

TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2018 January 09

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000 01
Reference: Environmental Awards

SUBJECT: 2018 ENVIRONMENTAL AWARDS PROGRAM

PURPOSE: To seek approval for the 2018 Environmental Awards Program, the call for nominations and an expenditure for promotion and advertising.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed call for nominations for the 2018 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). Today the program supports the goals and policy directions of the City's Environmental Sustainability Strategy (2016) and the following goal and sub-goals of the City's Corporate Strategic Plan (2017):

A Healthy Community (Goal 4)

- Healthy environment (sub-goal 2)
- Lifelong learning (sub-goal 3)
- Community involvement (sub-goal 4)

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

This report seeks Council approval for the 2018 Environmental Awards Program, 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

The 2018 Environmental Awards Program Terms of Reference are presented in *Attachment A*. As shown, there are six award categories: Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development, and Youth. As established in 2000, there are two award designations in each category:

- **Environmental Award**, 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 Star**, for recognition of environmental achievements of a smaller or more individual scale that may nevertheless serve to catalyze larger initiatives and inspire others.

In each year, a maximum of one Environmental Award and two Environmental Stars may be awarded in each category.

For this year, it is proposed the City issue a call for nominations on January 23 and establish Thursday, March 29 as the last day to receive nominations. Nominations are reviewed and recommendations for Award and Star recipients to Council are made by a sub-committee of the Financial Management Committee. The recipients will be announced to the public at the Regular Meeting of Council on May 14 and will be invited to attend a reception at City Hall and to receive their awards at the Regular Meeting of Council on June 11.

The call for nominations will be promoted across the City using, but not limited, to the following methods: 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 environmental e-newsletter, and print or web-based advertising in local newspapers (funds requested for advertising are discussed in Section 3.0).

This year's recipients and their environmental achievements will be promoted to the public as part of Burnaby Environment Week that is tentatively scheduled for June 02 to 10, 2018. A separate report to Council regarding the Environment Week Program is scheduled for February 2018.

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.

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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, printing costs for posters and promotional materials and paid advertising on social media. The requested expenditure is the same amount as was approved in the previous two years.

4.0 CONCLUSION

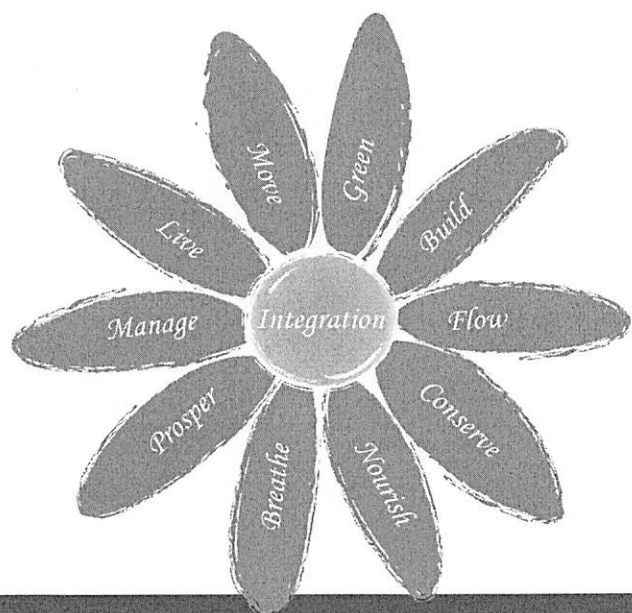
The Environmental Awards Program celebrates individuals, groups, businesses, and institutions that are contributing to environmental stewardship and sustainability in our community. It is recommended that the Committee seek Council approval for the 2018 Environmental Awards Program, a call for nominations from January 23 to March 29 and an advertising expenditure of \$2,500 from the Boards, Committees and Commissions' operating budget for promotion and advertising of the program.


Lou Pelletier, Director
PLANNING AND BUILDING

MS/sla

Attachment

cc:	City Manager	Director Engineering
	Director Corporate Services	Officer in Charge, RCMP
	Director Parks, Recreation and Cultural Services	Fire Chief
	Director Public Safety and Community Services	Director Finance
	Chief Librarian	President, CUPE Local 23
	City Clerk	

City of
Burnaby**ENVIRONMENTAL
AWARDS PROGRAM**

Since 1996, the City of Burnaby's Environmental Awards Program has recognized the outstanding 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, represented as petals of a flower.

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

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

Environment Awards 2018

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 which 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 City's Financial Management Committee reviews 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 June 11, 2018.

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 29, 2018