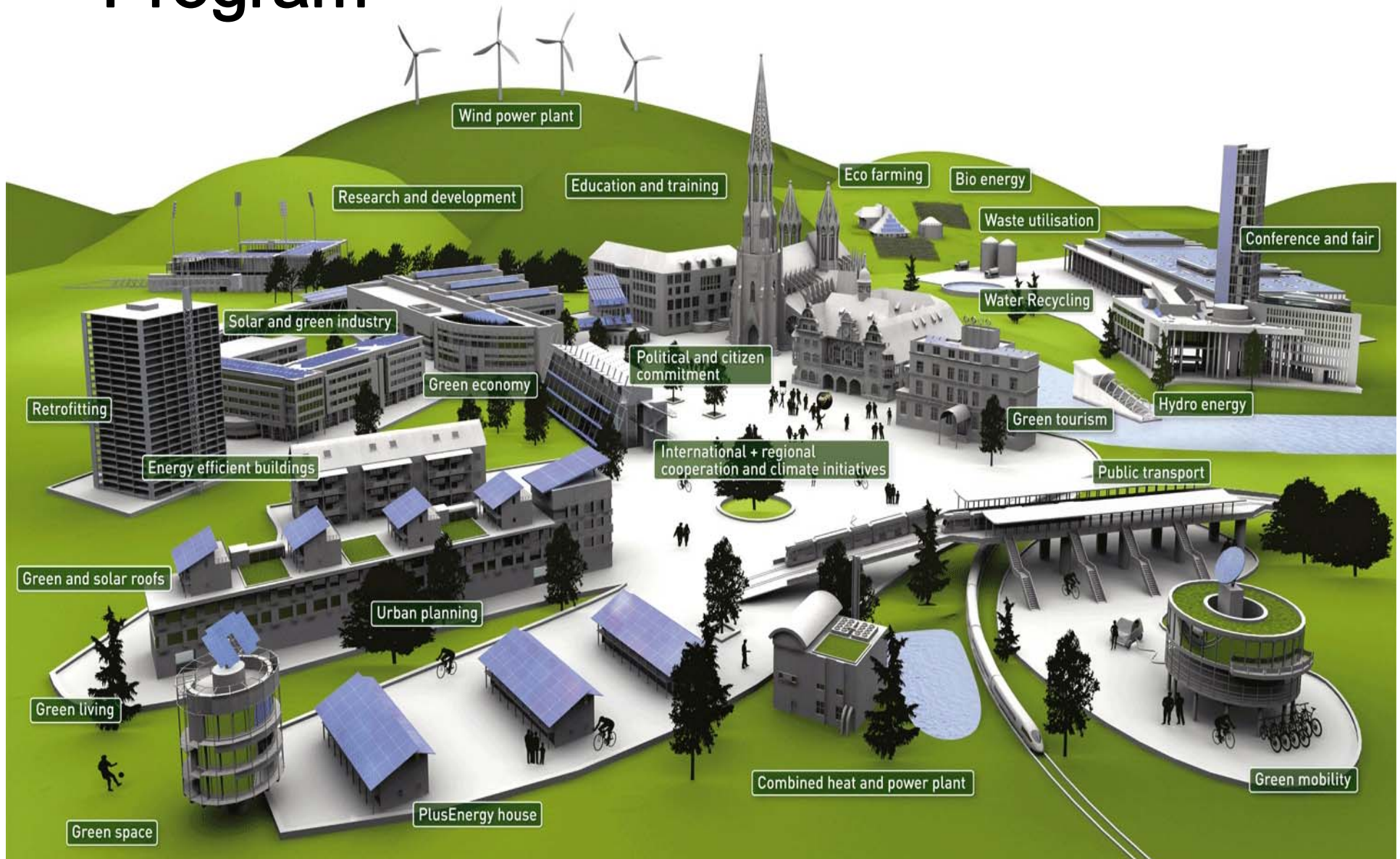
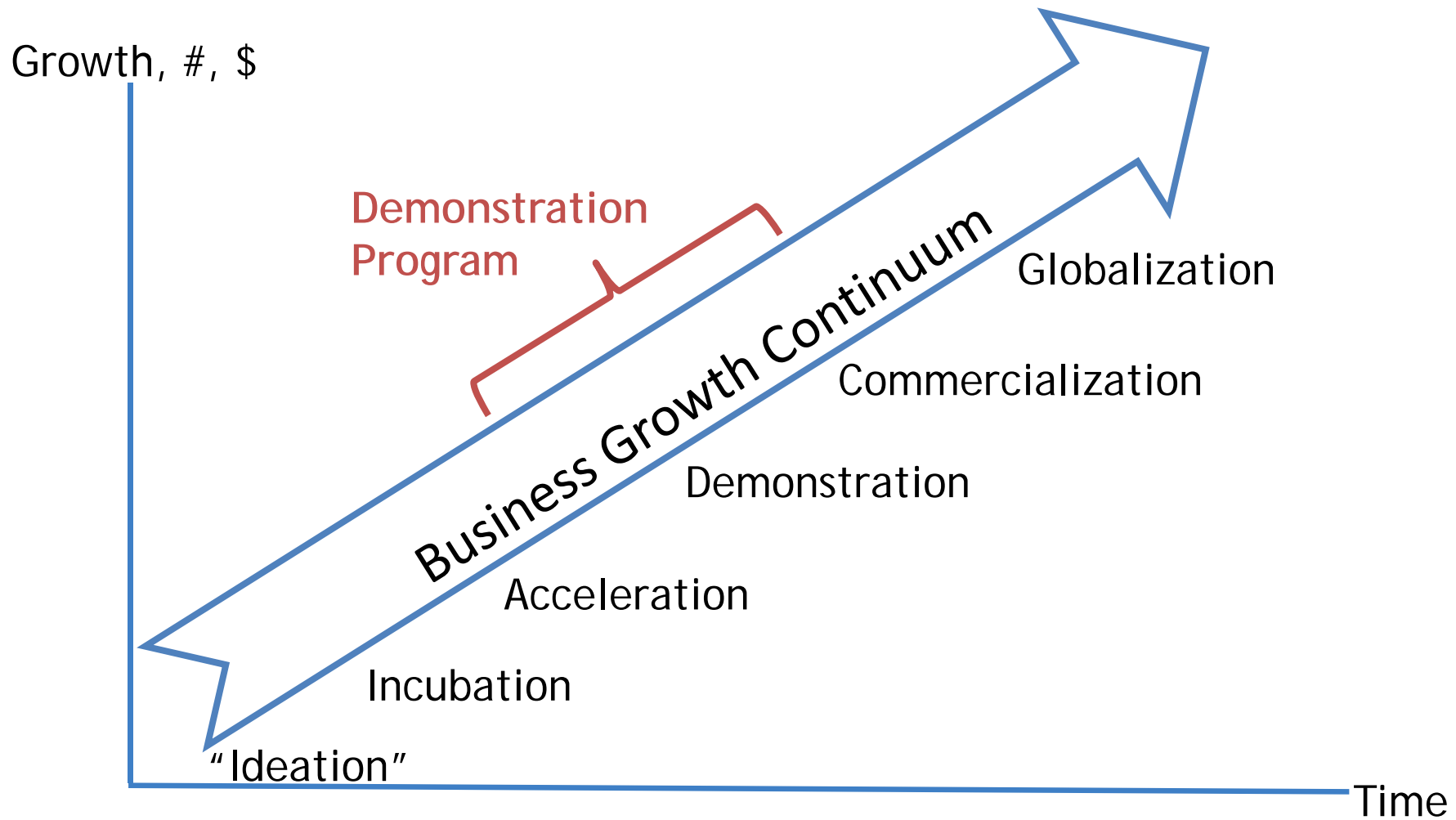


# Green & Digital Demonstration Program



# Addressing a Critical Gap

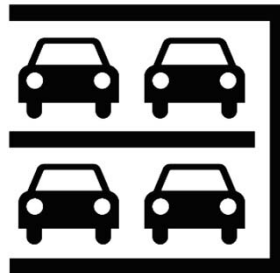


# The Vision

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1. *A program that allows companies to leverage City assets and infrastructure to demonstrate innovations in cleantech and digital, resulting in faster & more successful commercialization.*
2. *An economic development platform that allows the City (through the VEC) to promote local innovations to the world, resulting in greater investment, more resilient Vancouver businesses, and local job growth.*



# Strategic Alignment

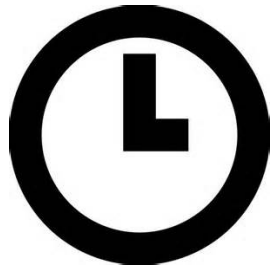


# Objectives & Anticipated Outcomes



## Green & Digital Economic Growth

- Accelerate job growth
- Shorten commercialization period for innovators
- Enhance market development including exports
- Develop & retain business
- Attract investment and generate local/global partnerships



## Enhanced City Performance

- Enhance Vancouver's brand as an innovative City and leader in supporting small business
- Increase staff understanding of new innovations in digital and environmental performance
- Reduce COV administrative burden



# Programs around the world..



- Connects building owners and technology companies to drive commercialization, increase innovation in buildings, and attract cleantech entrepreneurs



- 22,500 sq. ft. demonstration centre and 'living lab platform' to facilitate commercial-scale demonstrations



COPENHAGEN  
CLEANTECH CLUSTER

- Local government-supported organization facilitates demonstration projects in both public and private entities

# Guiding Principles

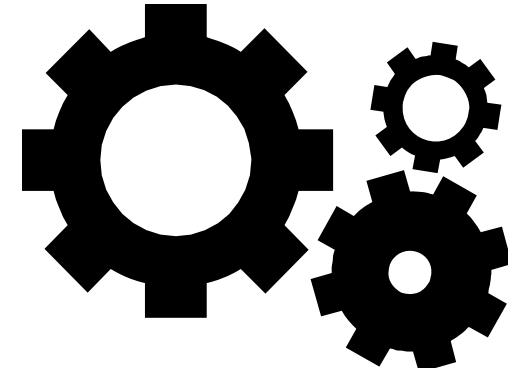


## It's about the Economy...

- Supporting innovation, commercialization & jobs growth
- Promoting Vancouver as business-friendly
- Proponents accelerate time-to-market with City as referenceable site

## It's not about Procurement

- Not designed to sell a solution to the City
- Not designed to compete against existing vendors
  - e.g. 1% of existing consumables;



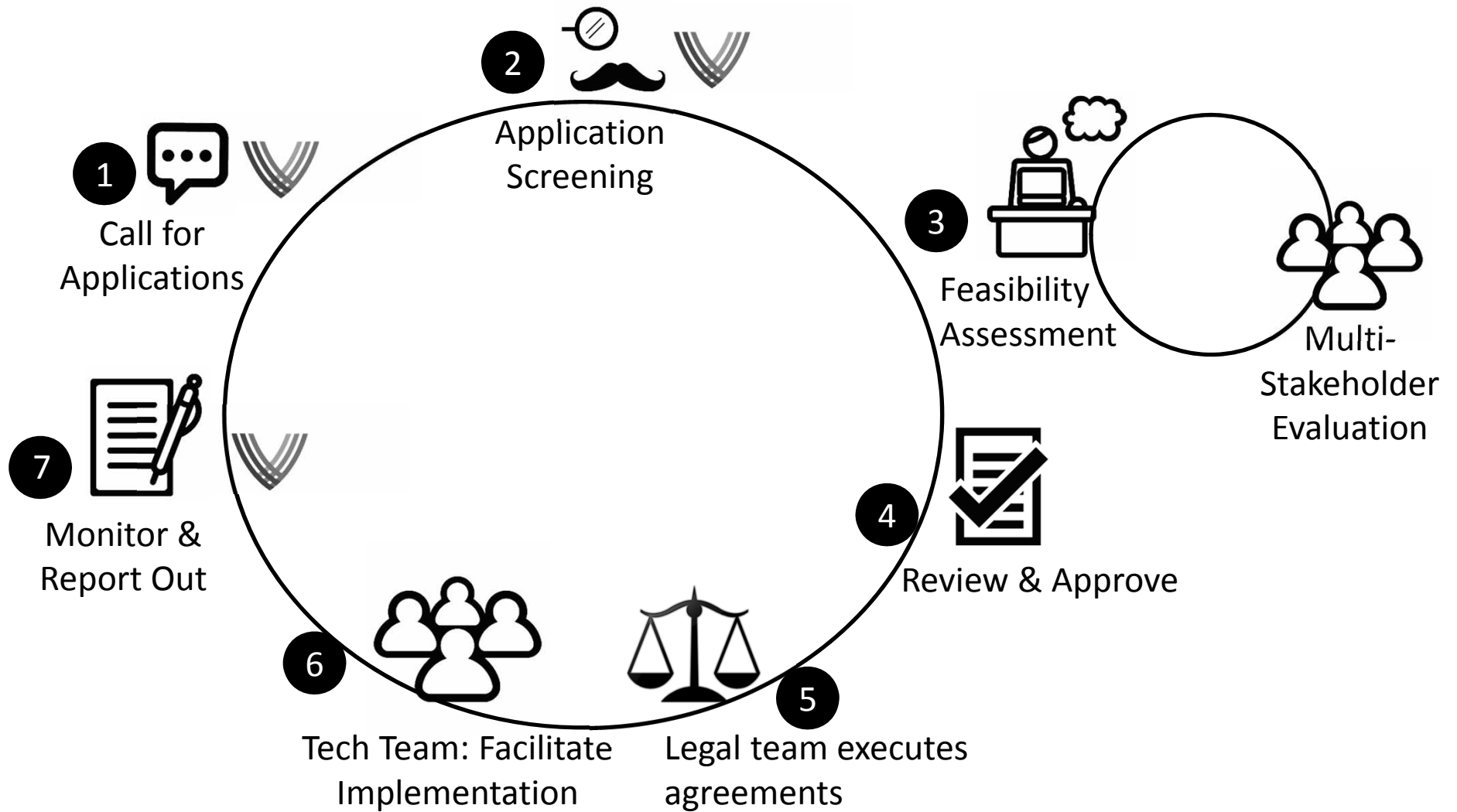
## It's Low Risk

- Legal agreements, insurance & indemnity arranged
- Asset owners are part of the evaluation process
- Time-constraints (up to 3 years)

## It's a VEC program...we're just borrowing your asset

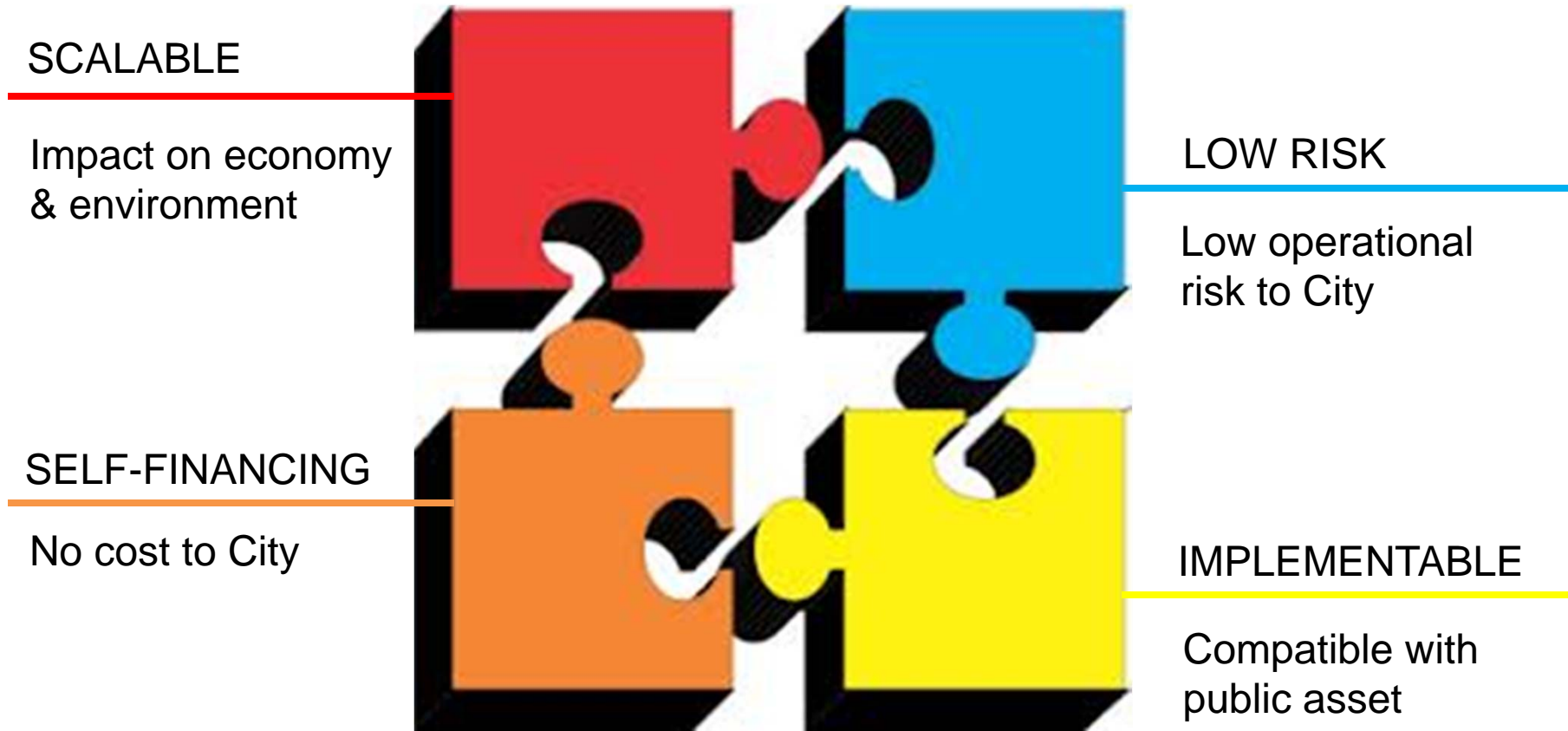
- VEC manages intake and filters applications
- VEC leads communications, monitors & reports results with City help

# How It Works





# High Level Evaluation Criteria



# Project Examples



Asset Class	Example
	Smart window film tech. IP enabled LED Lighting In-building energy display
	Biofuels from end-of-life cooking oil
	Green fertilizers for City parks Digital Apps for playgrounds, trails, & more
	Water quality monitoring Ozone water cleaning
	Neighborhood wi-fi “Smart City” networks
	Waste-to-energy Organics-to-fertilizer
	Integrated utility pole (lights, wi-fi, parking meter, solar, etc)

# Program in Action



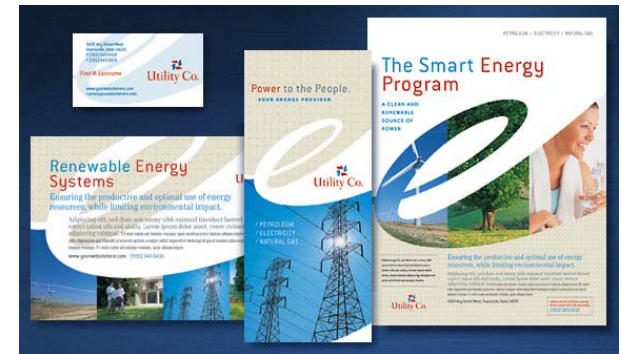


# Communications



**On-Site Signage**  
Company  
Solution  
Impact

**Print & Web**  
**Program Promotion**  
Business Profiles  
Economic Impact  
Environmental Impact  
Investment Secured



**Media & Public Relations**  
Ongoing updates  
New Project Announcements  
Program Wins



# Business Community wants this...



“I have no doubt you would receive tremendous support from our tech community for this. I believe this would offer a unique way to create synergies and alignment amongst the City, its green technology companies, and the World – **the benefits reaped by creating such an opportunity are almost limitless**”

Mark Godsy  
Co-Founder, Inteluma  
Chairman & CEO, Exro



“Most local companies, such as ours, do the majority of business in international markets. **Rarely do we get an opportunity where we can showcase game-changing technology in our own backyard**”

Chris Tumpach  
CEO, Rainforest Automation



“GDDP is an important step forward for Vancouver's innovation sectors. Vancouver companies face a number of disadvantages competing with their US counterparts - **having the City step forward as a first test partner will go a long way to leveling the playing field.**”

Matt Toner,  
CEO, Zeroes2Heroes



# Recommendation...



## Approval of Program



Access to:  
Buildings  
Fleets  
Transportation & Street  
Parks  
Landfills  
Parking Lots

## City Resources



COV Program Coordination  
(Sustainability)  
Staff Time

## Standing Authority



Allows GMs and Legal  
Services to enter into  
Agreements