



District of Squamish

Green Economy Emerging Sector Action Plan

Welcome!

Agenda for Today

- Gathering (10 minutes)
 - Arrival
 - Re-cap
 - Our goals
- Workshop 1 (60 minutes)
 - From Opportunities to Impact
- Sharing, highlights, and ideas
- Next Steps (5 minutes)
- Close



WORKSHOP RECAP: WHAT WE HEARD LAST TIME

1. Celebrating and stewarding our outdoor recreation and green, nature-based brand
2. Facilitating new collaboration & effective employment space for business
3. Facilitating local-based higher education opportunities
4. Ensuring inclusivity, and social / environmental impacts are priorities in local economic growth
5. Developing access to a diverse range of funding for businesses to launch, grow, and thrive



WHY WE'RE HERE!

01

Squamish is known as a destination known for its creativity, innovation and entrepreneurship.

02

Local firms are supported by innovation, research and development capacity.

03

There is supportive infrastructure and a positive business climate.

04

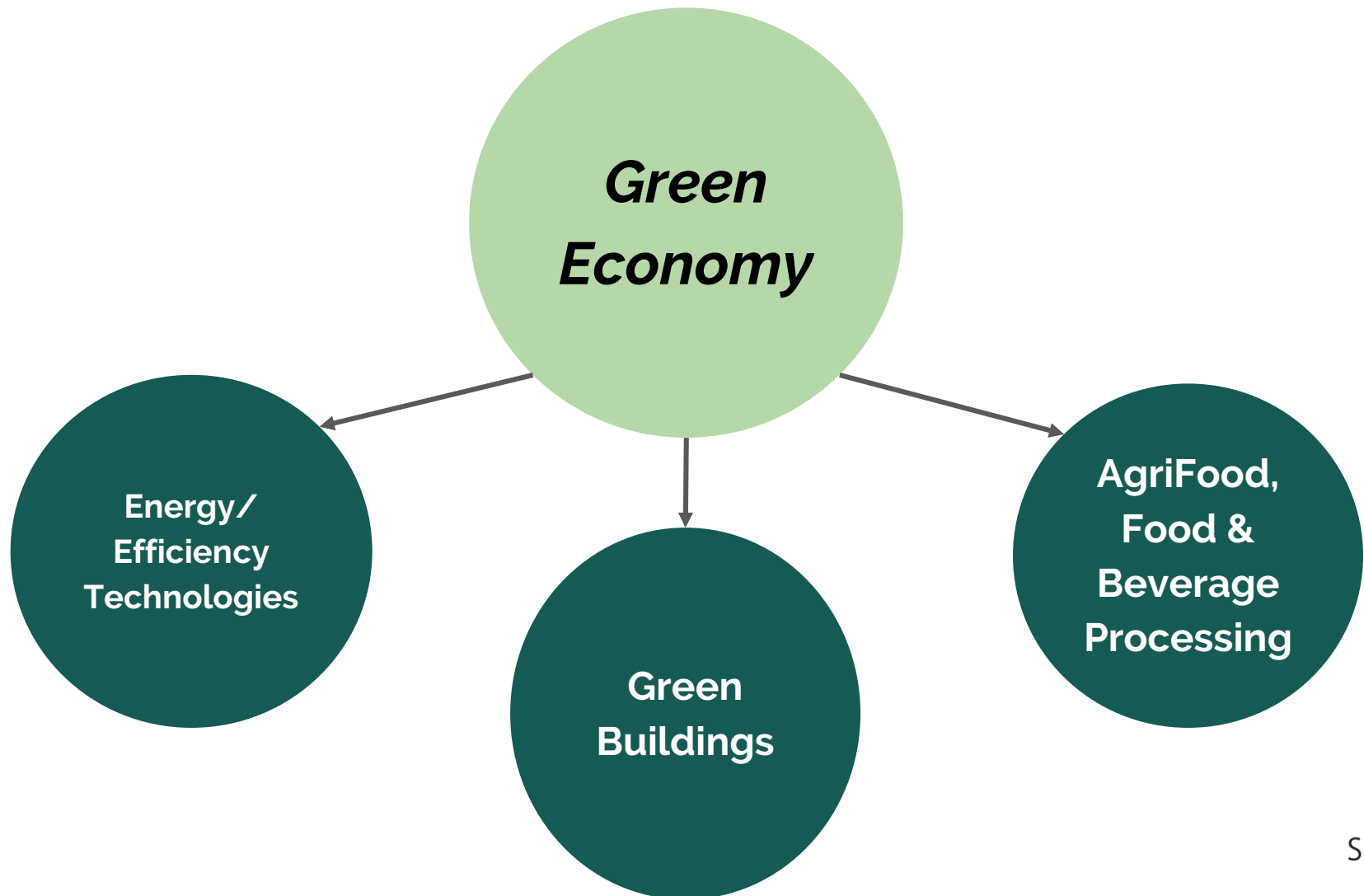
The composition of the local economy is diverse and adaptable to changing conditions.

05

Has high-value local employment reflective of the local workforce.



The Green Economy in Squamish



From
Opportunity to
Impact
Breakout

Step 1

The impact we create

What specific change will we see in Green Economy in the next 5 years



How we get there

By identifying **opportunities**

- What exists?
- What can be done?
- By who?



Green Economy Impact Statement

Squamish will build a vibrant Green Economy
that will

in 5 years

(A description of the impact and value created)

By impact we mean:

What is transformative for the community:

- Awareness
- Scaling
- Mindset
- Leadership
- Social and environmental impact



Breakout Sessions

20 minutes - Impact visioning statement

40 minutes - Action planning



Working Sheets

Energy/ Efficiency Technologies Impact Statement

Squamish will build a vibrant Green Economy that will:

- GROW LOCAL BUSINESS
 - LOCAL FOCUSED
- GLOBAL, HIGH GROWTH
- ATTRACT INTERNATIONAL TALENT & BUSINESSES
- EDUCATION & SKILLS DEVELOPMENT OF LOCAL WORKFORCE
- INCENTIVES & REGULATIONS
- CREATE NEW, AFFORDABLE & APPROPRIATE SPACE

in 5 years

(A description of the impact and value created)



SPRING

- **Promote education to build green energy economy**
- **Partnerships between municipality and local organizations: Squamish city council provide guidance to promote local green energy development**
- **Incentives for individuals and businesses to adopt greener energy**
- **Adoption of technologies eg. green vehicles, through increasing /mandating / providing space for charging**
- **Foster innov for the manufacture of energy efficient building**
- **Available local, skilled workforce: developed through specific (youth) education and innovation centres**
- **Regulations established to reduce carbon footprint of buildings, businesses etc., eg through permits and incentives**
- **Creation of/ implementation of framework to measure carbon footprint across businesses**
- **Creation of cluster of 10-20 high growth, international scale companies - creating energy efficient technologies**



Green Buildings - Impact Statement

Squamish will build a vibrant Green Economy

that will

- Foster a symbiotic relationship between our green building sector, our climate, and our community
- Where the usage of green buildings enables the interacting and weaving of work, value chain, community goals, and lives together
- And is a demonstration/brand that is recognized nationally

This will be supported by

- Connecting production to the local market and local needs including affordability
- Affordable housing, environment, job growth potential
- With supportive policies that foster sector growth

in 5 years



Green Buildings -starting to catch actions

- With supportive policies that foster sector growth
 - Purchasing
 - Step Code (moving to 5) & consideration for its limits
 - Subsidies
 - Building placement and Lifespan of the buildings and the resulting impact
 - Addressing waste and sustainability
 - Considerations for landscaping costs and irrigation
 - Finding the right balance of density with livability
 - Tagging those partners (within and without) that form the value chain
 - Grant opportunities
 - Fostering demonstration and collaboration with industry
 - Building Brand



AgriFood, Food and Beverage Processing Impact Statement

Squamish will build a vibrant Green Economy that will:

- Have a supportive infrastructure in place that encompasses, space, land, agricultural land
- Have abundant locations/retail for selling local products - restaurants, retail
- Have a vibrant, full spectrum, circular economy around agrifoods
- Inspire, support, lead and celebrate developers and producers of agrifoods, food and beverage processing
- Be ecologically sound and diverse
- Traditional and innovative practices while protecting natural resources
- Nimble and dynamic, adaptive to changing climate, mitigating climate impact while contributing to food security
- Be encouraging of local Manufacturing
- Food security, self-reliance, broader local business opportunities, service industry
- Youth - accessibility
- Programming - ex Zero food waste, bigger co-op/real life experiences - bridging the gap between farmers and youth/programming, integration to create learning opportunities for workforce development



Sharing



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From Map to Action

Breakout Step 2.1: What exists today?

10 minutes

What does this sector have today that's unique to Squamish?

Consider:

- Land, space and infrastructure
- Education, training and programs
- Investment and capital
- Talent and support
- Regulatory support
- Branding, promotion



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Breakout 2.2: What is holding us back?

What would help this sector further succeed?

- Are there regulatory or process related improvements that could be made that would help facilitate growth of this sector in Squamish?
- What specific programs would be important to facilitate locally in Squamish to improve talent attraction/retention?
- What specific support programs would help launch and grow businesses
- What specific types of space would help foster the subsector

Rules of engagement:

- Focus on what and why, not who could address

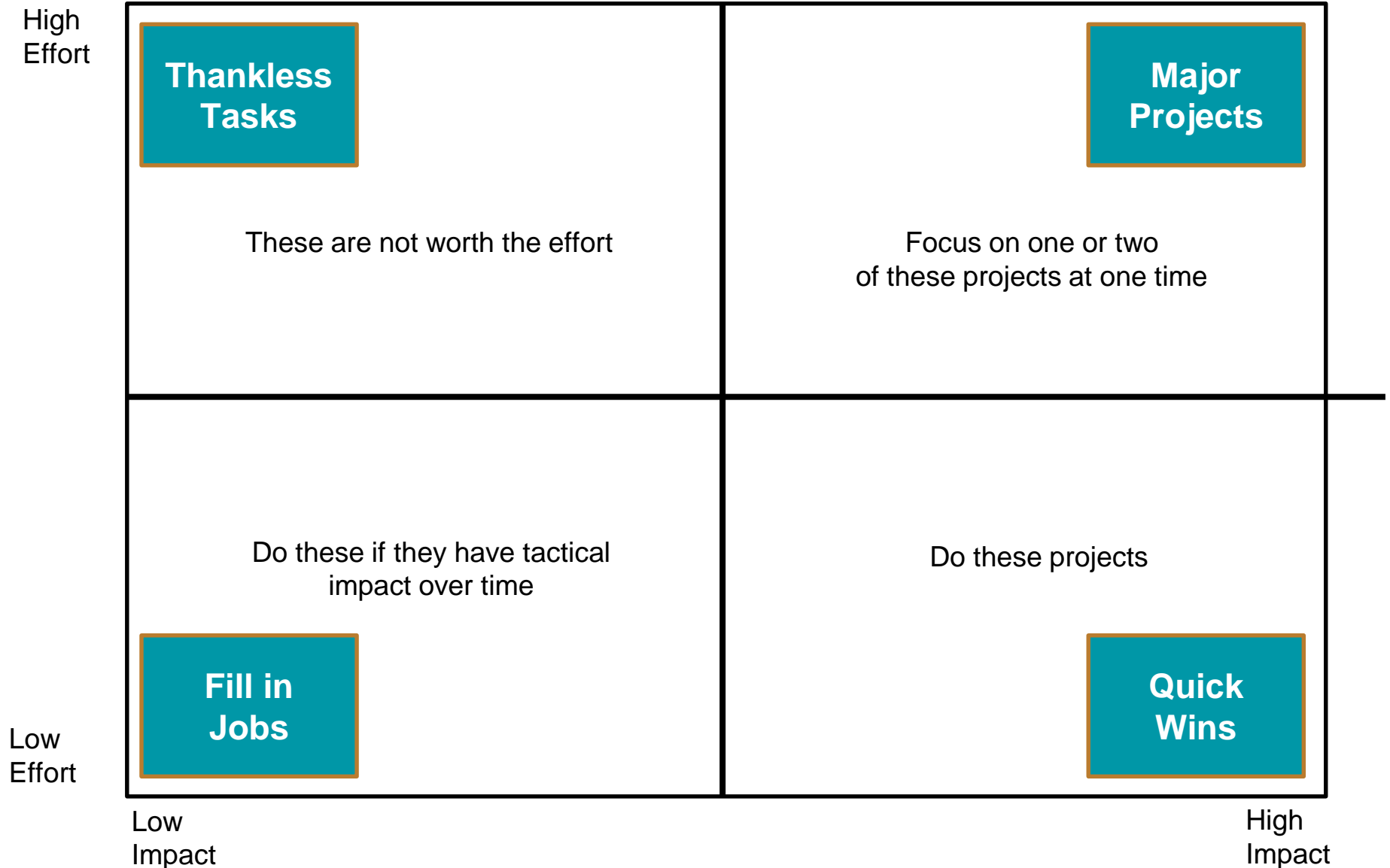


Breakout 2.3: Opportunity mapping

Let's take those ideas and plot them on a map together.



2.3: Opportunity Map



Sharing



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WHAT'S NEXT?

Green Economy 2021 Roadmap

By Dec. 2020

March 31, 2021

Dec. 2021

- Ecosystem map
- Draft Vision
- 1 year draft action plan

By Theme

- Q1 actions underway
- ELT Guidance
- Sector networking
- Review of Q2-4

By Theme

- Visions cemented
- Celebration
- 2022 plans created and presented

WHAT'S NEXT?

Upcoming Sessions:

- Thursday, November 12
 - Ecosystem & Program Mapping, Outdoor Recreation Focused
- Thursday, November 19th
 - Ecosystem Action & Development, All stakeholders

Additional Resources:

- [Squamish.ca/emerging-sectors](https://www.squamish.ca/emerging-sectors)



Yours To Do

- Volunteers
 - Wordsmith the Cluster Impact Statement
- Sign up for the upcoming sessions
- Getting started
 - Identify the projects you will lead and/or support
 - Reach out to those that have shown interest or should be invited
 - Set your first meeting



Thank You

Questions?

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Thank You!

Breakout 2.4: Who can help?

5 minutes

Take a look at the actions in the high value parts of the quadrant. Who could play a role in addressing?



2.4: Who can help? [Facilitator Slide]

- If there is time...
- Identify actions that are part of the two top quadrants and start to identify who could play a role?