



**imagineCALGARY**  
**2007 Highlights:**

***Turning Imagination Into Action***

**December 2007**

# imagineCALGARY 2007 Highlights

## Introduction

The year 2007 saw imagineCALGARY Partners working individually and together to turn imagination into action. As many Partners worked within their own organizations to establish priorities and strategies for achieving imagineCALGARY Targets, efforts were also underway to create a framework to allow all Partners to continue to provide input, direction and approaches for achieving the goals of the imagineCALGARY initiative far into the future.

## Transition Team

The City of Calgary continued to support the imagineCALGARY process through the provisioning of a Transition Team. Established in 2006, this Team was tasked with two primary goals for 2007:

- Develop structures to enable imagineCALGARY Partners to act towards the imagineCALGARY Plan
- Develop processes for The City of Calgary to act towards the imagineCALGARY Plan within its mandate

The Transition Team was successful in the achievement of these goals for 2007. As imagineCALGARY moves to a new phase, the City of Calgary will continue its commitment through action as a Partner and by resourcing the new Communications & Awareness Committee.

## An Award-Winning Plan

During 2007, imagineCALGARY received two prestigious awards from national and provincial municipal organizations:

- In June 2007, imagineCALGARY was awarded the Federation of Canadian Municipalities-CH2M Hill Sustainable Community Award for Sustainable Community Planning
- In November 2007, imagineCALGARY received the inaugural Alberta Urban Municipalities Association Municipal Sustainability – Innovator Communities Award

## Governance Structures

Probably the most significant achievement for the imagineCALGARY process in 2007 was the development of new structures to continue to increase the ownership of action among the imagineCALGARY Partners.

From January to June, the imagineCALGARY Transition Team worked with Partners to create these new structures. The result is a dispersed model that utilizes strategic input and commitment from imagineCALGARY Partners to enable action. There are three imagineCALGARY Committees that represent this new structure:

- *Steering Committee*: This group provides coordination and strategy for imagineCALGARY initiatives. They encourage progress towards the objectives of the imagineCALGARY Partnership by overseeing a coherent work plan among the three Committees. They facilitate adequate resourcing and provide advice to imagineCALGARY Committees.
- *Collaborative Action Committee*: This Committee provides the high-level assessment of imagineCALGARY action and enables Partners to make connections in areas of shared

activity and interest. The group creates opportunities to gather and explore common actions and initiatives through workshops and/or other member-focused activities.

- **Communications & Awareness Committee**\*: The third Committee builds awareness of the imagineCALGARY process and related Partner initiatives – both among imagineCALGARY Partners and the broader community at large. The group assists existing Partners in recruiting new Partners and in encouraging them to act towards the imagineCALGARY Plan. On behalf of the Partners, the Committee also sets strategic direction and coordinates the delivery and dissemination of imagineCALGARY messages.

While it is essential that the work of the Committees is coordinated, each has autonomous decision-making power within the context of their mandate.

Once the Partners had agreed upon the imagineCALGARY Committees, the Transition Team engaged a variety of experts in the field of sustainable governance to review the structures. There were five general areas of focus in the evaluation:

1. Developing an overall mindset focused on sustainability
2. Discussing the structures themselves
3. Ensuring the Committees work for the members involved
4. Creating an effective process for the Committees
5. Questions to consider going forward

The general consensus of the reviewers was that the proposed structures met the objective of creating ongoing action among the imagineCALGARY Partners. The complete review can be found in the imagineCALGARY online library at: <http://www.imaginecalgary.ca/links.html>.

## **A Growing Commitment from our Partners**

### *Committee Resourcing*

An important development from 2007 that demonstrated the growing commitment of the imagineCALGARY Partners is the resourcing of the Committees. Each one of the three Committees is resourced by a different imagineCALGARY Partner organization. These contributions are critical to the success of the imagineCALGARY initiative, as they ensure that meeting and process design is ongoing, and that the elements of the Committees’ workplans are executed appropriately. The resourcing is as follows:

<b>Committee</b>	<b>Resourcing Partner</b>
Steering	Calgary Health Region
Collaborative Action	Calgary Public Library
Communications & Awareness	City of Calgary

In addition to the commitment shown by these three organizations, more than 40 individuals representing 25 Partner organizations have agreed to serve on the Committees.

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\* The initial proposed structures also included a fourth Committee – the Community Conference Committee. However, there was a limited commitment initially, so the work of this Committee will be assumed by the Communications & Awareness Committee

## *A Growing Partnership*

During 2007, the imagineCALGARY Partnership grew to 46 members. These Partners represent a tremendous diversity of organizations, all committed to creating a more sustainable future for Calgary.

## *Partner Symposium*

On November 28, 2007, the first imagineCALGARY Community Symposium was held at the Glenbow Museum. In his opening remarks, Mayor Dave Bronconnier announced The City of Calgary's three priority areas to focus initiatives to achieve the imagineCALGARY Plan – the *Success of our Citizens*, *Health of our Rivers and Watershed* and *Climate Change*.

The afternoon's keynote speaker, Aritha van Herk (author of *Mavericks: An Incurable History of Alberta*), engaged and informed attendees with a unique presentation that looked at our history for inspiration, but motivated guests to remember the future.

The keynote address was followed by an Action By Eight presentation on achievements from imagineCALGARY Partners including The City of Calgary, the Pembina Institute, the Calgary Board of Education, The University of Calgary, the Calgary Health Region, the Calgary Public Library, Bow Valley College and Vibrant Communities Calgary. This presentation demonstrated the connections between these organizations' mandates, and the fact that they had many common goals. By sharing their most effective strategies, the presenting Partners were able to encourage and inspire other groups.

The afternoon concluded with attendees taking a guided tour of the Mavericks exhibit at the Glenbow.

## **Looking Ahead to 2008**

The imagineCALGARY Committees have already assumed their responsibilities and will be developing their workplans in the near future. Using a learning approach, these Committees will continually reflect on their roles and accomplishments and those of other imagineCALGARY Partners. Their focus will be on improvement and advancement, while aligning future actions and structures with the imagineCALGARY Plan.

These Committees represent an exciting next step in an evolution that is seeing imagineCALGARY move from imagination to action.