

A desire to protect the natural beauty of Vancouver's environment, coupled with a strong entrepreneurial business community and strategic local government support, has created a dynamic green industry that is gaining awards and international recognition.

Vancouver Clean Technology

GROWING THE GREEN CAPITAL

Living and working in a green paradise gives Vancouverites a passion to preserve the natural beauty and livability of our city. Local entrepreneurs are channelling this collective passion for the environment into green solutions that are in demand all over the world.

One of the city's greatest economic strengths is world-leading expertise in advanced energy technologies, green buildings, and environmental services. Just as urban planning in Vancouver has proved that cities can grow while reducing their impact on the planet, the growth of our green economy is proving that sustainable initiatives are achievable without sacrificing investment opportunities.

According to the Clean Tech CEO Alliance, there are about 100 clean tech companies in BC, worth about \$1 billion annually – the third largest such cluster in the world.

LEADING BY EXAMPLE

The City of Vancouver is recognized internationally as an innovator and champion of sustainable urban development. Building a livable and sustainable city has been the objective of urban planning activity for more than 30 years and has won many national and international awards. The City's "Living First" strategy sparked new cosmopolitan, residential neighbourhoods around the commercial core, creating one of the most vibrant and diverse downtowns in North America.

The City requires its own new facilities to achieve LEED (Leadership in Energy and Environmental Design) Gold – the highest such standard in North America. In February 2010, its Southeast False Creek development was certified Platinum under LEED for Neighbourhood Development standards, and hailed as the world's greenest neighbourhood. In pursuit of such high standards, the City has developed innovative solutions and best practices, which inspire and support the emerging green building industry.

COMPETITIVE ADVANTAGES

The development of sustainable technologies in Vancouver is assisted by industry and university research labs, testing centres, industry associations and numerous funding programs that include:

- Vancouver-based National Research Council for Fuel Cell Innovation, which works with universities, government agencies and companies on projects focused on the development and demonstration of hydrogen and fuel cell systems
- Sustainable Development Technology Canada, a not-for-profit foundation, finances and supports the development and demonstration of clean technologies
- The Province of B.C. offers tax credits of 30 per cent to qualified resident investors who provide venture capital to small businesses conducting research and development on proprietary technologies
- The B.C. government has a comprehensive energy plan to reduce greenhouse gas emissions that includes significant incentives, such as the Innovative Clean Energy Fund to showcase advanced energy technologies with strong export potential
- The B.C. and Canadian governments are investing \$89 million for hydrogen fuel cell fuelling stations and the world's first fleet of 20 fuel cell buses



LEADING SUSTAINABLE INDUSTRIES

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The environmental mindset of Vancouver drives major public-private investments, research and development making Vancouver a highly favourable place for sustainability-related industries. The city has a large number of medium and small companies active in sustainability-related industries. Greater Vancouver area companies accounted for almost half of Canadian firms in Deloitte's "Technology Green 15 Companies" in 2007.

The hydrogen and fuel cell sector in B.C. is the largest in the world and represents 75 per cent of Canadian fuel cell and hydrogen-based research and development expenditures. Leading innovators in hydrogen, fuel cell and natural gas engines, including Ballard Power, QuestAir Technologies and Westport Innovations, base their operations in the Greater Vancouver area.

SUSTAINABLE URBAN DEVELOPMENT

Vancouver architects and designers, like Holland Barr, Bing Thom, Peter Busby and Hotson Bakker, have created eco-friendly buildings and communities on five continents. Urban planners such as Larry Beasley are replicating the city's environmental planning and design in cities like Houston, Dubai, Sao Paulo and Abu Dhabi. In the world of architecture and urban planning, "Vancouverism" has become shorthand for "sustainable urban development."



Vancouver's urban neighbourhoods combine high density, civic amenities, and a comfortable human-scale streetscape.

