

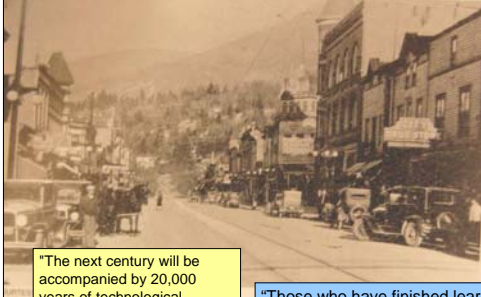



 Centre for Innovative & Entrepreneurial Leadership

What is Sustainability Planning?
Where is Your Community At?
Issues, Effectiveness & Tools

Building Sustainable Communities – Kelowna BC
 November 15, 2010
 Mike Stolte, Executive Director
 Centre for Innovative & Entrepreneurial Leadership (CIEL)
 Nelson, BC


 www.theCIEL.com






"The next century will be accompanied by 20,000 years of technological progress compared to today's rate of change."
Ray Kurzweil author, "The Age of Spiritual Machines"


"Those who have finished learning find themselves equipped to live in a world that no longer exists"
Eric Hoffer

Agenda



- Introduction
- Readiness - Matrix
- Planning – Working & Not
- Implementation – Working & Not
- Tools
- Q & A

53% of Canadians have never heard the word sustainability.
 Seven in 10 are unable to define it.
 Once defined for them, 90% of respondents believed it should be the main priority of government & business
 James Hoggan & Assoc. 2006 study of 2500 Canadians



CIEL



- Incubated within Community Futures Central Kootenay (B.C.) to provide CED services
- Mandate expanded beyond region with development & implementation of practical tools around:
 - Tool development & implementation
 - Training
 - Technical Assistance & Consulting Services
 - Research & development
- Been invited to Australia, India, New Zealand, US to present tools/processes
- Work has been featured on CBC, Canadian Living, Australian Broadcasting Corp., Profit, Globe & Mail





The CIEL Team

- Developed:
 - Communities Matrix/Readiness Check-up
 - Economic - Business Vitality Initiative (BVI)
 - Community - Community Vitality Initiative (CVI)
 - Sustainability - Green Light / Community Sustainability Initiative (CSI)
 - Leadership Program
- Currently developing:
 - Tourism 360
 - Employee Engagement



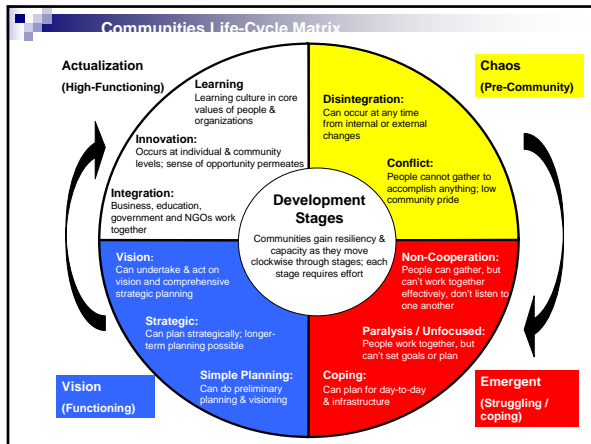



The Communities Matrix

- Encountered many communities in region that were stuck or constipated
- Noted characteristics of 15-20 communities we had worked with in a grid
- Developed as a reference for us
- Assess community ourselves or get community leaders to quickly ballpark where they are (i.e. determine if BVI was appropriate tool)
- Started sharing it with CED practitioners who had expressed frustration with traditional strategic planning
- First version posted to web-site in May 2003
- Now being used Canada, US, Australia, France, S. Africa & 10 other countries







Defining “sustainable community development”


- Sustainable community development is an integrated process that strengthens a community's:
 - social,
 - economic,
 - and environmental assets

to bring people closer to living within the sustaining capacity of local and global ecosystems.



Study by Infrastructure Canada of Sustainability Plans found them weak on:

- Public education
- Sustainable practices within businesses
- Promoting growth of sustainable business & industry
- Regional planning
- Ecological infrastructure



Other issues

- Making it *real* for citizens (E.g. City of Ottawa 100 Year Plan)
- Beyond GHGs of the Corporation of the Town/City of....
- Implementation – Stalling after planning
- Human/financial resources
- Info overload
- Measurement & indicators – how to you measure progress?
- Vague concept – also use *resilience*

Resilience

- “the positive ability of a system or company to adapt itself to the consequences of a catastrophic failure caused by power outage, a fire, a bomb or similar” event. (Wikipedia)
- the ability to absorb disturbances, to be changed and then to re-organise and still have the same identity (to retain the same structure and ways of functioning). (Hollings; RA).

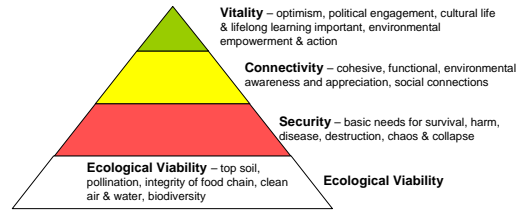
What's worked for you?

Challenges & how you've overcome them

Some Hallmarks of Successful Sustainability Plans

- Partnerships – regional, business, NGOs, other levels of government inc. First Nations
- Implementable – with resources
- Flexible
- Measurable
- Good tool/process & community engagement - inclusive, informative
- Beyond environmental sustainability &/or GHG reduction

Green Light – Assessing Readiness to engage in Sustainability Planning....






Green Light takes a quick reading on:

- key **sustainability** issues in the community
- how well the municipal government is doing in a variety of **governance & environmental stewardship** areas
- how the community is doing in a number of **economic, social, and cultural** areas

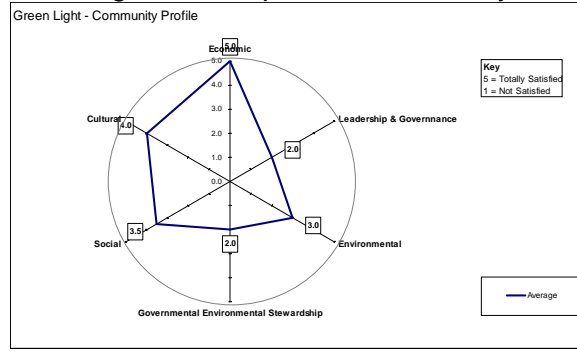
Green Light – A First Step

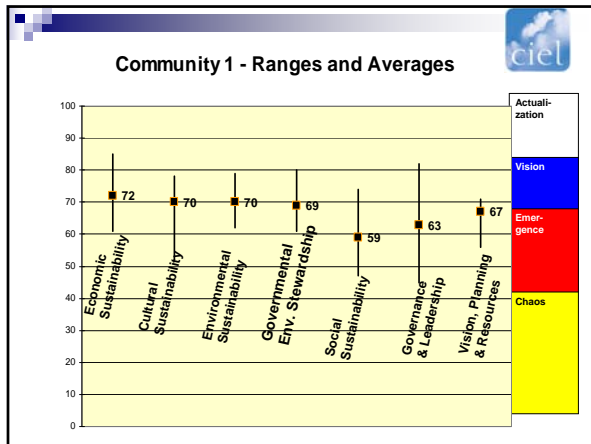
- Assesses community's **readiness** to undertake sustainability planning & action
- Any **sustainability successes** that should be acknowledged & built upon
- Lays out community's **strengths, weaknesses** and **available resources**
- **Flags obstacles, challenges** and **areas of sensitivity** for leaders to be aware throughout subsequent planning process
- Allows **comparison or reference** with a group of other communities
- Helps to **identify next steps** and **priority actions** to move community along Matrix or move to 'Green Light' phase

...if not ready, what do we need to do?
Find out by asking your community a series of engaging questions

	Economic 	Social & Cultural 	Ecological & Leadership 
Vitality	<ul style="list-style-type: none"> ■ Spirit of innovation ■ Community supports entrepreneurs ■ Middle income earners can afford to live in community 	<ul style="list-style-type: none"> ■ Optimistic spirit ■ Young adults want to live here ■ Healthy looking seniors 	<ul style="list-style-type: none"> ■ Action ■ Leadership ■ Engagement ■ Profiling & promoting sustainable businesses

Holding a mirror up to the community





A. Economic Sustainability

- We are good at recognizing and seizing new or changing business opportunities.
- The average middle income earner from around here can afford to buy a home in this community (house, duplex, townhouse, condo, etc.).
- People prefer to purchase local products and services over those from out-of-area.

B. Cultural Sustainability

- Our most distinctive and valued cultural assets and legacies are being passed on to the next generation.
- There are adequate opportunities and/or venues for local artists and craftspeople (musicians, crafts-makers, painters, etc) to sell and/or showcase their work.
- Public facilities are readily available for shared community use (e.g. school yards for community gardening and community dinners, gymnasiums and auditoriums for public events, etc).

C. Environmental Sustainability

- Residents are motivated to reduce the amount of energy and resources they consume (water, electricity, fuel, etc).
- Many people here are initiating and participating in proactive environmental actions (creek restoration activities, plastic bag bans, composting, carpooling, etc).
- People here feel attached to the natural environment in and around the community.

D. Governmental Environmental Stewardship

- Our local government demonstrates leadership in addressing environmental issues.
- Harmony exists between the urban boundary and surrounding uses (farmland, wildlife habitat, resource management, etc).
- Our community has adequate green spaces and parks that are accessible to all.

E. Social Sustainability

- We have an adequate number of *safe* public spaces where people can meet and interact (e.g. parks, rinks, squares, playgrounds, beaches, etc).
- There is a high level of trust between individuals in this community.
- This community is a good place for families with children to live.

F. Governance & Leadership Sustainability


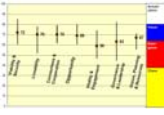
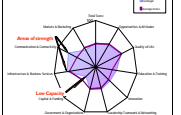
- All community members, including newcomers, are able to participate in formal and informal activities to the degree that they wish to.
- Members representing interests of the public, private and government sectors jointly participate in long-term community decision-making & implementation.
- Leadership mentors and/or role models are available in the community.

Making it Real

How has smart planning been made real for citizens and others?

What are tangible results of implementing the plan?

CIEL Community Tools & Strategic Processes - Summary

1. Communities Matrix	2. Green Light & Community Check-up (CC)	3. Community Sustainability Initiative (CSI), Business Vitality Initiative (BVI), Community Vitality Initiative (CVI)
 <ul style="list-style-type: none"> ■ Simple conceptual model ■ One page ■ Good for starting conversation 	 <ul style="list-style-type: none"> ■ Targeted SWOT analysis ■ Conducted on-line with 15-40 participants ■ Helps point way to stage-appropriate tools ■ Determines best steps forward 	 <ul style="list-style-type: none"> ■ Comprehensive processes ■ Survey & focus groups involving 20-100 part. ■ Engages community/local gov't on a range of important issues ■ Identify possible short-term & long-term potential actions ■ Help community set priorities, make a plan and act



together we can change the world

At Inspire Community, we believe that small actions, repeated often, by many people *will* change the world.

We believe that the key ingredient in tackling climate change in British Columbia's communities lies in local governments *inspiring their residents to make a difference.*

Our mission

To inspire people to use their everyday actions to change the world ...

- At home
- At school
- In the community
- At work

Now what?

Inspire Community has developed a tool-kit to help small and medium sized communities engage residents in the fight against climate change in a cost effective way, with measured results.

Including...

Inspiring marketing kits



The ActionTracker



1. Your community look and feel
2. Residents can create their own tracker for themselves/family
3. People can quickly see their own results and community wide totals
4. Ability to track multiple action 'types' - e.g. environmental and social actions
5. Easy to use and tracks multiple impacts (CO2, Power, Water, \$\$ savings etc...)
6. Interactive - "Submit an idea!", "Nominate a neighbour"



Contact:
paul.edney@InspireCommunity.org
(250) 551-1844

Community Sustainability Initiative (Green Light + Staff & Public Officials)

- More comprehensive assessment & planning tool/process will assess state of:
 - Planning
 - Technology
 - Policies & programs
 - Staffing
 - Budget
 - Monitoring
 - in a dozen key areas such as:
 - water quality, waste management, energy production & use, transportation, and the promotion of sustainable businesses



Green Light - Steps

- Identify Local Organizing Committee Members
- Identify Champion(s)
- Identify & Invite 20-50 people to participate in survey:
 - On-line, or
 - Community Meeting
- Arrange organizing committee follow-up meeting once report is completed to determine next steps – e.g. small actions to build capacity or proceed with larger community sustainability plan

Sources for Tools

- **Integrated Community Sustainability Planning** (Government of B.C.)
http://www.cd.gov.bc.ca/ld/intergov_relations/library/ICSP_Backgrounder.pdf
- **Green Initiatives** (Rural B.C.)
http://www.ruralbc.gov.bc.ca/planning_development/green_initiatives.htm
- **Sustainability Planning** (Pembina Institute)
<http://communities.pembina.org/work/sustainability-planning>
- **Municipal Sustainability Planning** (Alberta Urban Municipalities Association)
<http://msp.auma.ca/>
- **Accelerating Change Toward Sustainability** (The Natural Step)
<http://www.thenaturalstep.org/en/canada/>
- **National Guide to Sustainable Infrastructure** (Federation of Canadian Municipalities) <http://sustainablecommunities.fcm.ca/intraguide/>
- **Visioning—Theory and Process** (Community and Rural Development Institute, Cornell University)
http://www.cdtoolbox.net/community_planning/visioningnotebook/NewFD1Chapter4.doc.pdf
- **Other Tools (CIEL)** – www.theCIEL.com (Matrix, 69 Tools, Beyond Economic Survival, Ready to Sail....)

CIEL Free Resources



www.theCIEL.com

- **BVI - BC Provincial Report - The State of Entrepreneurship in Rural BC** for recommendations on how to become a more entrepreneurial community
- **CVI - Community Vitality Guide** – to be published in next 6 months
- **Tools - 69 Tools, Techniques & Resources & for Communities**

Questions/ Discussion

*"We are the leaders
we have been
waiting for"*

Hopi Elder



Mike Stolte
Executive Director
Centre for Innovative &
Entrepreneurial
Leadership (CIEL)
mstolte@theCIEL.com
Nelson, BC CANADA
1-250-352-9192
1-888-352-9192 x 222

