

## SUSTAINABLE ECONOMIC DEVELOPMENT ROUNDTABLE CONCEPT

A Roundtable hosted by the Placer Economic Development Board and sponsored by interested individuals and organizations. Purpose:

- Further the development of the ED Roadmap recommended Sustainable Economic Development Network and Strategy.
  - Get information on key Sustainable ED trends and opportunities
  - Share information on current local government and non-profit sustainable ED initiatives.
  - Identify actual local Sustainable ED challenges, possibilities, and collaboration opportunities.
  - Identify Next Steps
- I. Welcome by ED Board Chairperson
  - II. Opening Comments about the Placer Sustainable Economic Development Network.
  - III. Panel Presentation. Economic Development and Sustainability
    - a. Network Building
    - b. Building Community Based Capital
    - c. Resilient Communities and Economy
    - d. [Case Study from Actual Community that has deployed a network]
  - IV. Placer Local Government Sustainability Interests. Panel (ED Board Members and / or staff.
    - a. Auburn
    - b. Lincoln
    - c. Loomis
    - d. Colfax
    - e. Roseville
    - f. Rocklin
  - V. Breakouts. (separate discussions or World Café) [Challenges, Possibilities, Collaboration Opportunities]
    - a. Alternative Energy and Conservation
    - b. Local Food and Community Based Health Initiatives
    - c. Eco-Tourism, Arts, and Culture
    - d. Buy Local Initiatives
    - e. Accelerating Community Capital
    - f. Building Communication and Collaboration Across Silos
  - VI. Breakout Reports
  - VII. Next Steps. Panel from Breakout Leaders
  - VIII. Adjourn
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## DRAFT SUSTAINABLE ECONOMIC DEVELOPMENT GOALS AND PRINCIPLES

### General Mission Statement

Support the development of a sustainable Placer County economy that stewards the prosperity and quality of life of our human communities, and the values of our natural resources and environmental quality, for the benefit of future generations.

A Sustainable Placer County Economy That:

- Focuses on supporting existing businesses; including "economic gardening," peer to peer small business networking, and building on existing core economic and natural resource assets.
- Expands local production of goods and services to meet local demand to diversify the local economy, including coordinated BuyLocal campaigns, peer to peer business networking, and "economic gardening."
- Provides opportunities for people to invest in local businesses that support a sustainable future for their own local communities.
- Supports employment growth at living wages.
- Develops local sustainable energy resources that reduce costs and dependency on fossil fuels.
- Provides community based financial resources to support sustainable business growth.
- Strategically pursues industry cluster development opportunities, including:

Green and clean tech manufacturing; Green-Collar Services, including, energy retro-fit, bio-mass management, green building, and local value-added food production; Local sustainable agricultural production and market development, including value-added services; Natural resource production, including forest and commercial agricultural production; Energy conservation and alternative energy services; Green professional services; Sustainability Training, Education, and Knowledgebase Services; Health, Nutrition, and Lifestyle Services; and Eco-Tourism.

- Protects and enhances natural resource and environmental values that are essential to quality of life and a sustainable local economy in a manner consistent with the Sustainability Triple Bottom Line.
- Is integrated into a strong regional economy and is strategically pursuing regional business opportunities that support local sustainable economic development interests.
- Applies integrated economic strategies that value social interests that are essential to sustainable Communities, including health, education, arts and culture, and social justice.
- Provides comprehensive information resources about the local and regional economy, and the natural landscape.
- Supports the development of robust networks that develop and share information, connect people with resources, and provide for continuing collaboration on sustainable economic development vision, objectives, and action priorities.
- Openly engages all elements of the Community in creating our sustainable economic future with a coordinated message and outreach.
- Engages traditional industry clusters to explore their long-term economic viability and relationship to local communities within the basic sustainability framework.
- Functions within a local Strategic Sustainability Framework that integrates economic, social, and environmental values and interests.