



# imagineCALGARY

imagination into action



## imagineCALGARY Community Symposium

The first imagineCALGARY Community Symposium was held on November 28, 2007. Fifty-two Partners and alumni gathered to report on learn how imagination is turning into action.

Thanks to the generous support of our event sponsors, imagineCALGARY was able to recognize the work of our Partners over the past year and reengage other imagineCALGARY alumni organizations in their commitment to sustainability.



The event was featured opening remarks by Mayor Bronconnier, a keynote address by Aritha van Herk – author of *Mavericks: An Incurable History of Alberta* and a report on action by eight Partner organizations. These highlights of Partner action are included further in the newsletter.

imagineCALGARY would like to thank The City of Calgary, Enmax and The Calgary Airport Authority for their contributions.

## imagineCALGARY Receives Another Award

On Wednesday November 28, 2007 imagineCALGARY was awarded the Municipal Sustainability Innovator Community Award by the Alberta Urban Municipalities Association. The award recognizes innovation in municipal sustainability planning. This was the inaugural award for this category. AUMA represents 284 municipalities and advocates for the interests of those they represent to the provincial and federal governments and organizations.

**Awards, a Community Symposium and new structures.** A lot has happened with imagineCALGARY in 2007. The imagineCALGARY Transition Team has created a 2007 Highlights Report to cover all the progress that has happened in turning imagination into action. To view the report, go to our Library section of the imagineCALGARY website at: [www.imaginecalgary.ca/links.html](http://www.imaginecalgary.ca/links.html)



## UofC Makes Sustainability a Priority

The University of Calgary recently established the Office of Sustainability. This new team will provide vision and organizational strategies to build full participation in sustainability stewardship across the University. The work of the Office of Sustainability was recognized with a Sustainability Innovator Award as part of the 2008 College Sustainability Report Card. For more information about the Office of Sustainability, visit [www.ucalgary.ca/sustainability](http://www.ucalgary.ca/sustainability).

One initiative from this new agency is the Child Development Centre. The centre will aim to improve the quality of life for children with a range of developmental conditions and their families. The centre will bring together a multidisciplinary team of child development clinicians, researchers, educators and policy makers. For information about the Child Development Centre, contact [cdc@ucalgary.ca](mailto:cdc@ucalgary.ca).

The Office of Sustainability and the Child Development Centre align with the University's commitment to sustainability and to imagineCALGARY's Energy, Water and Lifelong Learning Targets.

## Giving Children a Good Start

Researchers have said the first 6 years of a child's life will impact their emotional and intellectual development. Three Cheers for the Early Years is a health awareness initiative started by the Calgary Health Region focusing on the healthy development of children from pre-conception to age six. The program targets three main areas; improved physical health for children, positive parent practices, and healthy birth weight. The program offers frontline services and conducts research in this area.

Next Year, Three Cheers will be conducting research around prenatal care. The information gathered from this study will contribute to improving prenatal care in Calgary. Three Cheers will be hosting an international conference in Calgary called Zero to Twelve Conference 2008. The conference will bring together professionals who work with children 12 and under and their families.

Through their work, Three Cheers for the Early Years is contributing to imagineCALGARY's Goals for Lifelong Learning, and Health and Wellness. For more information on this program, visit [www.calgaryhealthregion.ca/3cheers](http://www.calgaryhealthregion.ca/3cheers).



## Changing the Habits of Tomorrow Today

We all know we need to change our habits to preserve what we have today, for future generations. What better way to change habits than to start with our future adults?

The Calgary Board of Education (CBE) is working with today's youth to make environmental consciousness second nature. Destination Conservation is a school-based, student-led environmental education initiative where schools learn about environmental best practices and take on the challenge of reducing their ecological footprint. Destination Conservation is run through the CBE's Education Energy Environment Team. Now in its seventh year, the program has grown to include 45 schools with hopes of increasing funding and getting more schools involved.

"We are interested in expanding our program and have been discussing this with various other districts, but it is not often that we have the luxury of working with such a well organized and dedicated team like the CBE Education Energy Environmental Team," said Darla Simpson, program coordinator, Destination Conservation BC.

Destination Conservation is active in five other school districts in British Columbia. The Calgary Board of Education is the only Alberta district involved with the program. Destination Conservation contributes to the Energy and Waste Management Targets of imagineCALGARY. For further information about Destination Conservation, email [ecoteam@cbe.ab.ca](mailto:ecoteam@cbe.ab.ca) or visit [www.cbe.ab.ca](http://www.cbe.ab.ca).

## More Than Just Books

The Calgary Public Library is not just the place where you can sign out a book or do research, it is also a place where Calgarians can receive resources for information, learning, inspiration and enjoyment. In 2006, the Calgary Public Library held 6,900 programs that were attended by 65,700 individuals of all ages.

The Calgary Public Library continues to develop programs that empower Calgarians to participate in community life and contributes to the Lifelong Learning Targets of imagineCALGARY. To find out more about the programs they offer, visit [www.calgarypubliclibrary.com](http://www.calgarypubliclibrary.com).

## Gone with the Wind

These days' people are more conscious of how their choices affect the environment. The Pembina Institute promotes the use of sustainable energy solutions. Through their "Wind Power" program, they are encouraging individuals to make environmentally friendly decisions for how they power their home and workplace.

Pembina recently partnered with Bullfrog Power to bring 100% green electricity to Alberta and Ontario homes. All of Bullfrog's power comes from clean, renewable sources including made-in-Alberta wind power.

Through partnerships and initiatives like "Wind Power", the Pembina Institute is contributing to imagineCALGARY's Goal that Calgarians will use energy from resources that are renewable, have a low impact on the environment and contribute to the positive development of our society.

For more information about the Pembina Institute, visit [www.pembina.org](http://www.pembina.org).



## ImagineCALGARY's Partners : Al-

berta Ecotrust Foundation • Alberta Environment • Alberta Real Estate Foundation • Arusha Centre • Bow Valley College • Calgary Airport Authority • Calgary Arts Development • Calgary Board of Education • Calgary Chamber of Voluntary Organizations • Calgary Economic Development • Calgary Farmers' Market • NGC Inc • Calgary Foundation • Canadian Freightways • Calgary Health Region • Calgary Heritage Authority • Calgary Public Library • Calgary Region Home Builders Association • Calgary Sport Council • Calgary Stampede • Canadian Pacific Railway • Child Youth and Friendly Calgary • City of Calgary • Climate Change Central • Community Mediation Calgary Society • Cultural District Renaissance Society of Alberta • ENMAX • EPCOR CENTRE • Faith & The Common Good • Federation of Calgary Communities • Flextronics Calgary Centre • Glenbow-Alberta Institute • Goodwill Industries of Alberta • Mount Royal College • Pembina Institute • REAP Business Association • SAIT Polytechnic • Sierra Club of Canada • Sustainable Calgary • Theatre Calgary • Torode Commercial Ltd. • United Way of Calgary • University of Calgary • Urban Youth Worx • The Van Horne Institute • Vibrant Communities Calgary • Volunteer Calgary •

### Enjoy the Ride

As part of its commitment to sustainability, The City of Calgary's "Plan It Calgary" is developing an integrated long-term plan for land use and transportation networks. Plan It Calgary is using a set of 11 sustainability principles that are aligned with the imagineCALGARY Plan..



As these long-term plans are being developed, Calgarians can be proud to have the first wind powered public transit system in North America. Because of Calgary Transit's "Ride the Wind" initiative, the C-Train system is 100 % emissions free. It also reduces greenhouse gas emissions by 26,000 tonnes annually.

Ride the Wind contributes to the City's ambitious commitment to reduce its corporate greenhouse gas emissions to 50% below its 1990 level by 2012.

### Get on the Bus

The last thing that should prevent someone from going to work is not having enough money to pay for public transit.

Fair Fares is a community committee created by Vibrant Communities Calgary to assist low income Calgarians who cannot afford to pay for public transportation. By collaborating with Calgary Transit and City Council, the group has been able to secure funding for Low Income Transit Programs.

The team recognized the connection between transportation affordability and access to employment opportunities and took a step to change that in their community. By ensuring all Calgarians have access to affordable transportation, Fair Fares is contributing to imagineCALGARY's Targets for Meaningful Work and Sufficient Income. To learn more about how you can bring affordable transportation to all Albertans, visit [www.vibrantcalgary.com/fairfares](http://www.vibrantcalgary.com/fairfares).



### Want to Learn More?

If you want to learn more about creating innovative sustainability solutions, pick up one or all of these books over the holiday season.

"The Wisdom of Crowds" by James Surowiecki. In this endlessly fascinating book, New Yorker columnist James Surowiecki explores a deceptively simple idea that has profound implications: large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future.

"Leading Change Toward Sustainability" by Bob Doppelt. This hands-on book argues that organizational and cultural change is the key missing ingredient in the operationalization of sustainable development. It provides a theoretical framework and a methodology that managers can use to successfully lead their organizations to embrace sustainability.

"The Art of Systems Thinking" by Joseph O'Connor and Ian McDermott. Systems thinking goes beyond logic and sees through isolated events to the deeper patterns and connections. This text aims to unlock the mysteries of systems thinking and offer practical suggestions, exercises and tips to help the reader: problem-solve; think laterally; get a large result from a small effort; manage and negotiate with ease; revolutionize their business or life; and acquire essential skills to promote creativity.

### Employees Affect the Bottom Line

Over the past few years national research has been conducted to prove a significant link between literacy and gross domestic product. Stemming from this national research, Test of Workplace Essential Skills (TOWES) was created by Bow Valley College. The program was developed over a number of years and focuses on the Canadian workplace.

This is a new way for employers to assess the strength of their workers. TOWES measures three essential skills needed for safe and productive employment. Participants are tested on their reading, document use and numeracy.

Tests are targeted to specific industries and skill levels. Employers can get information about TOWES from Bow Valley College or one of their 40 distribution centres. Bow Valley is contributing to imagineCALGARY's Targets for Lifelong Learning, Meaningful Work and Sufficient Income. Visit [www.towes.com](http://www.towes.com) for more information.