



## 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.***

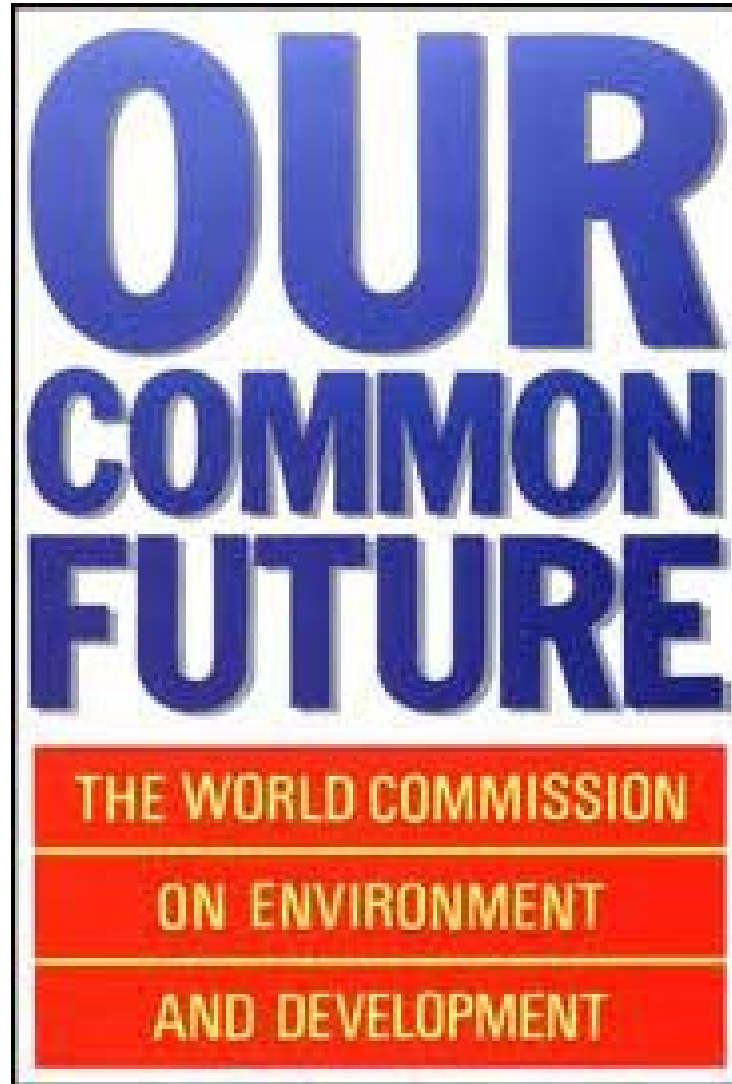


## The Four Greens

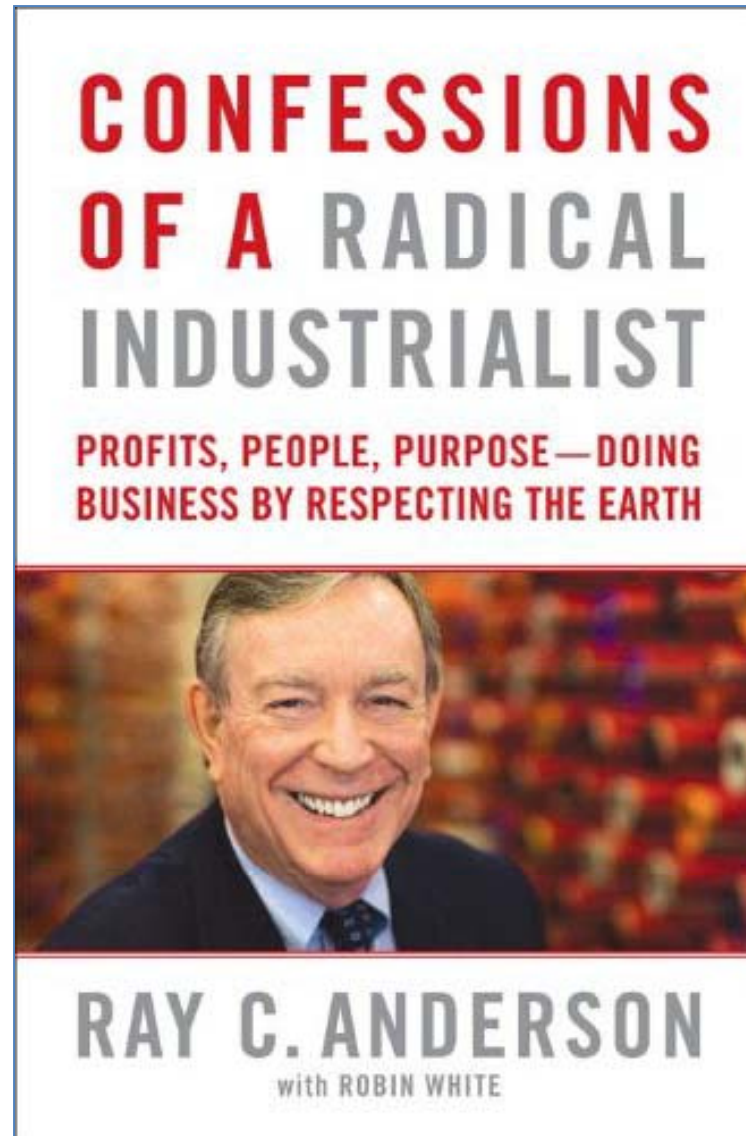
- **Green Savings** — cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste
- **Green Opportunities** — growing jobs and incomes through business development and expanding markets for resource efficiency, sustainability, 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



# Sustainability in Business



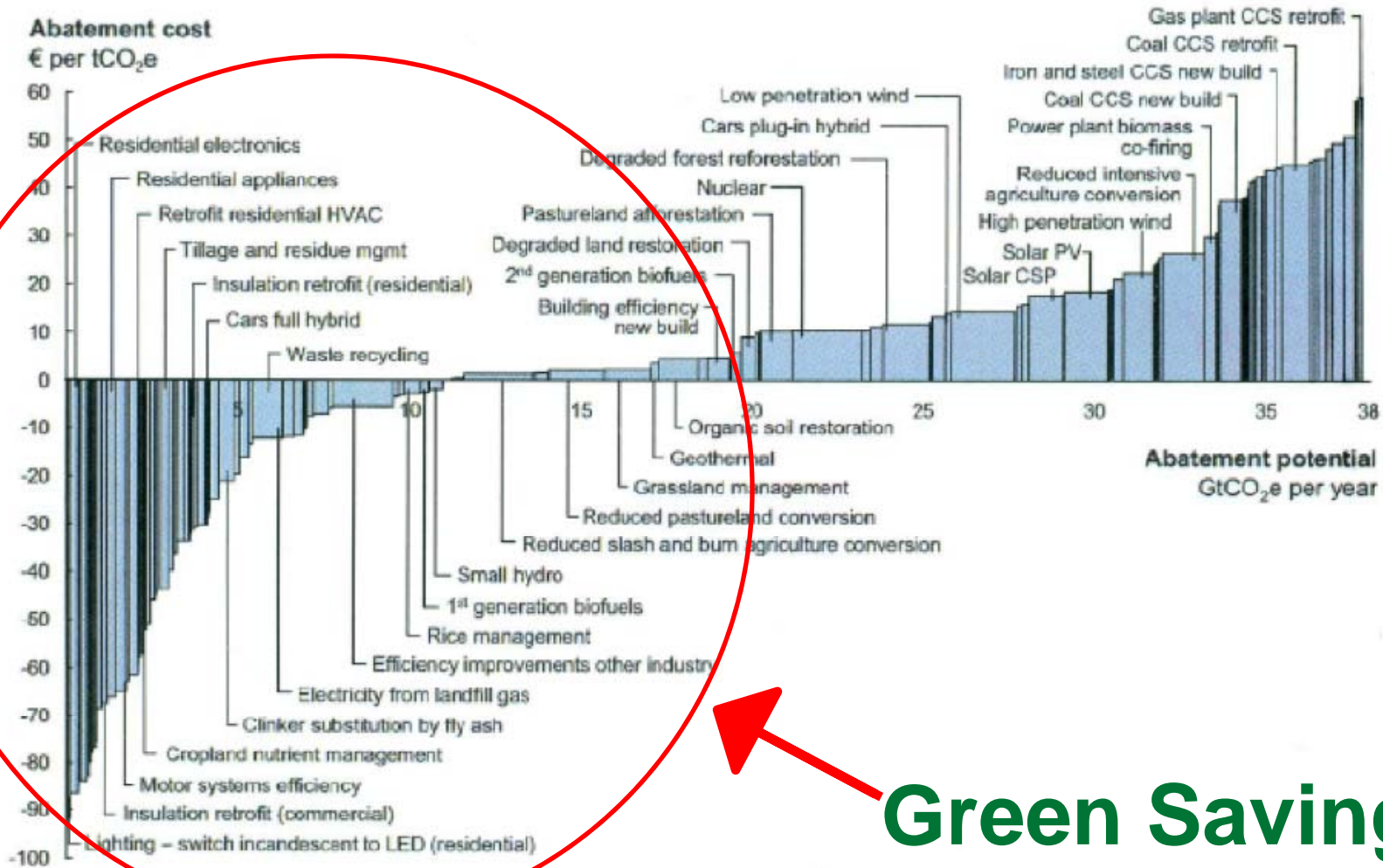
# Sustainability: From Companies to Communities

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



Exhibit 1

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



**Green Savings**

Note: The curve presents an estimate of the maximum potential of all technical GHG abatement measures below €60 per tCO<sub>2</sub>e 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



## GREEN TRANSITION SCOREBOARD®

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

[www.greentransitionscoreboard.com](http://www.greentransitionscoreboard.com)





## Examples of Sustainable Economic Development



**URBAN RENEWAL  
MUNICIPAL REVITALIZATION**  
*The Case of Curitiba, Brazil*



*Hugh Schwartz*



Global Urban Development

## Singapore: a model for sustainable development?

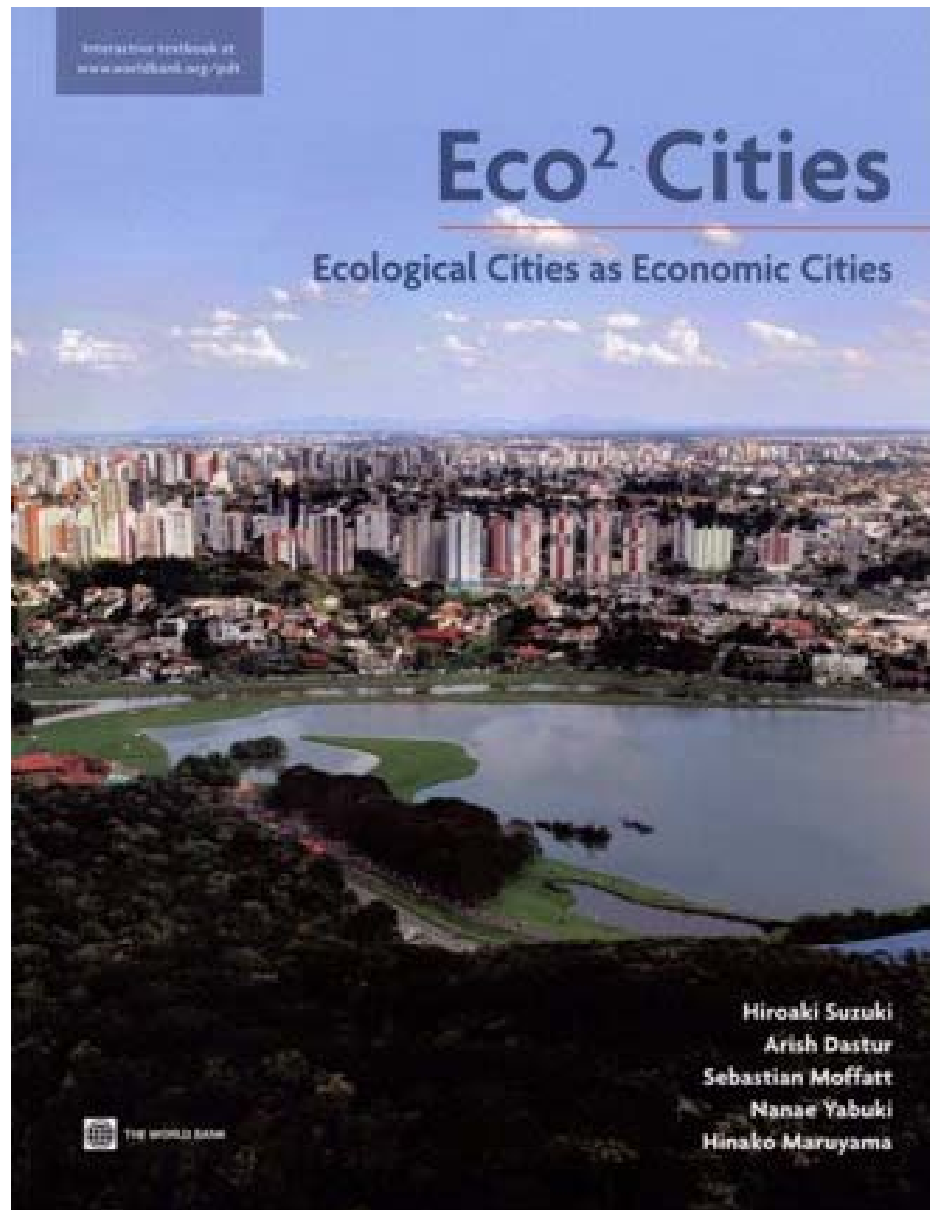
As a pioneer in sustainable development, Singapore has been approached by the World Bank to provide technical assistance on urban planning in neighbouring countries. **Vicente Carbona** analyses Singapore's successful development and reveals the latest initiatives in the city-state.



Artist's impression of the Conservatory Complex

PHOTO © NATIONAL PARKS BOARD

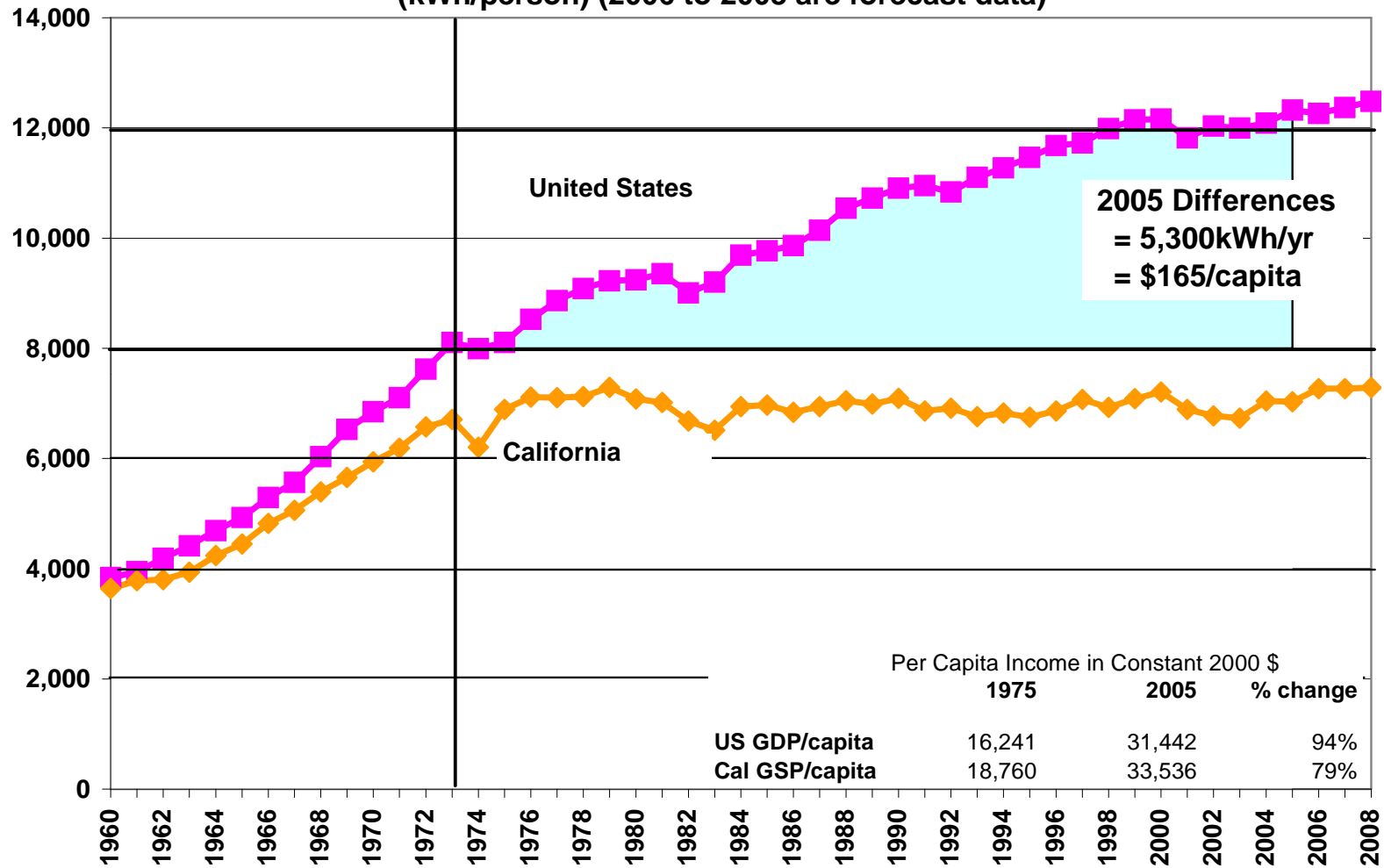
# World Bank





# California's \$56 Billion Green Savings

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



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

ECONOMIC DEVELOPMENT:  
AN IMPLEMENTATION STRATEGY FOR THE CITY OF BERKELEY\*

Marc Allan Weiss  
Ann Roell Markusen\*\*

Working Paper No. 354

June 1981

Institute of Urban and Regional Development  
University of California, Berkeley

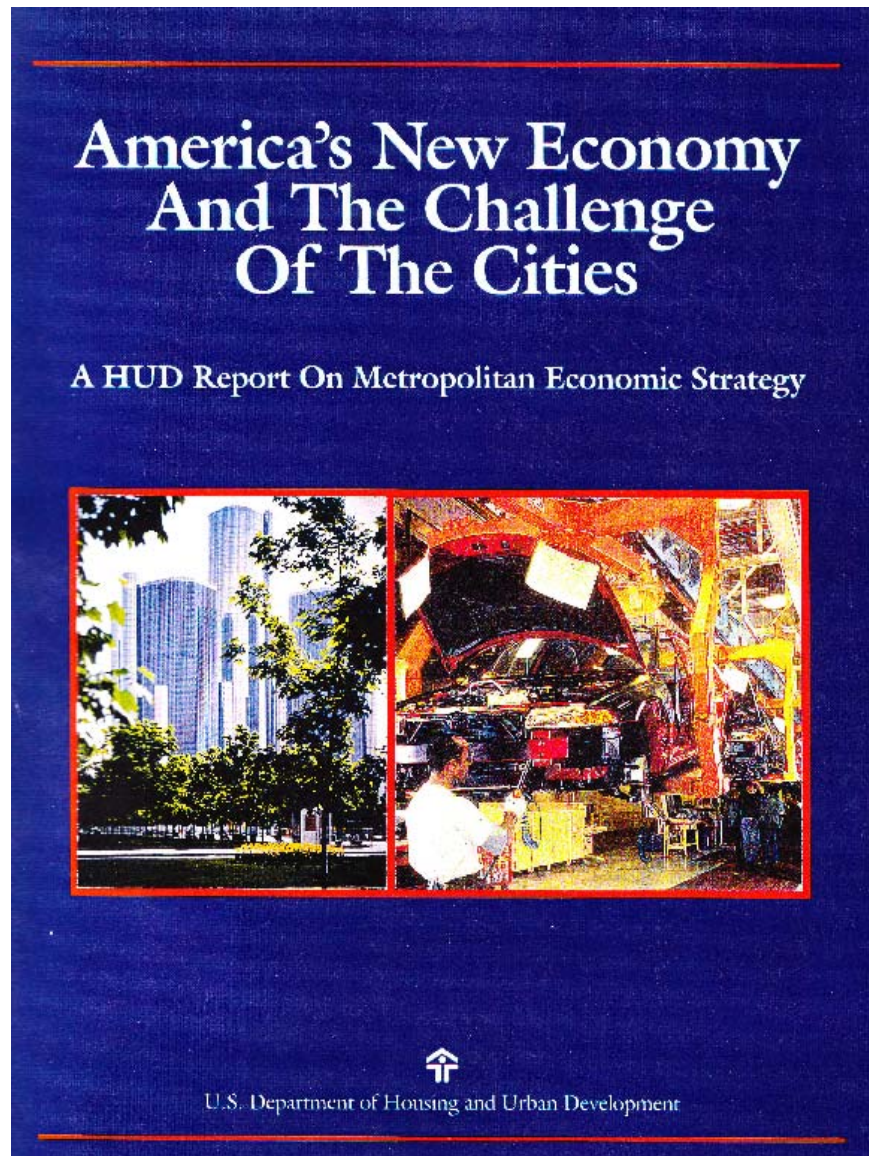
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\*This paper is the summary report of a larger project researched and written by the Berkeley Economic Development Project group, which includes Marjorie Bennett, Daniele Farber, Linda Gardner, Jay Jones, Joyce Klemperer, Nancey Leigh-Preston, Neil Mayer, Michael Peltz, Amy Skewes-Cox, Matthew Steina, and Paul Sussmann, all associated with the University of California and the Planners' Network. Copies of the related papers are available from the Institute of Urban and Regional Development, University of California, Berkeley.

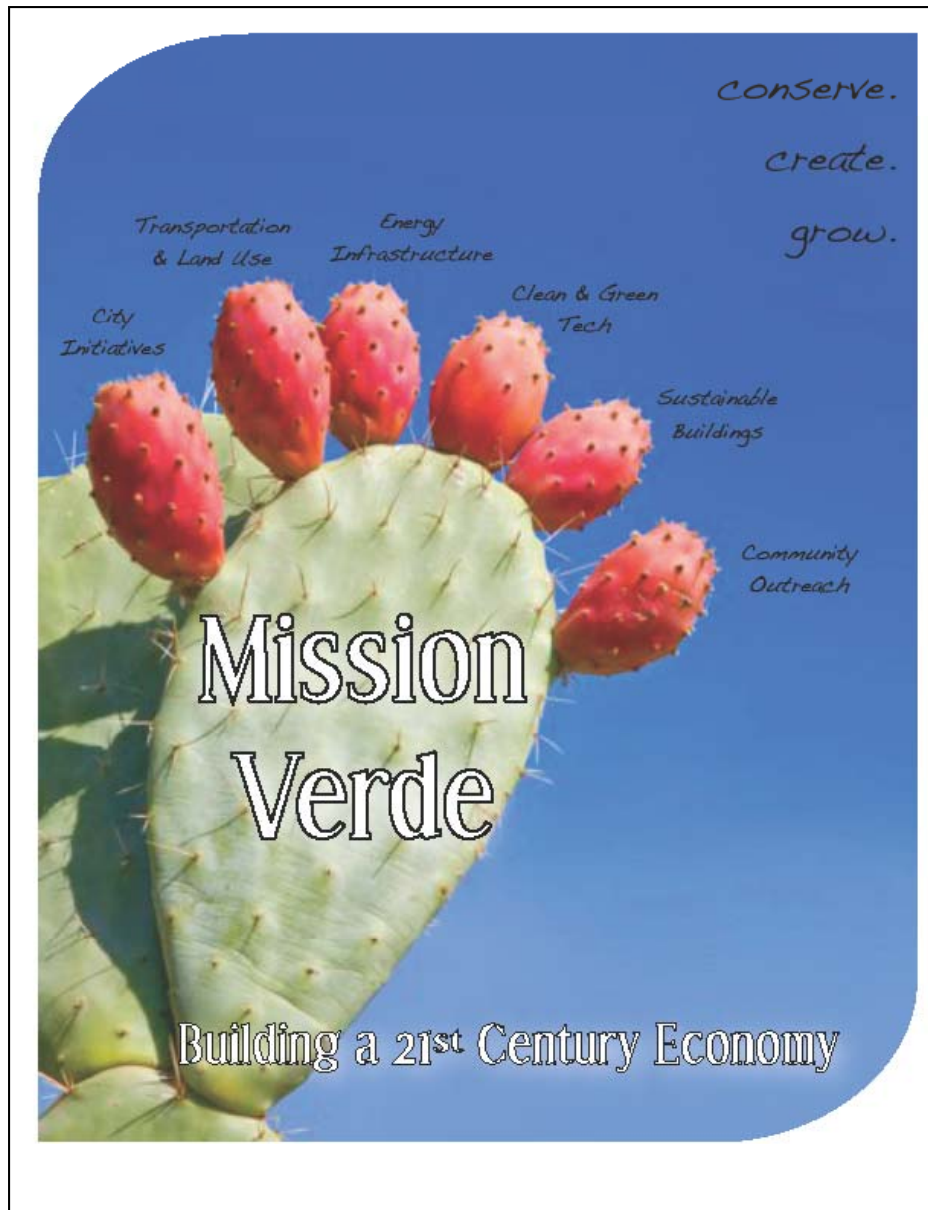
\*\*The authors would like to thank the City Manager's Office of the City of Berkeley, the staff of the Institute of Urban and Regional Development, and the College of Environmental Design, University of California, Berkeley, for material support. We also wish to thank Barry Rosen, City Manager's Office, who acted as the City's liaison on this research project.

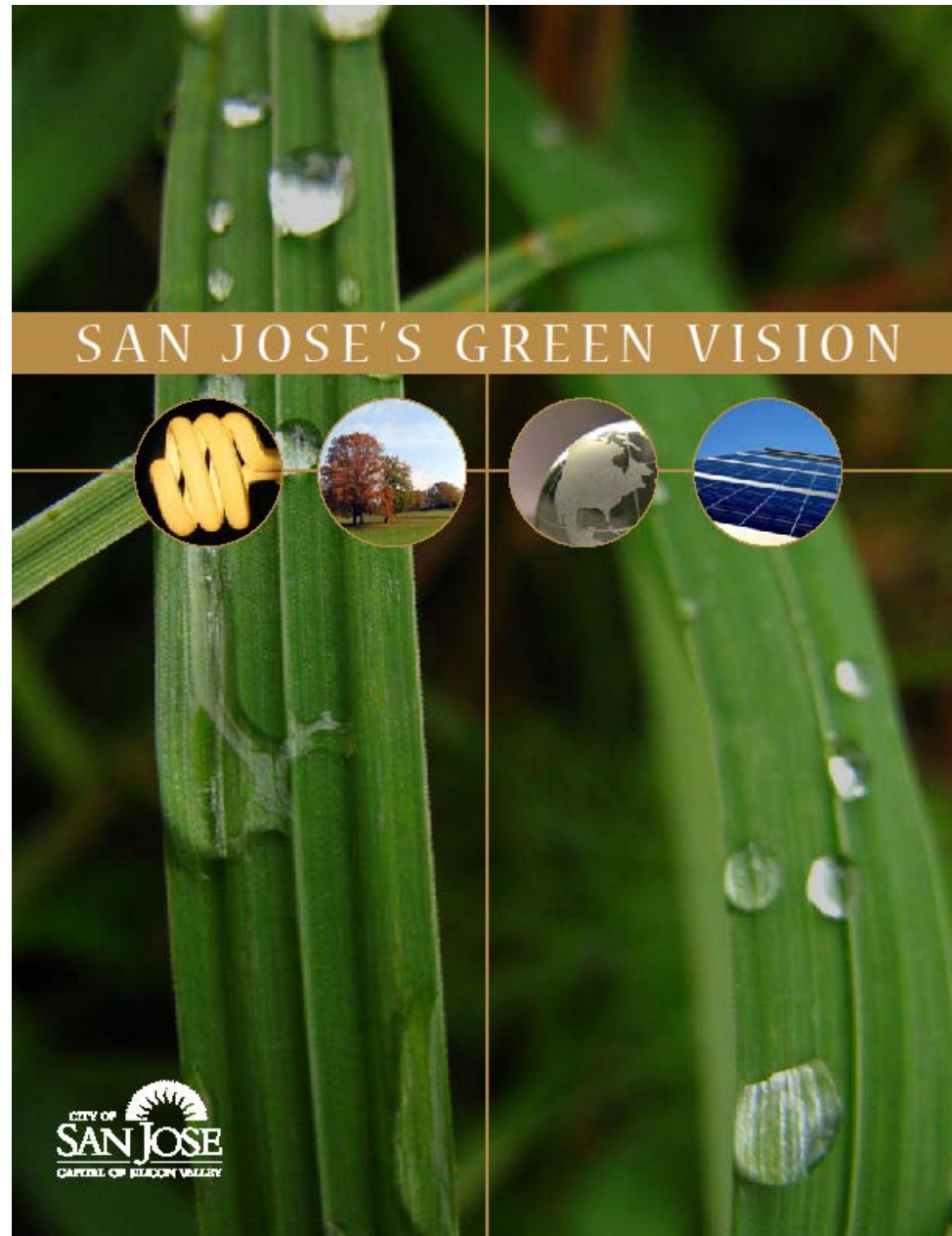


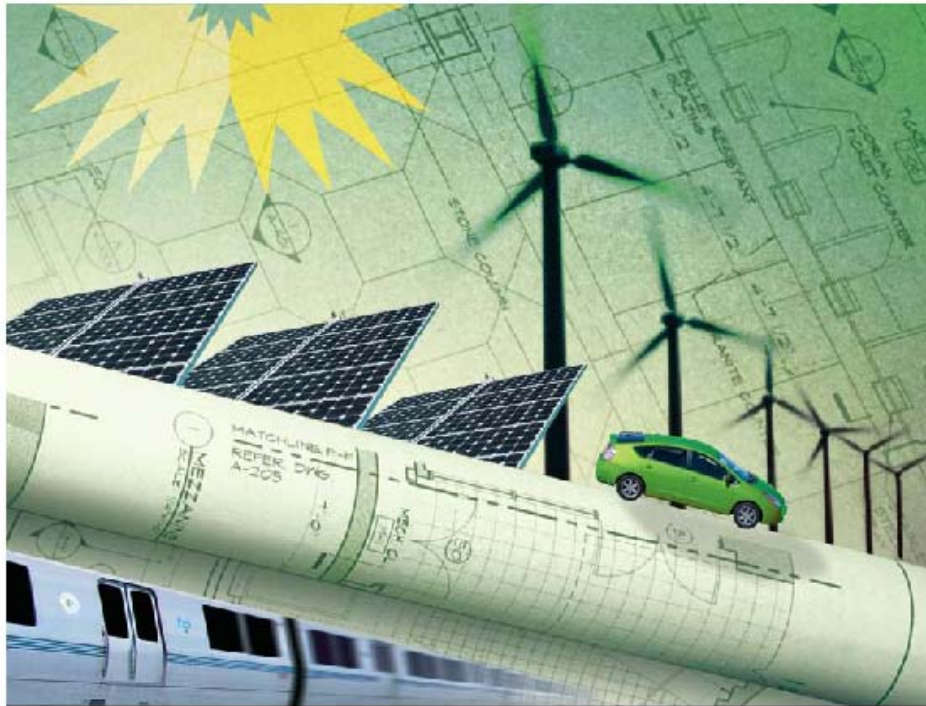
# Portland Metropolitan Economic Strategy: 1970s-1990s



# San Antonio







February 2009

# Climate Prosperity

A Greenprint for Silicon Valley



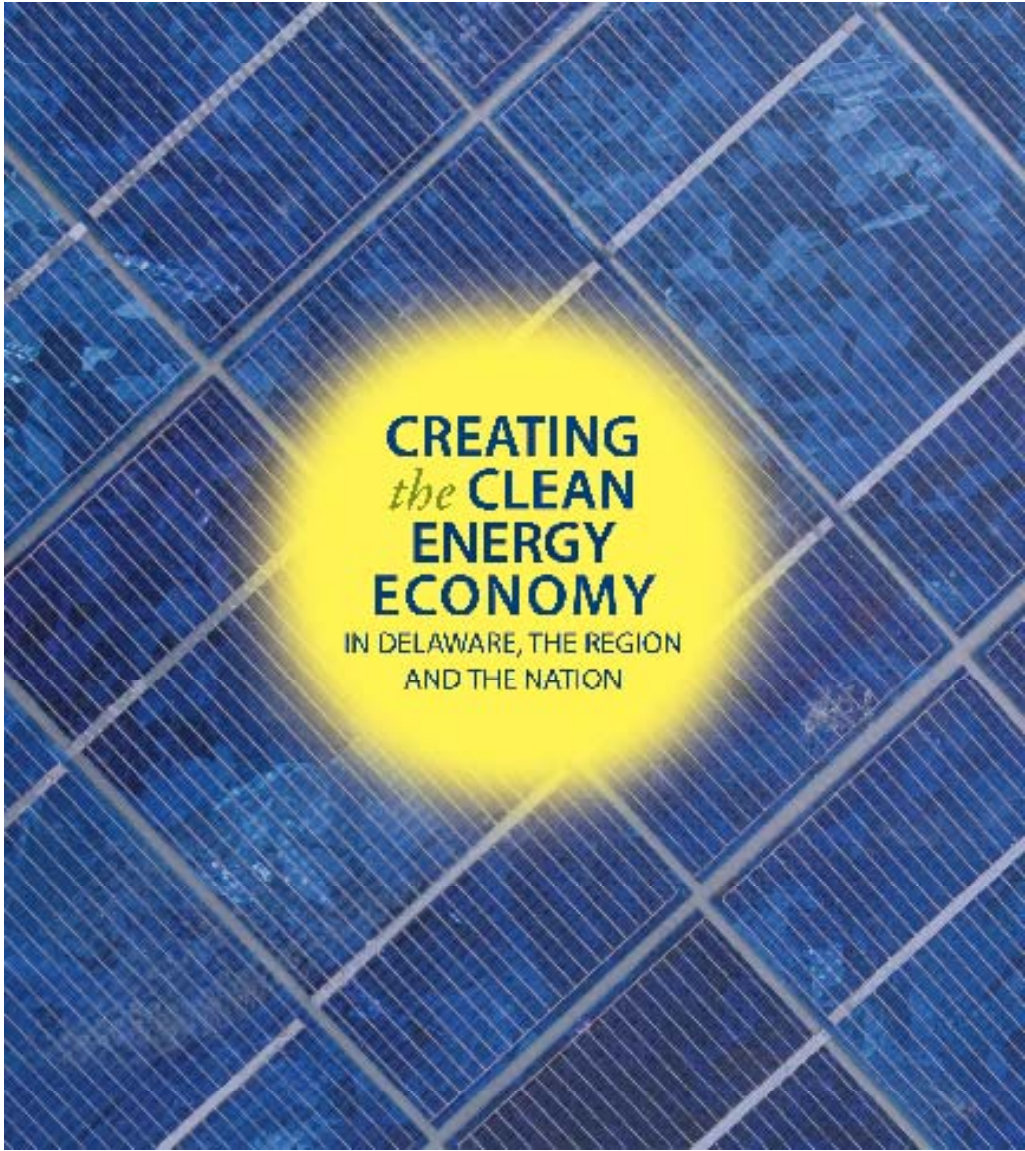
Global Urban Development

# 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



Photo: Flickr user art16210





# Climate Prosperity

*Economic opportunity through a sustainability lens*

Metro Denver Economic  
Development Corporation

May 2011

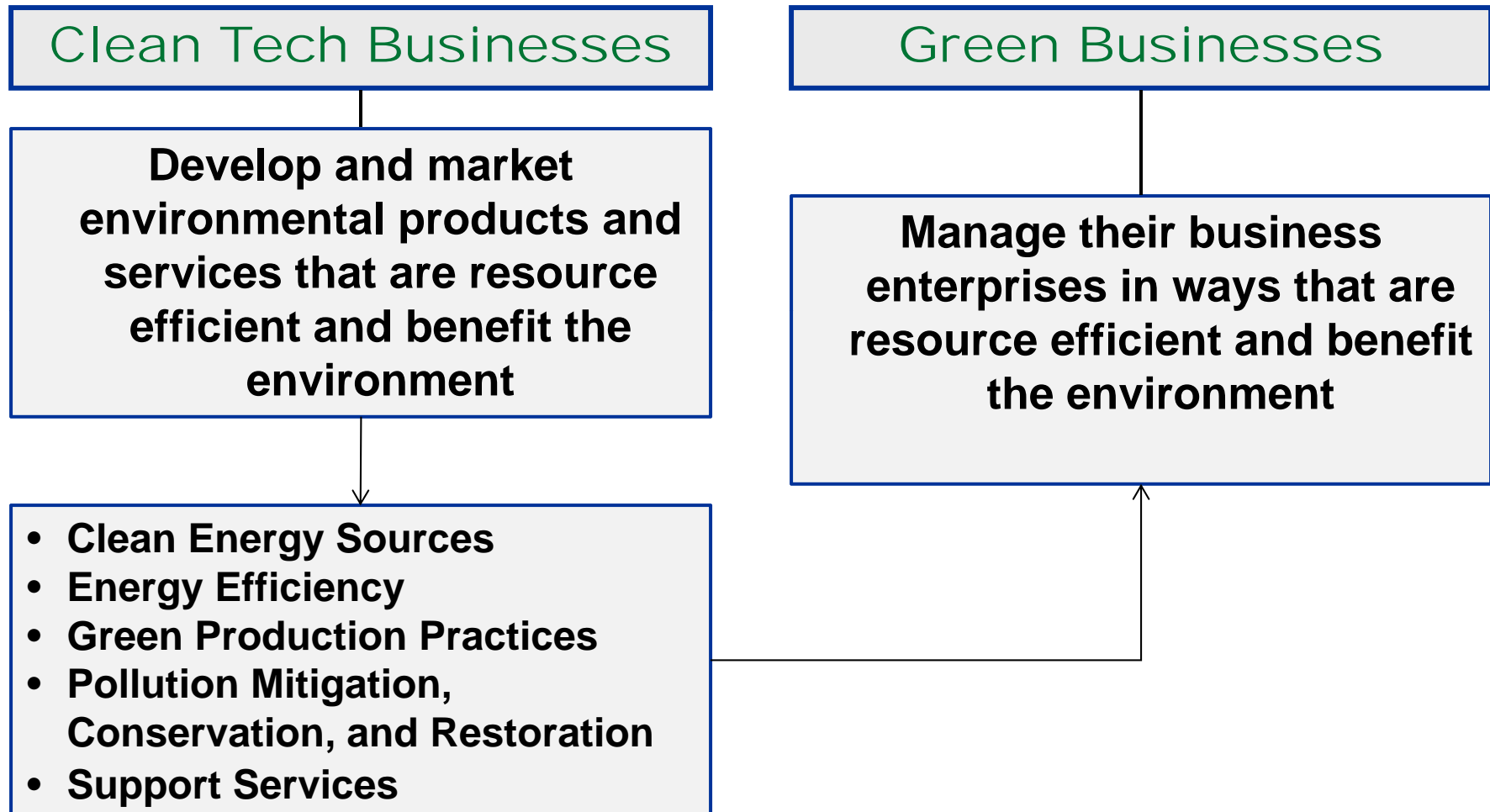


Global Urban Development



# Sustainable Economic Development Strategies

# Two Kinds of Sustainable Economy Businesses



# 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:**

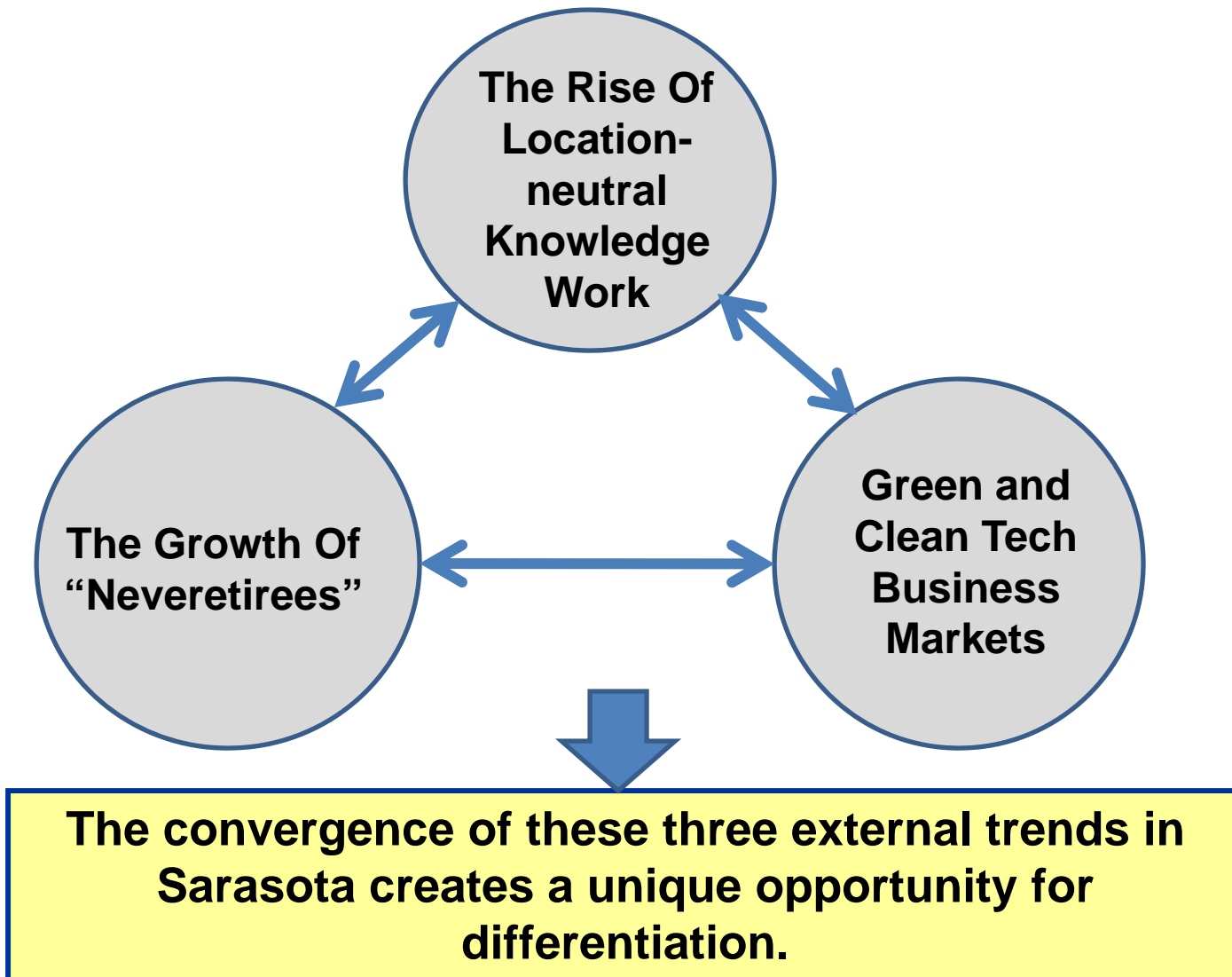
## **Growing the Sarasota County Sustainable Economy**

### **Recommendations**

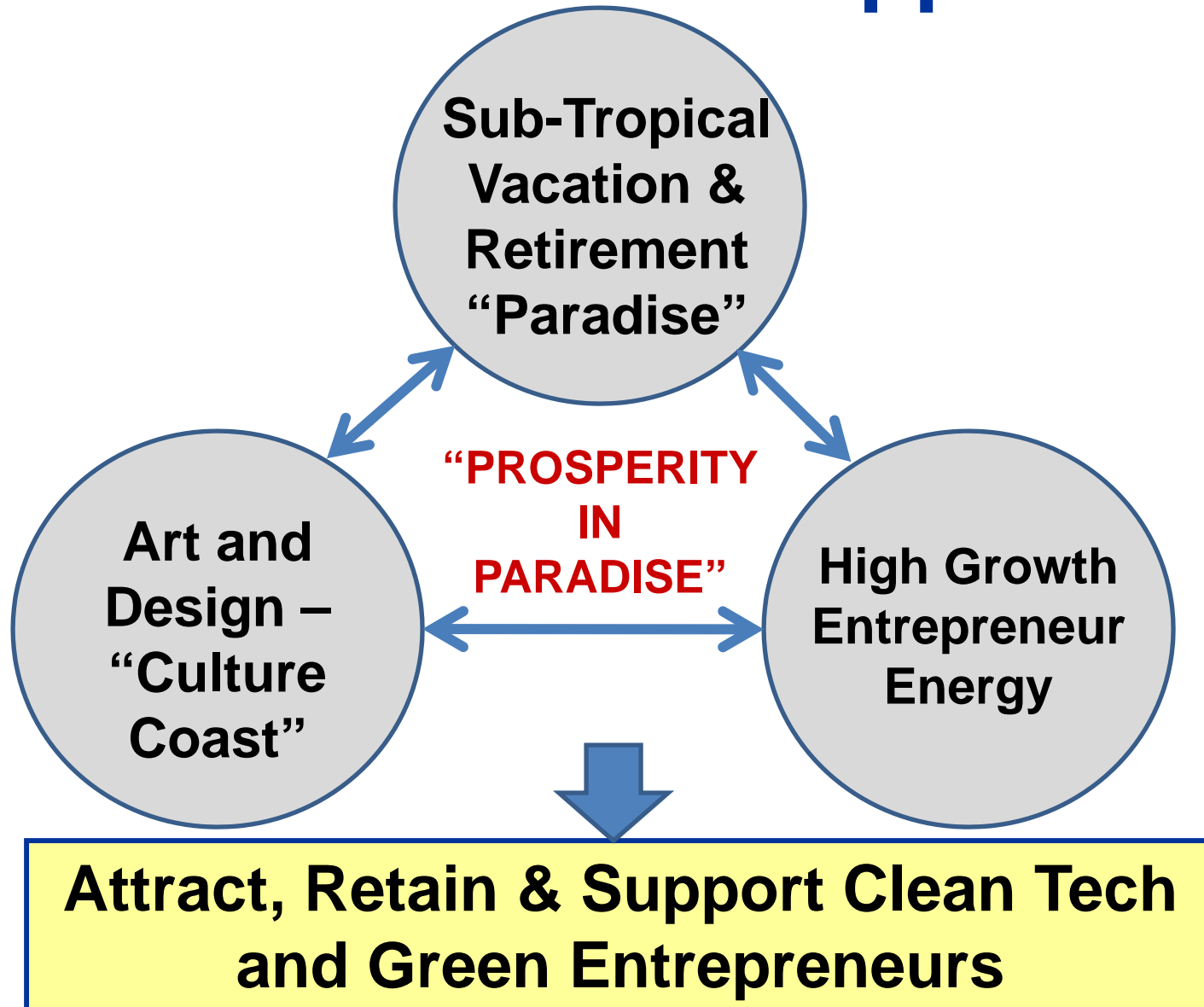
Global Urban Development Team  
April 14, 2011



# Three Important National Trends



# The Differentiation Opportunity



# 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,  
please visit the GUD website:  
[www.globalurban.org](http://www.globalurban.org)

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