

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2015 November 5

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** 33000-01  
*Reference: Environmental Awards*

**SUBJECT:** 2016 ENVIRONMENTAL AWARDS PROGRAM

**PURPOSE:** To seek approval for the 2016 Environmental Awards Program call for nominations and an expenditure for promotion and advertising.

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**RECOMMENDATIONS:**

1. **THAT** Council approve the call for nominations for the 2016 Environmental Awards Program.
2. **THAT** Council approve an expenditure of \$2,500 from the Boards, Committees and Commissions' operating budget for promoting and advertising the Environmental Awards Program call for nominations.

**REPORT****1.0 BACKGROUND**

The City of Burnaby's Environmental Awards Program recognizes significant achievements in environmental sustainability of people, businesses and organizations in our community. The program was established in 1996 based on policy direction in the State of the Environment Report for Burnaby (1993) that supported community stewardship, environmental awareness and public information. The Environmental Awards and Environment Week programs are delivered on an annual basis and the upcoming year, 2016, will be the 20<sup>th</sup> Anniversary of both programs.

The Environmental Awards Program begins with a call for nominations, followed by a selection process, whereby the citizen representatives on the Environment Committee review each submission and recommend worthy nominees to the Environment Committee and then Council for approval. The awards are presented at a reception that is scheduled in conjunction with Burnaby Environment Week. A nomination program and City-sponsored reception is proposed for 2016 to select and recognize Award recipients.

This report seeks Council approval for the 2016 Environmental Awards Program call for nominations and an advertising expenditure from the Boards, Committees and Commissions' budget to promote the nomination process.

## **2.0 ENVIRONMENTAL AWARDS PROGRAM**

The Environmental Awards Program has six categories: Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development and Youth, as described in *Appendix A (attached)*. As established in 2000, there are two designations in each category:

- Environmental Awards, for recognition of environmental achievements of a larger scale, such as long-term commitments to an organization or cause, leadership of numerous other individuals, and projects of a significant size and relatively complex scope, and
- Environmental Stars, for recognition of environmental achievements of a smaller or more individual scale that may nevertheless serve to catalyze larger initiatives and inspire others.

For each of the six categories, only one recipient will be selected to receive an Environmental Award. The Environmental Stars component of the program was established in 2000 to recognize other deserving nominees. The number of stars awarded in each category will be generally limited to a maximum of two nominees, in order to recognize worthy candidates.

For 2016, a six week long nomination period is proposed to open on Monday, January 18<sup>th</sup> and close on Monday, February 29<sup>th</sup>. The call for nominations will be promoted across the City using the City's web page, poster placement in all civic facilities, direct email contact with the local environmental community and the City's community partners, social media, the City's new environmental e-newsletter, and advertising in local newspapers (funds requested for advertising are discussed in Section 3.0).

After the nomination period closes, the citizen representatives and Chair of the Environment Committee will meet to review the nominations and recommend recipients for endorsement by the Environment Committee, at their April 2016 meeting, and approval by Council at a regular meeting prior to the start of Environment Week, which will begin in late May or early June.

The awards reception will be scheduled to take place adjacent to Environment Week. The exact date and location will be presented in the report outlining the approach to Environment Week, which is scheduled for the February 2016 meeting of the Environment Committee.

In past years, the nomination period opened in late February and closed in mid-April. For 2016, the nomination period is proposed for earlier in the year (January 18 to February 29) for administrative purposes, specifically to meet the Environment Committee's meeting schedule for the first half of the year.

## **3.0 CORPORATE SPONSORSHIP AND REQUESTED EXPENDITURES FOR ADVERTISING**

Staff plans to solicit corporate sponsorship, as in previous years, to provide supplementary support for Environment Week events and activities and the Environmental Awards Reception. Sponsorship provides corporations in the community the opportunity to become involved in local environmental stewardship. Last year, Covanta Burnaby contributed to Environment Week and the Environmental Awards Reception.

To: *Environment Committee*  
From: *Director Planning and Building*  
Re: *2016 Environmental Awards Program*  
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Council approval is also sought for an expenditure of \$2,500 from the Boards, Committees and Commission's operating budget to advertise and promote the Environmental Awards Program call for nominations. This amount will provide for a combination of online and print advertising in the Burnaby Now and other print media, printing costs for posters and promotional materials and paid advertising on social media. The requested expenditure is \$150 less than the amount approved in 2015 to reflect actual expenditures from last year. Staff will also promote the Environmental Awards program using the City's environmental e-newsletter, website, and social media.

#### **4.0 CONCLUSION**

The Environmental Awards Program celebrates those individuals, groups, businesses, and institutions that are contributing to the environmental sustainability of Burnaby's natural and built environments. It is recommended that the Committee seek Council approval for the 2016 Environmental Awards Program call for nominations and an advertising expenditure from the Boards, Committees and Commissions operating budget for promotion and advertising of the program.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

MS/sla  
*Attachment*

Copied to: City Manager  
Deputy City Managers  
Director Parks, Recreation and Cultural Services  
Director Engineering  
Director Finance  
Chief Librarian  
Officer in Charge, RCMP  
Fire Chief  
Manager, Environmental Engineering  
City Clerk  
President, CUPE Local 23



## Environmental Awards Program

20TH ANNIVERSARY

[burnaby.ca/environmentawards](http://burnaby.ca/environmentawards)



The City of Burnaby Environmental Awards Program recognizes contributions made by individuals, groups, organizations and businesses to the environmental sustainability of our community. This year is the 20th anniversary of the program.

The City's Environmental Awards Program consists of the Environment Awards and the Environmental Stars. The Environment Awards recognize the outstanding environmental achievements of an individual or group over a number of years, while the Environmental Stars acknowledge a significant environmental achievement at a smaller scale.

Make a nomination today and show your support for Burnaby's environmental leaders!

# Environment Awards 2016

[burnaby.ca/environmentawards](http://burnaby.ca/environmentawards)

### Award Categories

#### 1 Business Stewardship

This category identifies businesses located in Burnaby, whose exemplary environmental activities have promoted sustainability in the workplace or in the community. Nominated businesses should demonstrate excellence in raising awareness of environmental issues with staff or clients, reducing the business' ecological footprint and/or notably enhancing or rehabilitating the City's environment.

#### 2 Communications

This category includes newspaper articles, publications, and video, audio or multi-media presentations that help to increase the understanding of environmental issues in Burnaby. The nominated work should demonstrate a comprehensive understanding of an environmental issue and its relationship to the citizens of Burnaby.

#### 3 Community Stewardship

This category identifies citizens of Burnaby who have been actively involved in promoting environmental stewardship for several years and who, through their efforts, have increased public awareness of an environmental issue or notably enhanced or rehabilitated the City's environment.

#### 4 Green Choices

This category recognizes residents of Burnaby who demonstrate an exemplary commitment to environmentally friendly choices in the home, garden and community. Nominated individuals should demonstrate commitment to reducing their impact on the natural environment through any or all of the following means: household energy, waste and water efficiency, innovation in natural garden practices, and other sustainable lifestyle choices.

#### 5 Planning and Development

This category highlights exemplary developments that demonstrate innovative environmental features that may include environmentally sensitive site planning, alternative energy and climate control, water conservation, storm water or wastewater management, conservation of energy, reuse of materials, the protection and enhancement of urban streams or the enhancement of wildlife habitat in the City. Developments may range in scale from large commercial, industrial, institutional or residential projects to individual new or renovated buildings.

#### 6 Youth

This category recognizes the contributions that children or teenagers have made, either through their own initiatives or through school programs that have resulted in enhanced public awareness of environmental issues or notably enhanced or rehabilitated the City's environment.

### Nomination Information

Multiple recipients can be identified in any and all award categories. The deadline for nominations is Monday, February 29<sup>th</sup>, 2016. Visit the City's webpage at [burnaby.ca/environmentawards](http://burnaby.ca/environmentawards) to complete an on-line nomination form. A print version is also available.

#### Award Process

The Environment Awards are given annually during Environment Week. Recipients are recommended by the Citizen Representatives of the City's Environment Committee. The list is then forwarded by the Environment Committee to City Council for review and approval. The award recipients are scheduled to be announced at Council (TBA). The awards will then be presented at a special reception (TBA).

#### Additional Information

If you have any questions, comments, or require additional information, please contact:

City of Burnaby Planning Department  
Tel: 604-294-7400  
E-mail: [planning@burnaby.ca](mailto:planning@burnaby.ca)  
[burnaby.ca/environmentawards](http://burnaby.ca/environmentawards)

**Nomination Deadline: February 29th, 2016**