



**Presented By Marty Vanags, CEcD**

# **Riding the Green Wave**

**International Economic  
Development Council  
April 15<sup>th</sup>, 2021**



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

---

# How will your community both address and harness the powers surrounding the green economy?



- Why does the Green Economy even exist?
- What are the Driving trends that render the Green Economy?
- What's the advantage for Business
- What is the advantage for Communities
- How do we take advantage of it.



# WHY?



- 51 Billion Tons is Why...
  - The amount of tons of greenhouse gases the world typically adds to the atmosphere each year.
- At this pace the world as we know it will be dramatically different in our lifetime in a generation. It will be:
  - Hotter
  - Colder
  - Extremes in weather
  - Biological disasters

# How do we Fix the Problem?

Should we Fix the problem?

**It's such a humongous problem, how are we to fix it?**

**AS AN ECONOMIC DEVELOPER WHAT RESPONSIBILITY OR ROLE DO I HAVE IN DOING THIS?**



# Driving Trends:

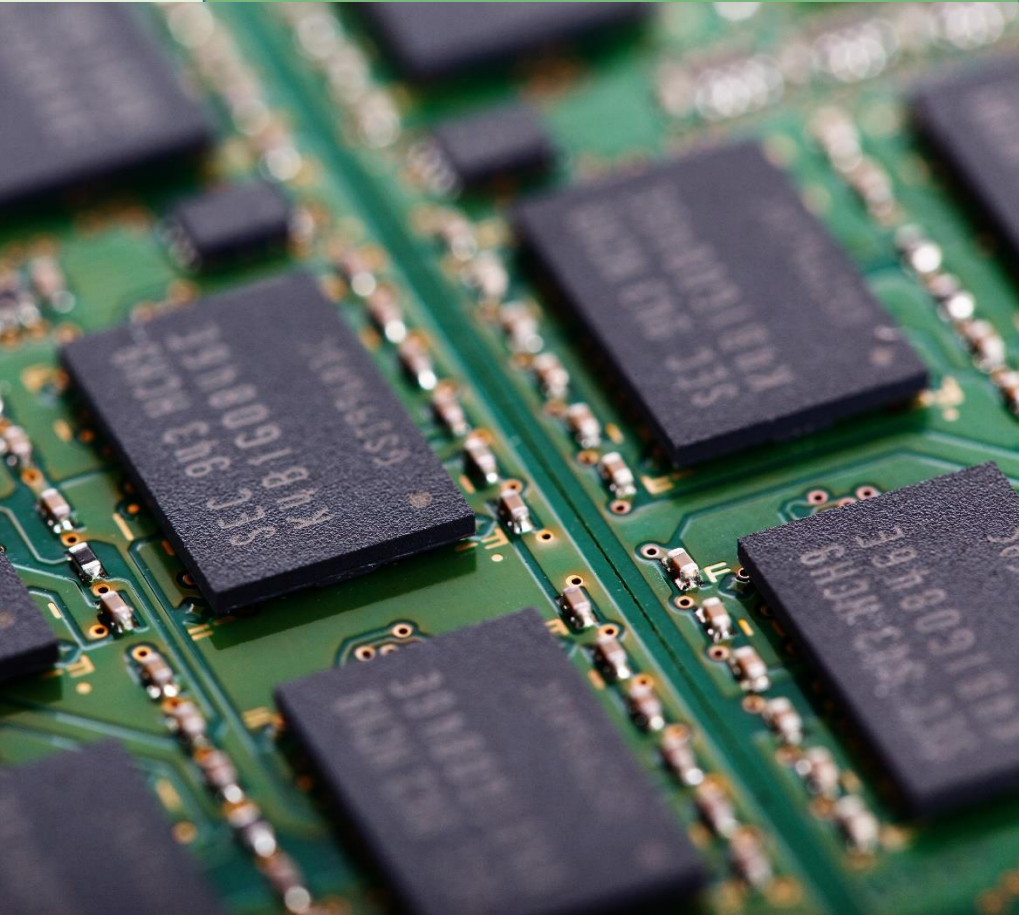
**Social**– Millennials are the largest generation today and are more likely to want to attain and implement sustainable development goals.

**Technology** – Technology advances have moved the bar and growth will come in Electric Autonomous Vehicles (EAV), 5G, the Internet of Things (IoT), Artificial Intelligence, Big Data (predictive analytics)

**Economics** – Cost of doing business, fuel costs, corporate activism, shoreline economics

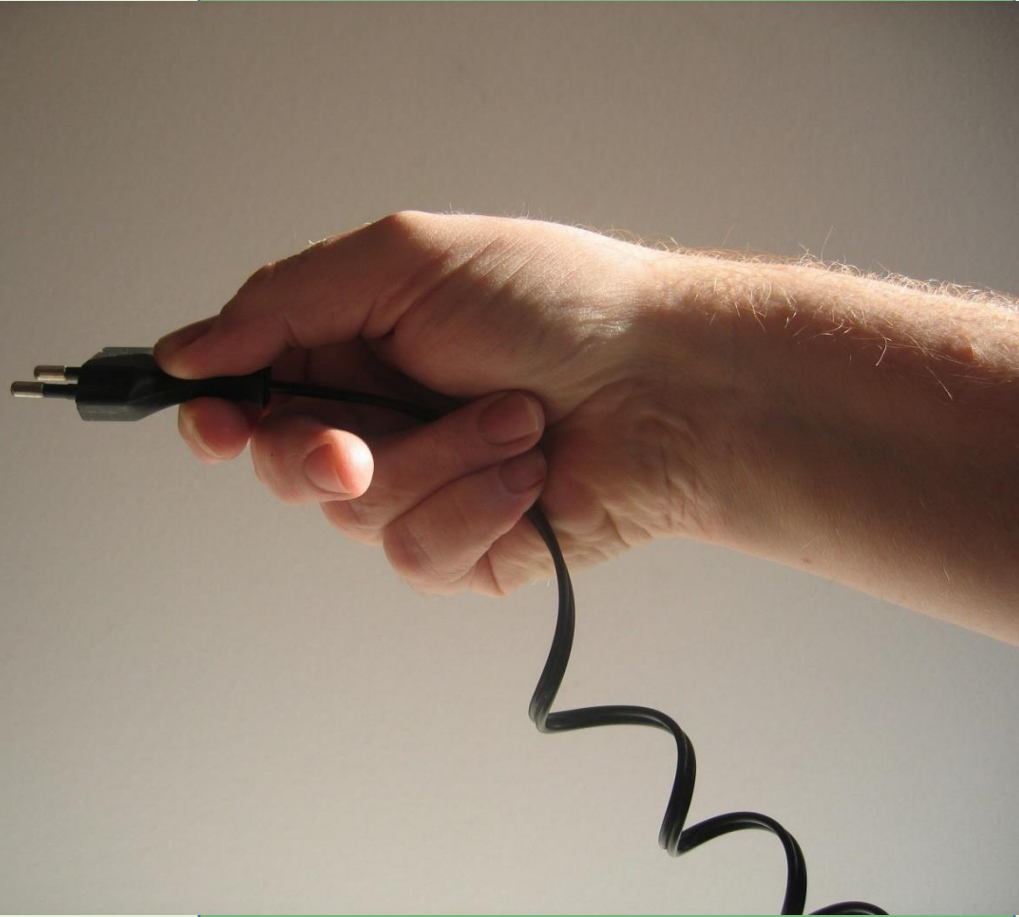
**Environmental** – Loss of Biodiversity

**Political** – Populism, Progressivism, Developing Countries, Trade, Paris Accords





# What's the Advantage for Business?



- Opportunities to create new products and services. This will come from:
  - Creating new solutions for the five things that emissions come from:
    - Making things
    - Plugging Things In
    - Getting Around
    - Keeping Cool
    - Keeping Warm

# What's in it for Communities?

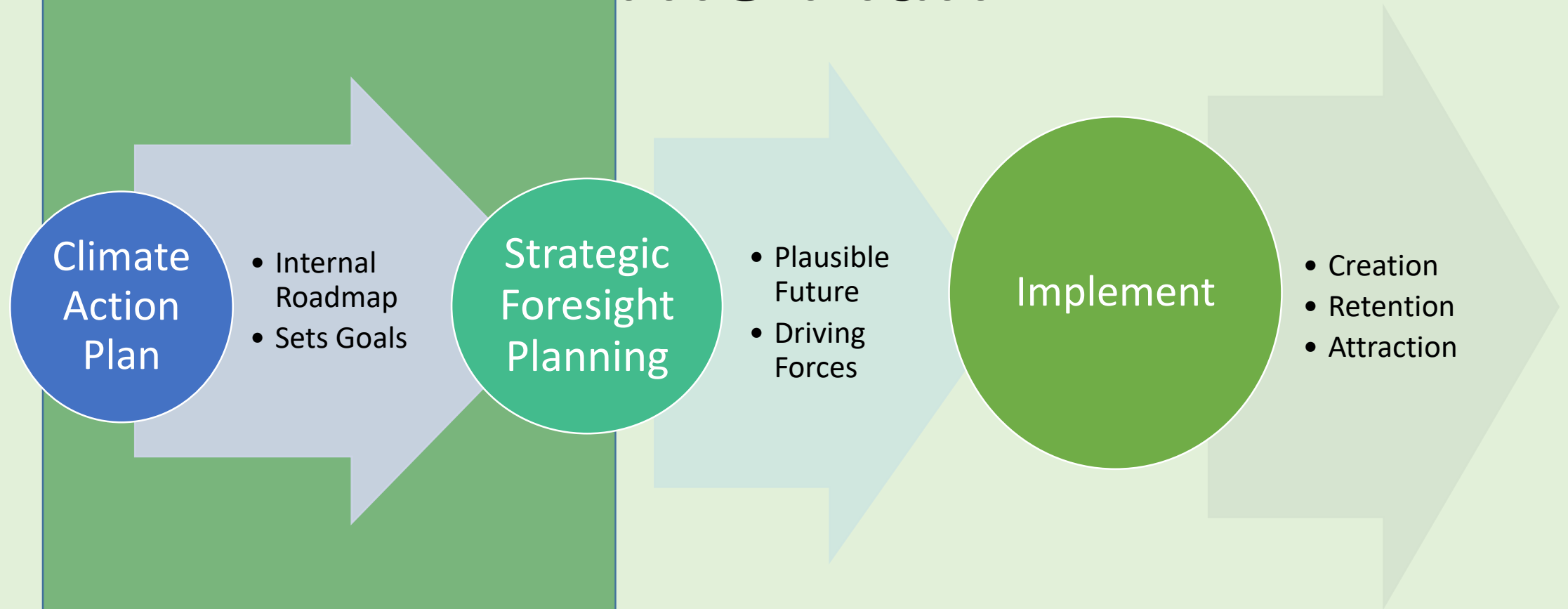


1. Don't fight the inevitable. This is science talking. Believe the data!
2. This is an opportunity to grow existing businesses
3. This is an opportunity to incubate companies, start-ups
4. Create an environment that is attractive to companies seeking new opportunities

Ultimately:

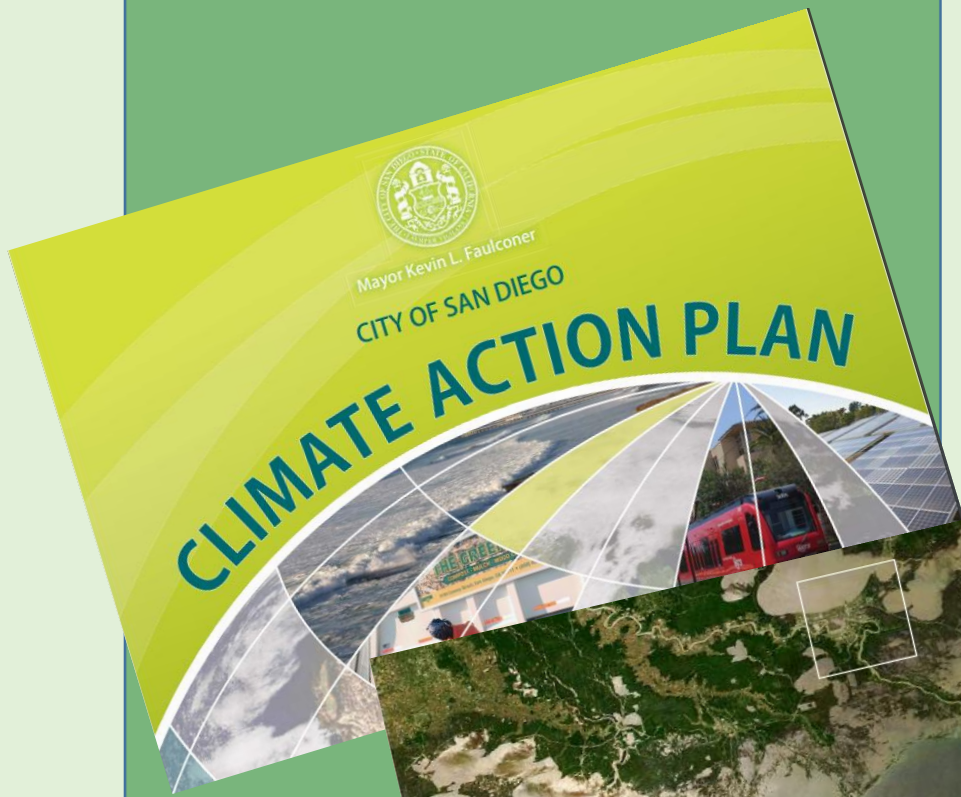
**JOBS**  
**CAPITAL INVESTMENT**

# The Plan

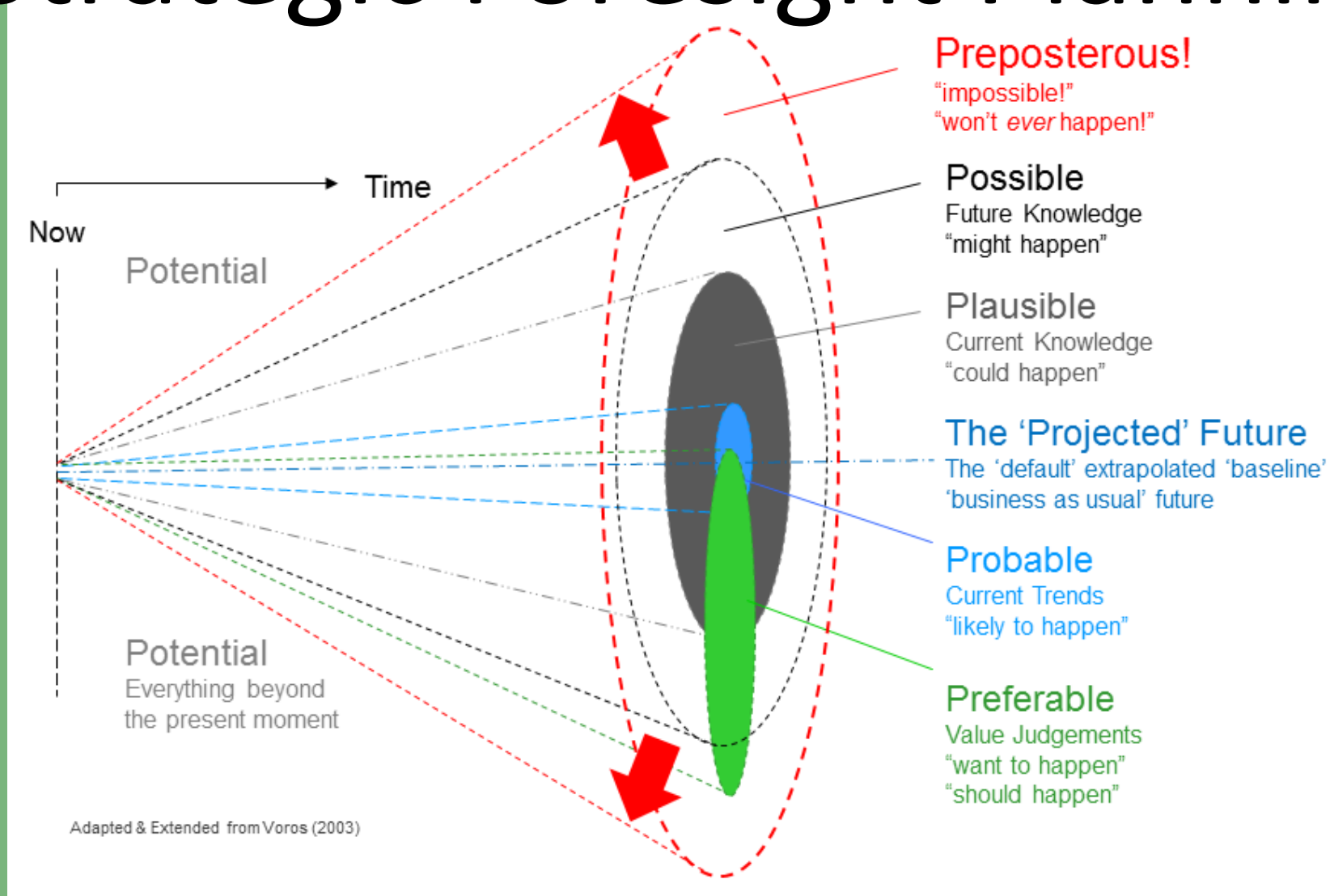




# Climate Action plans.



# Strategic Foresight Planning



# Implement

New

Traditional

## Cleantech R&D

research and product development for energy generation and storage, transport, nanotech, smart production, etc.

## Cleantech Manufacturing

producing environmentally sensitive, low-emissions, and/or energy efficient products (e.g. photovoltaics)

## Other Green Manufacturing

energy-saving appliances, packaging, green furniture, other manufacturing using green processes, etc.

## Sustainable Food Processing

baked goods, energy bars, tea and coffee, prepared food, etc.

## Green Financial Services

venture capital, investment and commercialization services for new green technologies

## Other "Greened" Establishments

traditional service firms that are greening operations (legal services, government, etc.)

## Energy and Utilities

electric, gas, water, etc.

## Green Building

on-site construction, solar panel installation, retrofits, HVAC, housing materials

## Waste Management

recycling, composting, biomass, etc.

## Chemistry and Materials

brownfields cleanup, less polluting/hazardous chemical processes, etc.

## Transportation

vehicle and component mfg, biofuel stations, operations, maintenance and repair, etc.

## Urban Goods Movement Systems

freight, warehousing, etc.

## Environmental Services

environmental impact reports, environmental law services, civil engineering, architecture, planning, etc.

## Eco-Tourism

trip guides, hotels, etc.

## Organic Gardening

pruning, yard work, landscaping, etc.

## Ecosystem/Park Management

trail maintenance, erosion, prevention, invasive species, removal, etc.

## Retail

restaurants, farmer's markets, groceries, cleaning products, clothing, appliances, cars and bikes, etc.

Number of reports mentioning sector

24-25

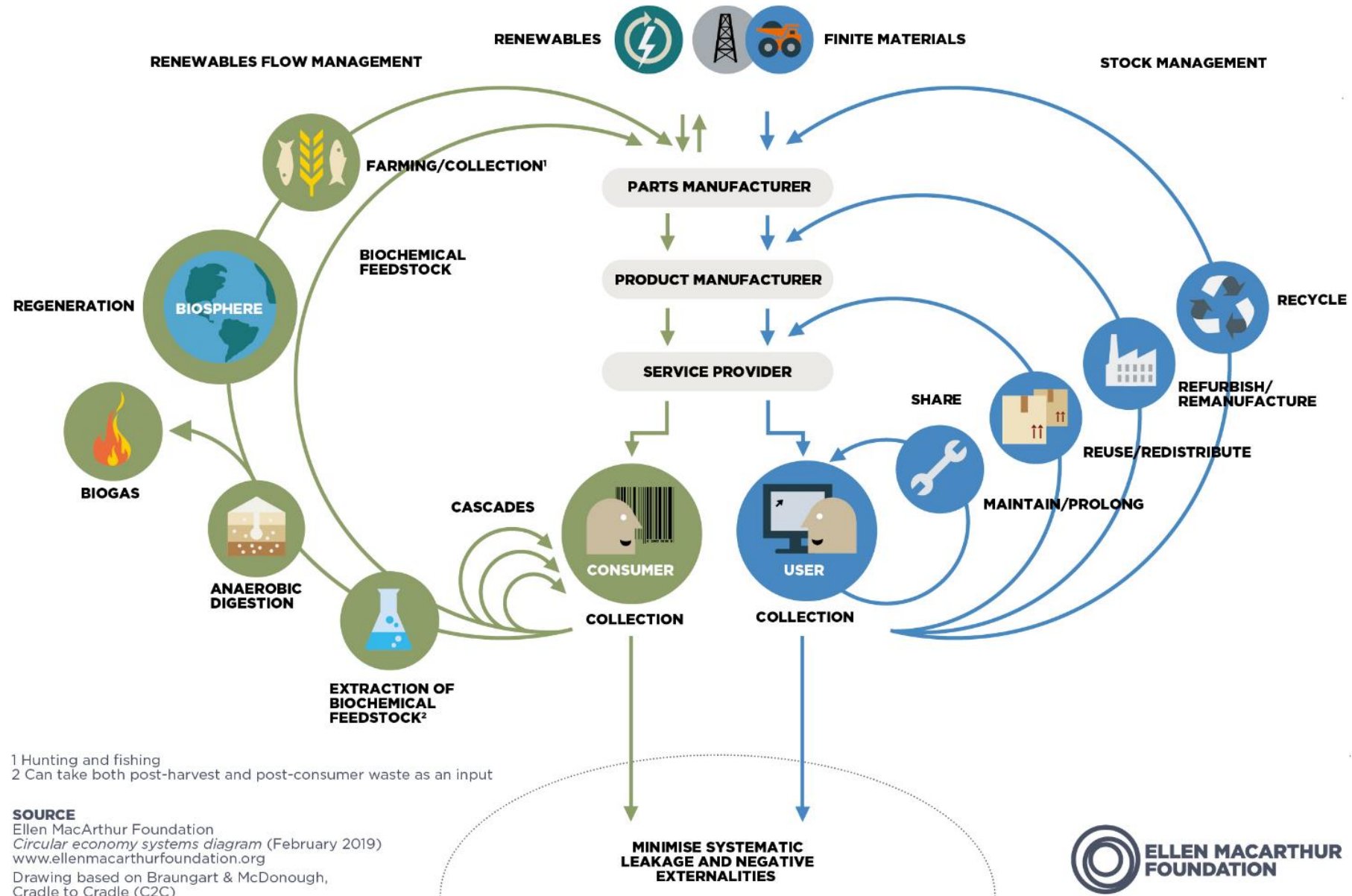
18-22

12-15

1-5

0





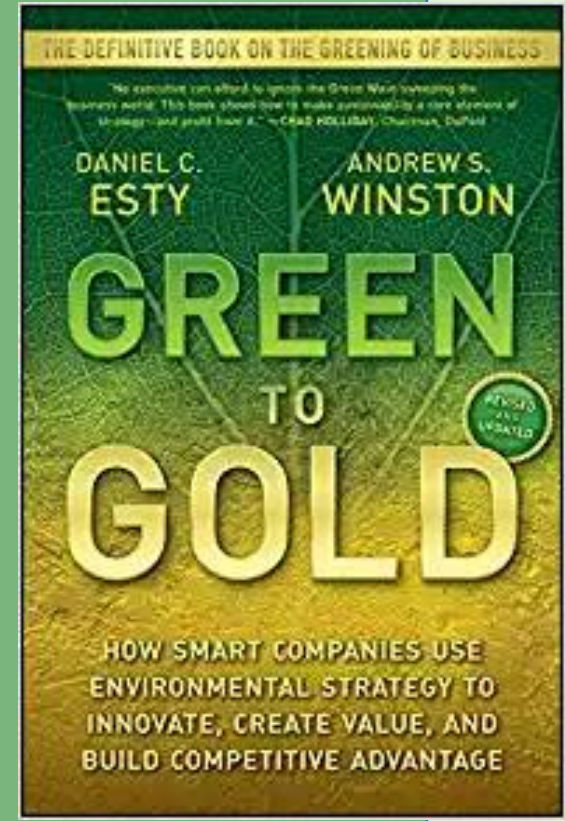
"Van Jones demonstrates conclusively that the best solutions for the survivability of our planet are also the best solutions for everyday Americans."  
—AL GORE

# THE GREEN COLLAR ECONOMY

HOW ONE SOLUTION  
CAN FIX OUR TWO  
BIGGEST PROBLEMS

VAN JONES

FOREWORD BY ROBERT F. KENNEDY JR.



# THE GREEN NEW DEAL

WHY THE FOSSIL FUEL CIVILIZATION  
WILL COLLAPSE BY 2028,  
and THE BOLD ECONOMIC PLAN  
TO SAVE LIFE ON EARTH

JEREMY RIFKIN  
NEW YORK TIMES BESTSELLING AUTHOR OF  
THE THIRD INDUSTRIAL REVOLUTION

# BILL GATES HOW TO AVOID A CLIMATE DISASTER

THE SOLUTIONS WE HAVE AND THE  
BREAKTHROUGHS WE NEED

Marty Vanags

[marty@martyvanags.com](mailto:marty@martyvanags.com)

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

518-450-3250