

A Sustainability Charter for the Powell River Region

Charter Principles:

- ✿ **Recognize and respect Tla'amin aboriginal rights, title and cultural history**
- ✿ **Recognize ecological limits**
- ✿ **Take the long view**
- ✿ **Promote self-reliance**
- ✿ **Integrate environment, society and economy**
- ✿ **Work together**
- ✿ **Learn continuously**
- ✿ **Strive for equity**
- ✿ **Manage uncertainty**
- ✿ **Consider local *and* global sustainability**

Sustainability means that human beings locally and around the globe can flourish and have fulfilling lives in the long term, while living in harmony with a healthy natural environment.

A Sustainability Charter for the Powell River Region

***"Now that I have experienced, face to face, how beautiful our earth is,
I can't help but make the effort to protect it and educate others."***

- Beth May (Brooks Secondary grade 10 student from the Sustainability Toolbox program 2008)

"Sustainability is nobody's responsibility... that's why it's everybody's responsibility"

- Bryna Casey (Youth Coordinator for Dawson Creek Youth Sustainability Development, June 8, 2007)



Photo: Ryan Barfoot



Photo: Ryan Barfoot



Photo: Isabelle Southcott, Powell River Living



Photo: Clint Williams



Photo: Suzanne Rowell

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PART I – The Charter



Photo: Colin Palmer

THE CHALLENGE AND THE OPPORTUNITY

“The question of the century is: How best can we switch to a culture of permanence, both for ourselves and for the biosphere that sustains us?”

– Edward O. Wilson, in The Future of Life

Humanity faces many fierce challenges as the 21st century opens.

All of these are by now familiar, signs that we are reaching the limits of the Earth’s ability to support growing numbers of people and the increasing scale of human activity.

The world is experiencing climate change evidenced by rising seas, shrinking ice caps, crop failures, fires, declines in fisheries, and other habitat stresses. Oil reserves are rapidly shrinking, with recent price fluctuations a signal that higher prices are coming and, with them, higher costs for virtually everything we buy. Water shortages have already crippled some communities, while fluctuations in global food production have resulted in food shortages, price spikes, and dire predictions regarding future famines.

Natural ecosystems are breaking down, and we are losing forests and wetlands along with healthy soil, plant and animal species, and climatic control that these provide us. Releases of greenhouse gases continue to increase, even as new agreements to restrict them are signed. The global economy has barely survived a massive shock and contraction, with deficit spending now the norm for both households and governments.

Closer to home, we have seen Powell River’s paper mill lose many jobs over time. BC’s spawning salmon are threatened by higher temperatures and lower stream flows – and with them, our forests face the loss of their most significant source of essential nitrogen. We are challenged to develop our economy in face of these and other limits, to ensure that everyone in our region can not only meet basic needs like housing, but also experience good quality of life.



Photo: Darren Robinson

Fortunately, human beings are aware of these issues, and are capable of acting on and influencing them. We are not powerless or weak, but instead can shape economies, communities and lives to protect and even restore the environment.

The people of the Powell River region, and the institutions that represent them, are eager to shape our own future. **The central challenge is to acknowledge and address these interlocking issues in**

ways that enrich us, our communities, and the natural environment that supports us. This will demand new approaches, new philosophies, and new ways of being.

Developing a charter for sustainability will position our community for a healthy, prosperous future that will continue to attract residents, businesses, and industry. When we succeed, we will have become better citizens of our region and the Earth

SUSTAINABILITY

Definition

Much work was done by community volunteers and the Steering Committee to develop and refine our definition of sustainability. Based on that work, we adopt the following definition as **a clear, strong, and balanced foundation** for action to make the Powell River area much more sustainable:

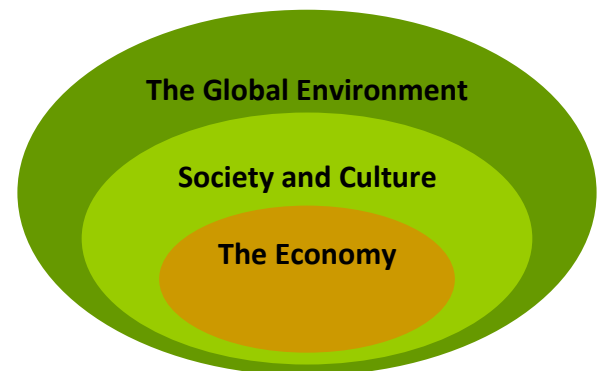
Sustainability means that human beings locally and around the globe can flourish and have fulfilling lives in the long term, while living in harmony with a healthy natural environment.

This definition and image reflect the fact that all human activities depend on the environment, regardless of how hidden those connections might be.

It stresses that our economy's purpose is to support a high quality of life, social and cultural development, and personal fulfillment, and recognizes the interdependence of social, economic, and environmental systems.

It recognizes the value of all human life and all biodiversity, calling us to pursue these goals for people and places everywhere, not just here at home.

And it reminds us that these are long-term goals that call us to take action to assure a promising future for our children, grandchildren, and great-grandchildren.



Why Sustainability?

The planet is in crisis. Our survival demands new thinking and new actions. Businesses and corporations are changing – instead of regarding their economic interests as paramount, they are considering their environmental and societal impacts. Adopting a “sustainability” approach has the potential to create a better world and thus gives meaning to our lives.

Powell River is making a sustainable future its priority because we have come to know it is the right thing to do. For many, sustainability has become an instinctive response to big-picture trends that threaten the long term ecological and socio-economic viability of our community.

At the same time, it is an intensely practical and pro-active approach yielding tangible benefits to local government, businesses and residents. Developing a reputation as a "Sustainable Community" will enhance the region's identity and potentially attract new residents and businesses who share this vision.

Finally, because it embraces the environment, society and economy as interdependent systems, sustainability will align many organizations, so that we can work together to address local problems holistically.



Photo: Peak Publishing Ltd

ABOUT THE CHARTER

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead

The Sustainability Charter is the product of citizens, community leaders, and local agencies, including the Tla’amin First Nation, the City of Powell River, the Powell River Regional District, Vancouver Island University, School District 47 (Powell River), and Catalyst Paper. It sets out a clear statement of this area’s intention to become more sustainable over time and to work closely together to achieve that vision.

Its creation began with a Community Forum of approximately 300 community members early in 2008, followed by volunteer work and focused discussions with youth. A transition was then made from these volunteer efforts to a Steering Committee of agency Partners and community representatives who were charged with leading development of a focused Charter document. Once funds were secured, HB Lanarc Consultants and Alofii Consultancy were hired to produce the Charter, working with the Partners, BC Healthy Communities, and community members.

What is the Charter?

The Charter is an important next step on the journey towards a sustainable future. It is a statement of fundamental direction that requires the commitment and support of citizens and agencies over

time. It guides the community's response to important, pressing challenges by setting direction and then aligning planning and action by all.

The Charter is a living document. As we learn more about what sustainability looks like in Powell River, the Charter will evolve. It recognizes the strength of the diverse values held by residents by laying out broad principles and goals of sustainability, inviting individuals, organizations, and Charter Partners to respond. Their responses will be diverse, reflecting different values, needs, and experience, but also generating a rich palette of solutions to collective challenges.

As a living document, the Charter will never be "final". An initial review is planned for 2 years from now, with later reviews timed to lead major planning efforts like Official Community Plans.

The Charter is a foundation for planning and implementation of policies, programs and projects on the part of Partners. The Charter does not dictate exactly how Partners will act to implement sustainability, nor does it lay out all the details of how it will be used by the community. It is not a legally binding document, nor does it supersede any existing laws or agreements. Rather, it expands the idea of sustainability into a set of Principles and Goals, grounds these in the reality of Powell River, and sets the stage for action.

The Charter is an invitation to the world to come to live, work and play in a healthy environment with a vibrant society and prosperous economy. It will encourage sustainable investment and development, responsible tourism, and highlight opportunities for people to enjoy quality living.

How Will the Charter be Used?

The Sustainability Charter makes a shared statement about sustainability and sets direction for future action. The Charter will build on community interest, increase momentum, and help focus action. The Charter reflects the community's recognition of the urgency of the situation and supports a quick response.

The Charter may be used by individuals, community organizations, businesses, industry, and government. It can be the basis for strategic alliances, guide development of mission statements, focus and strengthen projects, or even guide residents' day-to-day choices.

Practically, the Charter is very important to local government. It will help align efforts of the City, Region, First Nations and government agencies, making their efforts more coordinated and cost-efficient. It formally demonstrates an ongoing commitment to sustainability, a requirement for senior government funding for various community projects, and it shows funding providers how projects contribute to a sustainable direction.

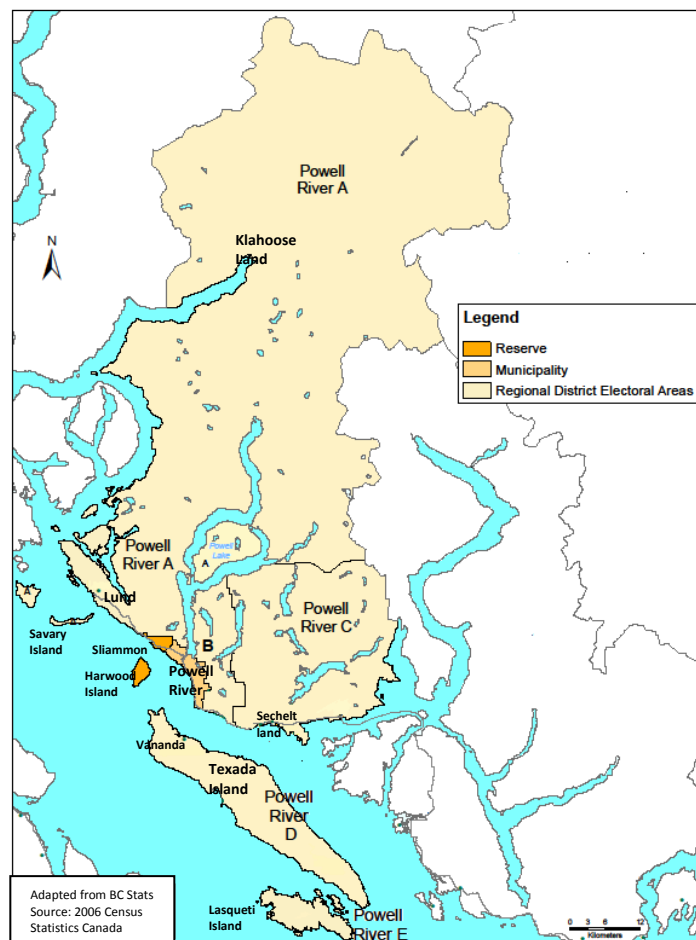
The Charter will also set clear criteria that elected officials and staff of local governments can use to assess proposed projects and/or set their budget priorities. For example, local governments may use the Charter to guide development of Official Community Plans, set direction for Strategic Plans, establish priorities for infrastructure spending, and guide day-to-day corporate operations.

Where does the Charter apply?

The Powell River region is located approximately 135 kilometres north of Vancouver and offers a wonderful mixture of urban and rural amenities. It enjoys a relatively low cost of living and doing business, affordable and desirable properties, excellent infrastructure for health, recreation and education, natural beauty, a vibrant arts and culture sector and a low crime rate.

The Charter is written for the entire Powell River region. It applies in the Traditional Territory of the Tla'amin First Nation and on all lands within the borders and electoral areas of the Regional District and the City of Powell River, as shown on the map below, subject to its adoption by each of these governments.

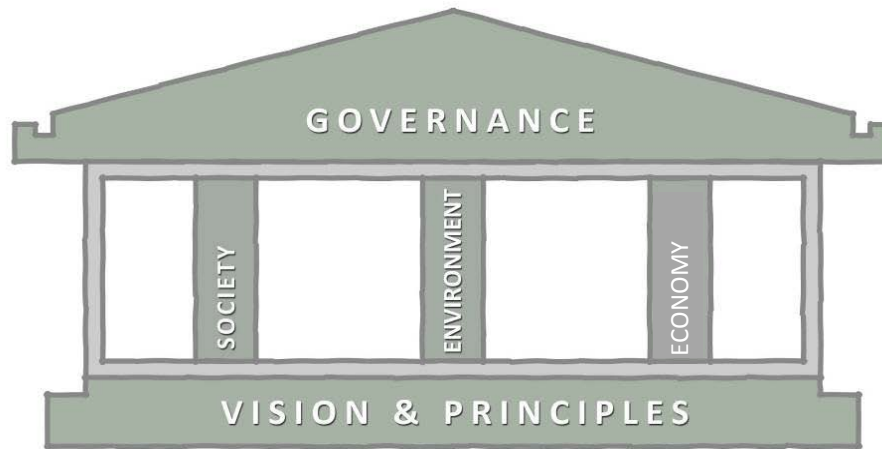
The Powell River Community.



BUILDING TOWARDS A SUSTAINABLE FUTURE

There are many ways of describing the different elements of sustainability and how they relate to one another. Community discussions leading up to this Charter referred to Environment, Society,

and Economy as pillars. Using this as a starting point, the main elements of the Charter are portrayed here, showing how they work together to provide an enabling structure for sustainability:



The **Foundations** are a common Vision of the future, and a set of agreed Principles that guide us in discussion and decision-making.

Three strong **Pillars**, each with clear goal statements for increasing our environmental, social/cultural and economic sustainability, stand on that foundation.

Our governance system is the **Capstone** that links the Pillars together, establishing how we will work together to make good decisions and act together.

Foundations

Vision

A Vision is a statement of the future the community sees for itself. It becomes a touchstone to which people return again and again as decisions are made and as the community evolves. This vision is broadly stated for the Charter, recognizing input to date from a variety of forums, focus groups, and workshops.

Powell River is a strong, independent West Coast community, proud of our ability to work well together.

***Diverse values and experiences are respected, and relationships are cherished.
All our basic needs are met and we have a rich social and cultural life
that respects our history.***

We live in harmony with each other and with the natural environment, tending to its health while at work, at play, and at home. We are stewards for the future.



Photo: Ryan Barfoot

Principles

Principles are foundational statements that encapsulate the essence of sustainability. We will use them to guide us when deciding on priorities and actions. Higher priority principles are listed first:

1. **Recognize and respect Tla'amin Aboriginal rights, title and cultural history,** and existing agreements among governments
2. **Recognize ecological limits.** We begin with an understanding of the earth's limited capacity to support us, so we will design social and economic systems to recognize and respect indicators of ecological stress.
3. **Take the long view.** Sustainability is both a journey and a destination. We will address urgent issues while also setting long-term goals, adjusting our approach along the way.
4. **Promote self-reliance.** Sustainability recognizes that we are all part of a global community. In the context of continued trade and links between communities, however, we will embrace self-reliance as an important facet of long-term community health.
5. **Integrate.** To maintain quality of life with limited resources, we will create efficient strategies that meet environmental, social, and economic goals at the same time.
6. **Work together.** We will collaborate and coordinate with one another, recognizing the value of diversity and bringing diverse perspectives to bear on problems, maximizing creativity, generating solutions, and minimizing duplication.
7. **Learn continuously.** The natural world is highly complex; to live within its limits and those of our own society – we will pay attention to how it works, and learn to thrive in harmony with it.
8. **Strive for equity.** We will recognize the inherent value of every human being, and work to support economic and social systems that strengthen equity.
9. **Manage uncertainty.** Exercise caution: when in doubt about the impacts of a project or initiative, we will take action to safeguard the environment and society.
10. **Consider local and global sustainability.** While the sustainability of our local community is important, we will not forget that our actions and choices have impacts elsewhere, and act accordingly.

Pillars

The three pillars of community sustainability are environment, society, and economy. In keeping with the definition of sustainability adopted by the Charter, these are not considered to stand alone, nor should they be seen as competing interests to be balanced. Instead, they are closely interrelated, and the aim is to achieve a broad spectrum of goals simultaneously.

For each of these pillars, this section outlines:

- What the pillar is, and what it means to sustainability
- How Powell River is doing now, in the big picture
- Goals – statements of intention that describe the end to which the community aspires.

Ideas for what success might look like, from community conversations held in 2008 and beyond, are included in an Appendix. These formed the basis of the goals.

The goals in this section take the broad Vision and Principles a large step closer to action. The framework in the next section then links the goals to implementation.

A Healthy Environment



Photo: Barbra Mohan

Description

The environment is made up of air, earth, and water, and all of the creatures that live in them. It is more than the sum of its parts, with intricate interrelationships among millions of organisms all playing a part in shaping life and the physical systems that support it – from the wings of a butterfly to hurricanes thousands of kilometres across. As the environment evolves, species either adapt to changing conditions or die off. Human activities are now changing the environment rapidly, and the challenges we face are how to slow that change and restore environmental health, and how to adapt to a less predictable world.

The environmental aspects of sustainability are the conditions necessary to support us indefinitely. The Natural Step™ summarizes these as three conditions:

- Use resources more slowly than they are naturally replenished;
- Produce wastes at a rate at which they can be naturally absorbed without damaging ecological systems; and
- Maintain healthy natural processes and ecosystems.

Background – Where is Powell River at now?

In some ways, Powell River is typical of many regions in BC and North America. Settled during an era of unprecedented access to resources and technology, it grew quickly into a community distributed across one of the most beautiful parts of the world. Residents are surrounded by forests, lakes and rivers, mountains, and an abundant ocean. We are fortunate that many of our natural areas remain pristine and our ecosystems healthy in comparison to other regions.

We must acknowledge, however, that some economic and industrial activity has led to dwindling resources and left us with the challenge of restoring historical environmental damage. While providing the foundation for a prosperous economy, extensive logging has resulted in less diverse forests, disrupted watersheds and damaged riparian areas. Fish stocks are threatened across BC due to a variety of local and global impacts including over fishing, aquatic habitat destruction and

climate change. These combined effects have threatened species diversity and the viability of local salmon populations. The Region must manage industrial discharges to air and water and potentially toxic industrial wastes, as well as sewage and solid waste, and reduce its reliance on fossil fuels for energy.

Community members are working hard locally to address existing problems and prevent future ones through introducing and improving environmentally sustainable practices in government, business, industry, the university and the schools. Many organizations are also working to improve environmental conditions; a Transition Town initiative, food security projects, local sustainable forestry industry practices, Transportation Demand Management initiative, the Greenways project, Pebble in the Pond's efforts to eliminate plastic bags - these are all important steps to sustaining a healthy environment.

Goals

The following broad goals are the priorities that define the future to which the community aspires:

- **Local and renewable sources of energy:** Locally generated off-grid renewable energy is the main source of energy for Powell River, and the impacts of generation, transmission, and distribution on the ecosystem are minimized. Fossil fuels are used rarely, and emissions are reduced or captured.
- **Energy-efficient:** Buildings and vehicles are highly energy efficient, and people use energy wisely.
- **Actively restored terrestrial productivity:** Forestry practices encourage the forest ecosystem to become more diverse, resilient, and functional. Soil health is improved, and supports strong forests and agriculture.
- **Marine and aquatic health:** Ocean and freshwater ecosystems are robust and secure, and contribute significantly to local food production. Local salmon populations are restored to historical levels and have regained their key role in Tla'amin diet, culture and heritage.
- **Reduced consumption and waste production:** To reduce waste streams, and especially toxic wastes, the region's residents and businesses minimize their consumption, and focus on local products and materials that can be absorbed by the local environment or readily reused. Toxic materials are rarely and carefully used.
- **Sufficient, good quality water:** Water is used wisely to ensure an on-going supply and good quality of surface water and groundwater, to serve both human and ecosystem needs.
- **Clean air:** Air pollution is minimized and air quality is high.
- **Environmentally sensitive land use:** Development and economic activity respects natural systems and habitats. Natural and historical features are valued as environmental, aesthetic and economic assets and are incorporated into site designs causing minimal disturbance.
- **Learning and Development:** Our understanding of natural systems and the best way to preserve, restore or enhance them is continually growing through transfer of knowledge from Tla'amin Elders, local researchers, and visiting experts.

A Vibrant Society



Photo: Ryan Barfoot

Description

We can say that a community's identity is determined by its social and cultural fabric, which are essential for a healthy and resilient community. Social well-being is related to a variety of indices such as health, education, employment and financial security, autonomy and safety, but also to inequality and public participation in decision making. A community's vitality and quality of life is closely related to the vitality and quality of its cultural engagement, expression, dialogue, and celebration - building lively connected communities where people want to live and work.

The social /cultural aspect of sustainability encompasses the human aspect of sustainability. It means ensuring that basic conditions are met for human life to flourish, e.g. adequate health care, safety, recreational programs, and cultural events – supporting social cohesion and diversity, and appealing to the human need for belonging.

Background

The Powell River region is the home of the Tla'amin (Sliammon) First Nation, who have lived here for thousands of years. Other First Nations, such as the Klahoose and Sechelt have also historically inhabited lands in the region. After Europeans first arrived in the mid 1700s, the region has become home for immigrants of many different countries. Attracted by rich resources, they settled along the coast, adding their story to the region's history and culture. Many European names refer to these settlers and their activities, e.g. Texada and Lasqueti were named by Spanish Explorers and Lund by its first Swedish settlers, Blubber Bay thanks its name to the flensing of humpback whales in the 1800s, and Saltery Bay to the fish saltery plant in the early 1900s.

When the Townsite of Powell River was established as a paper mill town in the early 1900's, the city was planned according to the principles of the Garden City Movement and the Arts and Crafts Movement. The planners focused on the creation of a humane environment with an appreciation for nature. Due to the high standard of living – security in all basic needs – and to the community's isolation, the social cohesion among residents is historically strong, allowing arts & culture to flourish throughout the region. In fact, the region is now recognized for including people with disabilities, for its cultural richness, and for its strong volunteerism. However, with an aging population, the economic and employment shift from wealthy region and mill town to more socio-economic diversity, Powell River faces a few social challenges. The first will be to maintain its strong community, which has been fuelled by its social equality and extraordinary level of amenities. The second major challenge is to deal with the region's drug, poverty, and housing issues. Another

challenge will be to continue to strengthen and build on the Tla'amin culture, values, and connection with the unique place that is Powell River.

Goals

The following broad goals are the priorities that define the future to which the community aspires:

- **Transfer of Knowledge:** Youth have ready access to a variety of formal and informal learning opportunities designed to ensure that the knowledge and history held by community elders is passed on.
- **Cultural heritage:** Archaeological and historical sites important to the Tla'amin First Nation and other community ethnic groups are identified, protected and celebrated to maintain the community's connection to its cultural heritage.
- **Social cohesion:** Powell River is known for its high level of amenities and its rich volunteerism. Neighbours know each other and help each other. Neighbourhoods have great public spaces and are diverse and safe, allowing kids to play on the streets and seniors to stay at home as long as possible.
- **Social inclusion:** Residents experience a high quality of life, and overall health and wellness. Services – such as health care – housing, recreation, food and transportation are affordable and accessible. The region is a model community where people of all demographics, cultures and abilities are included and interact in neighbourhoods, public spaces and community events.
- **Civic empowerment:** Residents and community groups are empowered and supported to participate in decision making and take action to improve social, cultural, and environmental quality in and around their neighbourhoods and their community.
- **Lifelong learning:** Residents have universal access to high quality educational opportunities. They are well informed about their environment and the way they can make a difference.
- **Cultural connection:** The Powell River region is proud of its cultural diversity and arts. Events are celebrated as community events where neighbours meet, new connections are made and people are able to express themselves.

A Prosperous Economy



Photo: Colin Palmer

Description

The economy has historically been seen as the prime driver of the success of a community, and Powell River was no exception to this thinking. For a long time, resources were seen as exploitable and endless. However the economy - often seen as the generator of wealth – does not exist in

isolation from the environment. Rather, it is a system for the production, exchange, distribution, and consumption of goods and services. As the Powell River region develops a greater understanding of sustainability, it will build a local economy that recognizes its dependence on the environment and its links to the community. This economy will leverage Powell River's unique opportunities including its attractive surroundings, strong community, and physical resources to provide global connectivity, create local employment, and create sustainable revenues that meet the social needs of the community.

Background

Powell River has been blessed with a location resplendent in natural beauty and resources. The region grew dramatically in its early years, but its population has since been fairly stable. It has worked hard to maintain a strong economy and high employment in the context of fluctuating commodity prices, changing technology, and an aging population. Business now faces a clear challenge with increasingly scarce and expensive fossil fuels, on which our isolated community depends for its links with global markets. Expansion of the educational sector, and professional and information technology work are newly possible because of advances in communications, but these sectors are not large enough to meet the needs of the many small communities that see them as a new panacea for economic growth.

Moving forward, Powell River must enhance its ability to provide its needs locally, develop self-renewing processes, and capitalize on the strength of its human capital. It also needs to address the aging population, which involves a reduced labour force.

Goals

The following broad goals are the priorities that define the future to which the community aspires:

- **Collaboration:** In order to create economic certainty for the community, governments, businesses and individuals work together to foster a climate that supports investment and innovation.
- **Local Value:** As much as possible, the value that local resources and businesses create is directed to the local community.
- **Resilience:** The economic base of Powell River is diverse, minimizing the negative impacts of global economic cycles and supporting a resilient local economy.
- **Energy-Efficient:** Businesses have little exposure to risk from fossil fuel scarcity.
- **Sustainable Business:** Locally owned environmentally- and socially-responsible businesses are supported and enhance the reputation of Powell River. Financial structures (such as taxes, incentives, and accounting) and economic strategies support sustainable business practices.
- **Employment:** Diverse, safe, and fair employment is available to those of all needs and abilities who want to make a contribution and earn a living.

Governance



Photo: Ryan Barfoot

Description

If the Powell River community has the ability to pursue our shared vision of sustainability, then the ways we work together to do so must be explored and enhanced. This is governance – the process of making and implementing collective decisions – including who is involved in making them as well as how they are made.

Governance goes beyond the formal policies and actions of local government bodies, encompassing the social networks and individuals within the community that have influence on community decisions. Three aspects of governance are particularly important to Powell River:

- **Local governance** refers to how the decisions, priorities, policies, and programs of an organization influence our behaviour and address our goals. This is a two-way process, where the input and ideas of community members can also affect the organization.
- **Inter-organizational governance** refers to how organizations coordinate their policies and actions with others to ensure improved performance and coordinated action.
- **Corporate (or internal) governance** refers to how an organization manages its decision-making to shape its own performance.

Background

The governance of Powell River is complex:

- The Province and the Federal government both have significant influence over important matters such as environment, health and education and over large areas of crown land within the region.
- The Tla'amin First Nation Territory, wherein lies the community of Powell River, plays an important role in the area, with treaty negotiations on-going, and agreements with local governments on various matters. The Tla'amin's traditional governance, values, and beliefs are in some cases quite different from Western traditions.
- Local government includes both the City and the Regional District, which have similar mandates but different governance structures.
- Many community organizations participate in and support governance, as well as taking on leadership roles themselves.

As a small area, Powell River has strong social networks and informal relationships that shape and support formal governance. Its isolation is an asset, helping to define the community. Powell River

is challenged, though, by the greater isolation of some parts of the region, by the diversity of values and traditions held by community members, and by historical patterns of relative independence of governing bodies.

Recent efforts to foster cooperation in governance have yielded a number of agreements including;

- 2003 Community Accord, Tla'amin First Nation and the City of Powell River
- 2004 Protocol Agreement on Culture Heritage and Economic Development in 2004, Tla'amin First Nation and the City of Powell River.
- 2004 Protocol Agreement for Communication and Cooperation, Tla'amin First Nation and the Powell River Regional District
- 2009 Renewal of the Service Agreement, Tla'amin First Nation and the Powell River Regional District
- 2009 Memorandum of Understanding, Tla'amin First Nation and PRREDS

Goals

The following broad goals define our priorities for sustainable community governance:

- The alignment and coordination among our governments, businesses, and community organizations is strong. Regular dialogue and collaboration are hallmarks of our working relationships, which increase our efficiency and our focus on shared goals.
- Relationships between First Nations and local governments are strong and close, characterized by respect and honour of one another's traditions, culture and knowledge, and by on-going learning about one another and how to live in this place. These relationships acknowledge and respect each party's independent jurisdiction and authority to act independently.
- Our local governments make decisions through processes that are representative of the diverse community, communicate transparently and accessibly, and demonstrate how they respond to community input.
- Our organizations are structured to make it easy to make decisions that support sustainability. Departments collaborate and share information, ensuring their decisions and actions are integrated and support the organization's vision of sustainability. Budgets and projects are assessed against shared goals, and prioritized on that basis; progress is monitored and performance reported to the community regularly.

PART II – Charter Adoption & Implementation Process



CHARTER ADOPTION

The Sustainability Charter for the Powell River Region is a call to action, and those who respond to the call and adopt the Sustainability Charter will be listed here. This section of the document will be used to chronicle the Charter's adoption and implementation throughout the community.

The Sustainability Charter will be presented to local governments and School District 47 for adoption by resolution. Community organizations, businesses and individuals will also be invited to sign on.

Once organizations and individuals adopt the Charter, they will be expected to generate a sustainability plan that can be implemented. Sustainability plans are unique to the organizations that generate them, reflecting their particular goals, priorities and roles in the community. Government sustainability plans will be farther reaching and affect the region as a whole, while each individual may have a unique sustainability plan for their own household, or their own lifestyle.

Sustainability plans and annual reporting on the results of implementation of these plans can be submitted to the Sustainability Charter website <http://pr.viu.ca/sustainability.asp>, by emailing to information@sustainability.ca, so that the charter document can be updated to reflect them. The Sustainability Charter Steering Committee will continue meeting annually to make these updates.

The following organizations and individuals have formally adopted the Charter:

- [list organizations and individuals that have adopted the Charter by resolution, or who have signed on to the Charter]

The following plans and strategies have been adopted and/or updated to implement this Charter:

- [list plans, strategies, etc. that have been adopted to implement the Charter]

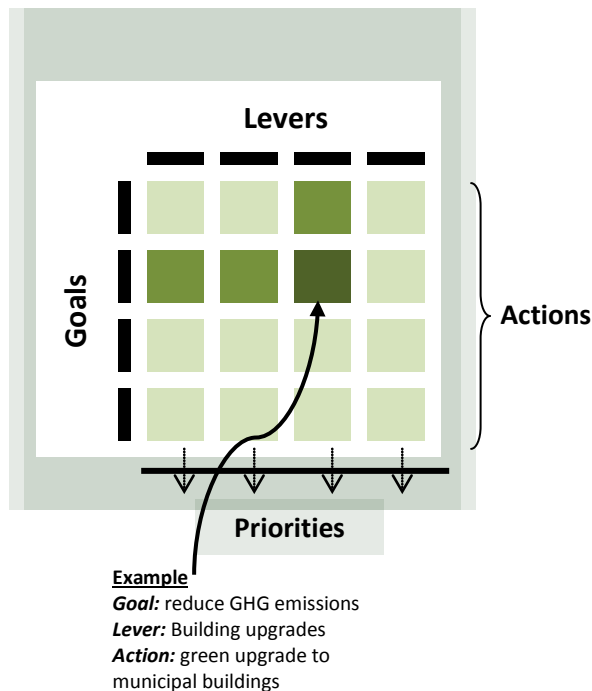
FRAMEWORKS FOR ACTION

The Charter is only the first step towards sustainability. The next step is to take action – some kind of framework will be required to enable individuals and organizations to link the Charter goals to their actions. Here are three examples of systems that can link the charter to its implementation

Examples

Sustainability Matrix

This is an example of a framework that cross-references the unique things that a government, business, organization, or individual has influence over (the “levers you can pull”) – with shared sustainability goals. Each cell in the matrix represents the things you can do (actions) to achieve each of the goals. The more of these you do, the better you will be at achieving your goals.



How could you use the Sustainability Matrix?

Take a goal, like relying mostly on local, renewable energy (reducing greenhouse gas emissions). Identify the things you have some control over: your home, your workplace, recreation, and travel. Then list and prioritize the things you can do to achieve the goal, such as:

- Upgrade your home’s insulation;
- Eat local food;
- Start a workplace energy conservation program;
- Invent ways to play without using as much fuel; and
- Carpool, walk, or bike to work, or come up with an alternative idea.

The value of the matrix becomes obvious when you add more goals to the list – save money, get healthier, see friends more. Actions like upgrading insulation can also save money, improve the air quality in your home (by reducing mould), and make your home more comfortable.

Actions with many benefits become your priorities.

The Natural Step

This well established approach to sustainability planning is rooted in scientific principles about natural systems and human well-being and how they interconnect. The approach also relies on “back-casting” – starting with a vision of a future state and then working backwards from that future to define what needs to be done today. It is a system that is offered freely for anyone to learn and use; including individuals, businesses, community organizations and local governments, however consultant experts can also be hired to assist with implementation if desirable. For more information you can look at their website; <http://www.thenaturalstep.org/en/canada/>

Transition Town Initiative

“The Transition Model is a loose set of real world principles and practices that have been built up over time through experimentation and observation of communities as they drive forward to build local resilience and reduce carbon emissions.” <http://transitionnetwork.org/Primer/TransitionInitiativesPrimer.pdf>

This implementation model is derived from the assumption that Peak Oil and Climate Change require urgent action and that the efforts of multiple community groups and individuals working in a coordinated, creative and cooperative way, can help create a lower energy future that is more enriching and fulfilling, and gentler on the earth. The Transition Town initiative is already well underway in the Powell River community.

Measuring Success

The Charter recognizes the importance of measuring progress towards the community’s goals. Once the Partners adopt the Charter, goals will be measured jointly as well as by each Partner, and performance will be communicated against a set of key indicators of success.

APPENDIX – Charter Development and Contributors



Photo: Ryan Barfoot

HOW DID THE CHARTER COME ABOUT?



Fall
2007

The inception of a sustainability charter for Powell River started from a discussion between City of Powell River Mayor Stewart Alsgard and Dr. Mike Harcourt. Following that conversation, in the fall of 2007, Mayor and Council unanimously adopted a resolution initiating the development of a Sustainability Charter for the City of Powell River. Council invited the Tla'amin First Nation, the Powell River Regional District, and the public to participate in its development. Through the leadership of then Chief Councillor Walter Paul and Mayor Alsgard, and Area C Director Colin Palmer's initiative, these partners joined the City to explore the development of a Community Sustainability Charter. School District 47 also became a party to the process and held a full day event and a follow up survey whose results have been incorporated into this document.

With the help of facilitator, Wayne Hanson, a forum was held with approximately 300 members of the community attending. Breakout group discussions were guided by Eugene Louie, Arlette Raaen, Chris McNaughton, Paul Galinski and Susan Jersak.

Winter
2008

Community Forum, 19 January 2008

Panelists:

- Hereditary Chief Shawn A-in-chut Atleo, Ahousaht First Nation.
- Corporal Dennis Blanch, Royal Canadian Mounted Police.
- Ms. Lyn Brown, BA, MBA. Vice President, Corporate Relations and Social Responsibility, Catalyst Paper Corporation.
- Mr. Roy Francis, Sliammon First Nation (Tla'amin) Chief Negotiator for BC Treaty Process; President, Sliammon Development Corporation.
- The Honourable Dr. Michael Harcourt, BA, LLB, LL.D. (*honoris causa*); Chair of the International Centre for Sustainable Cities; Vice-Chair of CitiesPLUS; Senior Associate, Liu Centre for the Studies of Global Issues at UBC; Senior Associate, UBC Sustainable Development Research Institute.
- Dr. Leslie A. King, BA, MEd, MES, PhD, Malaspina University-College's Vice-President, Academic.
- Mr. Peter Robinson, CEO, the David Suzuki Foundation.
- Mr. David Waldron, BAsC, MREM, Director of Sustainability, David Suzuki Foundation.

Participants:

Approximately 300 people attended the session. While we cannot list them all here, they are each acknowledged for their commitment of time and energy at the event.

The Sustainability Charter summarizes the thoughts and values that were expressed at the Community Forum. The specific ideas generated can be found in the Appendix of this document.

Following the forum, Vancouver Island University became involved, initiating the assembly of volunteer working groups, developing a website, organizing meetings of the working groups and providing meeting space.



Spring
2008

Volunteer Working Groups, Spring 2008

The following people volunteered to sit on working groups on social, environmental, and economic aspects of sustainability. The results of their efforts are reflected in this charter and are available for review in the Appendix. Ideas from School District 47's sustainability forum are also included.

Volunteers:

Alison Taplay
Ann Nelson
Anthony Cordi
Arlette Raaen
Betty Zaikow
Billie Korstrom
CarolAnn Leishman
Cathy MacDonald
Chris McNaughton
David Moore
David Parkinson
Denise Reinhardt
Diana Wood
Ed Bereziak
Elizabeth Tenhoeve
Erika Davies
Frank Greenwood
Heinz Becker
Janet Alred
Jessica Colosanto
Karen Skadsheim
Katheran Milne
Lars Hawkes

Leslie Forrester
Lilla Tipton
Lisa Daniels
Liz Kellough
Liz Webster
Lyn Adamson
Lynn Price
Maggie Bereziak
Mark Biagi
Matthew Emig
Nadja Hocking
Paddy Goggins
Pamela Brown
Patricia Aldworth
Paul Schachter
Rhonda Alton
Rosemary Entwisle
Ryan Barfoot
Sarah Barkowski
Susan Jersak
Wes Bingham
Willow Dunlop

Base Document, August 2008 (VIU funded)

Out of the Working Groups' contributions, a *Base Document* was produced that incorporated the results of the process to date, and also examined the work of other communities in the area of Sustainability. The *Base Document* is available for review at <http://pr.viu.ca/sustainability.asp>

Steering Committee, late Summer 2008

Then, after the *Base Document* was completed, a call went out for people to apply to be part of the Steering Committee that would take the creation of a Sustainability Charter to the next step.

Listed in alphabetical order, except the Chair:

Chris McNaughton	City of Powell River, Councillor (Committee Chair)
Arlette Raaen	Vancouver Island University, Campus Principal (Powell River)
Barb Mohan	City of Powell River, Manager of Human Resources
Betty Zaikow	Community member
Colin Palmer	Powell River Regional District, Director
Denise Reinhardt	Community member
Frances Ladret	Powell River Regional District, Administrator
Rhonda Alton	Community member
Richard Stogre	City of Powell River, Manager of Engineering Services
Ryan Barfoot	Sustainability & Eco-Education, Powell River School District #47
Sarah Barkowski	Catalyst Paper, Manager, Environment and Quality Systems
Susan Jersak	Transition Town Powell River, Community member

With the assistance of:

Trish Greenwood	City of Powell River, Engineering Secretary
Janet Alred	Author, Sustainability Charter for Powell River Base Document

Fall
2008

In the fall of 2008, local governments were invited to participate in and provide funding for the Steering Committee. With local governments on board, the Steering Committee secured funds and selected consulting company HBLanarc to produce a draft Sustainability Charter.

Consultants and Advisors

HB Lanarc Consultants Ltd

Peter Whitelaw	Project Manager, Senior Planner
Vince Verlaan	Principal
Bruce Irvine	Planner

Alofli Consultancy

Christien Kaaij	Principal
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BC Healthy Communities

Julie Clark	Regional Facilitator, Vancouver Coastal
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Community Review, 23 July 2009

The first draft of the Sustainability Charter was reviewed at a Community workshop at Vancouver Island University on 23 July 2009.

Participants:

Andy Brinton	Powell River RCMP
Arlette Raaen	Vancouver Island University
Barb Mohan	City of Powell River
Betty Zaikow	

Summer
2009

Charlie Kregel	City Librarian
Chris McNaughton	City Councillor
Colin Palmer	Regional District
David Parkinson	Food Security Project
Don Turner	PRRD Planner
Ed & Maggie Bereziak	
Elizabeth Tenhoeve	Malaspina Naturalists Club
Frances Ladret	PRRD Administrator
Heinz Becker	
Janet Alred	
Julie Clark	BC Healthy Communities
Jim Palm	City Councillor – School District 47
Karen Skadsheim	
Maggie Hathaway	City Councillor
Mark Biagi	
Maynard Harry	Plutonic Power
Paul Galinski	PR Peak
Paul Schachter	
Sarah Barkowski	Catalyst Paper
Susan Jersak	Transition Town

Since the Community Review workshop, the document has been under continued revision. The Steering Committee has tried to incorporate as much of the feedback received as possible. This revision process has also included consultation with the City, Regional District, Tla’amin First Nation, and School District 47.



Presentation of the Powell River Sustainability Charter to the Community

APPENDIX – Ideas from 2008 Community Sustainability Initiatives



Photo: Darren Robinson

Environmental Ideas

- Local food
 - Increase local food production
 - Invest in farming
 - Regional food supply – increase resilience, lessen dependence
 - Eat locally and naturally
 - Re-localization of food
 - Agri tourism
 - Retain farm lands as green space, consider that farmlands in other regions are in short supply
 - Collect seaweed for gardens, municipal composting
 - Powell River has the lead: 50 mile diet, GMO free zone, honey bee quarantine
 - There is demand for local produce, food production is an under developed industry
 - GMO Free zone
- Smart growth development patterns
 - Use environmentally and economically sound materials and technology when creating residential, commercial and municipal developments
 - The City to allow mixed use zoning, affordable housing initiatives, and the use of alternative energy sources within the municipal boundary
 - Adopt smart growth policy
 - Stick to the OCP, Municipal plan for land use
- Renewable energy
 - Energy policy needed, use sustainable energy sources. National Research Council should set standards for all things that use energy, self sufficiency goal – energy independence. Tax incentives for insulating homes
- Reduce use of toxic materials
 - Have a region-wide ban on the use of cosmetic herbicides
 - Inventory of toxicity
 - No tree cutting bylaw in City, no pesticides, use natural grasses, reduce lawn mowing, soil removal bylaws
- Maintain ecological networks in urban areas
 - Create reserves, corridors, recreation and traditional use areas, green belts to protect urban areas
- Assess environmental conditions as “natural capital”
 - Eco based management
 - Map sensitive ecosystems
 - Bio diversity mapping
 - Define the sustainability challenges we face clearly (environmental review), and communicate them. Who should be involved? Suggestion: Mike Wong, Ministry of Environment. Should be community driven, inclusive.
 - Biodiversity as a goal to ensure widest range of options for the future

- The value of our natural capital – how do we measure that, e.g. the air, water and standing trees
- Protect environmental resources as “natural capital”
 - Don’t over fish – let herring stocks replenish, salmon, enhance creeks with roe for increased fish stock
 - Protect Eagle River watershed
 - Protect our views
 - Land fill, sewage, water issues – not all the water in our area is drinkable, need buffers around
- the water shed with room for people and water
 - Georgia Strait – everyone in the basin is affected by water issues
 - Water should remain in public ownership
- Adopt sustainable forestry practices
 - Only trees under a certain age can be harvested
- Eliminate waste
 - Adopt a zero-waste policy
 - Back-haul glass and plastic
 - Set zero waste targets, no plastic or paper bags – bring your own. Provide recyclable batteries, local glass recycling for use, make composting mandatory, make recycling more accessible
 - Zero pollution paper industry. Effluent from mill brought to surface rather than to ocean floor
- Green transportation
 - Create and maintain a network of alternative transportation pathways, using the “Greenways Project” as a starting point
- Project” as a starting point
 - Low transportation requirements, high employment benefits
 - We need a more pedestrian/bicycle friendly choice of routes, and sidewalks
 - Establish a car pool registry, a designated hitch hiker system
 - Provide tax incentives for environmentally appropriate transportation choices

At the very least, clean drinking water, clean air and food on our tables are essential to the health of our community.

Social/Cultural Ideas

- Social Cohesion
 - Physically construct a sense of community, intentionally.
 - Volunteerism is a very rich culture in Powell River; our isolation is to our advantage in this.
 - (fishing, forestry, mining) flourish and support a social structure that is respectful, fair, compassionate and inclusive.
 - Volunteerism is a rich opportunity in Powell River
 - Look at other communities for solutions/ ideas
 - We are a culture of collaboration, compassionate and connected

- People want a rural culture, a rural setting
 - Need further meetings like this forum on sustainability
 - Participation of kids in community events is limited
 - Public transportation, activity nodes, housing clusters, larger city hall, bicycling, public squares, pedestrian only days
 - Street communities, neighborhoods are important. Develop the downtown area.
 - Listening, communicating, better dissemination of information
 - be informed of each other's issues
 - encourage community participation in decision making, inclusive local government
 - development. Leadership that appeals to the broad community.
 - partnerships
 - affordable family events
 - street parties, festivals
 - bridge generation gaps
- Youth
 - Social activities, youth centre, safe places for kids, protect kids and make a safe community.
 - Youth are concerned about unrestricted development, ongoing consultation with youth is needed
 - Ask youth for what they want for the future of Powell River, their vision, the infrastructure that supports youth
 - More support for education in youth – financial support , more accessibility, More family time
 - Promote arts and culture in schools
 - Retain young people and target youth for local opportunities
 - Identify and target youth at risk and target programs to support youth
 - Loving kindness to youth
 - Visionary leadership needed in order to retain youth and put us on the cutting edge of community
- Social inclusion:
 - Quality of life, address poverty, affordability, and self reliance, be proactive as a community, invest
 - more in leisure, eat local food. Help those who need help, support success
 - One of the unique things about Powell River is the tolerance and compassion that exists for example PRACL.
 - We welcome the international community.
 - Access for people with disabilities is a cultural strength
- Housing
 - Safe affordable and accessible
 - Use local natural materials for housing
 - Coop and condo housing needed
 - Carbon friendly building suppliers
 - Infilling for urban development should be considered before new subdivisions are made
 - Update older buildings
- Health

- Support aging population
 - Attract health care practitioners
 - CAT scan
 - Address drug issues
 - Community health forum and education series
- Transportation
 - accessible transportation network
 - Interconnected transportation to access in town events
- Lifelong learning:
 - Human capital, keep university here, ESL, trades training, First Nations Speakers to schools.
 - Local education to support ecological and economic development.
 - Events to educate and engage people about reducing consumption of fossil fuels
 - Post secondary – sustainable agriculture, international education, research, trades. Start apprenticeship in Grade 11 rather than Grade 12.
 - Educate and encourage newcomers – stewardship
 - Student assessment of eco footprint
 - Environmental studies
 - Research & Education Committee (REC), which will oversee the creation of plans for sustainable development; and the Political Action Committee (PAC), which will research the political opportunities and the electoral process, in an effort to find or support candidates for political office who will work with the community to develop and implement our sustainable development plans
 - Examine existing and proposed Brooks/Malaspina initiatives.
- Cultural connection
 - For the charter it is important to define culture, to understand it so that we can know how to sustain it. Federal Definition includes the arts, heritage and culture. Other examples include language
 - For Canadians we have defined ourselves as a compassionate peace loving society but cultural definition as a pluralistic society is difficult
 - Powell River has a very rich community in terms of arts and culture, much of which is under developed presently
 - neighborhoods and community for inclusiveness, alternate transport.
 - Build beauty into buildings
- The Arts
 - Academy of music has had key impact locally and internationally, Kathaumixw
 - Music is very important to our community
 - Artists are very strong here, writing, poetry , theatre, as well
 - People want an inclusive arts centre, that includes a gallery, arts and crafts, language
 - First Nations culture to be included in an arts centre
 - Encourage First Nations people to develop their arts and culture
 - Festivals; music, literary, crafts
 - Creativity that allows people to express themselves
 - Fund and develop the Arts. Establish a centre for the arts. Develop the cultural economy. Equestrian Centre, Japanese Garden – examples.

- Marketing plan through the Arts Council needed
- Link with First Nations ideas and experience
- Governments should budget for arts, perhaps a tax system (a line item)

- Cultures
 - Sustain a diversity of culture as there are so many cultures, it has a spiritual value, not just an economic investment
 - Looking for cross cultural pollination.
 - Powell River is diverse, with 20 different cultures in the community, but we don't celebrate that.
 - There are two perceptions; one of long term residents, one of new residents. Need to overcome "isolation" attitude.
 - Community design: wheel chair access, land use, increase bicycles, walking, fresh water. Redesign
 - Examples and information from other communities on cultural sustainability exist
 - Celebrate our isolation – the positives it brings
 - Powell River is a community where the unemployment is as close to zero as possible due to an economy that is vibrant and growing with innovation. An economy that revolves around the most valuable natural resource in this community, its people. Powell River should be a place where the natural environment is healthy and accessible, where culture (the arts), the sciences, high technology and resource extraction

- History
 - The town site is a valuable historical area and it needs to retain its original footprint
 - First nations traditions – celebrate and integrate

- Nature - Outdoor
 - Keep the natural environment beautiful and healthy
 - People want more interconnectedness in the community, with green space that promotes health,
 - Create spaces for outdoor activities such as parks, connected through trails that bring people together.

- Sports
 - More exploration of sustainability issues related to sports is needed
 - Powell River is very receptive to sports and opens their homes to sporting events

Economic Ideas

The local economy maximizes all opportunities presented from local resources and businesses

- Increase local food production dramatically
- Develop self reliance

- Increase local trade and reliance on local products
- Increase production for export
- Export nothing raw
- Growing all possible useful crops, including hemp, nuts, fruit suitable for wine-making, shellfish and kelp
- Encourage local food sources – seek out areas that can be developed as agricultural land
- Support local farmers – regarding regulations and production of local dairy and meats
- Maintain trail networks for tourism
- Use garbage to solve our energy needs – biomass fuel
- Community input on forestry/fisheries issues and initiatives. Fisheries can be environmentally friendly and sustainable.
- Sustainable agriculture, organic agriculture, botanic gardens, landscape design, address meat production, need for local food. Support from City for local farming. Need abattoir. Preserve ALR. Exploit blackberries (antioxidants). Rules and regulations for large agriculture not needed for small local industry.
- Sustainable tourism, eco tourism, agri tourism. E.g. wilderness trails (SD47 – BOMB squad), worldwide marketing. ATV trail rides – economic opportunity. Don't be too reliant on tourism.
- Develop Cranberry area, farmers market, encourage local business
- Small business is key, small individually owned shops
- Export – seed production, bees and honey, value added wood products, seafood, and clean biomass as fertilizer. Lessen raw log exports. Develop value added projects.
- Value the entire forest not just the trees, sustainable integrated forest practice, eco system based forestry. Community forest. Focus on alternative energy, lead the province.
- What are our resources? Take advantage of existing assets. Identify new industry for our area that differentiates Powell River from other communities.
- Economic opportunities as retirement destination. Utilize the full potential of retirees, working together with youth

Local Green Businesses are supported and serve to enhance the reputation of Powell River

- Work toward construction of low-cost green housing and other buildings
- Building and exporting prefabricated low-cost green houses
- Promoting all forms of agriculture and aquaculture, and home gardens
- Powell River has tremendous diversity of clean ecosystems, including green energy

The negative impacts of our economic activity are minimized at a local, regional and global scale

- Modify the expectation that the economy will continue to grow in terms of profitability
- Use less, make less
- Reduce imports to Powell River
- Work on ways to get back our resources from private hands or Crown control
- Emphasize prevention and wellness in health care
- Place the common good as the priority
- Natural resources threatened
- Take too many resources, and they will all be gone for future generations
- Take only what we need to survive and preserve for future generations
- Be careful to share within a community and attempt to meet the needs of all

- Maintaining a natural resource over a long period of time is a hard thing to do – we will have to work hard to maintain what we need
- It is difficult to communicate effectively within a community
- One day the forests may run out and the mill is in decline
- Ferries are expensive, consider lobbying the Provincial government to build road that connects Powell River to Pemberton
- Governments should budget for arts, perhaps a tax system (a line item)
- Access funding from non-governmental organizations, including private sector
- Examine the culture of greed
- Balance environmental and economic needs
- Set goals and targets that are measurable for business, individual, government, organizations
- Lobby needed to change provincial legislation, to represent our economic interests
- More public disclosure on the actions of the economic development committee.
- Attract investment in new environmental technologies, pilot environmental projects. Access local, provincial and federal funding to seed innovation, research and entrepreneurship in the area. Link universities, schools and companies in development. Develop a community based research centre.

A Viable and diverse local economy is enhanced and supported through financial structures and economic strategies that enable sustainable practices

- Find value-added products that we could make and export using local resources and local skill sets
- Using tax breaks and subsidies to encourage sustainable practices and investments
- Changing building codes to permit and encourage green practices
- Changing zoning to mixed uses
- Promote agricultural zones in Powell River to promote food sustainability
- Stop building new developments while leaving other areas neglected – gentrification rather than uncontrolled development
- Smart growth – densification rather than sprawl
- Flashy signs do not work – concentrate on the natural beauty of Powell River
- Focus on 3 supermarkets competing – would prefer attractive developments and sustainable businesses
- Support community gardens
- We should develop ways that make logging and fisheries more sustainable
- Make the community attractive to retirees
- Development should be smart that includes walkways, bike pathways and promote green transport
- Put rules and regulations in place that make fishing more sustainable – monitor fishing that may harm a species while targeting another for harvesting
- Educate people on the need for sustainable development
- Powell River will gain much needed press if it were to become a sustainable community; people are attracted to these kind of towns eg. Davis, California
- Make goals that are long-term for our community – Do we have a 50 year community plan? Take Scandinavian countries’ lead
- Sacrifices must always be made for progress – invest in the future, the past invested in the present
- Promote sustainable energy production locally

- Value added, local industry, food growth, community forest, entrepreneurship, skilled workforce, opportunities for youth employment
- Tax incentives for small industry and hi tech industry
- Infrastructure i.e. high speed internet, develop the economy of the net
- Develop Malaspina as an economic driver – future “college” town.
- Business accountability for sustainability
- Incentives for multi use of resources
- Pay as you go – don’t leave debt. Develop scenarios in case the mill closes or fossil fuels get too expensive
- Zoning – use land for best use, create inventory of lands. Develop policy for land use planning and regulations.
- Green industry. Green housing development/expertise is substantial. Green building code.
- Create a vibrant economy that excites and attracts skilled workers and immigrants
- Small energy projects rather than BIG projects
- Generate and keep wealth in the region
- Work together rather than grinding axes
- Develop ‘good’ jobs – 40 hours per week, pension, and benefits.
- LNG’s 80 jobs are not economically sustainable

All Households of Powel River experience a high quality of life enabled through social inclusion and affordable strategies

- Training people to take on health care responsibilities to lessen burden on doctors and other skilled professionals
- Learning from pre-contact practices of the Tla’amin nation
- Incorporate family values into economic development

Diverse, safe, and fair employment opportunities are available to those of all need and abilities

- Building and exporting sailing ships for passengers and cargo
- Fund and develop the Arts. Establish a centre for the arts. Develop the cultural economy.
- Equestrian Centre, Japanese Garden – examples.
- Marketing plan through the Arts Council needed
- Link with First Nations ideas and experience
- Draw on people with disabilities to work in local economy

Local businesses are supported and encouraged and meet the needs of the community

- Develop jobs and businesses that will meet local needs with less impact on our environment and our resources
- Promote youth employment so that Powell River is not strictly a retirement community
- Develop a second industry that is a good fit for our community and will be sustainable
- Lets promote jobs that fit in our environment – not an LNG plant on Texada
- Promote ecotourism – not exploiting our environment eg. TerraCentric
- Log in areas that don’t harm tourism or blemish the beauty
- Consider logging in areas that overlap with the canoe route very carefully – people across the world are attracted to the route

- Promote eco-tours such as Strathcona Lodge
- Invest in alternative energy – could become Powell River’s second industry
- Set up wood lots that are regulated heavily
- Conflict between green energy and tourism development
- Shop locally
- City supports business sustainability. Is tax burden on small business too heavy?
- Waterfront development, develop port
- Change from being a resource based economy
- Don’t encourage more retail, especially ‘big box’. Develop bylaws to limit ‘big box’ and fast food.

A social economy among business and customers exists that nourishes the quality of life in Powell River

- Organizing neighbourhood units
- Developing a local currency
- Community owned insurance corporation/cooperative. Local input/control – community as shareholders
- Barter system, self sufficiency, keep skilled workers here, connect hi tech industry to university. Move from ‘free’ market to ‘social’ market. Return profits to community.

The economy of Powell River is resilient and minimizes the negative impacts of economic cycles

- Establishing retraining centres and facilities
 - o Retaining and developing “homesteading” skills
 - o Developing and training for new forms of employment with less impact on our environment and our resources, and more contribution of products and services for local needs
- Jobs geared to sustainability – keep heritage in focus and preserve the best that we have
- Let Powell River shrink to be sustainable

APPENDIX – Community Resource Links



Photo: Tourism Powell River

LINKS TO COMMUNITY RESOURCES

Assumption Catholic School	www.assumpschool.com
Career Link	www.careerlinkbc.com
City of Powell River	www.powellriver.ca
Community Advisory Group to Stillwater Timberlands Western Forest Products	www.cagstw.org
Discover Powell River	www.discoverpowellriver.com
Immanence Magazine	www.immanence.ca
International Choral Kathaumixw	www.kathaumixw.org
École Côte du Soleil	http://cotedusoleil.csf.bc.ca/
Powell River Academy of Music	www.powellriveracademy.org
Powell River Association for Community Living (PRACL)	www.pracl.ca
Powell River Brain Injury Society	www.braininjurysociety.ca
Powell River Chamber of Commerce	www.powellriverchamber.com
Powell River Christian School	www.prcschool.net
Powell River Community Forest	www.prcommunityforest.ca
Powell River Community Futures	www.prfutures.ca
Powell River Film Festival	www.prfilmfestival.ca
Powell River Historical Museum and Archives	www.powellrivermuseum.ca
Powell River Living Magazine	www.prliving.ca
Powell River Model Community Project	www.modelcommunityproject.ca
Powell River Peak	www.prpeak.com
Powell River Public Library	www.powellriverlibrary.ca
Powell River Regional District	www.powellriverrd.bc.ca
Powell River Regional Economic Development Society (PRREDS)	www.prreds.com
Powell River United Way	www.unitedwayofpowellriver.ca
School District 47	www.sd47.bc.ca
Success By Six/Orca Bus	www.successby6powellriver.ca
Texada Island	www.texada.org
Texada Island Tourism	
Tla'amin First Nation	www.sliammonfirstnation.com
Tourism Powell River	www.discoverpowellriver.com
Transition Town Powell River	http://transitionpowellriver.wordpress.com/
Vancouver Island University - Powell River Campus	www.pr.viu.ca
Lund	www.lundbc.ca
Volunteer Powell River	www.volunteerpowellriver.com