



Vancouver Green Capital is the City of Vancouver's business brand for economic development, introduced to take strategic advantage of Vancouver's unique advantages as a green leader. The brand provides a unified identity for a robust, long-term economic strategy that will guide the City's pursuit of economic opportunities and a sustainable economy for the city.

A Bright Green Future

In February 2009, Mayor Gregor Robertson launched the Greenest City Initiative, aiming to make Vancouver the world's greenest city by 2020. From its inception, the Greenest City Action Team has driven immediate steps to greatly improve Vancouver's environmental performance, and created strategies for advancing green economic initiatives.



Their goal is to help shape the city into a global leader in the new green economy, making Vancouver a hub for green jobs and green economic development. The team is pursuing innovations that tie economic growth to green technology, environmental stewardship and vision.

OBJECTIVES

The Greenest City Team has issued a comprehensive 10-year action plan for addressing Vancouver's environmental challenges. The plan identifies best practices from leading cities around the world, highlights benchmarks to evaluate Vancouver's performance, identifies creative ways to finance environmental actions, and offers a range of other recommendations toward a prosperous and sustainable future.



A GOOD START

Vancouver is proof that cities can be vibrant, growing and prosperous while also taking meaningful action on climate change. The city has already reduced emissions to 1990 levels and is on track to meet Kyoto targets.

Vancouver enjoys exceptional natural surroundings, largely unspoiled, and is often cited as one of the best cities in the world in which to live, work, and invest. **Vancouver has the smallest carbon footprint of any major city in North America** and is a leader in green building, planning and technology.

These achievements, however, represent only first steps toward a far more profound transformation of the city into the prosperous, healthy, ecologically sound and self-sustaining city of the future.



INITIATIVES

Zero-emission Partnership with Renault-Nissan Alliance

The Province of British Columbia, the City of Vancouver and BC Hydro have partnered to make British Columbia the launch point for Nissan's Canadian zero-emission transportation program—ahead of global distribution in 2012. BC will be the first province to receive Nissan's first all-electric car, the LEAF and owns the first plug-in hybrid in Vancouver, the Mitsubishi i MiEV.

On the Road to Lower Emissions

City bylaws now require vehicle recharging plugs for at least 20 per cent of parking stalls in new apartment buildings to support the early adoption of electric cars. Energy efficiency upgrades will reduce greenhouse gas emissions at City facilities including community centres and City Hall.

Summer Spaces in the City

On certain summer Sundays, traffic is rerouted and select commercial streets become car-free environments with music, performances, dancing, food vendors, hawkers and children's entertainment.

Sustainable Commuting for City Hall Employees

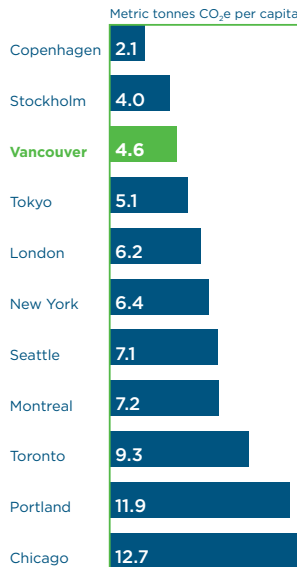
A sustainable transportation program for employees at City Hall aims to reduce the carbon footprint of commuting.

Community Garden on City Hall Lawn

A portion of the City Hall lawn is devoted to a community garden—its vegetables are donated to food providers in Vancouver's inner-city neighbourhoods.

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Greenhouse Gas (GHG) Emissions Per Capita



Find data sources at vancouver.ca/sustainability in Vancouver's 2008 Greenhouse Gas Emissions Inventory Summary and Methodology.

A BIG JOB

To become the world's greenest city by 2020, Vancouver must:

- tackle climate change
- improve the transportation system
- reduce pollution and waste
- promote locally produced food
- conserve water
- protect citizens' health from environmental hazards
- support neighbourhood sustainability
- stimulate green jobs and the green economy
- protect nature and green spaces

