
TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2016 November 3

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environmental Awards

SUBJECT: 2017 ENVIRONMENTAL AWARDS PROGRAM

PURPOSE: To seek approval for the 2017 Environmental Awards Program Terms of Reference, call for nominations and an expenditure for promotion and advertising.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed Terms of Reference and call for nominations for the 2017 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 annual Environmental Awards Program recognizes significant achievements in environmental stewardship and sustainability by people, businesses, organizations, and institutions in our community. The program was established in 1996 based on policy direction in the City's State of the Environment Report (1993) that supported community stewardship, environmental awareness and public information.

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 a list of worthy recipients to the Environment Committee and then Council for approval. Last year, the awards were presented at a Regular Meeting of Council, which was preceded by a reception at City Hall for the recipients and their families. A reception at City Hall and presentation of the awards by Council is proposed for 2017.

This report seeks Council approval for the 2017 Environmental Awards Program Terms of Reference, the call for nominations and an advertising expenditure from the Boards, Committees and Commissions' budget to promote the nomination process.

2.0 ENVIRONMENTAL AWARDS PROGRAM

2.1 Core Elements

The Environmental Awards Program for 2017 retains the six award categories. *Communications, Community Stewardship, Planning and Development, and Youth* are the original four categories, established in 1996. A fifth category, *Chemical Free Lawns and Gardens*, was established in 2004, which was changed to *Green Choices* in 2009 when the scope of the category was broadened. *Business Stewardship* was added as the sixth category in 2007. These categories have proven to be flexible, adaptable and inclusive with regards to the variety of nominations received.

As established in 2000, there are two award 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 other individuals, and projects of a significant size and relatively complex scope that have a broader community impact, 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, one Environmental Award is available. The number of stars awarded in each category will be limited to a maximum of two.

A complete list of the recipients since 1996 can be found on the City's website at www.burnaby.ca/environmentawards.

2.2 Proposed Changes

Each year, a Terms of Reference (ToR) for the Environmental Awards is made available to the public to promote the program, outline the criteria for each of the six award categories, and provide information about how to make a nomination. For 2017, minor changes are proposed to the ToR to align the awards program with the City's Environmental Sustainability Strategy (ESS). The changes consist of updating the descriptive text and criteria of the award categories to reflect the ESS and current sustainability practice. Text changes are also proposed based on recommendations from Environment Committee members and observations from Planning Department staff who administer the program.

A copy of the proposed 2017 Terms of Reference is provided as **Attachment A**. The changes to the ToR are described briefly below.

Alignment with ESS

The framework for the proposed ESS consists of ten goals, which are described graphically in the ESS document as a flower with ten petals, with each petal representing one goal. This graphic is included prominently on the 2017 ToR and in the introductory text the public is encouraged to review the ESS document online. The introductory text also notes that nominators this year will be

asked to indicate on their nomination form, by checking a box, which of the ten ESS goals is supported by their nominee's environmental achievements.

Text revisions to award categories

For the **Business Stewardship** category, 'energy use, water use, waste reduction, purchasing, and transportation' are referenced as specific areas of a business's ecological footprint.

For the **Communications** category, the award criteria is revised to include outreach initiatives and campaigns that help encourage environmentally sustainable behaviors in our community. Recent nominations and award recipients in the Communications category have been for these types of initiatives.

For the **Community Stewardship** category, 'citizens of Burnaby' is replaced with 'individuals, groups and organizations'. This change acknowledges that sometimes it is appropriate this award be issued to a community group for their collective stewardship efforts, rather than an individual. It also acknowledges that some environmental groups based in Burnaby have individual members that do not live in Burnaby but have nonetheless made significant contributions to a Burnaby-based stewardship group working solely in our community. It is proposed that in such cases, the primary residence of the individual would continue to be confirmed through the nomination process and their potential as an award recipient vetted through the selection process. For this category, the text was also revised to confirm that 'stewardship efforts' must be for areas 'in the City of Burnaby'.

For the **Green Choices** category, the recipient criteria for the award is expanded to include not just residents of Burnaby, but also Burnaby-based community groups, organizations, strata councils and institutions. This change reflects how this category has been applied in practice over the last few years and sends a signal to the public that the awards program is interested in the environmental sustainability efforts of multi-family buildings managed by strata councils. Additional elements of environmental sustainability are also added to the descriptive text, consistent with theme areas and goals of the ESS.

For the **Planning and Development** category, the terminology used to describe the types of innovative environmental features and green building technologies is revised to reflect current sustainability practices and the ten themes and goals of the ESS.

There are no substantive changes to the **Youth** category.

2.3 Call for Nominations

A six week long nomination period is proposed to open on Tuesday, February 14th, 2017 and close on Friday, March 31st, 2017. The call for nominations will be promoted across the City using the City's web page, bus shelter ads, 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 print or web-based advertising in local newspapers (funds requested for advertising are discussed in Section 3.0).

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After the nomination period closes, the citizen representatives and Chair of the Environment Committee will meet to review the nominations and recommend recipients to the Environment Committee and Council for approval.

Presentation of Environmental Awards and Stars to the selected recipients will be at the Regular Meeting of Council on May 29, 2017, to be preceded by a reception at City Hall for the recipients and their immediate families.

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 and the Environmental Awards Reception. Sponsorship provides corporations in the community the opportunity to become involved in local environmental stewardship.

Council approval is also sought for an expenditure of \$2,500 from the Boards, Committees and Commissions' 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 local media, production and installation of bus shelter ads, printing costs for posters and promotional materials and paid advertising on social media. The requested expenditure is the same as was approved in 2016.

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 2017 Environmental Awards Program Terms of Reference, 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 Manager
Director Parks, Recreation and Cultural Services
Director Engineering
Director Finance
Chief Librarian
Manager, Environmental Engineering

Officer in Charge, RCMP
Fire Chief
City Clerk
President, CUPE Local 23



ENVIRONMENTAL AWARDS PROGRAM

Since 1996, the City of Burnaby's Environmental Awards Program has recognized contributions made by individuals, groups, organizations, institutions, and businesses to environmental sustainability in our community.

These contributions help our community meet the goals of the City's newly adopted **Environmental Sustainability Strategy (ESS)**, a plan for Burnaby's green future. The **ESS** contains 10 goals.

To learn more about the **ESS**, its vision, goals, strategies, actions, visit www.burnaby.ca/ess-input. **For each award nomination this year, nominators will be asked to tell us which ESS goal(s) the achievements of their nominee support.**

Show your support for Burnaby's environmental leaders by making a nomination today!

Environment Awards 2017

burnaby.ca/environmentawards

Award Categories

1 Business Stewardship

This category identifies businesses located in Burnaby, whose exemplary business practices and stewardship activities have promoted environmental sustainability in the workplace or in the community. Nominated businesses should demonstrate excellence in raising awareness of environmental issues with staff or clients, reducing their ecological footprint in areas such as energy use, water use, waste reduction, purchasing, and transportation and/or notably enhancing or rehabilitating the City's environment.

2 Communications

This category includes all forms of print and digital media, video, audio or multi-media presentations, and outreach initiatives or campaigns that help to increase the understanding of environmental issues in Burnaby or to promote environmentally sustainable behaviors in our community. The nominated work should demonstrate a comprehensive understanding of an environmental issue or sustainability and its relationship to the citizens of Burnaby.

3 Community Stewardship

This category identifies individuals, groups and organizations who have been actively involved in promoting environmental stewardship in the City of Burnaby for several years and whom, 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, including individuals, community groups, organizations, strata councils, and institutions, who demonstrate an exemplary commitment to environmental sustainability in the home, garden and community through any or all of the following means: household energy conservation, waste reduction, recycling of green waste, water efficiency, innovation in natural garden practices and native plant landscaping, local food production, active transportation and other sustainable lifestyle choices.

5 Planning and Development

This category highlights exemplary developments that demonstrate strategic planning, innovative environmental features and green building technologies that reduce energy use and emissions from buildings, reuse materials, use water efficiently, employ innovative approaches to stormwater and wastewater management, encourage active transportation, and protect and enhance aquatic and terrestrial ecosystems. 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 sustainability issues or notably enhanced or rehabilitated the City's environment.

Nomination Information

Visit burnaby.ca/environmentawards for an on-line nomination form. A print version is also available.

Award Process

There are two levels of awards: Environmental Award and Environmental Star. A maximum of 1 Environmental Award and 2 Environmental Stars are available per category in a given year. Criteria for the two levels of awards are available on our website.

The citizen representatives on the City's Environment Committee review the nominations and recommend recipients to Council for approval. Environmental Award and Environmental Star recipients will be presented their awards at a Regular Meeting of Council on May 29, 2017.

Additional Information

Questions can be directed to:
City of Burnaby Planning Department
Tel: 604-294-7400
E-mail: planning@burnaby.ca
burnaby.ca/environmentawards

Nomination Deadline:

March 31, 2017