



Outlook 2020 Paper Series

Background

In February 2010 British Columbia will host the Winter Olympic and Paralympic Games. This will provide an unparalleled opportunity to showcase and draw global attention to the province – its people, its businesses and communities, and its many cultural and recreational attractions. A year ago, it was widely assumed that when the Games opened, BC would still be enjoying the unusually prolonged economic upswing that began in 2002. However, the onset of the global financial crisis and the recent sharp decline in economic activity in North America, Europe and parts of Asia have taken a significant toll on the province's economy. The evidence points to a recession in 2009. However, current forecasts suggest the province should be on the path to economic recovery by 2010.

The start of a new decade will be important for other reasons as well.

- The economic and social fall-out from the pine beetle infestation that has been devastating the Interior forests will become increasingly visible.
- The post-2010 years will also be characterized by some notable demographic shifts: British Columbia's population and work force are continuing to age, and the pace of labour force growth is expected to slow as increasing numbers of baby-boomers move into retirement.
- The educational requirements associated with finding and maintaining employment are steadily increasing, and at least three-quarters of all job openings over 2010-2020 will demand some form of post-secondary qualification or credential.
- Relying on in-migration to meet the demand for educated workers will be harder in a world where many jurisdictions are competing for talent, and individuals with the most sought-after qualifications enjoy access to global opportunities.
- British Columbia also continues to experience the ongoing shift to a knowledge-based economy, one in which innovation, technology, and creativity increasingly define the basis for prosperity.
- The external environment that has always influenced British Columbia's economy and society is also changing.
- More generally, emerging markets such as Brazil, Russia, India, China, Korea, Mexico, and a host of others are expected to loom larger in global commerce, both as suppliers of products to Western nations and as customers for the resources, capital goods, advanced technologies and business services produced in jurisdictions like British Columbia.



- Concerns about climate change ~ how to mitigate it and also adapt to it - increasingly will be factored into government policies and private sector strategies, leading to a more complex business environment while also stimulating global demand for low-carbon products and technologies.

Project Focus

Against this backdrop, the Business Council of British Columbia is undertaking a major project under the banner of *Outlook2020: Shaping BC's Economic Future*. The main objective is to help shape a positive, realistic vision and agenda for the province's economic future. In this connection, the project is putting considerable emphasis on a handful of cross-cutting issues and themes - notably, the roles of talent, technology and trade in establishing the foundations of prosperity for a small, open economy. An important focus of the project is on how to strengthen British Columbia's "export base" - the sectors and activities that lead to inflows of income to the province from outside jurisdictions. As we conceive it, the "export base" encompasses not only trade in goods and services, but also external investments that flow into the province to support research, knowledge generation and the development of emerging industries. Without a healthy and growing export base, it will be impossible for a small economy like BC to boost prosperity and raise living standards.

The project as a whole is motivated by three key questions:

- 1) What are the key external and internal trends that will define the economic environment for BC in the next decade?
- 2) How can BC, as a small, open economy, continue to prosper in a more competitive and increasingly-knowledge-based global economy?
- 3) What steps can be taken to improve upon current policies, institutions, attitudes, and practices to strengthen the foundations for prosperity in BC?

Process and Outputs

Outlook 2020 is an outward-looking, non-partisan initiative that seeks to draw on the rich sources of knowledge and expertise available to the Business Council. The project as a whole benefits from input provided by an Advisory Committee made up of selected Business Council members and external advisers from government and academia.

We are commissioning a series of papers that explore topic areas relevant to the province's economic future. The Business Council is partnering with other organizations in undertaking several of these papers. In terms of format, the papers will follow a common template, be relatively brief (35 - 50 pages), and be written in a way that makes them accessible to the interested layperson. Although the individual papers should be able to stand on their own as credible products, they will be combined into a larger document that the Business Council intends to publish and distribute.

The published papers will set the stage for a series of half-day policy conferences to explore different aspects of the province's economic future; these sessions that will be held over the second half of 2009, beginning with an initial session on June 16, 2009 in Vancouver, on the theme of the changing external environment facing British Columbia.

Following the policy conferences, a synthesis report will be written. That report, together with the completed topic papers, will be published and made available at no cost to interested British Columbians via the Business Council's website.

Outlook 2020 Topic Papers and Confirmed Authors

The topic papers are organized around a small number of thematic areas. For each paper, a "dialogue session" with knowledgeable stakeholders is being held to review an initial draft and provide input into the final draft.

Below is a list of the thematic areas and papers.

I. Initial Concept Piece

1. Changing People Changing Places: Demographic and Economic Change in British Columbia (Author: David Baxter and Andrew Ramlo, Urban Futures Institute)

II. The Changing External Environment

2. Situating British Columbia in the Global Economy (Author: Dr. David Scoones, Department of Economics, University of Victoria)
3. The Rise of Asia: Opportunities and Challenges for British Columbia (Author: Dr. Rosalie Tung, Faculty of Business, Simon Fraser University)
4. The United States to 2020: Trends and Implications (Author: Colin Robertson, Norman Paterson School of International Affairs, Carleton University)

III. The Commercial and Industrial Foundations of Prosperity

5. The Forest Industry in British Columbia (Author: Peter Woodbridge, Woodbridge and Associates)
6. Energy Issues and Development Opportunities: Oil and Gas (Author: David Molinski, OnPoint Consulting)
7. Energy Issues and Development Opportunities: Electricity (Author: David Molinski, OnPoint Consulting)

8. Prospects for Mining in British Columbia (Author: Michael McPhie, Heenan Blaikie Global Advisors)
9. Profile and Outlook for the British Columbia Agri-Food Industry (Author: Jock Finlayson and Gregg Burkinshaw, Business Council of BC)
10. British Columbia's Advanced Technology Sector: Reaching for the Next Level (Author: Pascal Spothelfer, British Columbia Technology Industry Association)
11. Manufacturing 2020: A Vision for BC (Author: Canadian Manufacturers and Exporters)
12. Building the Economic Base: Tradable Services. (Author: Dr. Michael Goldberg, former Dean, Sauder School of Business, University of British Columbia)
13. Outlook BC 2020: Tourism Sector (Author: Dr. Ed Mansfield, PricewaterhouseCoopers)
14. Outlook BC 2020: Creative Sector (Author: Dr. Ed Mansfield, PricewaterhouseCoopers)

IV. Human Capital, Innovation and Infrastructure

15. BC's Labour Force to 2020: Projections and Implications (Author: Jock Finlayson and Ken Peacock, Business Council of BC)
16. Immigration and BC's Economic Future (Author: Dr. Roslyn Kunin, Roslyn Kunin & Associates)
17. Achieving a Highly Skilled, High Performance Workforce in British Columbia (Author: Kerry Jothen, Human Capital Strategies)
18. Universities and the Knowledge Economy (Author: Dr. David Turpin et al, University of Victoria)
19. Innovation and Commercialization: Rising to the Challenge (Author: BC Innovation Council)
20. Infrastructure Priorities for a Connected 21st Century Economy (Author: Jock Finlayson and Karen Graham, Business Council of BC)
21. Mapping the BC Health Innovation Cluster (Author: Jock Finlayson and Ken Peacock, Business Council of BC)
22. The Role of Cooperatives in the BC Economy (Author:, Vancity Credit Union)



V. A Sustainable Society

23. Population Aging: Economic and Fiscal Implications (*Author: Dr. Roslyn Kunin, Canada West Foundation*)
24. 15 by 15: A Comprehensive Policy Framework for Early Human Capital Investment in British Columbia (*Author: Professor Clyde Hertzman, Human Early Learning Partnership, University of British Columbia*)
25. First Nations and Economic Development in the Coming Decade (*Author: Dan Perrin, Perrin Thorau & Associates*)
26. Climate Change: Adaptation and the Road to a Low Carbon Future (*Author: Dr. Nancy Olewiler, Public Policy Program, Simon Fraser University, with the assistance of the Pacific Institute for Climate Solutions, University of Victoria*)
27. Health Care in British Columbia: A Fresh Look (*Author: Dr. Alan Brookstone, Faculty of Medicine, University of British Columbia*)

VI. Regional Dimensions

28. Metro Vancouver as a Global City-Region (*Author: John Tylee, Vancouver Economic Development Commission*)
29. Northern British Columbia: A Vision for Prosperity (*Author: Tim McEwan, Initiatives Prince George, with the assistance of the Northern Development Initiatives Trust*)

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For further information about the Business Council's *Outlook 2020* Paper Series please contact:

Jock Finlayson, Executive Vice President – Policy (Jock.Finlayson@bccbc.com)

or

Gregg Burkinshaw, Manager – Special Projects (Gregg.Burkinshaw@bccbc.com)