

Sustainable Economic Strategy

Ideas for Local Planners

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What are the Key Challenges?

- Financial crises
- Unemployment
- Global oil and resource constraints
- Water restrictions and markets
- Food security
- Urban-rural “divide”
- Current land use framework
- Financial flows

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What are the Key Market Drivers?



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Show me our Money?



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What are the key Global Trends?

- Water scarcity and pollution
- Energy costs and availability
- Food costs and availability
- Urban development
- Ecological systems threats – oceans, air, land, water, species
- War.....

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What about US and Probably China?

- Solar PV Manufacturing
- Green Building Design Services
- Wind Power Development
- Bioenergy
- Smart Grid Technologies
- Up to 63,000 new jobs to 2025 in Pacific Northwest

Source: CleanEdge, Carbon Free Prosperity, 2008

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What are Oregon's Competitive Advantages?

- Global brand and reputation
- Relatively healthy ecosystem (food, fiber, water, air, energy)
- Urban development (planning, urban design, green building services and materials)
- Sustainable industries cluster focus in Portland and statewide
- Innovative businesses
- Academic focus and collaborations (OSU and PSU +OIT!

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Two States or One?

- **Portland Metro**
 - ✓ Renewable Energy
 - ✓ Electric vehicles
 - ✓ Mass transit
 - ✓ Waste management
 - ✓ Green building design
 - ✓ Foodshed systems
- **Rural Oregon**
 - ✓ Forest products
 - ✓ Agricultural products
 - ✓ Green building products
 - ✓ Wind, geothermal, wave, bio mass energy
 - ✓ Ecosystem services

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Example: Energy Advantage

- Bonneville Power Administration
- Bonneville Foundation
- Pacific Northwest National Laboratory
- Portland General Electric
- Pacific Power
- PG&E Gas Transmission
- Climate Trust
- Energy Trust
- US China Center for Sustainable Development
- APEC Sustainable Development Network

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Example: Agriculture/Natural Resource Cluster



- Oregon strengths
- Regional strengths
- Clackamas strengths
- interactive cluster

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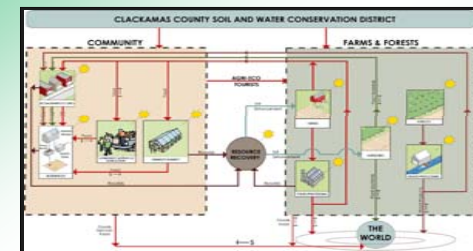
Example: Foodshed Innovation



Opportunity Targets
Rural to Urban Spectrum

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Example: Urban-Rural Resource Flows



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Example: Integrated Systems Strategy



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What Can You do Today?

- Go beyond buildable lands
- Think urban-rural
- Capture your capital and keep it home
- Focus on global needs/trends
- Build partnerships
- Think long term sustainability
- Rock the Boat

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What About Us?

Pogo's preferred strategic focus areas:

- ✓ "Miggle's General Store and Emporium"
- ✓ "Fort Mudge Memorial Dump"
- ✓ "Pandemonia"

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Pogo Says



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