



# **Greater Keene Chamber of Commerce**

## *A Clean Economy – Path to Our Region's Future*

October 18, 2016

7:30-9:30 AM

Centennial Hall, Alumni Center, Keen State College



- I. Origins of the Ecovation Hub™
- II. Leadership of the Ecovation Hub™
- III. The Market Opportunity for the Tri-State Region
- IV. What is the Ecovation Hub™
- V. Milestone #3 – October 18, 2016  
Graduate School, Brattleboro, VT  
Marlboro
- VI. Q&A



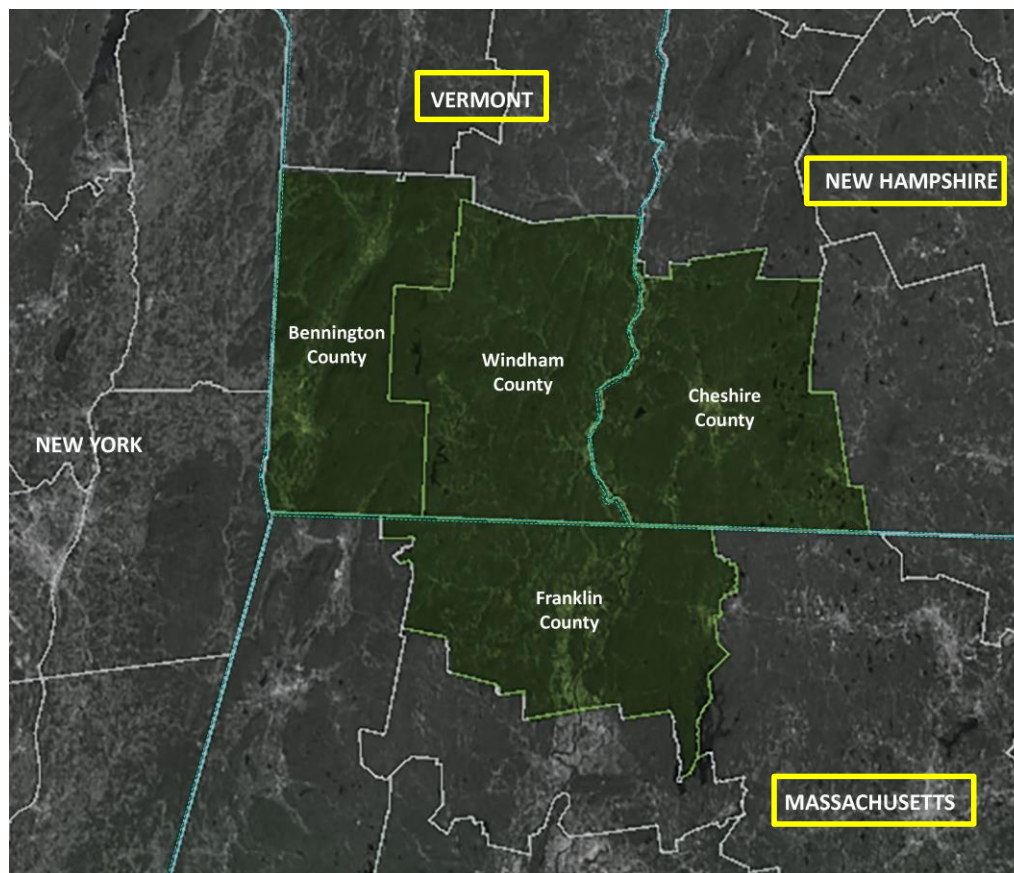
## 2014 S.M.A.R.T. CEDS REPORT



- Applied **systems thinking** in buildings and communities, maximizing the sustainability and resilience of the built environment by understanding the inter-relationships
- National and internationally **recognized experts** in the field of green building, climate preparedness and sustainable communities
- Underutilized regional **wood basket**
- Connecticut & Pioneer Valley **social ethic** that is attractive to workers and families
- Specialized **expertise** and **higher education institutions** with a focus on the green economy
- **Extensive network** of community scale examples of sustainable and resilient buildings, institutions and communities



# Windham & Bennington VT, Franklin MA, Cheshire NH



*Regional GDP = \$9.8 Billion in 2013...Population = 227,136 in 2014*





**Alex Wilson**



**Nadav Malin**



**Bob Stevens**



**Cary Gaunt Ph.D.**



**Dan Yates**



**Janice Warren**



**Andrew Dey**



**Bill Murray**



**Michael Knapp**



## 2011 Goods and Services Survey Results



### 2.6% of all US employment

- Private sectors 2.3%
- Public sector 4.2%

### Highest Concentration of GGS Employment by Sector

- Utilities 12.9%
- Construction 8.9%
- Transportation and Warehousing 5.9%
- PST 5.0%

Vermont Green  
Share Jobs  
**4.1%**



Massachusetts  
Green Share Jobs  
**2.8%**



New Hampshire  
Green Share Jobs  
**2.7%**

## Tri-State Regional Green Goods and Services Sector

Using BLS Goods and Services Survey

Approximately **2,200 jobs** and **\$238 million** in GDP.



Green building market is doubling in size every 3-5 years.  
**\$307 billion** in 2014 to **\$623 Billion** in 2020

Green Economy Employment  
**6.5 million** in 2015 (avg. earnings \$56,690)  
to over **11 million** in 2018 (avg. earnings of \$61,182)

Green Bond increases 300%/year from **\$11B** in 2013 to  
**\$100 Billion** in 2015. Over subscribed by 50% - 60%

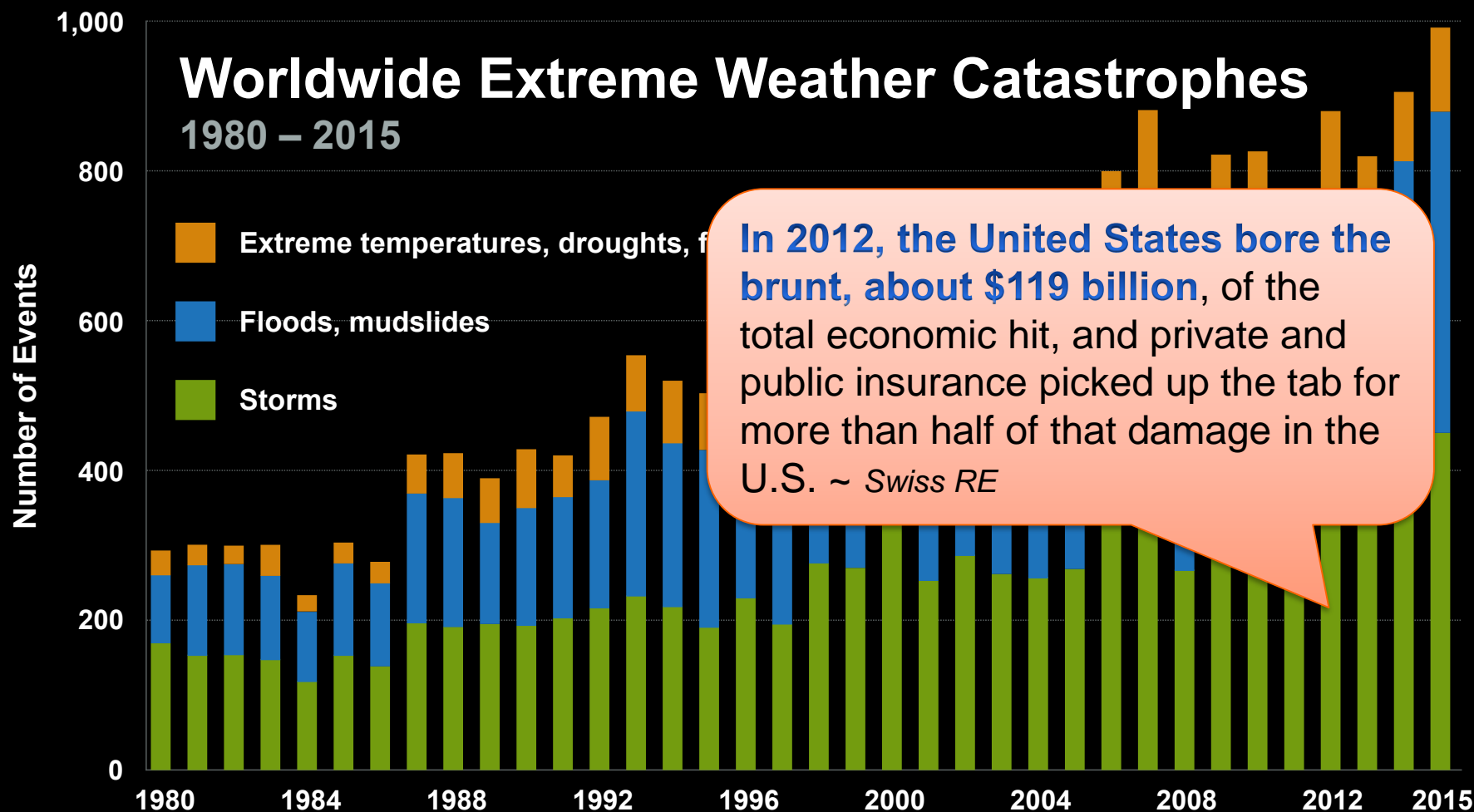
**\$147 billion** U.S. remodeling market in 2013...**\$39 billion** spent on major  
energy projects... 70% of US homes built before 1990

High performance building products market projected to grow from  
**\$22.8B** in 2015 to **\$47.5B** in 2024

**\$48M - \$58M/yr.** of low grade wood supply in the seven county region



Industry forecasts **30% increased property/casualty losses** from climate-related events over next 20 years



Data: 2016 Munich Re, Geo Risks Research, NatCatSERVICE. As of January 2016, Climate Reality Project



## **Vision**

*Become a recognized national leader in creating resilient, sustainable buildings and communities*

## **Mission**

*To build a hub of sustainability and resilience that acts as an incubator, accelerator, and engine of economic growth in balance with our resources*



*Community Scale Solutions for Region, Nation and the Globe*



## Active Inputs

SUSTAINABILITY  
CULTURE

CONSTRUCTION

ENERGY

LOGISTICS/  
WAREHOUSING/  
TRANSPORTATION

AGRICULTURE

FORESTRY

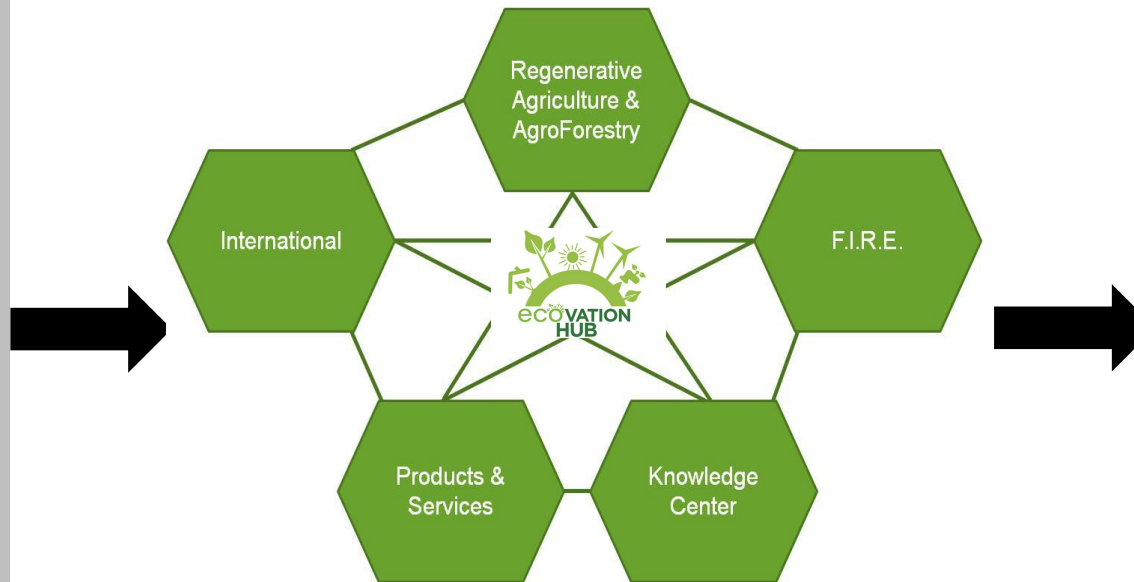
TOURISM

KNOWLEDGE  
BASED  
ENTERPRISES

FIRE

EDUCATION

MANUFACTURING



## Outcomes

### ECONOMIC

3,845  
Sector  
Employment

1,645  
New Sector Jobs

500  
Retention of  
College Graduates

\$369M  
Green Economy  
GDP

80  
New Companies

25,000  
GEIH Visitors

\$100M  
Green Economy  
Investment

*Community Scale Solutions for the  
Region, Nation and Globe*



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## Outcomes

### LIVING THE VISION

**75%**  
Per Capita Carbon  
Emission  
Reduction

**Divert 80% of  
Solid Waste**

**40%**  
Food Sourced  
from Region

**5 Point  
Improvement in  
AARP Livability  
Index**

**85%**  
Workforce at  
Living Wage

**50%**  
Companies and  
Institutions  
Commitment to  
Social  
Responsibility

*Community Scale Solutions for the  
Region, Nation and Globe*





*“This is one of the more coherent green economy strategies”*

*“Community scale approach is unique”*

*“Strategic assets across region are considerable”*

*“Five pronged integrated strategy is impressive and pragmatic”*

*“The quality, diversity and level of participation is unprecedented”*



## Milestone #3 Event

Marlboro Graduate School

Brattleboro, Vermont

October 18, 2016 @ 3:30-6:30 PM

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- ✓ Products & Services
- ✓ Knowledge Center
- ✓ International
- ✓ Regenerative Agriculture & Agro-Forestry
- ✓ FIRE



# Q&A

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Thank you!!!

# Moving to Milestone #4

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Alex Wilson and Leadership Team

For more information visit:

<http://www.brattleborodevelopment.com/economic-development/projects/greenecomony>