

DRAFT SBI VISION UPDATED (4/20/2006)

Produced by SBI Task Force

The purpose of this vision is to help the task force get clear about *what SBI policy recommendations will seek to achieve in the long run*. A shorter and/or more eloquently written version may be developed for the final report.

Ideal Vision (20 Years)

Preamble A: Eugene is a community that treasures human, natural and material resources. Sustainability creates the opportunity for a decent and just life for all people by protecting and enhancing our environment and our economy, simultaneously allowing us to do good and to do well.

A child born now, coming of age in 2020, can expect to live in a community where they will find a job that provides for their needs. They will breathe clean air and drink pure water from our rivers. This child will eat locally grown food that is good for their health and the earth it came from. (This section needs filling out).

-----AND/OR-----

(Note: the draft version below has been edited to address the comments made at the April 20 retreat)

Preamble B: In the pursuit of leaving a better world for the next generation, people living in Eugene in 2020 find their community a national center of excellence in the knowledge, creation, production, and use of sustainable practices, products, and services. Sustainable business practices are the combined pursuit of economic prosperity, environmental quality and social equity. The economy of Eugene provides a high standard of living through the provision of quality job opportunities for all residents. People are accorded respect and dignity. The community honors the place we live, as well as all its inhabitants, by being a net restorer of the environment.

Eugene is a world-class leader in energy efficiency throughout all sectors of the economy. The local production and use of sustainable practices, products and services such as the following dominant the community:

- renewable energy
- green building and development
- sustainable health care
- sustainable tourism
- locally produced organic and natural foods
- natural commercial and consumer products
- sustainable forestry
- sustainable transportation
- and other sustainable industries and practices

Through modeling the practices and teaching, preschool through higher education as well as technical assistance programs generate widespread public understanding of sustainability such that it is a commonly held community value. Partnerships between

existing and new research centers, local governments, financial institutions, and private businesses spur continued innovation to find ways to make Eugene more sustainable.

The City of Eugene and other local governments play a critical leadership role and help drive the market through the use of criteria that leads to the purchase and use of sustainable products and services. The City applies sustainable criteria and practices throughout operations. The City also integrates and coordinates policies and programs internally and supports and promotes the continued expansion of sustainability thinking and innovation within the community at large.

The entire community benefits directly and indirectly. Greenhouse pollutants, including CO₂, methane and others emissions generated by the public and private sectors in Eugene are well below levels required to stabilize the global climate and the health of the natural environment is continually improving. Products no longer used by business or consumers are disassembled and are reused or recycled for other uses. Organics are completely captured, composted or used as nutrients for future plant growth.

Local businesses generate profits and capture market share from their sustainability focus and are able to successfully compete in a world dominated by intense international competition, unpredictable change caused by global warming, and unstable oil supplies and high oil prices. Residents experience high quality employment and consider Eugene an exceptionally livable community. Current residents are also proud that they will pass on a healthy environment to future generations of Eugenians.