



*The **Vancouver Economic Development Commission**, an agency of the City of Vancouver, works to strengthen the city's economic future by helping existing businesses, attracting investment, researching the business environment and making policy recommendations.*

Media Fact Sheet

Greenest City / Vancouver Green Capital – Background, Goals, Achievements

The Vancouver Green Capital brand is at the heart of a new strategy for the City to proactively pursue green economic opportunities. “Capital” signifies commerce, concentrated activity and leadership; and “Green” is an increasingly integral part of a business model that includes people, planet and profit.

- Vancouver’s greenhouse gas emissions per capita, at 4.9 tonnes per person, are the lowest in North America
- Vancouver’s dense mixed-use downtown is considered a model of progressive urban planning

Greenest City Action Team

- Formed of business leaders, academics, politicians and NGOs, in early 2009.
- Challenge: develop a plan to make Vancouver the greenest city in the world by 2020
- Quick Start Report issued Spring 2009; Long-Term Plan “A Bright Green Future” issued Fall 2009

Greenest City Action Plan Goals & Principles

- A sustainable and efficient city not only helps address climate change, but provides a competitive advantage:
 - A compact, efficient city with a well-organized transportation system and a light environmental footprint is cheaper to run and easier to maintain
 - Cities that show leadership on sustainability are in the best position to attract talent
- The Plan is based on the “decathlon” principle that a truly sustainable city needs to succeed on many levels, and lays out targets in 10 categories:
 - Green Economy: 20,000 Green Jobs
 - Zero Carbon: GHG emissions down 33%
 - Green Buildings: Carbon neutral new construction, Increase efficiency of existing buildings by 20%
 - Green Mobility: more than 50% of trips on foot, bike, or transit
 - Zero Waste: Cut waste to landfill by 40% per capita
 - Close to Nature: Plant 150,000 trees, Green space within a 5 minute walk for all

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- Clean Air: Air quality meets highest standards
- Clean Water: Drinking water meets highest standards, water use reduced by 33% per capita
- Sustainable Food: Carbon footprint of food cut by 33%
- 1 Planet Footprint: Ecological footprint reduced by 33%

Achievements to date

- Green Economy:
 - Developed Vancouver Green Capital branding/marketing position for economic development
 - 2010 Games: Carbon War Room project (Sir Richard Branson) brings green financiers to Vancouver, Vancouver House will tell Green Capital story, Metro Vancouver Commerce economic development program targets green economy companies interested in business in Vancouver
- Green Buildings:
 - Pulse Energy-BC Hydro project announced in November: partnership to monitor energy use
 - Neighbourhood Energy Utility in SE False Creek utilizes waste heat from sewer system for space heating and hot water heating (active January 2010)
 - MURMUR Green Building Audio Tour project
 - Lighthouse Green Building Centre of Excellence
 - Green Home Renovation guides
 - Passive design toolkits promotion
 - Building Energy Use benchmarking
 - Renovation By-Law for comprehensive buildings
 - Solar Thermal Hot Water Pilot and Green Jobs Training Project
 - Hospital precinct district energy feasibility studies
- Green Mobility:
 - Mitsubishi Electric Car demonstration launched in November 2009
 - Partnership with Bombardier to demonstrate public electric streetcar during 2010 Games
- Zero Waste: Compost collection project to be launched in 2010
- Sustainable Food: research planned to identify opportunities and barriers community-wide to enable an integrated and effective urban edible landscape strategy

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