDC Quarterly Meeting
Business Brand Story
September 15, 2009

The Initiative

- The opportunity presented by the Games
- The story we wish to tell the world about our vision for Vancouver's economic future
- The kind of wealth we wish to generate as a city
- The kind of companies and people we want to attract

The Inspiration

The city has put a stake in the ground around the **Greenest City initiatives**; the creation of the **Quick Start report** begins a candid conversation and offers a boldly ambitious action plan. VANOC has made the **Olympics the greenest ever** in ways that can be measured and matrixed and verified.

The Intent

We need to be true to our fundamental selves. The fact of the matter is this: while there may be many things about Vancouver that are true even if we take away the mountains and ocean, **our geography is our destiny**. It shapes what the world thinks of us, and our reaction to the environment around us has made the city what it is.

**Time to
Claim What Is
Rightfully Ours**

Our green is contemporary, global, innovative green. Green as in a recognition that business includes **people, planet and profit**. Green that tells the city and the world that the **green paradise** they see, visit and live in has a **smart green** economic underpinning and development plan that welcomes businesses, and guides and encourages them. That sees green as **profitable, not punitive**. We are:

VANCOUVER GREEN CAPITAL

Our Definition

Vancouver Green Capital

Vancouver Green Capital is a business brand – a focus for economic development.

Vancouver Green Capital comprises two complementary and equally important ideas.

- 1. Green is smart, it is profitable and it is sustainable. Green is also money.**
- 2. Capital is money. It is also human, it is ideas and it is leadership.**

Vancouver Green Capital says we acknowledge that our geography is our economic destiny. And we are confidently and coherently shaping our economy to be even more **reflective of who we are**, of our surroundings and what we value. It means that **we understand our role in the world** and we are taking ownership of it. And by doing so, we will create **lasting value for the city, the region, the country and beyond.**

The whole world wants to own green. But the fact of the matter is that **Vancouver is born to it**, we live in it, we get it. **It is our opportunity**. And if we do not seize it, it is ours to lose.

Green Capital means **business**. And it means **leadership**.

Green Means Business In Vancouver

Vancouver Green Capital

Vancouver is an **engine, supporter and catalyst for green enterprise**, business that measures and accounts for **people, planet and profit**; enterprise and industry that has seen the future and understands that nothing less will do. **Green is not a fringe notion** or a nice-to-have; it is central to the way business conducts itself. **Green Capital is money for green enterprise. Money made from green innovation.** Money to motivate business to be greener. Green Capital signals that in Vancouver, green is more than lifestyle.

Vancouver Green Capital. One part **what we are**, one part **what we want to be**. **Big enough for an international economic ambition, room enough for Vancouverites to get on board.**

Our Economic Differences

Underpinning the idea of Green Capital are the city's economic differentiators – core strengths and characteristics of our people and our place that will drive the vision forward. There are nine of them and together, they tell a story of a city and its economic potential that no other place can tell.

One. Nature and Nurture: The Paradise Premium and the Livable City.

Our arresting geography is a lot like the most beautiful specimens of the human species: it's hard to tear our eyes away and we feel somehow helpless before them. Add to this the fact that, measured against the world's family of urban settlements, Vancouver is a haven and a beacon – a model of urban planning, stable government, ethical business practices, accessible health care, environmental awareness, sweet-salty air, clean water and recreational plenitude.

Two. New Economy: Vancouver's Business 2.010

As we work towards a green economy, we recognize the determined energy in many industries in the city. The following sectors are all the seeds of Vancouver's economic development.

- Green Economy Sectors (sustainable energies, green infrastructure, environmental technologies, regional agrifood);
- High Technology and Sciences (bio, life/medical, innovation, wireless/communications, computing/software, aerospace/robotics);

- Service Industries: (education/training, financial/business/legal/engineering, tourism/ hospitality);
- Creative and Entertainment: (style, apparel, new media/digital gaming, film/ animation);
- Resource Manufacturing: (value-added wood products, chemical engineering, mining and energy).

Three. New Worlds: A Greater Vancouver.

Half of Vancouver's population comes from elsewhere, and these immigrants have made countless contributions, economic and otherwise, to the city and the region – starting businesses of every sort, excelling, surprising and prospering, strengthening us with their perspectives, customs and know-how, challenging the status quo with their drive and ambition. In 70 different tongues, the language of possibility in Vancouver is rich and varied, and represents a tried and tested recipe for success.

Four. Forward Thinkers: Genius at Work in a City at Play.

Vancouver leads intellectually from its physical edge of the world. Its intellectual property – incredibly talented and visionary thinkers – are working, many under the radar – to advance science, medicine, culture, new media, the environment, academics and so many other areas. These people and their stories are cause for celebration. They, their accomplishments, challenges and risks need to be placed in front of our blindingly beautiful landscape and allowed to shine. Because when Vancouver and the world see what they have done, it will be nothing short of a revelation. We are a city of ideas.

Five. Port and Portal: Vancouver's Pacific Rim.

Vancouver is a major gateway at the geographical place where the west ends and the east dawns. A Pacific time zone, peopled by English-speakers, facing and embracing the entire Pacific Rim – we are well-positioned to engage some of the most promising and important economies in the world in conversation and commerce.

Six. Infrastructure: A Head for Business.

Underneath Vancouver's lovely skin, our bones are all business – mechanics designed to encourage enterprise and help it grow. Vancouver already has low taxes and is working to further lower corporate taxes. Resident directors are not a prerequisite; our electronic infrastructure is so modern that our economy is virtually plug and play: industries like new media can hire from our well-trained workforce, set up and start work now.

Seven. Entrepreneurially Corporate: The Self-Made City

Vancouver has one of the highest concentrations of small businesses of any city of its size. Yet while it is small enough for entrepreneurs, there is room enough for corporations that, in a period of profound reinvention, may find the entrepreneurial ground of the city a fertile place to set up shop.

Eight.

Culture on the Cusp: The Art Heart of the City

Vancouver is a temperate city yearning for a measure of cool. A new generation of artists in every medium is developing Vancouver's next cultural vocabulary, a unique mix of interests from design to dance, of influences from First Nations and varied homelands, from neighbours on the Pacific Rim and from Europe – all mashed up against the backdrop of the mountains. While our well-established cultural groups and events provide continuity, Vancouver's next creative culture is painting, dancing, writing, singing, sculpting itself into being.

Nine.

Open Heart: The See-Through City

Transparency is not just about the glass in our towers. It's about being clear and open about our weaknesses and asking the world to help us. Where most Olympic cities sweep problems under the rug, we will not try to hide and not trying to exploit – we will try to be honest. Our most visible problems – drugs and homelessness – are Vancouver's problem, but they're also the world's problem. Yes, Vancouver is still a frontier – in that we can act in new ways – showing who we really are and being open and engaging the world in a conversation about topics that really belong to every citizen.

Final Thought

Vancouver Green Capital signals that Vancouver has made a choice – it is **forward-looking** and **forward-thinking**, but it is above all a choice, the first clear direction in terms of **economic** strategy that has ever been undertaken by the city. **Green Capital** does not exclude or position us as one-sided; **it is a way to begin seeing all businesses, and all life in our city, in the way they must be considered if we are to be sustainable** – if we wish to give the fragile Vancouver we love a way forward. The bottom line, after all, is our collective future.

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Thank-You