

## **Campus-City Collaborative (C3) connects the City with post-secondary institutions to advance job creation goals**

*CityStudio, a C3 success story, celebrates innovation, collaboration and creative sustainability education with Mayor Gregor Robertson*

**Vancouver- December 7, 2011** - The City of Vancouver and its economic development agency, the Vancouver Economic Commission (VEC), announced today the Campus-City Collaborative (C3): an initiative to bring together the City of Vancouver, Vancouver Economic Commission (VEC) and six post-secondary institutions to work together towards the City's green economy targets. This innovative program is the first of its kind in Canada.

The six post-secondary institution partners represented in C3 are the British Columbia Institute of Technology (BCIT), Emily Carr University of Art and Design, Langara College, Simon Fraser University (SFU), The University of British Columbia (UBC) and Vancouver Community College (VCC).

The main objective of C3 is to secure Vancouver's international reputation as a mecca of green enterprise. City Council adopted the C3 resolution last June and since then, three projects have been implemented over the course of the year: CityStudio (August – Dec 2011), Green Workforce Education Conference, and a Research Collaboration Symposium (early 2012).

"Cities are driving innovation and job growth, especially in the field of green enterprise," said Mayor Gregor Robertson. "C3 represents a unique way for our post-secondary institutions and students to participate in tangible job growth, and is an innovative way of increasing Vancouver graduates' job-readiness for the growing green economy."

CityStudio, a program which connects students, faculty, experts and City staff working on real-world projects through dialogue and design, will celebrate the success of its recent fall pilot semester by holding an official opening celebration with Mayor Robertson in attendance on Wednesday, December 7<sup>th</sup>. Original projects designed by the students will be on display at the event; over 400 students have taken part in C3 courses this term.

An Open House session designed to showcase the student projects to the public will take place on December 10 from noon to 4:00 PM at their studio located at 1800 Spyglass Place. The two co-founders of CityStudio, Janet Moore and Duane Elverum, are very optimistic about the continuing potential of this one-of-a-kind program: "Our students have the desire to work closely with the City on tangible projects," said Janet Moore, "and CityStudio provides them with the opportunity to develop creative solutions to help build a sustainable future." "Students want to earn a living and work on real problems so they can make a difference and the city is the classroom where this can happen." concluded Duane Elverum.

"Cities are increasingly the drivers of local economic growth and prosperity, which means working more closely and effectively than ever with partners, especially local universities and educational institutions. The C3 partnership is the perfect example of this, and is a catalyst that will help grow the green economy, a significant part of which is retaining, retraining and attracting top talent - a major objective in Vancouver's Economic Action Strategy," said Lee Malleau, CEO of VEC. "CityStudio is a fantastic piece of this, and will motivate and train graduates that will support the green economy and keep our talent in Vancouver."

The green economy is growing more than twice as fast as other economic sectors in Vancouver and this represents opportunities for delivering green education and training, leading to the creation of green jobs. The six post-secondary institutions involved in C3 are well positioned to help the city develop these new strategies and create expertise for this emerging sector. Engaging with the City through C3 also allows post-secondary institutions to develop new approaches to education by providing students with access to real, current urban challenges.

Quotes:

“The University of British Columbia has been collaborating with the City of Vancouver to advance green initiatives over the past several years. C3 is an important initiative that UBC is pleased to be a partner in.” said Stephen Toope, President and Vice-Chancellor of UBC.

"We are delighted to be involved in this innovative collaborative project," said Andrew Petter, President of Simon Fraser University. "It speaks to SFU's established strengths in dialogue and sustainability and our strong record of community engagement."

“Through the collaboration of our faculty and students, our institution is well positioned to contribute to concrete solutions to the green issues at hand.” said Don Wright, President of BCIT.

“For Emily Carr University, the CityStudio project emanating from the C3 initiative is a great example of how dialogue and design can be brought together to identify creative approaches to support greenest city targets,” said Dr. Ron Burnett, President of Emily Carr University.

“Langara is delighted to be involved in C3,” said David Ross, President of Langara “CityStudio in particular provides a unique opportunity that allows our students to continue to build their practical research skills and actively contribute to the Greenest City Action Plan.”

“For Vancouver Community College, the C3 initiative is a perfect fit as we continue to focus on sustainability,” said Kathy Kinloch, President of Vancouver Community College (VCC). “This inter-institutional collaboration provides our students with opportunities to work with peer students from other post-secondary institutions, and the City, in a tangible manner. For example, we are exploring synergies in the areas of food sciences and the local food movement that are compatible with our culinary programs.”

**About VEC:** The Vancouver Economic Commission, an agency of the City of Vancouver, works to strengthen the city’s economic future by helping existing businesses, attracting investment, researching the business environment and making policy recommendations.

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