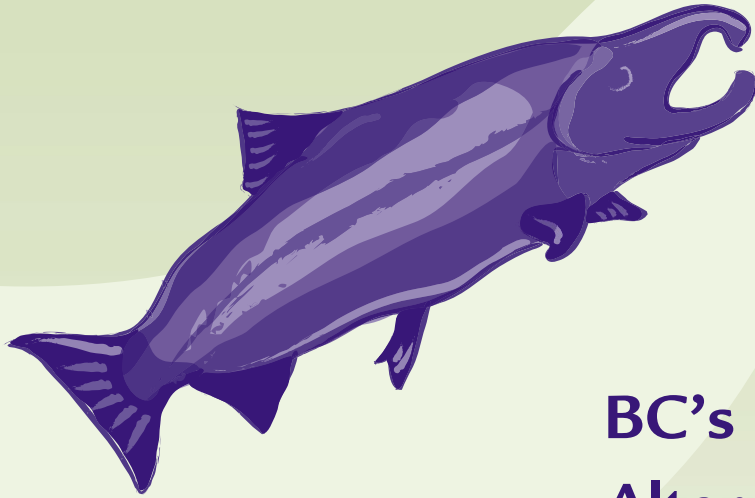


IMAGINE BC

Dialogues on the Future of British Columbia

SIMON FRASER UNIVERSITY



BC's Future Well-Being: Alternative Futures and Signs of Progress

PUBLIC DIALOGUE REPORT

Thursday, March 30, 2006

Simon Fraser University's
Morris J. Wosk Centre for Dialogue

Asia Pacific Hall, 580 West Hastings Street
Vancouver, BC

www.imaginebc.ca

IMAGINE BC *Dialogues on the Future of British Columbia*

BC's Future Well-Being: Alternative Futures and Signs of Progress

Highlights from the Public Dialogue, broadcast live on CBC Radio's *BC Almanac*, on Thursday, March 30, 2006

IN THIS REPORT

Imagine Passion	2
The Way We Live	3
Energy	4
Tourism	5
Governance	5
Regional Economic Development	6
The Urban-Rural Duality	7
Imagine the Future	8
Appendix I: Invitation	10
Appendix II: Agenda	11
Appendix III: Special Guests	13
Appendix IV: Imagine BC Year Two Delegates	14
Appendix V: Notes from Small Group Discussions	16

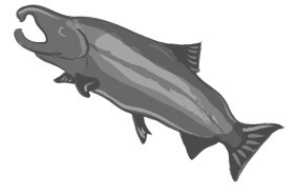
Imagine Passion

In an adversarial world, there is a misconception about the nature of dialogue, an impression that it is somehow benign—that it is a conversation that occurs without disagreement, without passion.

The 100-plus participants of an Imagine BC Dialogue at the Morris J. Wosk Centre for Dialogue on March 30, 2006 know that the opposite is true. In talking about BC's environment, its economy and the fabric of its society, many speakers were highly emotional—at times fierce—in presenting facts they know to be true and opinions that they feel are critical to recognize.

There were also moments of stark disagreement; but these were not defining moments. On the contrary, participants shared and developed a conviction that had clearly brought them together in the first place: that BC faces challenges that are local, national and, at times, global in scope, and that our future well-being depends heavily on our ability to define and address those issues—to reconcile our differences in pursuit of the most promising solutions.

Moderated by CBC Radio's *BC Almanac* host Mark Forsythe, the session was punctuated by "radio vignettes," six short scripts written by Simon Fraser University students in the new undergraduate semester in dialogue—provocative introductions to the main subject areas.



The Way We Live

The first vignette looked at the challenges of urban development, noting the environmental stresses of the traditional suburban development pattern and the social stresses of asking people to give up the lifestyle of their youth in favour of living in a dense, urban existence.

UBC Economist John Helliwell then led off the session. A leading world expert on human well-being, Helliwell shared the results of research that seeks to understand: what makes humans happy? The answer, once any group has achieved a level of affluence sufficient to meet basic needs, is trust. People who are in trusting relationships, with their neighbours, their workmates (perhaps especially their boss) and their governments are inclined to be happy. People who lack these trusting relationships, especially those who are socially isolated, are apt to suffer a poverty of the spirit that makes any chance of sustained happiness difficult, if not impossible.

In looking at “rates of happiness” in Canada, rural residents are more inclined to happiness than urban dwellers and people in eastern Canada, especially Newfoundland, are happier than people in the West. The implication, in Helliwell’s mind, is that we must seek ways to connect people, recognizing that the risk of having people withdraw from their communities—recognizing that as contact builds trust, walls and gates can breed mistrust.

In response, Donna Morton, the founder and executive director of the Victoria-based Centre for Integral Economics, praised Dr. Helliwell for focusing on an issue that is usually left out of conventional economic discussions. Morton formed her own

interest in economics while working as an environmental advocate. She noticed too often a seemingly irreconcilable debate between jobs and the environment, so she started to look for workable economic alternatives. She ultimately settled on tax shifting, concluding that the way to build a resilient, but still sustainable, economy was to use government’s most powerful tool—its ability to assess tax. What we need to do, she said, is to “build effective sticks to whack individuals and companies that don’t live up to our sustainability goals.” In this model, government would tax polluters heavily and give tax breaks to companies that showed themselves to be social and environmental leaders.

Rob Butler, a senior research scientist at Environment Canada’s Pacific Wildlife Research Centre and an adjunct professor at SFU, added urgency to the discussion by pointing out that the UN-sponsored Millennium Ecosystem Assessment demonstrates that the earth is in a perilous state, suffering wide environmental degradation and innumerable instances of species extinction. We know from this research that the world environment is in danger, but we also know that the situation is recoverable with action and care, he said.

Several people noted a perverse problem that we face in BC in trying to encourage action: the province is still beautiful. We still enjoy clean air and water and can easily travel to vast forests that seem robust. It’s hard to inspire corrective measures—economic or otherwise—when the problem is not always obvious.

Participant Vince Verlaan worried, too, about the rate of resource exploitation that allows this generation to build an apparent economic surplus without taking into account the long-term

What Supports Well Being?

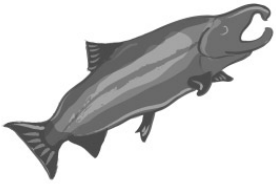
- *Trust*
- *Employment (paid or not, in a good job)*
- *Family, friends and neighbours*
- *Good health*
- *High-quality of government, at all levels*
- *Responsive local government*
- *Adequate income, relative to expectations*
- *Strong cultures and local governance*

The secret to well-being?

- *Engagement and Efficacy*

—John F. Helliwell, Arthur J.E. Child Foundation Fellow of the Canadian Institute for Advanced Research Canadian Institute for Advanced Research

IMAGINE BC *Dialogues on the Future of British Columbia*



Dialogue Programs'

IMAGINE BC series aims to build the province's capacity to think proactively about the future. A society that is alert to the future is a society that is ready to seize the opportunities open to it. In this regard, 'futures-literacy', as much as technological or civic literacy, is a critical competitive advantage that deserves investment and merits both public and private support.

effect—especially the inability of the natural environment to continue to regenerate. That, in turn, inspired Betty Krawczyk, an environmental campaigner who spent two-and-one-half years in prison for her actions in protesting forestry practices in BC, to exclaim that the current rate of deforestation is such that we “have no time for a long period of investigation and conversation.” Citizens must get out and protect the forest, she said, adding, “This is not civil disobedience. I consider it civic obedience.”

Deana Grinnell, of the Fraser Basin Council (FBC) offered her organization as a model for dispute resolution. Issues in the Fraser Basin, an area the size of California, are discussed among an all-inclusive group of stakeholders—from municipalities and First Nations to corporations and NGOs. The relationships have been built up over many years, often beginning before there was a divisive issue to resolve. And, Grinnell said, “dialogue can be a tough and long road, but the solutions are enduring.”

Former Vancouver City Counsellor Fred Bass joined the conversation to describe the difficult role of high profile people in the political process—and, especially, the difficult choices one must make between standing on principle and working toward an effective compromise. He also raised the issue of public education, worrying that it is difficult to promulgate good public policy when the general populace may or may not be well-informed about scientific and environmental issues.

Energy

Students presenting a second vignette asked—forcefully, if rhetorically—what would it take to wake society up to an impending energy crisis, driven by a combination of

shrinking oil reserves and an increased consciousness of the climate change risks of continuing to use fossil fuels as a primary energy source.

Guy Dauncey, an author, speaker and sustainable communities consultant read into the record a fictional letter from a Vancouverite in 2030, who reported a world that has changed dramatically, due to the sudden and severe impacts of climate change. In the Vancouver of 2030, bicycles outnumber gasoline-powered automobiles, buses are free, most power comes from electricity supplied by wind, waves, tides and the sun, and most food is locally grown and distributed. This, Dauncey said, is a vision that can only come true if the BC Utilities Commission begins to promote alternative energy sources, rather than demanding that BC Hydro must always seek the cheapest solutions.

BC Hydro Vice President of Sustainability noted that the current corporate slogan is “Low cost power for generations” and he stressed that, while BC Hydro must operate within the current market and political constrictions, the utility takes the words “for generations” seriously. Still, the strategic challenge in the next 20 years is to achieve a better quality of life for all, even as we reduce our environmental footprint. And Sampson struck an ultimately optimistic note, pointing to the work of a provincial Energy and Power Technology task force being led by IMAGINE BC delegate Mossadiq Umedaly as an example of a potential policy change initiative. Sampson also noted that the economics of alternative power can also work in society's favour: BC Hydro has calculated that twice as many jobs are created by meeting power needs through conservative methods as they are through the construction of traditional supply sources.

Participant William Gibbens still rose to chide Hydro for its record, saying that BC Hydro's PowerSmart conservation program is not even keeping up with per capita increases in energy consumption, let alone meeting the needs of an expanding population.

Vicky Husband, of the Sierra Club of Canada, urged that we do more to consider alternative forms of energy, pointing again to the threats of climate change. Given the risks of pumping more CO₂ into the atmosphere, it is an "oxymoron" to talk about "clean coal and coal-bed methane," she said.

Husband also issued a plea for the health of the Fraser River, pointing to the flow changes that could result from a collapse in the interior forest—a collapse caused by the mountain pine beetle infestation, which is increasingly being acknowledged as an occurrence closely related to climate change.

Tourism

In a third vignette, students contemplated two visions for 2010, one in which Vancouver is praised for holding the most sustainable Winter Olympics in history—setting an example for the world—and one in which the city is embarrassed, and bankrupted, by its Olympic excesses.

Mary Mahon Jones of the Council of Tourism Industries began this section by saying the industry is working to establish a sustainable pattern, recognizing that the natural beauty that is one of British Columbia's largest attractions is also at risk if too many tourists overwhelm sensitive sites. Mahon Jones also pointed out that there are "1,800 small businesses with a very small bottom line" in her association, adding: "If you are panicked about paying the bills, it's hard to think about the long term."

Brenda Baptiste, of the Aboriginal Tourism Association, drew attention to the added value that First Nations people bring to BC tourism, "holding history in our hearts and in our culture." First Nations people feel a "responsibility to share our knowledge," she said, adding that they are committed to "playing a dynamic and vital role in the future of British Columbia."

Peter Williams, a professor at SFU's School of Resource and Environmental Management and director of the Centre for Tourism Policy and Research, reinforced the risk/reward pattern of BC nature tourism saying that the "most unique and spectacular places," which are the most popular, are also the hardest to manage. At present, he said we are "running by guess at to what is the maximum tourism potential" in most of these places.

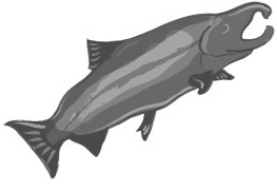
Participant Barbara Bennett offered a controversial example, pointing to the Eagleridge Bluffs in West Vancouver, which are slated for destruction to make room for a widened highway to the tourism mecca and 2010 Olympic site, Whistler. When Bennett questioned the rationale behind destroying something the locals found valuable—for the benefit of people from far away—Squamish Chief Bill Williams suggested that this is a single example of something that First Nations have been struggling with for centuries. He concluded with a wry: "Welcome to Indian country."

Governance

In a Governance vignette, students asked how best their voices might be heard in a confusing and sometimes unresponsive political environment.

Art Sterritt, representing the Coastal First Nations and the Turning Point Initiative, described one positive model: the negotiation

IMAGINE BC *Dialogues on the Future of British Columbia*



The Great Bear Rainforest Agreement

I think we are on the verge of establishing a new type of culture in British Columbia. Something that sees all stakeholders, all governments come together, [an agreement] to do something that has something for everyone. That's the difference. If we can take this model into other areas where people are really trying to develop an economy. That's what makes a agreement sustainable And this hasn't happened before... Everyone has made a little bit of a compromise. It has to be sustainable and it has to work for everyone... and this is [a model] that can be taken anywhere in the world and used.

—Art Sterritt Executive Director, Coastal First Nations

process that led to the now world-famous Great Bear Rainforest agreement. Sterritt described how First Nations brought together environmental groups, industry and government at every level to resolve a decade of controversy and confrontation in the Great Bear region—an area larger than Switzerland. The resulting agreement will protect one-third of that area completely and ensure that strict eco-system-based management policies will be enforced on the remainder. Sterritt noted that the incentive for government and industry to compromise came largely from the success of a European boycott campaign launched by environmental groups, but he said First Nations were pleased to broker the peace and impressed that “some trust developed among the parties.”

Merran Smith, of the ENGO ForestEthics, said the real advances were achieved only when government removed what she called “the box on the table”—a metaphorical package of conditions and preconceptions that would have dictated the details of any early agreement. Only when the parties wiped the slate clean and all began to negotiate from scratch did the Great Bear agreement become possible, she said.

Tim Draimin, of Tides Canada, also pointed to the huge (\$60-million) charitable investment that he said was critical to a deal that would work.

While forestry consultant (and IMAGINE BC Delegate) Bill Bourgeois called this “one of the most significant agreements to come along,” representing “a different approach to land management decisions,” Rod Marining, of the BC Environmental Network, interjected to say there are several First Nations communities that still do not endorse the agreement. As for the members of his organization, Marining said, most feel, “it’s a bad deal that is geared to clearcut three-quarters of the forest.”

This drew an impassioned response from Art Sterritt, who said that was “not true and has never been true.” Saying again that more than 30 per cent of the land is protected entirely, Sterritt added that the eco-system-based management regime will also prohibit indiscriminate clearcutting in the remainder of the region as well.

That said, both Sterritt and Merran Smith acknowledged that they remain concerned about the implementation of the Great Bear agreement and promised that their supporters will be monitoring the region closely to ensure industry compliance.

SFU student Heather Budney noted that these apparent triumphs in broad-based decision-making are not yet the rule in how we govern ourselves. “The (BC) Legislature is a confrontational model,” and most provincial policy making flows from that location—and that model.

Regional Economic Development

A student vignette on regional economic development looked at the migration of people and capital in BC, wondering especially at the impact of moneyed migrants into areas like the Central and Southern Okanagan, where rising real estate prices are making it difficult for long-time residents to maintain their lifestyle in the regions where they grew up.

Osoyoos Mayor John Slater acknowledged there are significant economic and development issues in his jurisdiction. The natural advantages of a warm, dry climate, the lakes and mountains and amenities like the growing wine district have attracted so many older, often retired residents that there are fewer high school students in Osoyoos today than there were in 1980, even though the population has grown by 45 per cent

in the meantime. Such long-term social and economic issues will play out in many other communities as well, Slater suggested, pointing to the increasingly populous and expensive Vancouver Island communities of Parksville and Qualicum.

Squamish Chief Bill Williams described the community development challenges facing First Nations. “The only way the aboriginal community can grow is to let the outside community realize that we’re there,” he said, adding, “There are aspects to aboriginal culture that will benefit both communities in the sharing.” Chief Williams also advocated a honest and unsentimental study of aboriginal culture, embracing the knowledge of past generations, but not overlooking modern issues of drug and alcohol abuse.

Nancy Bleck, who has worked with Chief Williams bringing urbanites into the fragile ecosystem of Sims Creek through the Witness Project, reinforced his call for increased cultural understanding. She urged that we must “drop our Euro-centric views” and look to First Nations for some of the keys to successful change.

The Urban-Rural Duality

The session ended with a last student vignette contrasting the benefits of urban and rural lifestyles. It drew the day full circle to the opening discussion about the importance—and the challenge—of maintaining a sense of community, regardless of the size of our own community’s population.

On Dialogue

Convening dialogues around large and messy public policy has taught me that the more complex, urgent, and deeply felt the issue, the more important it is to create a container that will hold the diversity of views and experiences. Dialogue is a creative process and it will make demands of you.

Three considerations to cultivate dialogue:

Notice your listening: *As you listen to the special guests, the respondents and the many voices in the room and wrestle with your inner voice that is busy sorting, comparing, contrasting, discounting, rejecting or embracing what you hear, stop and simply notice your listening. Are you simply waiting to speak? Are you listening to understand? Simply notice. As you begin to pay closer attention to your listening, you may notice a shift in the quality of the conversation today.*

Assume generosity: *To get beyond the polite and surface conversations or bucolic diatribes—too often equally unproductive hallmarks of public meetings—we need a sense of safety and trust. We might move in that direction more directly if we begin by assuming the best intentions of each other from the onset. We all have something to contribute. We all have something to learn. The absence of generosity makes genuine, frank and spirited dialogue difficult, if not impossible.*

Stay curious: *Stay curious even when you profoundly disagree, when you do not understand or when you have no reference point for what you hear today. Stay curious, because when you are in a state of wonderment you will be present. You will be interested. You will want to know more. Try phrases like: “I wonder...?” “Tell me more...?” or “How did you reach that conclusion?”*

—Joanna Ashworth, Program Director, SFU Dialogue Programs

Imagine the Future

After the broadcast portion of the program, the 100-plus participants broke into groups to tackle a couple of specific questions, and to look for some solutions.

The questions were:

- 1. If we were to develop a set of provincial well-being accounts to monitor our progress, what should be included? (For example, quality of work, the state of our communities, social and regional disparities, early childhood education, crime rates, health, the strength of our relationships, the state of the environment, etc.)**
- 2. What will it take for BC to become a national and world leader in social, economic and environmental well-being?**

The answers to the first question ranged extensively but related most consistently to three foundational pieces: clean air, clean water and healthy food. Without these, it was widely agreed, the other measures would hardly come into play.

The groups also appeared to agree on two general principles: first, that in order to monitor and improve our general well-being, we need a simple set of baseline measurements; and second (again relating to the air, water, food concern) the health and well-being of the people will always be a reflection of the health of the land.

The groups never voted on specific items nor ranked them in any order, but education—the care and nurturing of young Canadians—appeared to be a very high priority. Participants referred specifically to daycare, to pre-teen education, to post-graduate education and to literacy in the general population as areas that could profitably be measured and tracked.

Health was also a high priority, with participants mentioning specific indicators such as neo-natal health and survival rates, cancer rates and general levels of community health.

Socially, participants were looking for quality of life measures that ranged from the availability of affordable housing to the degree to which the populace is engaged in the political process. For the latter, measurement areas might include voter turnout, the representation and participation of women and minorities in politics and government. Participants also called for tracking of poverty and of income gaps, which can indicate societal dislocation even where traditional definitions of poverty may not apply. Another indicator of social good health might be the amount of free time available to members of the community.

There was a general sense that we need measurements for the health of the environment, but a frustration as to how best set targets or goals—especially in localized areas. Again, the cleanliness of air and water are two starting points, as is biodiversity, locally, nationally and globally.

Faced with making BC a “world leader in social, economic and environmental well-being” a couple of groups said one good start would be to emphasize cooperation rather than competition or, as Nancy Bleck said, “Let’s just be really, really good as a province.”

Being “really, really good” would require a built environment that fits well in its natural setting, calling for natural systems-based planning and, again, resulting in clean air, clean water and readily available food of adequate capacity and high quality. This would require government to be encouraging of innovation. It would also benefit from a community commitment (perhaps supported by government) to reduce our ecological footprint—to reduce the total land necessary to support our wealth and consumption patterns.

Amir Ali Alibai, arts programmer at the Roundhouse Community Centre won broad support with his appeal to build a fourth leg on the sustainability stool. Usually, people talk about environmental, economic and social sustainability. Alibai would add “cultural” to the list, building a sense of community and a sense of place by nurturing the arts and by supporting cultural ceremonies and rituals.

Several people raised planning issues and suggested that there is a rational disconnect between what Canadians think of themselves and how they actually live. For example, the vast resource wealth and huge expanses of natural space are apt to create the impression that Canadians are currently living a sustainable existence, where the opposite is true. If everyone in the world consumed at the rate that Canadians do, we would need five or six planets the size of earth to support the population of just one. One suggested solution was to abandon Gross Domestic Product as a measure of success. GDP measures spending and doesn't distinguish whether the money was spent on health care for the needy or replacing buildings that were destroyed in a natural disaster. Participants also suggested that we must begin planning for complete life cycles, contemplating the

cost of disposing of, and replacing, everything that we buy.

A leading international community would need a way to monitor the civility of its society—to track measurements like homelessness and to quickly address the needs of the dispossessed. It would also need a diversified economy and, again, a built form that promoted interaction rather than isolation. That would include good communication between urban and rural areas, as it would also include connectivity among different cultures and across the generations.


A sustainable community that might stand as a model in the world would celebrate its successes, through tax policy as well as ceremony, and the members of such a community would take their responsibilities as citizens, and not just consumers.

APPENDIX I: Invitation

IMAGINE BC

Dialogues on the Future of British Columbia

SIMON FRASER UNIVERSITY



By asking citizens, influencers and experts to engage in dialogue and collectively imagine the kind of future we want, IMAGINE BC is generating provocative and constructive visions and bringing about real social change, one conversation at a time.

John F. Helliwell is the Arthur J.E. Child Foundation Fellow of the Canadian Institute for Advanced Research (CIAR), and director (with George Akerlof) of CIAR's Social Interactions, Identity and Well-Being Program. His current research focuses on the determinants of well-being at the individual, community and national levels.

www.imaginebc.ca

BC's Future Well-Being: Alternative Futures and Signs of Progress

Broadcast live on CBC Radio's *BC Almanac*, 690 AM

Thursday, March 30, 2006
11:45am-4:30pm (doors open at 11:15am)

Simon Fraser University's Morris J. Wosk Centre for Dialogue
Asia Pacific Hall, 580 West Hastings Street
Vancouver, BC (*enter off Seymour Street*)

Under the leadership of Simon Fraser University's Dialogue Programs, Imagine BC is a five-year initiative that aims to create a neutral space for open and creative dialogue on British Columbia's social, economic and cultural future.

Featuring

- John F. Helliwell
- IMAGINE BC Year Two Delegates
- Simon Fraser University's Undergraduate Semester in Dialogue
- And other special guests who will be highlighting challenges, issues and experiences from around BC.

Moderated by
Mark Forsythe, Host, CBC Radio's *BC Almanac*

Please arrive early. Seats not occupied by 11:30am will be made available to the waiting list

Admission is free and registration is required. RSVP by **March 17** by contacting 604.291.5100.

Convened by



SIMON FRASER
UNIVERSITY
VANCOUVER
Dialogue Programs, Continuing Studies

Simon Fraser University and its cosponsors accept no responsibility for accidents, losses, thefts, damages or any changes in the program resulting from unforeseen events. All proceedings at this event will be audio and video recorded for educational purposes and may be transcribed and available in published form or on the internet.

Sponsored by

NORTH GROWTH
FOUNDATION

690
cbc radiONE



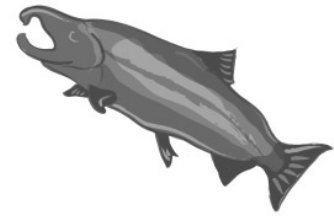
Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

A community
outreach project of

30 DAYS OF SUSTAINABILITY

APPENDIX II: Agenda



12:05 **BC's Future Well-Being: Alternative Futures and Signs of Progress**

Mark Forsythe, Moderator/Host — Introductory Remarks

What do we mean by “well-being” of people, ecosystems and economies?

What is progress in this regard?

* * *

Special Guest: John Helliwell, *Canadian Institute for Advanced Research*

Respondent: Rob Butler

Dialogue

* * *

12:40 **Well-Being Indicators in Action: “Telling” BC Stories**

Guy Dauncey, *BC Sustainable Energy Association*

Respondent: Bruce Sampson

Dialogue

1:00 *News Break*

* * *

1:05 **A Vision for BC's Tourism Sector**

Mary Mahon Jones, *Council of Tourism Associations*

Brenda Baptiste, *Aboriginal Tourism Association*

Respondent: Peter Williams

Dialogue

* * *

1:25 **Great Bear Rain Forest: A new approach to governance**

Tim Draimin, *Tides Canada Foundation*

Art Sterritt, *Coastal First Nations — Turning Point Initiative*

Merran Smith, *ForestEthics*

Respondent: Bill Bourgeois

Dialogue

* * *

IMAGINE BC's 2005/2006 dialogues have focused on the interrelationship between Economy and Ecology in British Columbia and were informed by Ronald Wright's CBC Massey lecture series and book, *A Short History of Progress*.

Wright sites case after case where human societies repeatedly fall into “progress traps”, instances in which apparent advances in human practice or technology lead to short-term success but long-term collapse. Wright's requiem scenarios wake us up to the urgency of the present situation globally and locally.

To lead us into this dialogue economist John Helliwell will share his theory of “well-being”. Following Dr. Helliwell, we will invite our audience to explore with us some of BC's possible futures — some disturbing, some hopeful, and some of the telling signs of “progress” in the province.

*** * * Alternative Futures Scenarios**

To stimulate the imagination about alternative futures in BC, students from SFU's Undergraduate Semester in Dialogue have prepared a series of vignettes that they will perform throughout the program.

Urban Development

Energy

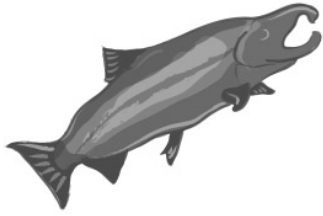
Tourism

Governance

Regional Economic Development

Rural-Urban Relations

IMAGINE BC *Dialogues on the Future of British Columbia*



What kind of future do we have in BC? How does thinking about our future and our present in terms of “well-being” contribute to addressing the challenges we face as a province? What are the indicators of well-being?

How is well-being impacted by natural, social and economic capital? How do we score on the happiness index in BC compared with other jurisdictions? What actions are necessary now to ensure the future well-being of BC’s citizens?

1:45 **Reflecting on Signs of Progress**

John Slater, *Mayor, Town of Osoyoos*
Nancy Bleck and Chief Bill Williams, *The Witness Project*

What examples of “signs of progress” toward BC’s future well-being would you add to the dialogue?

What other observations would you like to share about the dialogue today?

Dialogue

* * *

2:00 **Live broadcast ends**

Refreshment Break

2:30 **Dialogue continues in small groups**

Reporting back will be audio-taped for future broadcast on CBC

If we were to develop a set of provincial well-being accounts to monitor our progress, what should be included—e.g., quality of work, the state of our communities, social and regional disparities, early childhood education, crime rates, health, the strength of our relationships, and the state of the environment, etc.?

List your group’s priorities.

What will it take for BC to be a national and world leader in social, economic and environmental well-being?

3:15 **Reporting out from groups**

3:45 **Dialogue weaving:** Themes, implications and next steps

4:30 **Adjourn**

Reception to follow

SFU Undergraduate Semester in Dialogue

The Undergraduate Semester in Dialogue addresses what we believe is the principal challenge for contemporary education: to inspire students with a sense of civic responsibility, encourage their passion to improve Canadian society, and develop innovative intellectual tools for effective problem solving. Each semester we develop an original and intensive learning experience that uses dialogue to focus student education on public issues.

For more information visit www.sfu.ca/dialogue/undergrad

Students

Jennifer Alsop
Melissa Chungfat
Nicole Crouch
Megan Dickinson
Elaine Fitzpatrick
Lauren Gabelhouse
David Gerth
Dawn Hanson
Michael Harris
Emily Huxter
Andre Isakov
Dylan Mulvin

Jennica Rawstron
Jeff Shemilt
Kelsey Singbeil
Sarah Stephenson
Nagaham Taha
Derek Michael Turner

Faculty

Janet Moore
Mark Roseland
Mark Winston

APPENDIX III: Special Guests

Brenda Baptiste is the director of Marketing & Development for the Nk'mip Desert & Heritage Centre, Osoyoos Indian Band. She actively serves as chair of the Aboriginal Tourism BC Association, director of the Thompson-Okanagan Tourism Association, tourism co-chair for the Okanagan Partnership Initiative, and regional director for the national board of Aboriginal Tourism Canada.

Guy Dauncey is an author, speaker, and sustainable communities consultant who works to develop a positive vision of a sustainable future, and to translate that vision into action. He is president of the BC Sustainable Energy Association, and author of the award-winning book *Stormy Weather: 101 Solutions to Global Climate Change*.

Mark Forsythe joined CBC Radio in Prince Rupert in 1984. Over the next five years he hosted and produced the local afternoon and morning programs. These days he's heard between noon and 2 pm on *BC Almanac*. Mark's latest project is a new book about Great British Columbians with colleague and show director Greg Dickson.

John Helliwell is the Arthur J.E. Child Foundation Fellow of the Canadian Institute for Advanced Research, and director (with George Akerlof) of the CIAR's new program on "Social Interactions, Identity and Well-Being". His current research focuses on the determinants of well-being at the individual, community and national levels.

Mary Mahon Jones joined the Council of Tourism Associations in BC in 1998 as its first permanent staff member and is currently working as their chief executive officer. Prior to COTA, Mary was the general manager of SaskCulture, a funding and advocacy body for Saskatchewan's vibrant cultural community.

Ross McMillan is senior associate at Tides Canada Foundation and is also president of Boreray Praxis Consulting Inc., a planning, negotiations and public affairs company. Ross is one of the principal architects of the financing deal to support conservation and economic diversification in the Great Bear Rainforest.

John Slater has spent the past 15 years immersed in local and regional government politics, as a councilor, director, board member, and currently Mayor of the Town of Osoyoos. John owns and operates a nursery and greenhouses, and during his free time, enjoys downhill skiing, and golfing.

Merran Smith works for ForestEthics and is the director of the BC Coastal Program. She has been a leader in the campaign to protect the Great Bear Rainforest for the past decade. She lives in a straw bale house in Smithers, BC where she skis, kayaks, hikes and attempts to grow a garden when not working.

Art Sterritt is currently the executive director of the Coastal First Nations in Vancouver. Art is a well-known carver (wood, stone and jewelry) and his work can be found in museums and private collections throughout North America.

The Witness Project

Chief Bill Williams and Nancy Bleck
Part spirit journey, part summer camp and part activist encampment, the Witness Project uniquely brings people together to respect and protect the fragile ecosystem of Sims Creek. The project represents an invitation for all people to engage in cultural and ecological dialogue through the arts, outdoor recreation, historical analysis, community building, and First Nations Ceremony.

APPENDIX IV: Imagine BC Year Two Delegates

Amir Ali Alibhai has been an arts programmer at the Roundhouse Community Arts and Recreation Centre for the last eight years. Amir is an interdisciplinary artist and cultural worker interested in community based arts, community cultural development and cross-cultural collaboration.

Bill Bourgeois is a professional forester and has invested 30 years in improving forest land management in BC. Bill's career consisted of working for the BC government conducting soil surveys, working as a research scientist with the federal government, joining the first multi-disciplinary land use planning team in the industry with MacMillan Bloedel, joining Stephen Owen with the Commission on Resources and Environment, working as vice president in Lignum Ltd. and forming his own consulting company.

Rob Butler is a senior research scientist at Environment Canada's Pacific Wildlife Research Centre in Delta and a biological sciences adjunct professor at SFU. Rob shares his enthusiasm for science with the public and is frequently sought out by the media for commentary on conservation issues.

Charles Campbell has been a contributing editor to *The Tyee* since 2003, an online BC newsmagazine. Charles edited the *Georgia Straight* for 11 years and he was the entertainment editor at the *Vancouver Sun* for two years. He was also a member of the *Vancouver Sun's* editorial board for another two years.

Mavis Erickson is a barrister and solicitor with the law firm of Wagstaffe, Gosh and Co located in Prince George. She teaches

in the First Nations Studies Department at the University of Northern BC. Mavis is a Nadleh Whut'en band member although she is a Nak'azdii citizen from her late parents community of Nak'azdii near Fort St. James.

Cheryl Matthew is the executive director for the Centre for Native Policy and Research Society. She is passionate about making a difference in the Aboriginal community by working towards equity and social justice. Cheryl is Secwepemc (Shuswap), from the Simpcw First Nation in BC.

Donna Morton is the founder and executive director of the Centre for Integral Economics based in Victoria. Her work focuses on bringing together business, government, youth and social sector interests around catalytic economic policy. She is also a principal in Waterstone Strategies, a boutique policy, process and public relations company.

Colleen Nyce is the manager of Corporate Affairs & Community Relations for Alcan Primary Metal Group in Northern BC. A skilled manager and supervisor as well as negotiator and business owner, her working experience so far has spanned a number of sectors and industries. Colleen is a longtime Northern BC resident.

Judith Reeve is an award winning landscape architect, teacher, lecturer, and community volunteer. She has been in private practice as principal of her own firm since 1980 with offices on the Sunshine Coast and in Vancouver where she is the in-house landscape architect with Toby, Russell, Buckwell & Partners Architects.

Bruce Sampson has been with BC Hydro since 1997 when he joined as director, Strategic Issues and Planning, and is currently the vice president of Sustainability. A trained economist prior to joining BC Hydro, Bruce spent many years in the provincial government.

Carol Seable is president and CEO of Fairmont Hot Springs Resort Ltd. Carol is also the president of the Columbia Valley Airport Society and director of Kootenay Rockies Tourism Association, Columbia Valley Community Foundation, Fairmont Business Association, Interior Health Authority and BC Progress Board.

Mossadiq S. Umedaly is the chairman of Xantrex Technology Inc. and was also the chief executive officer from 1999 to 2003. Previous positions held by Mossadiq were vice president and chief financial officer of Ballard Power Systems and senior positions with Aga Khan Development Network in Karachi and Price Waterhouse in Toronto and Rome.

Peter Williams is a professor at SFU's School of Resource and Environmental Management and director of the Centre for Tourism Policy and Research. His academic and professional research focuses on policy, planning, and management issues in tourism and outdoor recreation.

IMAGINE BC Advisory Committee

Joanna Ashworth, *Program Director*
SFU Dialogue Programs,
Continuing Studies

Ann Cowan, *Executive Director*
Simon Fraser University Vancouver

David Helliwell

Cheeying Ho, *Executive Director*
Smart Growth BC

Rudy North, *President*
North Growth Management Ltd.

Caroline North, *Legal and
Administrative Manager*
North Growth Management Ltd.

Tony Penikett
Tony Penikett Negotiations Inc.

Mark Roseland, *Professor*
SFU Centre for Sustainable
Community Development

Peter Williams, *Professor*
SFU School of Resource
and Environmental Management

Mark Winston, *Director*
SFU Undergraduate
Semester in Dialogue



APPENDIX V: Notes from Small Group Discussions

Question 1

If we were to develop a set of provincial well-being accounts to monitor our progress, what should be included—e.g., quality of work, the state of our communities, social and regional disparities, early childhood education, crime rates, health, the strength of our relationships, and the state of the environment, etc.?

List your group's priorities.

Question 2

What will it take for BC to become a national and world leader in social, economic and environmental well-being?

GROUP 1

Question 1

- One word that came to mind from discussion: hope, definition, thought-provoking, confidence, excitement, regional diversity, opportunity, sustainability, despair, ethics.
- Quality of life: Enhance life of citizens, direct participation in tourism, fulfillment and satisfaction.
- Need definition first for quality of life. Community decides what quality of life means. Ongoing system of testing on community.
- Need to change ourselves before we change the world. Aboriginal measure of health; mental, spiritual, emotional, people lost all over the world. Use Aboriginal philosophy and have harmony.
- Measure goals by what communities define what they want.
- Levels of participation and feedback from community. Inclusiveness. What percent of children can get basic education (access)? Capacity should spread horizontally.

Question 2

- Lack of hubris, system that embraces change, government to stand back and allow people to resolve issues, indication has to be on community level.

GROUP 2

Question 1

- Lack of trust because we are boxed up in our houses; interaction with neighbours.
- Healthy communities, trust in what you do on the larger scale, trust between community members. Trust would need to change human nature.
- Concepts: Some level of credibility, millennium ecosystem report (UN); global.
- What we most have to offer our environment, reflective of our health—Vancouver, BC, Canada.
- Recognize interest in the welfare of others, as soon as there is threat or fear, destruction occurs. Feeling before trust, not security, but a level of comfort. Process that assures transparency. Measurement of disparity. Distribution of wealth—socioeconomics?
- Civic responsibility and personal responsibility.
- Our history: Our community's health first, then personal well-being. Relationships, knowing people really well. Better communication. Social learning. Accountability to one another, to community.
- Community good before personal freedom. Bad timing state of our earth/environment, may need to 'force'/make people accountable to community. Ecological footprint, different levels: personal, household, community.
- Vital Statistics BC: People need to know about, e.g., how many people know about the link between climate change and carbon dioxide. How people are interested in well-being, percent of population? An indicator of well-being.

- Need to start at the beginning: a strong foundation, or else things will collapse.

Question 2

- Any provinces having sustainability, strategic plan, have goals, long term; difficulties with government.
- Need a set of indicators: Comprehensive index, simple, yet complex to be credible. What's the trend in the distribution of wealth?
- Know where we are and where we are going (vision).
- Empowerment in making progress.
- Natural systems base planning.
- Connectivity—can't just look at some small parts.
- Dialogue: "buy in" more likely when they know what has gone into the process; collaboration; equal voices or citizen having voice! Shared decision-making, collectively what we will do, consensus building; takes more time; but longer lasting increase of satisfaction.
- Community coming together, more difficult now with global economy.
- If we can't do it, then no one can, rich in resources, small population of people.
- Start small.
- Citizen's Assembly (Gordon Campbell's initiative), everyone has a stake, First Nations' interest, everyone's voice.
- National Resource Management plan/protection: make sure our leaders follow us!
- We, as citizens, need to take control.
- Work for people.
- Interconnection, need to protect world systems to protect our own.

GROUP 3

Question 1

- Sense of place, arts and culture including ceremony/ritual as a player/indicator use of storytelling: translating, widening the environmental scope feeling of belonging adds sense of responsibility. Surveys 'measure satisfaction' understand from ground up. Positive spillovers. Connections: All contributions must be heard. Rituals: Shared meanings and memories.
- Cross-cultural engagement, efficacy, sense of place. Connectivity: Power left at the door. Measure the extent to which people are engaged with one another.
- Provincial well-being accounts to monitor progress. Notions of well-being: trust, respect, sense of place. Culture and arts as a player and arts and culture indicator of well-being. Cross of values. Non-verbal dialogue.
- Arts, storytelling: Incorporate into education. Increase the scope. "Water has a memory" translate environmental. Issues through storytelling. Shared decision-making.
- Storytelling: There is a place on the land and how we connect—our feeling of belonging adds a sense of responsibility.
- Our culture has disconnect. Our transient nature (threatened by rapid rising development).
- Measures: Education, measure disparities. Fraser's Institute ranking can be cohesive.
- "Feel sorry for the billionaires" SFU-REM.
- There is not just one box with all the answers. Various approaches must be had.
- Citizenship vs. consumer, commodified society competition and cooperation.
- Ranking schools can corrade (bottom really matters).
- Measures of well-being.
- Surveys "how satisfied are you" to figure about what makes people happy. Mobility.
- Then what do you do with these measures?
- Artistic connections: Bridge social divide. Get an idea of connections.

- Community well-being user with further connections. Measures: Positive spillovers.
- "Economic belt concerns." Indicators of well-being: Aboriginal communities. This is a concern since how are these markers available to them.
- Self: Engagement of community is an indicator of well-being.
- Connections with community: Self governance, fire department, schools, cultural center.
- Engagement, efficacy: Everyone's contribution is being heard.
- Signals: Are there signals for rural communication to ensure their well-being?
- Urban linked with rural.
- Organic structure is needed collectively to look ahead.
- Value systems differ: That's a problem with having concrete 'fire hall' measurements).
- Value systems in communities, in aboriginal (monetary value shift).

Question 2

- Dialogue, interdisciplinants. Outreach: Stop talking to the converted. Empower the groups where you want to see change happen; levels of cross-over needed. For positive change, you need to be in the position of making those decisions. Empower citizens: There is a lack of leadership, citizens must speak out and up. Connecting the dots—micro to macro. Need a vehicle that incorporates shared concerns. Human health: Captivate people's imagination.
- We have a long way to go: Lack of leadership.
- Not seeing provincial leadership, they are selling our rights.
- People coming together: Citizens must lead. Speak out.
- Pace of growth is too much.
- Government react to pressure.
- For positive change, you need to be in the position of making decisions. Empower groups where you want to see change happen. Sitting down together to talk about opportunities is needed.
- Who is making the rules of the game?

- Smart Growth in the ground. Thirty citizens working together.
- Micro connection of dots: Decisions made at the local level
- People do not get it.
- Local/regional levels: All different but share same issues.
- There is a lack of communication.
- Need structure to build trust: Communication. Too easy to stop; not easy enough to start.
- Provincial recognition.
- Need a citizen-initiated vehicle that incorporates shared issues (water summit), human health.
- Move away from talking to the converted, outreach.
- Engagement: Captivate people's imagination.
- Rich democracy: Dialogue important for sustainable democracy.
- Intercultural, disciplinary dialogue to get a whole picture.
- Values against culture.
- Levels of cross over needed.
- Social capital: Building trust, building infrastructure. Opening up our space: Reconnecting our neighbours.
- Internal transformations linked to trust: Personal development.

GROUP 4

Question 1

- Widening education. First Nation Housing Commission.
- Moral disparity and homelessness.
- Ecology of time 24/7. Happiness.
- Environmental: Air/water quality, asthma, ecological footprint (personal).

Question 2

- Not being a world leader but a really good leader.

GROUP 5

Question 1

- Well-being accounts.
- Set targets (sustainable) need to know where you're going to know how well you're doing. Economic, health care, education.
- State of environment, 3 levels of sustainability (environment last).
- But how do you define environment? Natural surroundings, built environment, interactions.
- Life conditions of certain regions, not province wide.
- Air quality (CO emissions).
- Measuring personal levels of power (powerful, powerless).
- Involvement in community and governance. Trust, honest, truth. Is the community being heard? Influence.
- Unemployment/job rates: Length of time at job.
- Health: Death rate. Average hospital stay linked to happiness, suicide rates, cancer.
- Number of delegations to city hall, citizens, small businesses.
- Criteria vs. indicators.
- Trust between citizens.
- Recognition of community's distinct identities.
- Income level. Trust, well-being: Subjective and objective valued equally.
- Citizen, progress, movement (happiness is hard to quantify).
- Density and diverseness, self-identification, morality, shared belief system.

Question 2

- Interconnectedness of achieving success: social, economic and environmental.
- Walk the talk, act on ideas.
- Look to other countries for examples (Sweden).
- Re-prioritize: Now, long-term sacrificed for short-term goals, needs to be improved.

- Increased space for multicultural dialogue.
- Changing constitution (more environmental concern).
- Bottom up change (communities), setting up goals.
- Incentives! Reallocation of wealth.
- Higher paying jobs for professionals (monetary incentives to keep skilled).
- Tax shifting, triple bottom line, fuel cost accounting. Investment in best practices, social costs, externalities, triple-bottom line.
- Consumer responsibility/professional practices
- Slowing down: Development, population growth.
- Uniqueness of BC deserves to be protected (stand apart).
- Acceptance of end of development/limited growth.
- Conservation of resources.
- Better access to necessities: clean water, shelter, food, health care, etc.
- Accountability: sense of participation, participation in public dialogue, action following dialogue—government/industry, trust.
- Accomplishment—fits back into everything before, not sure how to measure, efficacy.
- Sustainability and innovation—cultural, environmental, economic, social, 4 tiered instead of 3 tiered.
- All of them should be included, trying to replace the GDP conceptually.
- Most important: viable communities: people investing in relationships that build trust.
- Media should be re-worked—a balanced media speaking to a community with a thirst for knowledge.
- Sense of accomplishment and sense of satisfaction.
- Ownership of property leading to community connections.

GROUPS 6 & 7

Question 1

- Just because some things aren't measured today, doesn't mean they shouldn't be. We need to change how we measure criteria, not just what we measure. Equal representation: Minorities, women, disabled, etc.
- Group priorities: education and awareness (school and media coverage); health; ownership in community and world and sense of community; self-sufficiency (food security, environmental resources, energy, etc.); poverty, gap between the rich and poor.
- Hard to measure/create social indicators: a variety of responses.
- Sense of community. Trust: Respect, participate, communicate with neighbours.
- Education awareness: kids, media, institution, government.
- Self-sufficiency – feedback into sense of community too. Food security, vital resources, empowerment.
- Representation: minorities, everyone.
- Poverty: not economics so much, gap between rich and poor.
- Community well-being (Prince George) a lot of clear-cutting going on in Prince George area.
- Level of trust
- Respect of women
- Education, clean air, healthcare
- Most important—eradication of poverty
- Gap between rich and poor
- Measuring representation—measuring the presence of First Nations.
- How many meals where people sit down together; how many hours you spend in garden and kitchen.
- Continue to support local, grown produce, growing of your own food, food security, trust.
- Land use plans—seeing them be resolved
- Measure: Sense of community, trust, respect, participation, education and awareness, self-sufficiency, representation of everyone's minorities.
- Standard economic and social measures: bankruptcy rate, rate of mortality, divorce rate.
- Viability
- Hartley Bay: access to shellfish important to community's well-being.

BC's Future Well-Being: Alternative Futures and Signs of Progress REPORT

- Sustainability of culture, economy (not just for money).
- Blending cultures.
- Whatever that you think indicates well-being should be the index (as a community).
- State of environment—not abstract, trust, to feel that the environment can provide for us.
- Sense of community—people have a sense that they are able to make a difference in their community and that there are locations where this conversation can take place.
- Access to healthcare, accountability, recognizing scale, recognizing a variety of indicators, average of how far people look into the future.
- Some current metrics that can be applied but we need to add more such as asking whether people's voices have been heard.

Question 2

- Don't expect government to be a leader, free their hands. Lead by example; citizen empowerment; willingness of the community to take action; multi-party stakeholder engagement; Canada needs to admit we're not sustainable; abolish the GDP; be consistent; create a culture for/of change.
- Stop talking the talk and actually do what they're talking about ie. in municipalities incorporate more green planning.
- Realize that we're behind schedule in terms of the environment. Admit that we're not a leading country in all 3 fronts, social, environmental, and economic.
- Deal with poverty (lacking essentials of life).
- Put effort into becoming a sustainable society—have to institutionalize sustainability. Government is a follower—has to change, they do what is favourable.
- We need to build massive parades to lead and move forward. Bring together people and agree on principles.
- Useful to understand what the limits of government are.
- Change the way we do governance (the structure)—only way that we're going to change is by realizing that we're not #1.
- Change GDP (re-define).
- In the hands of individuals and governance, become a world leader by example.

GROUP 8

Question 1

- Shift from just thinking of money, have a quality of life
- Community and connections between community members, how much do we have as free time that isn't spent ensuring survival basics.
- Equal opportunities in life, ability to contribute to society no matter what economic status
- Health
- Measure of empowerment and participation in decision-making
- Ability to afford a place to live
- Well-being of environment
- Minimal waste and waste management systems in place

Question 2

- Invest in green technologies
- Create tax incentives and have public policy that is well thought out and clear. Encourage what is good and penalize what is bad.
- Minimize absentee ownership, so have to live here or work here to buy property—to minimize growth of population, which is the root of many of our ecological problems.
- Shift to prevention, rather than cleaning up after the fact
- Shift to thinking about complete life cycles of ecological process, of product life cycles.
- More towards quality of life index.

GROUP 9

Question 1

- Provincial well-being accounts.
- Environment—air, water and food quality, biodiversity.
- Basic qualities to exist; inseparable from environment.
- Well-being of planet.

- Power of individuals in decision-making processes.
- Strength of relationships, capacity of networks.
- Inclusion of vulnerable persons in our decision-making.
- Intergenerational connectivity.
- Poverty (none), strong local economies that meet basic needs; crime; health (physical, mental emotional), education, food lines.
- Perceptions of well-being.
- Quality, accountability of media.
- Politics of education.
- Health, well-being, value of children in society (health: physical, mental, emotional).
- Levels of trust and reciprocity.
- Literacy.
- Gap between rich and poor (when are the rich pitied?)

Question 2

- Baseline info.
- Monitoring of progress with new tools of measurement.
- Long-term goals, thinking.
- Understand, promote what our governance structure is in reality.
- Measures, indicators of progress.
- Sustainability Act (need good governance).
- Government needs to be more empowered.
- Diversify economy.
- Honouring potlatch tradition rather than billionaires.
- Tax shifting.
- Predictability in strategies to change. Evolving organically. Building on what's working.
- Change philosophy, win collectively, rather than individual success (view others not as competitors but cooperators).
- Model dialogue for decision-making leadership!
- Cooperating competitors.

Sponsored by

NORTH GROWTH FOUNDATION



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

*A community
outreach project of*

30 DAYS OF SUSTAINABILITY

Convened by



SIMON FRASER
UNIVERSITY
VANCOUVER

Dialogue Programs, Continuing Studies

IMAGINE BC

*c/o Dialogue Programs, Continuing Studies
Simon Fraser University Vancouver
515 West Hastings Street
Vancouver, BC V6B 5K3*

t. 604.268.7925 e. imaginebc-info@sfu.ca

Printed on environmentally friendly paper



JUNE 2006