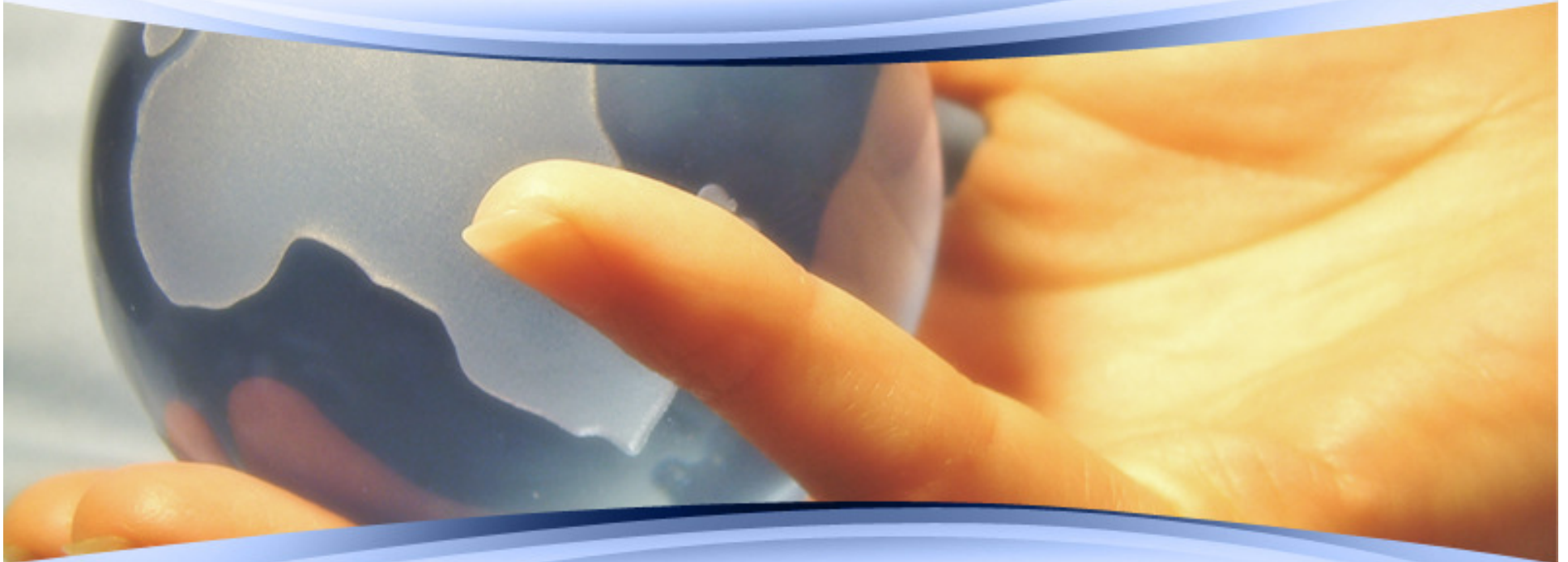


# Growing Green



Presented By: Betty Huskins Senior Vice President  
North Carolina Sustainability Association

# Why the Green Economy?



## A Remarkable Confluence

**Global Climate + Economic Crises** → **Economic Opportunity!**

- **Global market opportunities**
- **Real assets, natural and built, exist in the AW region**
- **Perfect political climate for funding & support**
- **Regional cluster already exists**

# What Are Green Jobs?



→ *“Jobs that help to protect and restore ecosystems and biodiversity; reduce energy, materials and water consumption through high-efficiency and avoidance strategies, de-carbonize the economy and minimize or altogether avoid generation of all forms of waste and pollution.”* World Watch Institute – Cornell University UNE “Green Jobs Initiative December 2007

→ *“Well-paid, career track jobs that contribute directly to preserving or enhancing environmental quality. Like traditional blue-collar jobs, green-collar jobs range from low-skill, entry-level positions to high-skill, higher-paid jobs, and include opportunities for advancement in both skills and wages.”* Apollo Alliance “Green Collar Jobs” 2008

# Developing a “Green Advantage”



- 1. Understand and build on our assets**
- 2. 21<sup>st</sup> Century economic development**
  - Systems thinking**
  - Knowledge networks**
  - New civic forums**
- 1. Multiple levels of collaboration needed**
- 2. Business focused**
- 3. Large regional scope**

# The Green Economy System



- **What is WNC's Green Economy?**
- **Who is doing what?**
- **Who is doing what, with whom?**
- **Where are the educational gaps?**
- **Is our workforce prepared?**

# Who Needs The Information?



- **Entrepreneurs**
- **Existing businesses**
- **Economic development organizations**
- **Workforce development organizations**
- **Educational institutions**
- **Non-profit organizations**
- **Financial Institutions**
- **Investors**

# Creating A Green Economy Framework



- Develop a web-based *Green Asset Database* that includes green businesses, nonprofit organizations and educational programs involved in the green economy
- Create an online *Civic Forum* with social network analysis
- Create the *Green Economy Network*
- Complete a *Green Workforce Assessment*
- Identify comprehensive sub-cluster and sub-regional *initiatives* that can help grow the industry

# GREEN Asset Mapping Project (AMP)



**“Go wide. Go deep.”** *Suzanne Morse “Smart Communities”*

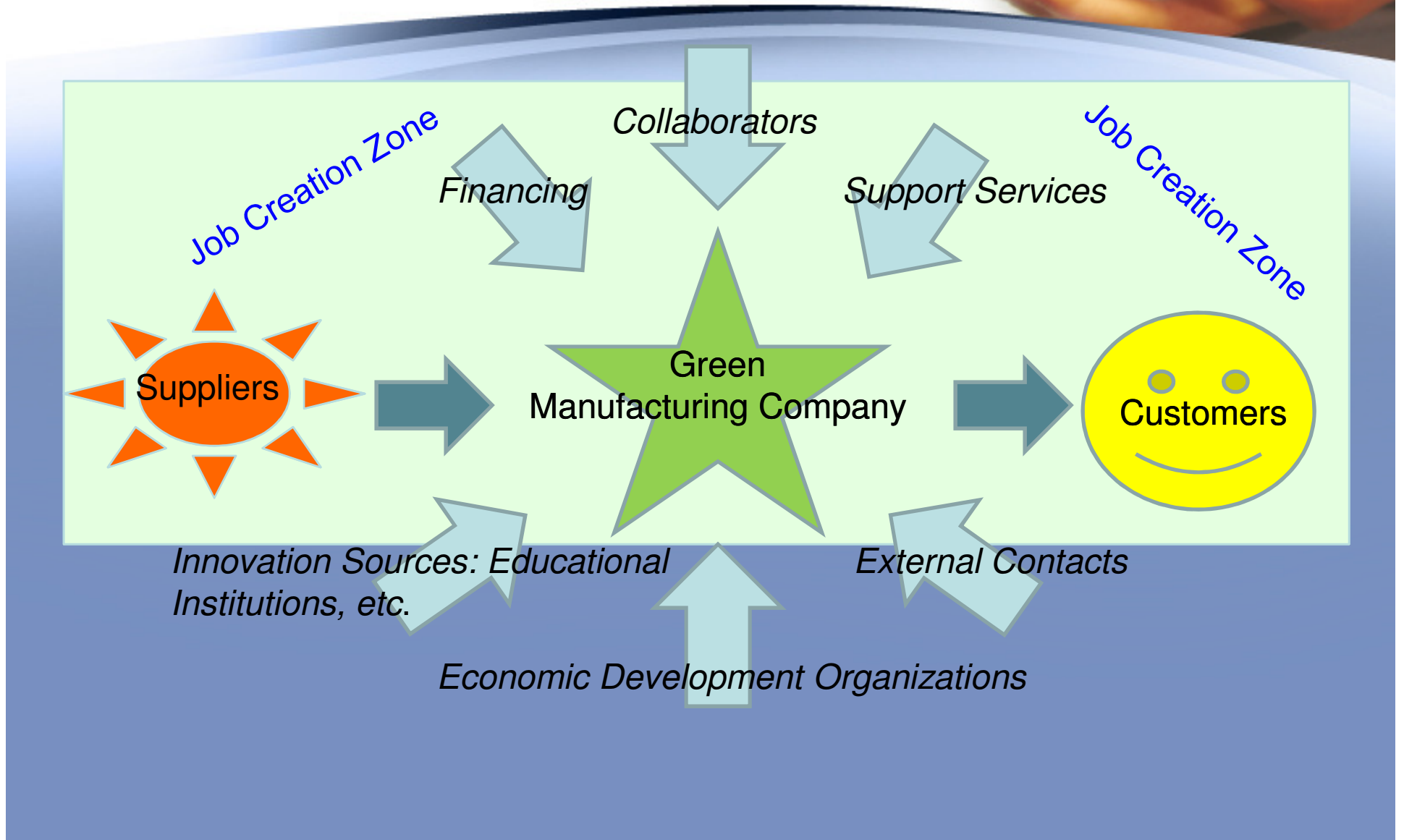
- Built and natural environment assets
- Green businesses – new and existing
- Nonprofit and educational institutions
- Economic and workforce development organizations

# Twenty Five Counties in WNC

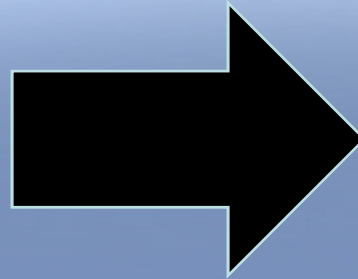


- A - Southwest Planning Commission
- B - Land of Sky COG
- C - High Country COG
- D - High Country COG
- E - Western Piedmont COG

# Example of Going Wide & Deep



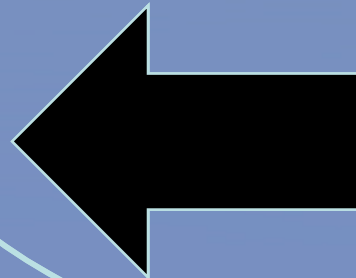
# Regional Example



**\$2.4M into  
local economy  
Creating 58  
jobs  
in 60 days**

## Engineers & Contractors

Vanir Solar Thermal Production, LLC  
Sud Associates - Asheville  
Western Carolina Plumbing - Waynesville  
Portable Welding Co. – Mills River  
H & M Construction - Asheville  
MHS Construction - Asheville  
Enerworks – London, Canada



**Indirect  
Jobs**



# Vanir Energy, LLC



- Clean energy developer **Appalachian Solar Energy** was acquired by Vanir Energy LLC from Sacramento, CA in 2008. The purchase means nearly **\$14 million will be invested in solar thermal technology projects throughout North Carolina in 2009**
- Vanir Energy will own and operate the solar thermal systems it installs, allowing its customers to go solar without making capital expenditures.
- The business park in Fletcher **will be the largest installation of solar thermal heating and cooling technology in the world, according to the International Energy Agency.**
- Vanir Energy will own and operate the system at no capital expenditure to Fletcher Business Park, a model the company plans to repeat across the state.

# Partners for Success!



- **Anchor Partners:**
  - Regional Councils of Government
  - Blue Ridge Sustainability Institute
- **Community Colleges**
- **Regional Universities and Colleges**
- **Regional Economic Development Organizations**
- **Non-profit Organizations**
- **State and Federal Agencies**
- **Private Businesses & Entrepreneurs**

# Going Green



- Questions?
- Contact Information
  - Betty Huskins [bhuskins@awnc.org](mailto:bhuskins@awnc.org)

JOIN US! June 24 & 25 Warren Wilson College



**Mountain Green**  
Sustainability Conference

Warren Wilson College  
June 24-25, 2009

(828) 771-3781  
[pgibson@warren-wilson.edu](mailto:pgibson@warren-wilson.edu)