



# Retiree Attraction as Green Economic Development

Presented by Alan Church



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# Retiree Attraction as Green Economic Development



- ▶ What is Green Economic Development?
  - Fundamentalist Definition
  - Mainstream Definition
  - Interpretation Confusion?

# Retiree Attraction as Green Economic Development



## ► Fundamentalist View

“Green economics is the economics of the real world—the world of work, human needs, the Earth’s materials, and how they mesh together most harmoniously. It is primarily about “use-value”, not “exchange-value” or money. It is about quality, not quantity for the sake of it. It is about regeneration—of individuals, communities and ecosystems—not about accumulation, of either money or material.” - **Brian Milani**

*Designing the Green Economy*  
(book)

# Retiree Attraction as Green Economic Development



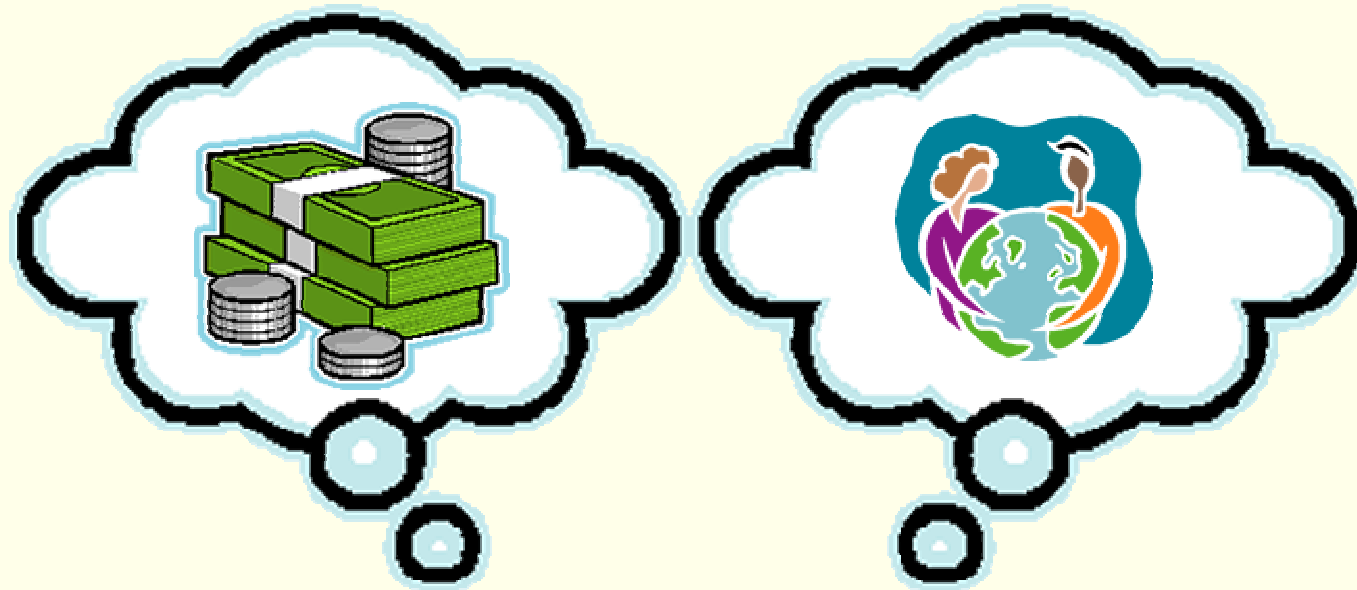
## ► Mainstream View

- New practices and activities that challenge the old assumptive tradeoff that economic development and environmental protection are mutually exclusive

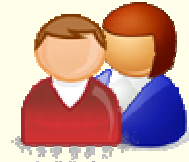
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## ► Interpretation Confusion?



Builders



Buyers

"Yes, let's go green!"

# Retiree Attraction as Green Economic Development



## ▶ Green Building Guidelines – lots of options

- BREEAM – Building Research Establishment's Environmental Assessment Method
- CASBEE – Comprehensive Assessment System for Building Environmental Efficiency
- GBTool
- Green Globes
- LEED – Leadership in Energy and Environmental Design

# Retiree Attraction as Green Economic Development



- ▶ How About Sustainability? A common three component approach
  - Environment
  - Economic
  - Social

# Retiree Attraction as Green Economic Development



## ► Environment

- Natural resources are replenished at the same rate (or greater) as consumption
- Pollution controls (air, water, land)
- Reduce foot print (e.g. buy local, less carbon, energy)

# Retiree Attraction as Green Economic Development



## ▶ Economic

- Growing Economy
- Job Production/Growth
- Stable Employment

# Retiree Attraction as Green Economic Development



## ▶ Social

- Career Jobs
- Stable Employment
- Affordable Housing

# Retiree Attraction as Green Economic Development



- ▶ Not the Greenest of Business Examples
  - Environment - Fertilizer Producer
  - Economic – Customer Service Call Center
  - Social - Bio-Tech Industry or Research Park

# Retiree Attraction as Green Economic Development



- ▶ Environment - Fertilizer Producer
  - High Use of Non-Renewable Resources
    - Natural Gas
    - Coal
    - Phosphorus
    - Potassium
  - Air Pollution Byproducts

# Retiree Attraction as Green Economic Development



## ▶ Economic - Customer Service Call Center

- Frequently Requires Money Incentives to Relocate
- Longevity Track Record is Spotty, at best
- Largely Lower Income Employment Positions

# Retiree Attraction as Green Economic Development



- ▶ Social - Bio-Tech Industry or Research Park
  - Requires Specialized and Highly Educated Labor Force
  - Qualified Labor Commutes in from Nearby Metro Areas
  - Local Labor Will Commute Outside of the Area to Find Employment

# Retiree Attraction as Green Economic Development



- ▶ How Retiree Attraction is Green Economic Development
  - Environment
  - Economic
  - Social

# Retiree Attraction as Green Economic Development



## ► Environment

- Not Fertilizer Producers!
- Local Consumers
- They Like to be Green!
  - *81% of Retirees Recycle*
  - *62% of Hybrid Auto Owners are Boomers and older*

# Retiree Attraction as Green Economic Development



## ▶ Economic

- Approximately 2 New Jobs Created per Household
- Annual Spending of about \$36,000 per Household
- Permanent Tourists
  - *Bed Taxes*
  - *Sales Taxes*
  - *Special Use Taxes*

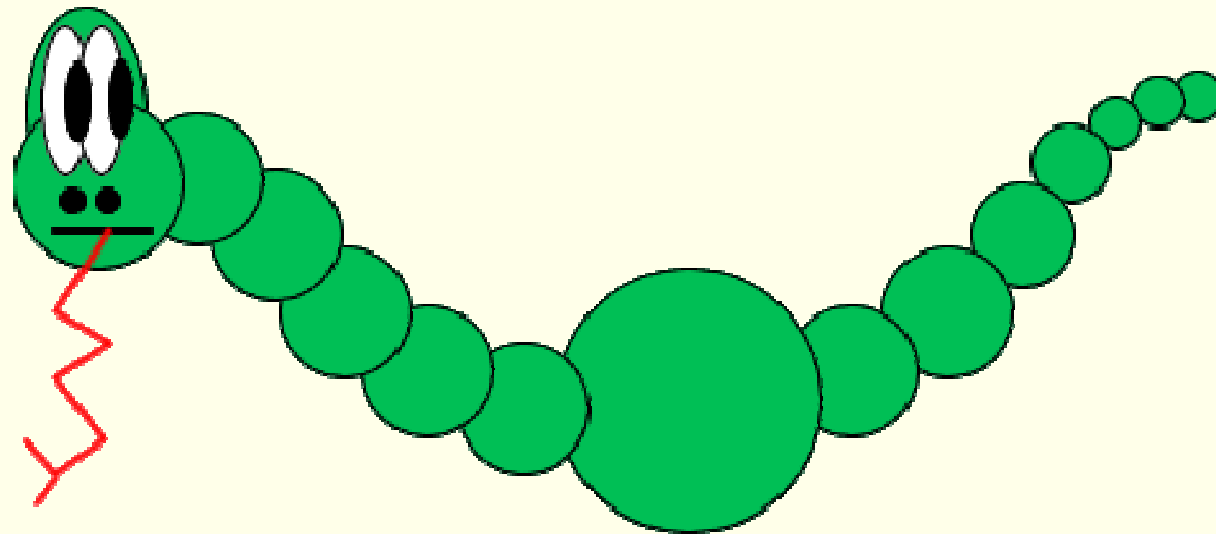
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## ▶ Economic

### ■ What Pig in a Python?

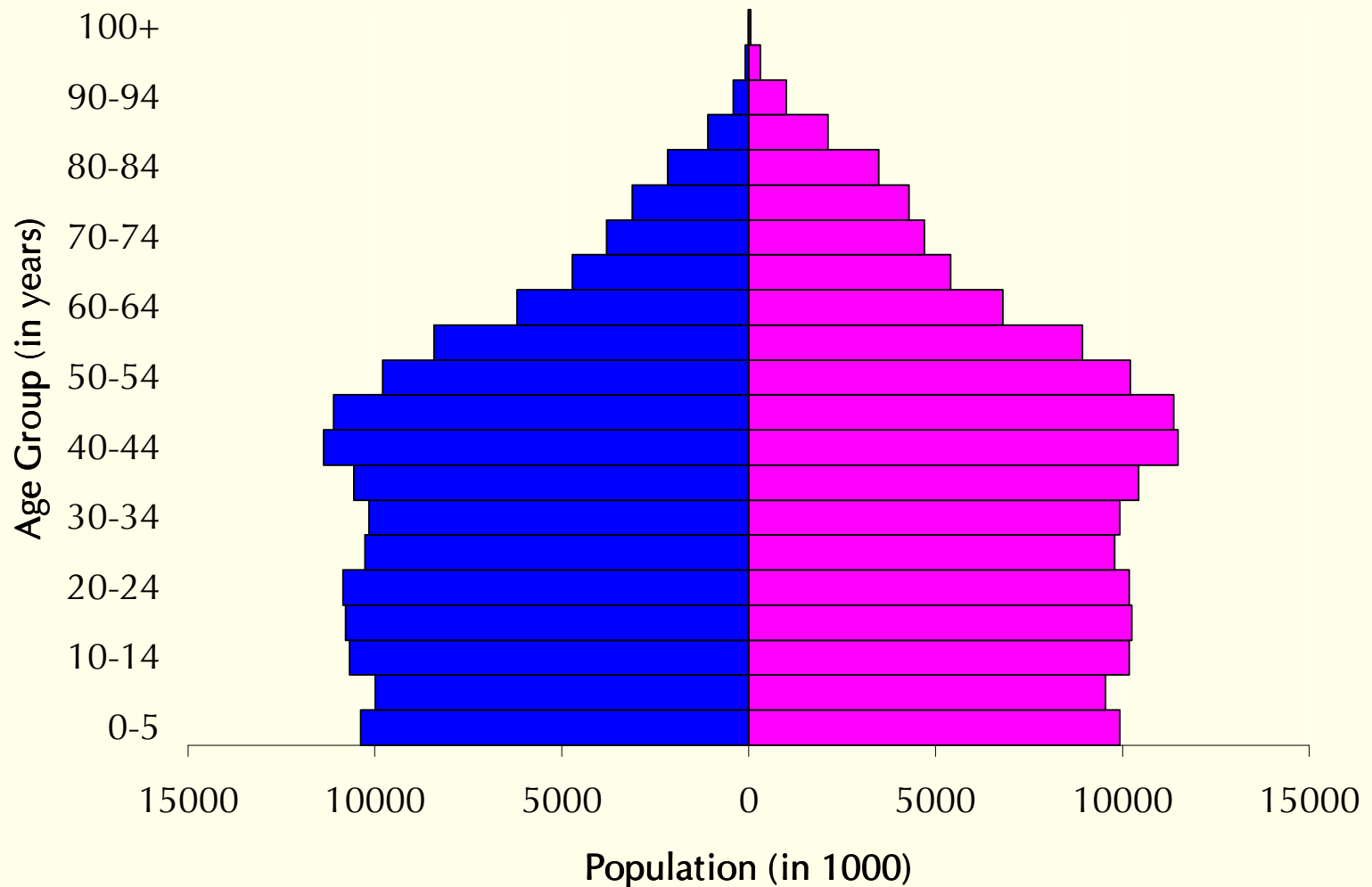
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# Retiree Attraction as Green Economic Development



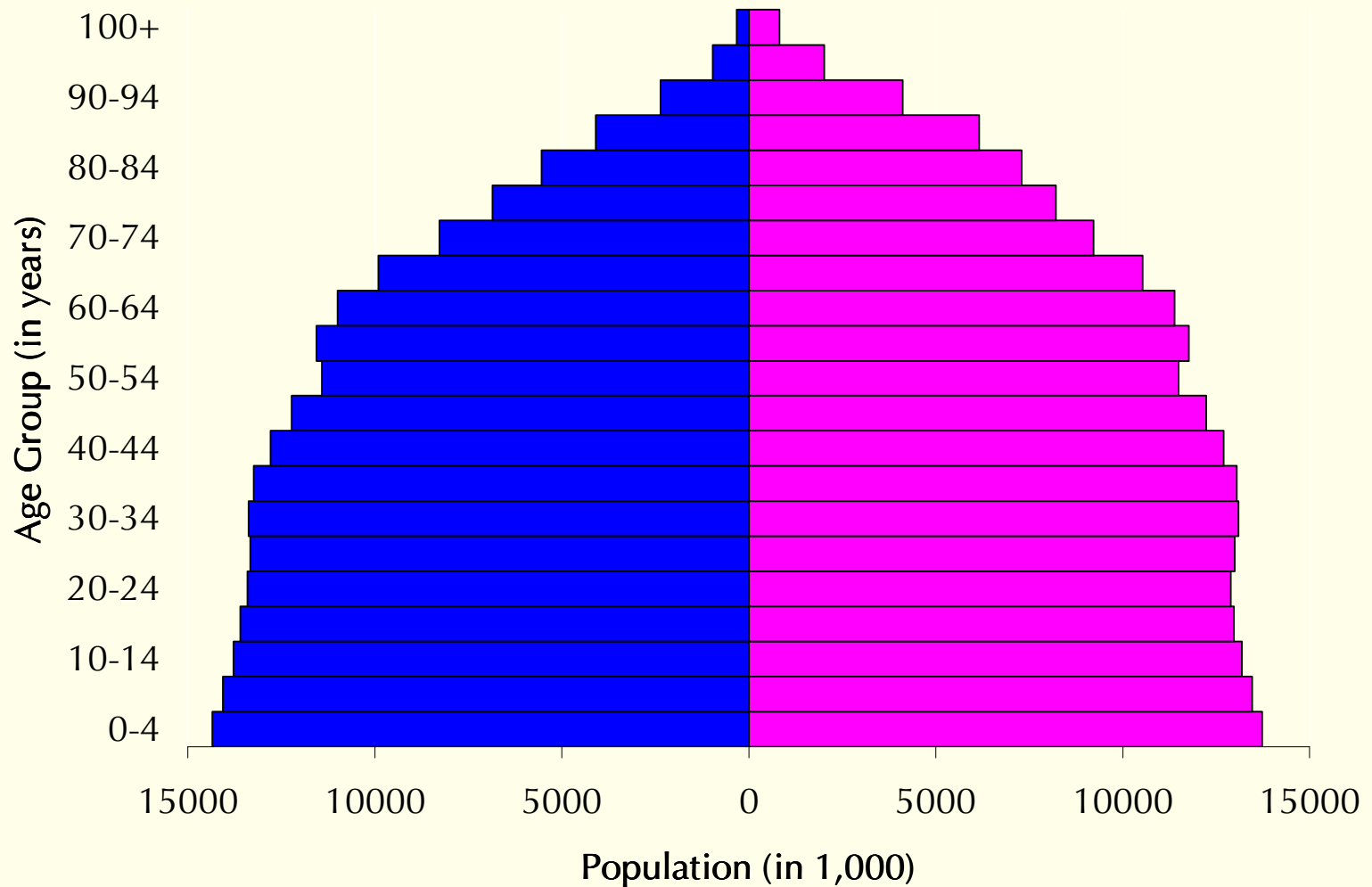
## ▶ Economic-Population Pyramid in 2005



# Retiree Attraction as Green Economic Development



## ▶ Economic-Population Pyramid in 2050

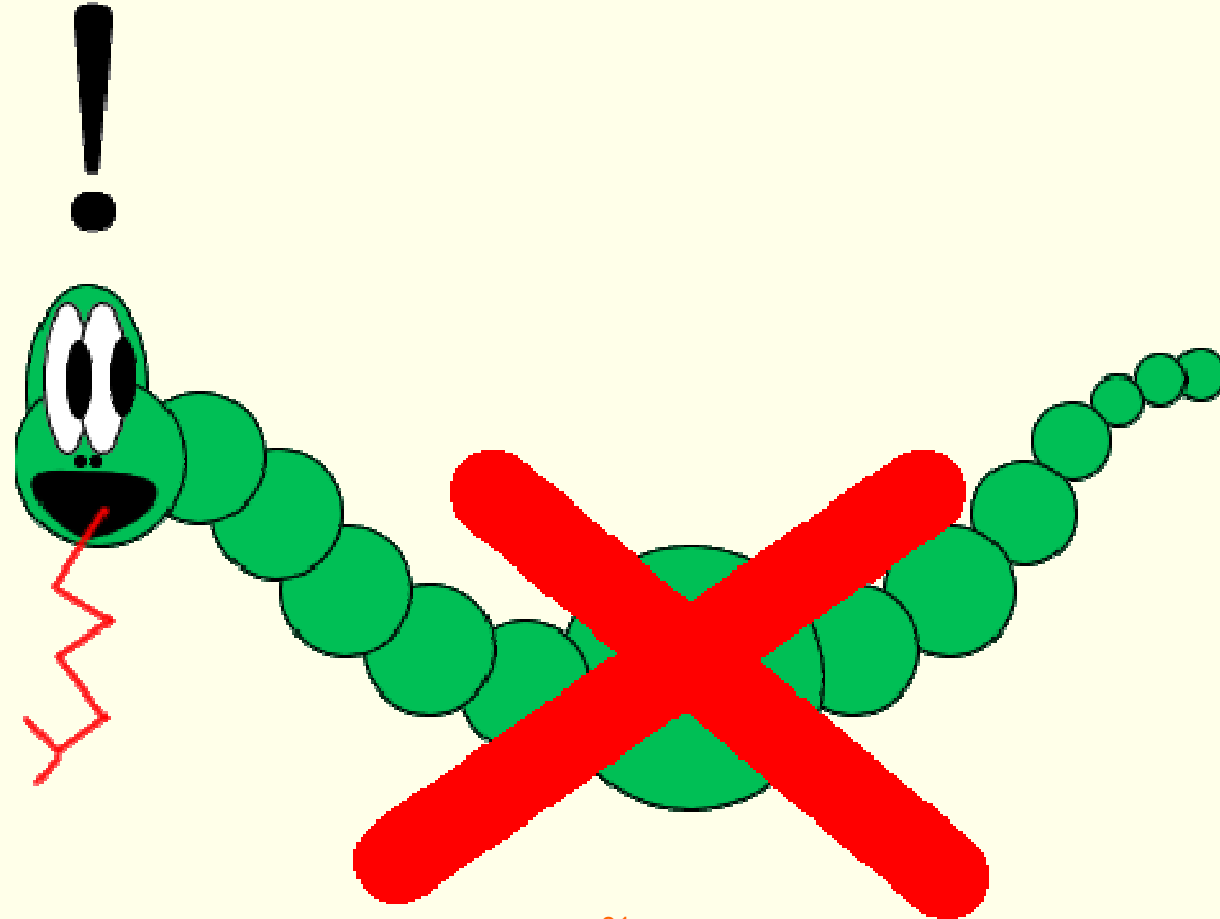


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## ► Economic

### ■ Retiree Attraction is Sustainable



# Retiree Attraction as Green Economic Development



## ► Social

- Jobs Created are at All Levels
- Brain Drain Minimization
- Public Education Supporters
- Volunteers
  - *Mentors*
  - *Economic Benefits*

# Retiree Attraction as Green Economic Development



- ▶ Retirees are a Catalyst for Green Economic Development
  - Environment
  - Economy
  - Social

# Retiree Attraction as Green Economic Development



► Questions?