



Action Initiative Business Plan
(Team 1: Create Cluster Organization & Increase Advocacy)

<i>Cluster Work Group:</i>	<i>Policy & Advocacy workgroup</i>
<i>Prepared by:</i>	<i>Tim Stearns</i>
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Title or Name of the Initiative: *Develop a name for the effort that communicates action and positive outcomes. This initiative will be known as:*

Advancing the Environmentally Sound Technologies & Services Sector through aligned policy, networking and advocacy

Initiative Champion/Implementation Team Members: *Name and contact information for each person working on this initiative.*

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Description & Motivation: *What is the nature of the cluster challenge the initiative will address?*

Environmental and clean energy products and services are key competitive advantages. The cluster is largely unknown and the policy framework surrounding it is fractured. This sector will thrive if it is embraced by the other sectors to improve their operations and create and demonstrate innovative products and services.

Objective: *What is the objective of the initiative? How will it impact economic or cluster development in the region? Describe how it relates to the Prosperity Partnership's goal of job creation?*

The objective is to improve the climate for growth of this sector. Promoting this sector will brand this area as innovative and leading in sustainability. Become more visible would attract visitors, investment and business. By other sectors embracing the Environmentally Sound Technologies & Services Sector, this sector will improve its cash flow and be able to seek other markets. Other sectors will become more competitive and recognized.

Obstacles and Impediments Likely to Affect Implementation: *What do you expect to be the most significant obstacles to implementation? How can/will they be overcome? What resources will be required (e.g., political support, lobbying efforts)*

Policy fragmentation – multiple jurisdictions have different policy frameworks, processes
Short sighted decision making – no jurisdictions are using integrated, holistic lifecycle assessment for decisions or investment
Short term horizon – the region needs to compete on a broad range of factors – price and short term needs predominate
Reactionary response – the region needs to move to a proactive, innovative and integrated management system

Funding: *What is the estimated cost of this initiative, in phases beginning with design, the “ramping up” phase, and then for ongoing annual costs? Note alternative sources of funding for each phase.*

To move toward an integrated policy framework would require a multi year, multi million dollar investment, but would result in a more efficient approach that would save millions and attract investment.

Outcome/Results: *How will know that we have achieved our objective? How will we evaluate whether or not we have been successful?*

Will the policy framework be clearer across the four county region?
Will new project be notable for their design?
Will infrastructure be more integrated?
Will the region be recognized for its design, innovation and thoughtful approach?

Action Steps: *Describe the initiative in specific steps: Tasks (What, Who, When).*

1. Cradle to cradle workshops – introduce people to the concepts – William McDonough

Local governments

State government

Businesses

Service providers

2. efficiently & intelligently explore integrating policy frameworks & regulatory processes

4 county governments

3. Engage investment community in looking beyond short term

4. branding committee

5. identify 10 near term projects – buildings, infrastructure, problems to address

Timeline: Provide a rough schedule of activity for each step above and the lead person for each task. (Example: Establish implementation team/Jones, Hold first planning meeting/Johnson, Prepare concept/funding proposal/Smith, dates).		
<i>Step</i>	<i>Key Person</i>	<i>Timeline</i>
1. Cradle to Cradle workshops Infrastructure Cleanups Construction Design manufacturing		
2. Adopt – green strategies & policies		
3. Integrate local government policies and processes		
4. Engage investment community		
5. Branding effort		
6. 10 near term projects		

Other action steps/implementation timing issues:

Advancing the Environmentally Sound Technologies & Services Sector

A policy framework - organizing advocacy to succeed
 Efficient Clean businesses thrive

1. Businesses and governments that manufacture products and provide services without waste and rely on sustainable processes will thrive in the next century.
2. The northwest has considerable expertise and experience in efficient and sustainable strategies.
 This sector thrives by helping other sectors thrive
3. All industries who embrace these concepts will have a competitive edge and improve our quality of life.
4. This will enable the Environmentally Sound Technologies and Services Sector to have strong local markets.
 Regional governments must demonstrate alignment and aggregate markets
5. Use regional infrastructure investments as showcases of innovation
6. Regional policy, incentive and regulatory policies should be aligned to send the right market signal.
 - a. Local governments should adopt uniform standards to integrate energy, transportation, water, sewer and land use planning

Other action steps/implementation timing issues:

- b. entice companies to embrace more efficient and cleaner technologies
- c. target incentives to early adopters

Invest in Innovation

- 7. Direct investment dollars to this sector - angel, venture, equity and debt to support innovative business development and to fund use of emerging technologies
- 8. Universities should support multidisciplinary research and workforce development in this area

Promote and coordinate the sector

- 9. Develop a business plan to promote and represent the interests of this sector.
 - a. Can existing structures embrace and implement this business plan?
- 10. Provide staff support to organize and carry out activities to further the network's success.
 - a. Tradeshows
 - b. Trade missions
 - c. Market research
 - d. Training
 - e. Joint marketing

Business case

- 1. minimizing waste and the reuse of waste materials as inputs
- 2. maximize production
- 3. minimize disposal costs and risks
- 4. be cost-effective
- 5. improve quality
- 6. improve reliability