CHARTING BC’S ECONOMIC FUTURE
100 COMMUNITY CONVERSATIONS
FACILITATION GUIDE
Thank you for hosting a Community Conversation on Charting BC’s Economic Future! These conversations are an integral part of the 2013 SFU Public Square Community Summit and will be used to build a Citizens’ Agenda for BC’s Economic Future.

The SFU Public Square Community Summit

Faced with an increasingly competitive global economy, it is more important than ever that British Columbians find ways to work together on a common agenda for promoting the well being of the province and its citizens. This summit will bring together representatives from all sectors including government, business, labour, community groups and residents to discuss British Columbia’s economic future. Particular attention will be given to the interrelationship between wealth generation, increased social equity and protecting the environment, and promoting shared prosperity amongst all British Columbians. The summit will also explore the challenges posed by British Columbia’s political culture, and consider processes and mechanisms that might be used to overcome entrenched divisions within the province.

The Community Summit has a number of dimensions including the Our Future, Our Voice Youth Forum, 100 Community Conversations, An Evening with Robert Reich at the Orpheum Theatre, the launching of a crowd sourced video entitled We Are BC, a full-day Leader’s Forum with 150 of BC’s economic and political thought leaders, and the Urban Conspiracy 2 Cabaret.
100 Community Conversations

As part of the SFU Public Square 2013 Community Summit, 100 Community Conversations are meant to increase literacy on what drives our economy and explore where our future opportunities and challenges lie. These conversations will enable BC residents to consider strategies for charting a path for the future of the BC economy. The results of all 100 Community Conversations will contribute to a Citizens’ Agenda for BC’s Economic Future.

A Community Conversation can be held in a kitchen, living room, community centre, boardroom, or library, and can have as few as six participants or as many as twenty. Although the topic for these conversations is a serious one, we’re looking to capture the atmosphere of a kitchen roundtable: a group of people getting together to engage in conversation. Public dialogues, salons, and online discussion forums are new manifestations of the kitchen roundtable—but at the heart, they are the same. They are comprised of groups of people who come together to explore and exchange ideas. These Community Conversations are an opportunity for British Columbians to exchange ideas about BC’s economy in a comfortable and welcoming atmosphere.

In this How To Guide we’ll walk you through the steps of hosting your Community Conversation: from inviting guests; to facilitating the discussion; to reporting back the feedback and ideas that are generated.

Your role as the Facilitator

As a Community Conversation facilitator, your primary role is to hold the space for an inclusive and substantive conversation—a conversation where everyone feels like they can learn, share ideas and contribute their own insights. Since this is a generative session, you do not need to seek group consensus—instead you will be providing participants with an opportunity to think creatively about the future of BC’s economy.

We have designed the process to move the group from information gathering, to analysis, to visioning. The first activity has been chosen to help build literacy and shared understanding about the BC economy, the second has been designed to build our collective understanding about our current assets and shortcomings and the final exercise is focused on visioning the future.
We have provided a facilitator’s script to help guide you and the participants through the dialogue process. You should not feel like you need to follow the script word for word. It is merely offered as a tool to help you describe the activities and their context.

At the end, we would like you to ask all of the participants in your conversation to complete a survey. Some of the questions in the survey may be familiar (as they draw on information outlined during the dialogue or in the discussion guide) and some are opinion questions. We are asking all participants of 100 Community Conversations to complete this survey. Once we have compiled all of the responses, we will compare these with responses we received from individuals who did not participate in the 100 Community Conversations. We’ve provided you with an envelope. Please ensure that the completed surveys are placed in the envelope and returned with your report to the SFU Public Square office. Alternatively the surveys and report can be completed online.

**Inviting Guests**

The ideal Community Conversation is between 8 to 16 people, but as the host, you can determine the number of people you would like to include (just remember that when a group gets too large, the conversation may not flow as easily). It’s a good idea to invite more participants than you intend on having, as some of them will likely drop-off as the date approaches.

When you are putting your invitation list together, think about people who are interested in talking through ideas, who have a capacity to listen and enjoy sharing their views. Your list does not need to include experts on the BC economy. The goal is to create a space where everyone feels welcome to share their views, despite their level of education or expertise.

If you are hosting a discussion with select friends and colleagues, it might be best to call them first, then follow up with an email with the details. We have provided a sample copy of an email in Appendix C that you can adapt for your purposes.

If you are reaching out to members of the public at large to attend your event, it is best to have a number of channels for getting the word out. We have included a poster, a sample invitation letter and a follow-up email in the appendices to this guide. If you will use social media, we also recommend sending out notices through Facebook, Twitter and LinkedIn. Follow-up
phone calls are the best way to ensure participants commit to attending your event and we find that the promise of some form of refreshments is a good enticement.

If your event is public, then you will want to generate an easy way for participants to confirm their participation and get clear information on the date and location of the conversation. We often create event pages on Facebook or on our website and ask people to register via Eventbrite (www.eventbrite.ca).

One week before your dialogue

One week before your dialogue, you should send a reminder email and the Discussion Guide to all participants. In this email you should introduce them to the session, and encourage them to review the Discussion Guide before the session. You can also include a list of other confirmed participants and any further details about the location, time, refreshments etc. We’ve provided a sample reminder email that you can modify for your Community Conversation.

It is also important to ensure at this stage that you have confirmed an additional person who will attend the Community Conversation, and act as the note-taker. The outcomes of each 100 Community Conversation are very important to goals of the 2013 Community Summit. The results will contribute greatly to the Citizen’s Agenda for BC’s Economy, a document being produced by the SFU Public Square shortly after the Community Summit.

Check list for the day of the dialogue

On the day of your community conversation you will want to have the following:

- ✓ A couple of extra copies of the Discussion Guide [in case a participant did not have a chance to review it before the event]
- ✓ A sign-in sheet [see Appendix A]
- ✓ Copies of the Agenda—either printed or posted on a board [flipchart, chalkboard, white board]
- ✓ Copies of the document ’BC in 2030’
- ✓ Noisemakers for the quiz show [and a prize for the winners if you like!]
✓ Nametags (optional)
✓ Paper, chart, or post-it notes for participants to record their Strengths, Weaknesses, Opportunities and Threats to the BC Economy (outlined further below)
✓ A confirmed note-taker to record the conversations’ proceedings by completing and submitting the note-taker form as soon as possible after your Community Conversation
✓ Copies of the survey for each of your participants

Preparing the Room
When you host a Community Conversation you will want to create a space that is warm and welcoming such that people feel comfortable to engage and energized by the conversation. It’s important to set the tone as soon as people walk in the door. To help create that tone, ensure that you have completed all of your preparations 15–30 minutes before you expect people to arrive.

Here is a checklist of things to do to set up the room

✓ Set out chairs so that everyone can see each other
✓ If you are serving refreshments, place them in a space that is easily accessible
✓ Post the agenda on the wall or put copies of the agenda at each place
✓ Ensure that any supplies you will be using are within arms reach of where you will be seated; if you will be using post-it notes and pens, place these in front of each seat or in an easily accessible location
✓ Put the sign in sheet and/or name tags close to the door
✓ Have the surveys ready to distribute
✓ Set up a suitable space for the note-taker; with access to an electrical outlet if they are using a computer
Reporting the results of your Community Conversation

In Appendix E we have provided a template for your note-taker. It is important for us to receive the notes of your session and the surveys by midnight on October 2nd. These do not have to be perfectly formatted. It is more important for us to see the results quickly so that we can incorporate them into our analysis for the Citizens’ Agenda. We have developed some online tools to make it easy for you to forward your notes electronically to us. If you prefer to send us written notes, please ensure that they arrive at our office no later than October 2nd.
AGENDA

10 min  Opening Remarks

10 to 20 min  Participants Introductions: Hopes and Concerns for BC’s Economy

25 min  BC Economic Background—Quiz Game (in groups)

25 min  BC Strengths, Weaknesses, Opportunities and Threats and break

55 min  Visioning Exercise/Breakout Session
  • 3-5 people per group
    (smaller groups may choose to not break-up)
  • Brainstorming strategies to: 1) create wealth, 2) promote social equity, and 3) protect the environment

30 min  Group Presentation and Discussion

10 min  Closing Remarks and Survey

Total Time: 2 hours 50 min
### FACILITATOR’S SCRIPT
#### COMMUNITY CONVERSATION ON BC’S ECONOMIC FUTURE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Notes</th>
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<tr>
<td>Start and Opening</td>
<td><strong>Welcome and introductory comments</strong></td>
<td>Chairs are set so that everyone can see each other.</td>
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<tr>
<td>Remarks 10 min</td>
<td>• The <strong>host opens the session and welcomes</strong> participants, introduces him/herself.</td>
<td>Refreshments are placed to allow ease of access.</td>
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<td>• Recognize the traditional territory in which you are gathering to hold your conversation.</td>
<td>Agenda is either posted visibly or distributed to participants.</td>
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<td>• We really appreciate that you have been willing to set aside some of your day to participate in this session. We value your advice and we’ll use your time wisely.</td>
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<td>• As you know, we are here together to talk about BC’s Economic Future. SFU Public Square has convened 100 Community Conversations as part of a broader Community Summit that explores the theme of Charting BC’s Economic Future.</td>
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<td>• While we will be talking about important issues over the next three hours, we also hope to have some fun.</td>
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<td></td>
<td>• In your handbook, we have provided background information for you on BC’s economy, our strengths, weaknesses, opportunities and threats and some ideas on where we have seen innovation and global growth. We will work with this information over the course of the day.</td>
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<td>• The collective results of the 100 Community Conversations will be analyzed and presented in a report, which will be published as a Citizens Agenda for BC’s Economic Future. The preliminary findings will also be fed into a thought leader deliberative dialogue process that is being held on October 4th.</td>
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• The overall results of the 2013 SFU Public Square Community Summit will provide the basis for a more thorough and broader engagement of the public on BC’s economic future.

• Now I’d like to introduce you to the guiding question for today: **How do we chart BC’s economy to create wealth, promote social equity and protect our environment?**

• SFU Public Square has intentionally chosen to frame this discussion by exploring wealth creation, social equity and environment together. As you will have learned from the material in your handbook, inequality is growing in BC. So while we believe it is important to explore how best to create wealth, we also believe it is important that we address the inequality gap and consider how we move forward while protecting the natural environment for generations to come.

• The last point I want to make before we get underway with introductions is to acknowledge, as we are well aware, that so many of our conversations about BC’s economy are polarized—jobs vs. the environment, rural vs. urban, local vs foreign investment. So today, ideally we want to avoid these old dichotomies and probe those ideas where we can come together.

### Introducing Ourselves

• Now, we’d like to do a round of introductions. I’d like you to give us:

  F/C
  
  → **Name** and where you’re from;
  
  → And tell us one **hope** and one **concern** you have for BC’s economic future.

<table>
<thead>
<tr>
<th>Introductions</th>
<th>Introducing Ourselves</th>
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<tbody>
<tr>
<td>10 min to 20 min</td>
<td>Now, we’d like to do a round of introductions. I’d like you to give us:</td>
</tr>
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</table>

*Introducing ourselves – try not to get into affiliations.*

| 30 seconds each. |
We’re going to keep this brief—about 30 seconds. I’ll give you a signal when you’re within that time so that everyone has an equal amount of time; a principle of dialogue is that all voices matter, and we’d like to model that by ensuring that everyone has equal ‘air time’. There will be plenty of time to say more during the session:

Example: My name is Jane Doe. One key thing that gives me hope about BC’s economy is the innovation I’m seeing among young people today. One concern I have is I’m worried that our conversations about the economy are getting too polarized.

Review of Agenda

• I’m now going to walk quickly through our agenda. The agenda and the activities are meant to both help build greater literacy about BC’s economy and to enable you to provide your thoughts and ideas about how best to move forward.

• In a few minutes we are going to get underway with a bit of a quiz game. Those of you who have had a chance to review the handbook will have an advantage.

• After the game we will move to better understand the strengths, weaknesses, opportunities and threats (or SWOT) of BC’s economy. Then the majority of our session will be spent focused on your vision for BC’s economic future.

• Is everyone okay with the agenda? If so I’m going to proceed.

AGENDA is posted, or copies distributed.
BC Economy Quiz Show

Objectives:

→ Warm-up and a chance to get to know some of the other people in the room
→ To increase your literacy about BC’s economy

- I’ll now go over the rules – there will be two rounds. At the end of both rounds, the group with the most points will be declared the winner. (If there is a prize): and will win this __________ [box of chocolates?]

- For Round 1: I’ll pose a question and the first team to sound their noisemaker will have a chance to answer it. If they answer correctly, your team gets 10 points. If you don’t answer correctly, your team loses 10 points. There will be four questions in round one.

ROUND #1 Open round

Q1: Name three industries that make up the service sector in BC?

Answer: Any three of the following: wholesale and retail trade, health care and social assistance, accommodation and food; professional, scientific and technical services, education, finance, insurance and real estate, transportation and warehousing, information, culture and recreation, public administration, business, building and support services.

Q2: What is the industry that contributes the most to BC’s GDP (or Gross Domestic Product)?
Answer: Finance, Insurance and Real Estate

Q3: When looking at BC’s economic performance, at what rate is real GDP expected to grow this fiscal year?

Answer: 1.4% to 1.6% (all percentages within this range are considered correct, e.g. 1.4, 1.5, or 1.6)

Q4: What is the largest goods producing industry in BC in terms of contribution to GDP and employment?

Answer: Construction

ROUND #2

- **For Round 2:** I’ll pose a question to each team. You have 5 seconds to answer it. If you cannot, then any team can sound their noisemaker and they will have a chance to answer it. The points will be awarded in the same manner.

**Question for Team 1:** In June 2012 what was the unemployment rate among the Aboriginal population of BC?

Answer: Double the non-Aboriginal population or over 12%. (The current unemployment rate for BC is 6.3%).

**Question for Team 2:** According to the 2011 National Household Survey, what percentage of BC’s population is visible minority?

Answer: 27% or one in every 3.6 British Columbians.
Question for Team 3: What is the current rate of the carbon tax in BC?

Answer: $30 per tonne.

Question for Team 4: BC ties with Manitoba for the worst child poverty rates in Canada. What is the child poverty rate in BC?

Answer: 11.3% in 2011 (it rose from 10.5% in 2010).

Tally the scores. Announce the winning team, and distribute any prizes you have.

The goal of the quiz was to get people working with the material in the handbook. On pages 11 through 19 of your handbook, we have provided the most up to date information that we could access on BC’s economy.

Was the information new to you? Were there any surprises?

As the facilitator—write down something that surprised you from the discussion guide as an example—and share your example with the group.

Example:

For example, BC used to be a resource based economy but in the last 5 to 10 years it has become much more diversified and complex with 76% of our GDP provided by service based industries. (Although
a number of these are linked to resource industries, like resource based professional consulting firms, many work globally and are no longer linked to direct resource extraction in BC. But with growth in natural gas, forestry and agriculture, we may see an increase in GDP from goods producing sectors.

Note that in a survey through Angus Reid Opinion Research about BC’s economy, when asked which industry accounts for the largest % of provincial GDP, 39% of those surveyed thought forestry contributes the greatest proportion to GDP (23% selected oil and natural gas and only 2% were correct in selecting Finances sector).

When asked which sector was the largest employer in the province 35% surveyed think the Tourism sector is the largest when in fact it is wholesale and retail trade followed by health care and social assistance and then education.

Let’s now move on to the SWOT analysis.

SWOT 25 min

A SWOT of BC’s economy

Objective:

→ To increase our understanding about BC’s economy
→ To solicit your views on BC’s SWOT

Following extensive interviews and a roundtable with academics, SFU Public Square developed a SWOT analysis of BC’s economy, found on page 20 of your discussion guide. It is by *no means exhaustive, and SFU Public Square would like to add to this list.*

If there are refreshments, ensure they are set out for after the SWOT.

Post 4 Categories on a dry-erase board, chalkboard, or flipchart:

- Strengths
- Weaknesses
- Opportunities
- Threats
I’d like everyone to take a moment and write down what you think are the Strengths, Weaknesses, Opportunities, and Threats of the BC Economy.

Please post what you think are the strengths, the weaknesses, the opportunities and threats for BC’s economy.

Give everyone time to write and post their ideas.

Also suggest that they take a quick break when they are finished. Let them know we will reconvene at _____ [XX minutes].

Debrief the SWOT

In preparation for the visioning exercise, we’d like to review the strengths and opportunities that you’ve come up with. This will get us thinking about actions and strategies we can undertake to move the BC economy forward.

- Read out the strengths and opportunities—give participants the opportunity to ask for clarification if needed.
- Ask if there are other strengths or opportunities that should be added.

Indicate that the note-taker will be recording all the results in order for SFU Public Square to combine these with earlier research to develop a more robust analysis.

Note-taker to record all SWOT results.
Vision – Charting BC’s Economic Future

Objective:

→ To develop an initial plan for BC’s economic future
→ Identify the top actions participants would take to create wealth, address social equity and protect the environment.

I’m going to divide you into _ groups. You will be working with this group for the next hour.

The task of your group is to chart a plan for BC’s economic future that addresses the following questions:

1. **What are the top actions (up to 5) you would take to create wealth in BC?**
   - Will these actions impact employment?
   - Will these actions impact investment?
   - Will these actions contribute to the provincial treasury?

2. **What are the top actions you would take to address social equity?**
   - What impact will these actions have on decreasing inequality in the province?
   - What impact will your actions have in decreasing poverty?

3. **What are the top actions you would take to protect the environment in BC?**

You can create a plan that is either a separate set of actions for wealth creation, addressing social equity or environmental protection or an integrated plan.

Divide into groups of 3-5 people.

Questions can be posted on a flipchart or board, or handed out to each group.
Additionally, if you think it would help you answer these questions, I have demographic projections for the year 2030 that I can make available to you. Please keep in mind, these are just projections based on the best information we could gather at this time.

Here is an example of a potential integrated action. Metro Vancouver implemented policies to divert garbage from landfills, in an effort to address environmental protection. This policy resulted in a business opportunity for more value-added manufacturing in BC, and an opportunity to address social equity, through a company called Recycling Alternatives.

Recycling Alternative creates three products from Vancouver waste—compost material from organics, recycled plastics and recycled paper. The organics are processed into top-soil for sale out of Richmond, the plastics are exported to China and the paper is exported to Portland as no processing plants exist in BC. Recycling Alternatives also hires people from the downtown eastside to work in their sorting plant providing training and support to people with multiple barriers to employment and their industry reduces pollution and GHG emissions through recycling and reuse. The action they seek would enable greater access to more raw materials to feed their industry—in essence more garbage flowing away from land fills and into their sorting facilities. This is an example of an integrated action, whereby government policy created a new business opportunity.
Please ensure that you have someone who can write legibly ensuring that your ideas are accurately captured on the flip charts. These charts will be taken away to be included in the final reports.

Each group will have 2 minutes to present your top highlights. You will want to select someone at the beginning to present on your behalf.

<table>
<thead>
<tr>
<th>Group Presentations</th>
<th>Each group is provided with 2 minutes to present their plan.</th>
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<tr>
<td>30 min</td>
<td>After each group has had a chance to present, there is a debriefing period. First, I’d like to have a round of applause for all of the presentations. I know that in 2 minutes we can’t do justice to all of your group work, but it does give us a bit of an overview, without “death by report-back”. Now I’d like to get your thoughts on the visioning exercise: <strong>What are some of the ideas that you heard that excited you?</strong></td>
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<tr>
<td>Closing and Survey</td>
<td><strong>Closing</strong>&lt;br&gt;We are now at the end of our workshop. Hopefully this is the start of what will be an ongoing conversation about the BC economy. Our note-taker will be submitting a feedback form based on this conversation to SFU Public Square, to be included in the Citizens’ Agenda for BC’s Economic Future. SFU Public Square would also like to collect feedback from each of you—please complete this survey once we’re done.</td>
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<tr>
<td>10 min</td>
<td>Hand out survey to participants.</td>
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Ensure each group has writing material to record their ideas.

Optional: make flip chart paper available to each group.
[Hand out survey]

Before we ask you to complete this final survey, I’d like to close with a final round.

Again, we have only about **15 to 30 seconds per person, but please tell us what you liked or didn’t like about this session and one idea that you are taking away with you.** [If you only have 5 minutes left, ask everyone for one word to describe how they are feeling at this point].

Again, I want to thank you all for giving up your time to be a part of this process. **Before you leave, please fill in this final survey.**

Collect all surveys before participants leave.
APPENDICES

Appendix A – Sign-In Sheet

Appendix B – Sample Invitation Letter

Appendix C – Sample Follow up Letter/E-mail

Appendix D – Poster

Appendix E – Written Note-Taker Report Form (note-takers are encouraged to use the online reporting form)

*To obtain a word document of these forms, e-mail Mark Friesen, mark_publicsq@sfu.ca
## SIGN-IN SHEET — SFU PUBLIC SQUARE 100 COMMUNITY CONVERSATIONS

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone #</th>
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SAMPLE INVITATION LETTER:

Your Name
Your Address

Recipient Name
Recipient Address

Date

Dear [Name of Recipient],

SFU Public Square is gathering the ideas and perspectives of residents from across the province through an initiative called 100 Community Conversation. I’d like to invite you to a conversation we’ll be holding at [conversation location] on [conversation date] as part of this initiative. We’ll be discussing and brainstorming actions and strategies to chart a path for BC’s Economic Future.

From September 28 to October 4 SFU Public Square will convene its second annual Community Summit. This year’s theme, Charting British Columbia’s Economic Future, will engage participants in a constructive conversation about how we can chart BC’s economy to create wealth, promote social equity, and protect the environment.

Our goal is to help bridge traditional divides that have emerged in conversations about BC’s economy and to increase the knowledge and literacy about what drives our economy and where our future opportunities and challenges lie.

SFU Public Square will gather the results and feedback from 100 Community Conversations to build a Citizens’ Agenda for BC’s Economic Future. This agenda is a key outcome from the 2013 SFU Public Square Community Summit.

If you are able to join us, please let me know no later than [desired response date]. One week before the conversation I will distribute a Discussion Guide that will be used as the basis for our discussion.

I look forward to hearing from you!

Sincerely,

[Your name and signature]
SAMPLE FOLLOW-UP E-MAIL:

Dear [name of recipient]:

As a follow up to my call I’m writing to invite you to participate in a Community Conversation about BC’s economic future as part of the SFU Public Square 100 Community Conversations. Our conversation will be held on:

Date:
Location:
Time:

We’re going to explore strategies and ideas to chart BC’s economy to create wealth, build social equity, and protect the environment, and it would be great if you could join us.

I have attached the Discussion Guide that will be the basis of our dialogue. SFU Public Square will be compiling feedback from our conversation into a Citizens’ Agenda for BC’s Economic Future, and we’re very excited to contribute our strategies and ideas. I hope that you can join us! Please let me know by [date] if you are able to attend.

Sincerely,

[Your name]
100 COMMUNITY CONVERSATIONS - REPORTING TEMPLATE

Date: ____________________

Location: __________________

Facilitator: __________________

Number of Participants: ______

Hopes and Concerns

Please identify the hopes and concerns for the BC economy that participants expressed in the opening round. [see attached two column sheet]

SWOT Analysis

Please list the additional strengths, weaknesses, opportunities and threats that the participants identified. [see attached table]

Top Actions for BC’s Economic Future

For each group - please indicate the 5 top actions that each group developed for wealth creation, social equity and environmental protection. Where groups integrated their action, please list the overall plan. [see attached sheet]

Survey Results

Please attach the original survey responses from each participant. We will compile the results.

Other

Please include at least two photographs from your session and any quotes or testimonials for participants in your group about the BC economy or the workshop.
<table>
<thead>
<tr>
<th>Hopes</th>
<th>Concerns</th>
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<td>Strengths</td>
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<th>Opportunities</th>
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VISIONING EXERCISE

Group # ________________ [if there are multiple groups of 3-5 people]

Number of Participants _____________

Name of Plan (some groups will give their plan a name, others will not)

_______________________________

Top Actions to Create Wealth

1. 

2. 

3. 

4. 

5. 

Additional Actions to Address Social Equity

Additional Actions to Protect the Environment