



## Vibrant Economy

Sustainability is all about balance. Sustainability is the sweet spot in the center of three equally important pillars: the environmental, society and the economy. A vibrant economy is key to sustainability, and we increasingly understand that sustainability is key to a vibrant economy. A sustainable economic strategy is vital to address the environmental and social challenges while creating new opportunities for local businesses and creating the economic conditions to attract new and emerging clean industries. The green economy agenda builds on our sustainability strategy and provides the framework for improving resource use efficiency, reducing waste and pollution, and seeking alternative solutions for goods and services.

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### Goals

- **Create green jobs**

*Cultivate an innovative and sustainable economic infrastructure that creates 20,000 green jobs by 2020 while building on our economic strengths and adding to our competitiveness in the global economy*

- **Build on our international reputation to become a green enterprise destination**

*Increase the percentage of green hotels, eco-tourism, and hospitality related businesses*



**VIBRANT ECONOMY**

Strengths & Accomplishments...Opportunities & Actions

**Defining a green economy**

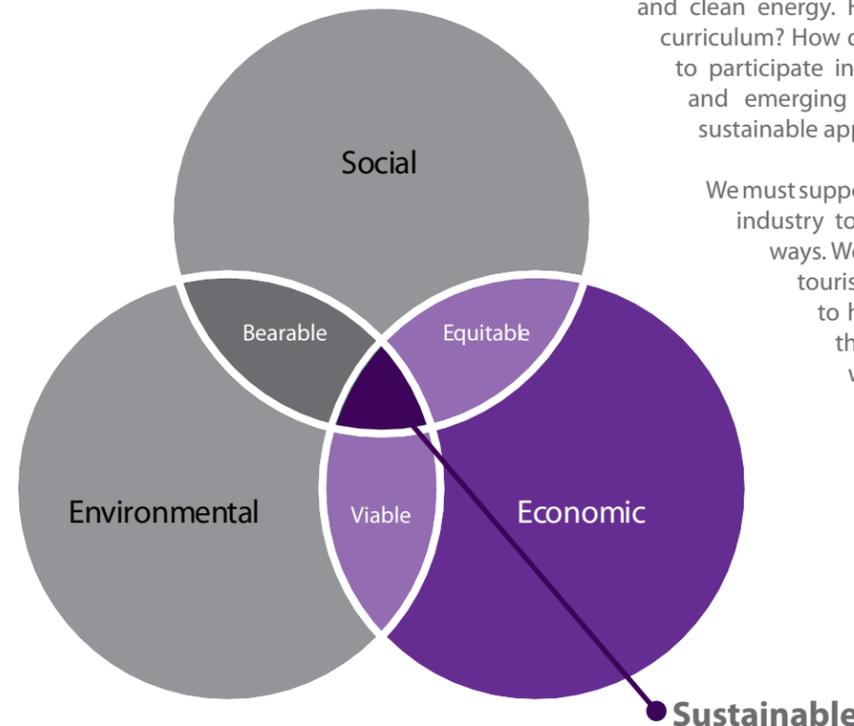
The local businesses and industries that drive Miami-Dade's economy can contribute to a more sustainable community through material selection, supply-chain management, businesses practices, and production of goods and services. Global, national and local demand for green products and services, green buildings and infrastructure, green economic growth and green jobs are already impacting the business models and practices of Miami-Dade's businesses and industries. The direction of government has a direct impact on industry as well. Our Comprehensive Development Master Plan directs land development towards a more compact and urban form, and we must effectively work with industry to implement that vision. As water and energy efficiency improvement requirements continue to advance, new approaches and standards must be reflected in the businesses that provide new construction and retrofit existing structures. These emerging trends will likely have a permanent impact on how businesses perceive their role in contributing to the welfare of the larger society beyond their own bottom line.

Roughly 20 years ago, the green movement in business and industry began to emerge with companies around the world implementing green practices, corporate social responsibility programs and sustainability initiatives. Today, green is one of the biggest trends to hit the modern market place.

**Strategies**

- Build a sustainable economy and promote green business
- Expand our successful tourism and trade industries
- Support educational institutions in their initiatives to develop a workforce for a sustainable economy
- Increase the sustainability of agricultural practices

Simply stated, our goal is to create green jobs. This cycle begins with supporting the education systems that feed our community's economy and cultivate and harness the creativity needed to move into a new era of technology and clean energy. How do we integrate sustainability into school curriculum? How do we position our institutions of higher learning to participate in and benefit from research and trends in new and emerging alternative energy, design, construction, and sustainable approaches in general?



We must support the current trend of our construction and trades industry to build, re-build and renovate in more efficient ways. We must build upon our successes and broaden the tourism industry to eco-tourism and "voluntourism" to highlight and support our natural wonders, from the beaches to South Dade to the environmental wonders of Biscayne and Everglades national parks. In a community and economy that thrive on the small-business model, we must recognize, retain and market that small and local businesses are green businesses. We must provide tools and incentives to facilitate the process. This sustainability pillar needs to be strengthened by the development of a green economy plan.

"A recent study of chief executives worldwide highlighted the importance of sustainability in the economy. 80 percent of CEOs believe that the economic downturn has raised the importance of sustainability as an issue for top management. Ninety three percent of these same CEOs see sustainability as important to their company's future success."

- UN Global Compact- Accenture CEO Study 2010

# Diversification of the Miami-Dade Economy

## Vibrant Economy Initiatives:

### 1. Build a sustainable economy and promote green business

- Establish a local action plan for green industries and green jobs and examine economic challenges related to climate change
- Develop a Green Business Certification Program
- Leverage state and federal funding to develop green small business loan program for sustainable improvements, i.e. revolving loan
- Integrate sustainability criteria with existing and new County economic development programs

### 2. Expand our successful tourism and trade industries

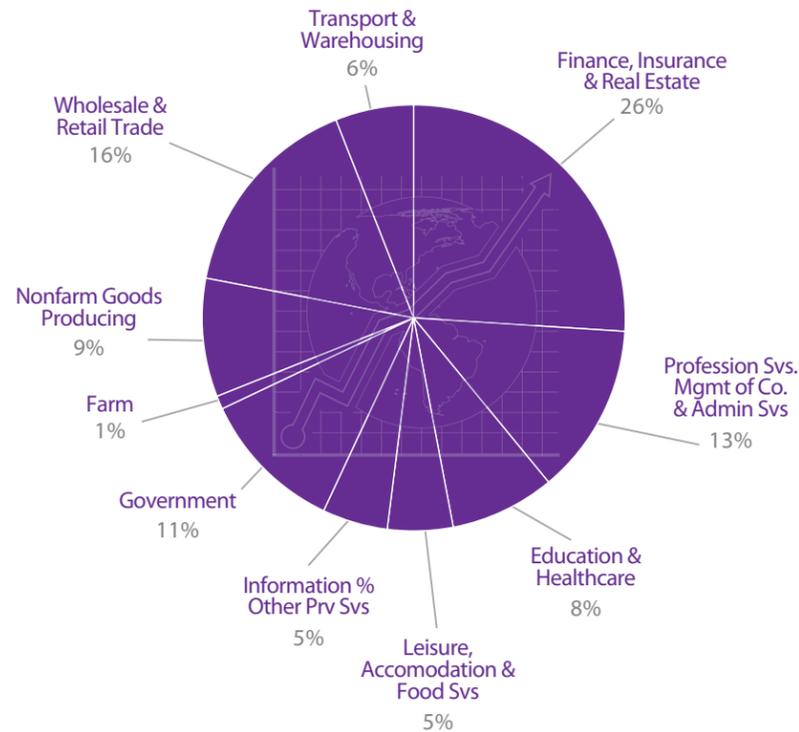
- Enhance and market the sustainability of major facilities and events
- Explore a voluntary carbon offset purchasing program for conventions, conferences, large events, and individual tourists
- Integrate and promote a sustainable tourism experience through linking hotels, restaurants, and our unique environment through the Florida Green Lodging Program
- Make our Airport and Seaport sustainability leaders through certifications specific to the enterprise

### 3. Support educational institutions in their initiatives to develop a workforce for a sustainable economy

- Promote technical/vocational training for sustainable fields through business and educational institution partnerships
- Incorporate sustainability principles into public and private school and university initiatives

### 4. Increase the sustainability of agricultural practices

- Develop a sustainability certification for agriculture
- Explore new sustainable agriculture opportunities, expanding Best Management Practices



Agriculture provides an economic impact of more than \$2.57 billion to the local and state economy (Dade County Farm Bureau).

Green economy concepts need to be integrated into current Miami-Dade economic development strategies. This is necessary to stay competitive as a business destination while helping existing local businesses incorporate the new demands of environmentally conscious consumers. Building a green economy in Miami-Dade is not just about attracting a few new industries that may need to find a local market. The focus needs to be on our existing businesses and industries, on examining new technologies and emerging clean industry and new technologies coupled with innovative public policy to align these components.

The conversation is no longer about the emergence of new industry, but rather about transforming our notion of economic activity. The goals are towards developing an economy that takes into consideration the more efficient and sustainable use of limited resources.



A new Florida Marlins Baseball Ballpark is under construction with a sustainability approach. The ballpark will be accessible via public transportation, will have solar panels on its parking garages, will have accessible seating, and will be applying for Leadership in Energy and Environmental Design (LEED) Silver certification. Five thousand constructions jobs are projected by the end of the project and once the Ballpark is open, 2,550 full and part-time jobs are anticipated.

### GreenPrint is charting the course for a Green Economy Action Plan, where there are opportunities for:

- Demonstration initiatives and stimulating private sector investment and innovation
- Providing state-of-the-art environmentally friendly buildings and infrastructures in a green business park environment
- Encouraging the development of a critical mass of private sector support services to support the clustering of local and international green companies
- Showcasing pilot projects for innovation through supporting easier access to environmental research and development, information on technological developments, and creative solutions
- Supporting entrepreneurship through the provision of incubation space for start-up companies
- Assisting in technological convergence across sectors, reducing information gaps and transaction costs and associated risks for green companies through the development of industry-led networks
- Promoting investment in knowledge and people, and wider public interest in environmental goods and services; and
- Demonstrating the benefits to companies of best practice in resource efficiency

**Clearly, the possibilities are endless.**