

INTRODUCTION

This year's *Policy Playbook* describes the Oregon Business Plan's broad agenda and specific initiatives for 2008. It's a companion resource for the December 3, 2007, Leadership Summit and for the work of Business Plan participants in the coming year.

The broad agenda, outlined in the next section, maintains the Business Plan's focus on building out Oregon's traded-sector industry clusters and pursuing policy initiatives that enhance the conditions for business success – ranging from product innovation to well educated people to efficient transportation infrastructure. But it also discusses our new effort, beginning this year, to make sustainability – especially Oregon's lead in green products, services, public policies, and expertise – a distinct competitive advantage. With this effort, the Business Plan is advancing into new terrain; hence the theme *Moving Forward*, which also reflects this Summit's focus on a state transportation system in need of attention.

In his appraisal of the Business Plan two years ago, Professor Michael Porter applauded our work with clusters and policy initiatives but noted that Oregon had yet to infuse its economic development strategy with a distinguishing, overarching competitive proposition. He suggested sustainability – where Oregon already has an international reputation – as a distinct competitive advantage to build on. The next section describes how all the partners in the Business Plan – leaders in business, government, and foundations – are making sustainability a constant in cluster development and public policy formation.

In this regard, the Business Plan owes special thanks to the Meyer Memorial Trust, which provided grant funding for our work in 2007 to weave sustainability into the Business Plan. This included focus group research with business and public leaders, interviews with policy analysts, and an inventory of Oregon's efforts, resources, and capacity in sustainability.

The Business Plan also thanks the Oregon Economic and Community Development Department for a grant supporting work on industry cluster development, in particular an effort to ascertain the current priorities and activities of our clusters, and their perceptions of Business Plan initiatives. That feedback is described in the companion document, *Cluster Resource Guide*. OECDD, it should be noted, has become a leading supporter of cluster development in Oregon – and a key partner in the Oregon Business Plan.

One additional note: This year's *Policy Playbook* reflects typography, colors, and other visual treatments developed by OECDD for Brand Oregon, which was one of the Oregon Business Plan's first 12 initiatives in 2002. Guided by an advisory board and managed by State Government, Brand Oregon was created to apply unified branding practices to products, people, and places that represent Oregon in the public mind. It has been instrumental in particular in building brand equity for Oregon's agricultural products and assets in tourism. Now it will have an additional challenge raising awareness of Oregon's leadership in sustainability as a distinct aspect of the Oregon brand.

