



**GLOBE  
ADVISORS**

A division of the GLOBE Group

# CLEAN ECONOMY STRATEGIC PLANNING

Strategic Planning to Realize Opportunities for Investment and Accelerated Job Creation



## PREPARING FOR NEW OPPORTUNITIES

Opportunities in the global clean economy are increasing at a rapid pace. HSBC Global Research predicted that revenues in the global clean energy sector alone could reach U.S. \$2.3 trillion by 2020. Realizing the full potential of these opportunities requires vision, leadership, and careful planning.

Quantifying the available resources and opportunities available in a jurisdiction can help senior policy makers understand the size and scope of the economic potential within a particular jurisdiction. GLOBE Advisors has extensive experience performing comprehensive analysis on the clean economy for a variety of clients in both Canada and the United States.

## HOW GLOBE ADVISORS CAN HELP

Our comprehensive approach to quantifying clean economy opportunities can include the following activities:

- Developing an “asset map” of core clean economy sectors and assessing market competitiveness of each;
- Developing baseline estimates and growth projections for revenues, gross domestic product (GDP), and employment in regional clean economies;
- Conducting an analysis of existing enablers and barriers to clean economy growth in the jurisdiction;
- Conducting a comprehensive review of local labour demand/supply issues related to the clean economy; and
- Performing a gap analyses of existing and potential future clean economy market opportunities.

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## BENEFITS OF CLEAN ECONOMY STRATEGIC PLANNING

- Clearly define and help establish strategic goals and objectives to assess the economic growth potential of a region's clean economy.
- Gather valuable insights on industry development and drivers for economic growth to structure policies and strategic directions.
- Assist jurisdictions to improve global competitiveness, reduce greenhouse gases (GHG) emissions, and maximize resource and asset usage.



## DELIVERABLES

- A professional report summarizing key findings and a set of prioritized recommendations for action in order to enhance clean economy investment opportunities and accelerate job creation.
- Consultative support for government looking to implement suggested recommendations.

## THE GLOBE ADVANTAGE

With over 15 years of experience in the business of sustainability, you can trust GLOBE Advisors to help your government prepare for and realize the wealth of opportunities in the rapidly expanding, global green economy.

Our professional consulting team is available at every step throughout the process to help your government identify, measure, and realize the opportunities through this strategic, analytical approach.

## SUCCESS STORY

GLOBE Advisors was commissioned by the Pacific Coast Collaborative (PCC) – a formal working group that includes the governments from the province of British Columbia and the states of Alaska, California, Oregon, and Washington – to conduct a comprehensive study of the clean economy opportunities within their West coast region.

The five-month study found that the West coast clean economy was responsible for a conservative GDP contribution of U.S. \$47 billion and an estimated 508,400 full time equivalent (FTE) jobs in 2010. In addition, the analysis by GLOBE found that between 2010 and 2020, the transition toward a cleaner economy in this region could generate up to an additional 1.03 million net new jobs, a GDP contribution of up to U.S. \$143 billion, and increased investments of between US \$147-\$192 billion.

Based on this research, GLOBE worked with the various PCC partners to help develop a 2012 West Coast Action Plan on Jobs that focuses on leveraging energy efficiency improvements, clean transportation, and addressing climate change risks throughout the region.

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