

## **UBCM Community Excellence Awards 2008 Application: Leadership BC**

### SUMMARY REPORT

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The Leadership BC Program is an initiative of the BC Chamber of Commerce. The role of the BC Chamber includes the overall management of the Leadership BC program and the BC Chamber of Commerce holds the copyright for the program. The pilot program was started in 2005 with Nanaimo, Kamloops and Quesnel as pilot communities. The Cranbrook and District Chamber of Commerce made application to be a participating community in 2006 and have had two very successful years.

Leadership BC initiative promotes and encourages outstanding community leadership. The program provides leadership training, encourages innovative thinking on community issues and facilitates the development and growth of future leaders.

Part of the Leadership BC program is to develop a community project each year. Benefits of the Leadership BC program include:

- ✓ Tap into and develop the human potential that is available in BC communities by encouraging their emerging leaders to assist with community and economic development
- ✓ The ability and resources to recruit community capacity builders who are conversant with local issues, are proactive, identify opportunities and willing to pursue them
- ✓ To nurture leaders who recognize and act on value-added outcomes
- ✓ To assist in the generation of creative options for action
- ✓ The ability to exert positive and proactive strategic influence in BC communities
- ✓ To inspire a cross-section of local leaders to take positive action in their communities
- ✓ To encourage innovative thinking on community issues, and
- ✓ To stimulate the growth of an entrepreneurial spirit and build sustainable communities

In July 2007, participants from the Leadership BC Program made a presentation to Council regarding Raising the Awareness of Volunteer Opportunities for Youth, which was the local group's first project. The next project the following year was "Greening the Games: A Vision for the Future", which was developed as the communities of Kimberley, Cranbrook, Fernie, and Sparwood were scheduled to host the 2008 BC Winter Games.

To get the "Greening the Games" project off the ground, the team participated in brain storming sessions to review options and decide on a project. Three strongly supported concepts were identified:

- Providing environmental leadership to our communities
- Helping to unite the communities of the East Kootenay ("community bridging"), and
- Creating a legacy for future generations.

Based on these concepts, the "Greening the Games: A Vision for the Future" was selected. The vision of the project was to reduce the environmental impact of large events such as the BC Winter Games. The Mission of the project was to raise environmental awareness; encourage public action, and provide recommendations for future games and other large events. The project overview had three components: raising awareness, gathering information, and PIER report/recommendations.

Raising awareness included a "Go Green" concept "Froggie" logo. There were Go Green Ambassadors at the Winter Games who handed out educational materials, Go Green buttons and other youth-oriented materials to the participants.

Following the Games, the group interviewed organizers to note the steps that were taken to be environmentally sensitive, as well as receive feedback regarding possible improvements for future events. The goal for the research was to create a benchmark for future strategic planning and a document that would be offered as a legacy to event organizers province wide.

At the end of the project a PIER (Post-Implementation Environmental Report) will be completed which will provide recommendations for future games and other large events.

The PIER report will be provided to Cranbrook and District Chamber of Commerce, BC Chamber of Commerce, BC Games' Society, and copies will be distributed to city halls, libraries, colleges, and chambers, and on the Internet.