West Coast Mayors Form Green Innovation Partnership

Date: Tuesday, February 8, 2011

VICTORIA, BC — Today marked a significant milestone with the Mayors of Victoria, Vancouver and Seattle signing a Letter of Intent to work together to foster the further development of the green innovation sector within the Cascadia Region.

“Green innovation and the cleantech sector truly marries our quality of life with quality of opportunity,” said Victoria Mayor Dean Fortin. “Working with our stakeholders in the region, we look forward to redefining the word “powerhouse” for a new generation of sustainable technologies.”

Mayor Mike McGinn of Seattle, Washington, Mayor Gregor Robertson of Vancouver, BC, and Mayor Dean Fortin of Victoria, BC, shared their expertise and lessons learned in how municipalities can support green innovation during a panel discussion at the Federation of Canadian Municipalities’ Sustainable Communities Conference.

“Vancouver has a lot of momentum as a global hub for the green economy, with a deep talent pool of entrepreneurs and innovators,” said Vancouver Mayor Gregor Robertson. “Partnering with the cities of Victoria and Seattle strengthens the Cascadia region and makes us more competitive on the world stage. Collectively, our three cities are the vanguard of sustainable urban planning and green economic development.”

The cities of Victoria, Vancouver and Seattle are ahead of the curve in implementing sustainable initiatives within their local government operations. The Letter of Intent that was signed following the panel discussion furthers the strategic opportunity for these North American leaders to build on their achievements, and work together to foster a supportive regional environment for green business and innovation.

"It is exciting to join a partnership with such a strong commitment to green innovation and climate action,” said Seattle Mayor Mike McGinn. “I look forward to working with my colleagues in Victoria and Vancouver to share ideas and move our green initiatives forward.”

The three communities are situated within the Cascadia region of the Pacific Northwest, an area with a fast-growing green innovation sector. The region boasts a high number of sustainable development-related companies, educational institutions, research facilities and construction projects. Market feasibility studies consistently identify the emergence of a sustainable development business cluster in the Pacific North West as a key opportunity for continued growth and development.

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