



**UNIVERSITY OF ALBERTA**  
ALBERTA CENTRE FOR SUSTAINABLE  
RURAL COMMUNITIES

# Taking the Next Steps: Sustainability Planning, Policy and Participation for Rural Canadian Communities Conference



Alberta Centre for Sustainable Rural Communities

**ACSRC Report Series #01-10**

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## **Authors**

Alberta Centre for Sustainable Rural Communities

## **Acknowledgements**

This report was created by the staff of the Alberta Centre for Sustainable Rural Communities. The creation of this report would not have been possible without the involvement of the TTNS presenters, participants and partners. A special thank you to the organizing committee; Lars Hallstrom, Glen Hvenegaard, Debra Davidson, Hans-Dittmar Mündel, Naomi Krogman, Mary Beckie, Karsten Mündel and Candice Tremblay. As well as the staff members of the Learning and Beyond office, Community Service-Learning students and event volunteers.

No particular observation or comment should be attributed to any specific individual, unless otherwise specified. Any errors in the description or interpretation are those of the authors.

Research funding for this project was provided by Social Sciences and Humanities Research Council.

## **Abstract**

The 'Taking the Next Steps: Sustainability Planning, Policy and Participation for Rural Canadian Communities' conference brought together approximately 70 academic researchers and community organizations from across Canada from October 21-23, 2010 to University of Alberta - Augustana Campus, to explore the practices, implications, lessons and issues emerging from both the steps taken toward developing Integrated Community Sustainability Plans, as well as the implication for implementation, policy development and analysis, evaluation and long-term policy, social and political action in rural Canadian communities.

This conference provided multiple venues and opportunities for knowledge synthesis, translation and exchange through a combination of key-note presentations, round tables, plenary sessions with academic/community panels, and break-out panels. For more information including videos from the TTNS event please visit <http://www.augustana.ualberta.ca/research/centres/acsrc/>

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Publications in the Series should be cited as:  
AUTHOR, TITLE, ACSRC REPORT SERIES NO./YEAR [URL]

## **Taking the Next Steps: Presenters Abstracts**

### **Plenary Session:**

#### **Knowledge AND Action in Support of Small Town Economic Transition**

*Laura Ryser, University of Northern British Columbia*

*Marc von der Gonna, McBride Community Forest*

Pressures limiting community development and community economic development in rural and small town places include challenges around human resources, infrastructure, industrial capacity, policy supports, environmental assets, and others. Addressing these pressures and challenges often means accessing information and research capacity. Building community-university partnerships is one way by which small places can access needed information and research. This presentation draws upon the research and community development relationship between the town of McBride, British Columbia and the University of Northern British Columbia – a relationship built upon past projects that fostered a level of understanding and cooperation. Today, the McBride Community Forest (MCF) is a key tool for local community development and economic diversification. Balancing economic, social, community, and environmental concerns, the MCF operated within the competitive business environment. In turn, the Community Development Institute (CDI) at UNBC undertakes research, information sharing, and educational outreach to assist communities interested in making informed decisions about their own futures. The presentation begins with an outline of the McBride-UNBC research relationship and concludes with some fundamentals for developing successful community- university relationships that can meet current needs and endure over the longer term.

#### **Turn Your Radio On: Engaging Rural Citizens Using Community Radio**

*Ivan Emke, Sir Wilfred Grenfell College, Memorial University of Newfoundland*

*Fred Campbell, Ryakuga Communications*

There are a variety of ways to engage communities in the discussion of local issues. Many of these involve some form of communication tool, from face-to –face meetings to newsletters, radio or the internet. It could be argued that the kind of community engagement we can build depends on the kind of communications tool we use. For example, a teleconference will result in a different engagement and response than an in-person discussion; a telephone call may elicit different response than an e-mail. With this in mind, the presentation outlines a number of examples of the use of low-power FM radio in a rural community context. These projects used the Special Events category of Industry Canada’s guidelines to get permission to broadcast, on FM, for a limited period of time. During the broadcasts, a wide variety of community partners and individuals participated on-air, and communities were able to hear their own issues, discussed by their neighbors, on their “own” radio station. The presentation outlines the procedure for setting up these radio projects, offers examples of the responses of community members, and celebrates some of the learnings from the events.

## **Concurrent Panel 1A:**

### **Mobilizing Community Support for Wildlife and Greenspace Stewardship in Camrose, Alberta: Challenges, Lessons Learned, and Future Opportunities**

*Glen Hvenegaard, University of Alberta, Augustana Campus*

*Michael Barr, Conservation Partnerships Specialist, Ducks Unlimited Canada*

Camrose, Alberta (population 16,000) has grown economically, but has experienced environmental challenges resulting from this growth. The Camrose Wildlife and Greenspace Stewardship Project seeks to raise awareness, knowledge and support for abundant wildlife and greenspace, and to relate these features as important contributors to quality of life in the community. The project undertakes educational, stewardship, management, and research activities, and builds on collaboration among project partners that represent several environmental, community, municipal, and educational organizations. Since 2002, when our Greenspace Proposal was endorsed, we have conducted baseline research, received sustainable funding, delivered weekly nature education events during the summer months, and increased Purple Martin (our flagship species) populations, culminating in a commitment to undertake a Municipal Greenspace Plan. The project was also a finalist for the Alberta Emerald Award (for environmental leadership). Our presentation will highlight the challenges, lesson learned, and future opportunities in mobilizing community support for local environmental stewardship projects.

### **Collaborative Decision-Making for Rural Sustainability: Complexity Tools for Scenario Analysis in the Lake Simcoe Watershed**

*Martin Bunch, York University, Faculty of Environmental Studies*

Lake Simcoe watershed is a large catchment in Ontario that included rural, agricultural, recreational, protected area, First Nations reserve, and urban land uses. It is under much pressure from growing population due to its proximity to the Greater Toronto Area. This raises concerns about land use change in the rural areas. As part of an adaptive ecosystem (ecohealth) approach to watershed management in the Lake Simcoe watershed, a team of researchers from York University, Environment Canada, and the Lake Simcoe Region Conservation Authority are developing methods to model complex coupled human and natural systems so as to support scenario analysis in stakeholder-based collaborative decision-making processes related to land use change. This paper presents the foundation of these methods: the future of complexity, key relationships in the coupling of human and natural systems in the Simcoe region, and the means of modeling these relationships in support of collaborative decision-making.

## **Concurrent Panel 1B:**

### **Seniors as a Resource to Rural Communities**

*Norah Keating, University of Alberta*

*Jacqueline Eales, University of Alberta*

*Mat Bergeron, Northern Sunrise County*

Much of the ‘apocalyptic demography’ of the late 20<sup>th</sup> century presented a vision of aging as a huge draw on national, regional and community resources. Rural communities in Canada are particularly susceptible to this conception. They have a disproportionate number of older adults, and often have resource and infrastructure challenged to supporting community members. This

presentation is based on collaborative work between the town of Peace River, and Research on Aging, Policies, and Practice (RAPP), a research team based at the University of Alberta.

### **East Central Alberta Cumulative Effects Prototype: CO-Learning with the Community Through Systems Thinking and Future Scenarios**

*Rhonda King, Alberta Environment*

The Alberta Government, through Alberta Environment staff, initiated conversations with community leaders of East Central Alberta to learn through action, in order to further understanding of Albertan's desires (anticipated outcomes) for their community's future. The intention of the community engagement was to explore all aspects of the future through conversations about desired social, economic and environmental outcomes in the context of current government policy. Through the conversations, the engagement process sought to increase the understanding of system complexities when planning for a sustainable future, rather than focusing on single media issues or solely environment outcomes. This presentation will describe provincial government policy and local community context as well as systems focused processes and products used during the project.

#### **Concurrent Panel 1C:**

### **You Are Where You Eat: Developing an Online Tool for Community Food Mapping**

*Jon Corbett, UBC-Okanagan, Centre for Social, Spatial and Economic Justice Community, Culture and Global Studies*

*Casey Hamilton, Chair, Central Okanagan Food Policy Council and Community Nutritionist, Interior Health Authority*

This presentation reports on a community-university research project that seeks to engage the Central Okanagan community in local food security dialogue. The Central Okanagan represents an interface- community, where the rural (producer) and urban (consumer) population exist side by side. Increasingly people want to better understand how and where their food is grown, processed and sold in order to improve access to and make informed decisions about local food. This project seeks to support these processes by providing a web-based mapping tool that displays information, discussion and media about local food through a Google Maps interface. 'Experts' in the field do not populate the information provided through the map, rather a framework has been developed to enable community members themselves to share their own knowledge and experiences about local food and its availability. This project represents core collaboration between researchers at UBC Okanagan and the Interior Health Authority, as well as a number of local food related organizations, farms, markets and outreach groups. This presentation will also talk about the process of negotiating the project agenda, methods and evaluation, and finding common ground outreach groups. in the collaborative research process.

## **Exploring New Forms of Regionalism in Rural Newfoundland: Case Study of the Burin Peninsula**

*Ryan Gibson, Memorial University*

*Greg Dominaux, Burin Regional Council*

Rural, resource-dependent regions around the world have faced extensive social, economic, environmental and political restructuring in recent decades, driven by factors such as declining birth rates, technological change, and resource depletion. Well known for its high rates of unemployment and the collapse of the northern Atlantic cod, the province of Newfoundland and Labrador is no exception. For the past year, community residents, government representatives, and researchers have collaborated to explore new forms of regionalism appropriate for the communities to respond to the changing dynamics of rural communities. The collaborative initiative strived to generate suggestions for opportunities to positively impact economic growth and diversification of the Burin Peninsula. The presentation will provide background information on the context of the Burin Peninsula, explore new forms of regionalism applicable to the region, and discuss the implications for the new forms of regionalism for community development, policy, and academia.

### **Concurrent Panel 1D:**

#### **Resource Policy Views and Trust in the Battle River Watershed**

*Gaylene Halter, Doctoral Candidate, University of Alberta*

Objectives of this research were to obtain public evaluation for various methods of market based instruments to enhance water management and to encourage democratic skills through utilizing deliberative democracy methods. The research project was conducted between April 2009 and April 2010 and included 20 in-depth interviews with residents of the Battle River Watershed (BRW), four study group sessions, a world cafe', and a number of on-the-street interviews. Findings included fourteen different items. The most interesting finding was the lack of trust of government within the watershed. Regaining public trust will be the biggest challenge for whatever water policy option is selected. This presentation will discuss key findings.

#### **Political Opportunity and Public Participation in EIA: An Innovative Institution for the Ekati Diamond Mine Project**

*Morgan Boyco, Graduate Student, University of Guelph*

This presentation critically explores the process of public participation in the politically contested arena of environmental impact assessment (EIA). The concept of deliberative public participation has become the new normative standard for citizen engagement in numerous planning and policy-making processes, including EIA. It holds the promise of better enabling disadvantaged communities to participate in development decisions that affect them. However, critics of the deliberative turn have cautioned that the normative claims of communicative rationality give insufficient consideration to contention in political processes and warn about the ways in which entrenched and powerful interests can colonize new deliberative governance procedures. An examination of the Ekati diamond mine utilizing political process concepts borrowed from social movement theory can illuminate these impediments to effective participation as well as highlight the opportunities created for a transformative politics in EIA. The mine's

Independent Environmental Monitoring Agency (IEMA) is assessed as one such innovative opportunity structure for deliberative planning.

#### **Concurrent Panel 2A:**

##### **Re-envisioning Non-Governmental Organizations in Governance for Sustainability**

*John Parkins, University of Alberta*

*Clayton Maurer, The Voice of Community and Land Society (VOCAL)*

A feature of current sustainability planning is the downscaling of decision-making authority and responsibility from centralized authority to local government authority. This mode of governance provides opportunity for new local voices to participate; yet dominant actors often remain within traditional government structures at regional and local scales. A metagovernance framework, as a way of examining “governance in the shadow of hierarchy,” offers a way to explore broader participation in sustainability planning where non-government organizations participate and influence the planning process. This presentation focuses on recent experiences in Alberta with the Voice of Community and Land Society (VOCAL) and their efforts to influence the citing of a large-scale open-pit coal mine in their municipality. By examining their experience as a non-government organization, lessons and principles for governance and broader participatory democracy are explored.

##### **Integrated Community Sustainability Planning in Cumberland County, NS: Lessons from a Low Population Density Rural Community**

*Gwen Zwicker, Mount Allison University*

*Penny Henneberry, Municipality of the County of Cumberland*

Cumberland County is geographically the largest rural government in the province with more than 4,000 square kilometers. Its population of 32,000 is widely dispersed. Four towns are located within its boundaries, but with separate municipal governments. The County has relatively little municipally owned infrastructure, with the exception of some wastewater treatment facilities (20 pumping stations in eight communities) and two water distribution systems serving fewer than 250 homes. There are several rural fire stations, some landfill facilities, and community recreation facilities as well. This paper explores the challenges, limitations, and opportunities for developing an ICSP with a focus on critically needed infrastructure, in a rural county context. The paper also explores the merits of various approaches to community engagement in the process of plan development.

#### **Concurrent Panel 2B:**

##### **Communication Processes in Municipal Sustainability Planning: Experiences of Two Alberta Communities**

*Moira Calder, University of Alberta, Faculty of Extension*

*Mary Beckie, University of Alberta, Faculty of Extension*

*Shelly McMann, Village of Chauvin*

The Alberta urban Municipalities Association (AUMA) has emerged a Canadian leader in adopting and facilitating systems-based and participatory sustainability planning based on a the Natural Step framework. In addition to developing a Municipal Sustainability Plan (MSP) guide, for two years AUMA assisted five rural communities in piloting the MSP process.

Communication is a critical but relatively unexplored component of citizen engagement in MSPs, ranging from information transfer through to collaborative decision-making. This research examines and compares communication strategies used by two AUMA pilot communities, Olds (pop. 7,500) and Chauvin (pop. 350). Data were gathered through literature and documentary review and semistructured qualitative interviews with key community stakeholders and AUMA representatives. The theoretical framework used during the analysis will draw on communicative action and social network theories. The summarized research findings will be presented, and a representative of the Town of Chauvin will describe her community's experiences with the MSP process.

### **Taking the Next Steps Toward Environmental Sustainability: Implementing the Official Plan on**

#### **Pelee Island**

*Jennifer Sumner, University of Toronto*

*Claire Sanders, Pelee Island Heritage Centre*

Located in the middle of Lake Erie, Pelee Island is the southern-most point in Canada and hosts a variety of Carolinian flora and fauna not found elsewhere in the country. Given its sensitive ecological niche, the Municipality of Pelee Island has drawn up an Official Plan that protects its environmental heritage. To implement the Plan, the island community had been careful not to encourage polluting industries that might damage its ecological uniqueness and the tourism it attracts. Instead, it aspires to become a model of environmental sustainability by supporting organic agriculture, planning green buildings, developing bike trails, dedicating land to conservation, piloting an alternative vehicle project and planning an international eco-school. As a consensus document for the community, the Official Plan is an example of the civil commons in actions – a co-operative human construct that protects and/ or enables universal access to the life good of a clean environment. Its implementation is one of the steps on the road to a sustainable rural community.

#### **Concurrent Panel 2C:**

### **New Opportunities to Link Watersheds, Sustainability and Wellbeing in Northern BC Communities**

*Margot Parkes, University of Northern British Columbia*

*Lucy Beck, Northern Health Authority*

*Steve Litke, Fraser Basin Council*

When we think of waterways as the bloodstream of the planet, we are reminded that water connects our wellbeing, communities, and economies with the natural world. These connections are especially important for the sustainability and health of resource-dependant, rural and aboriginal communities. This contribution will share insights for a new collaboration emerging in Northern BC, aimed at improving how we understand and respond to the relationships between the waterways, ecosystem sustainability and rural community wellbeing. The new initiative is bringing together community- based researchers and programs in the Fraser Basin Council, the Northern Health Authority, and the University of Northern British Columbia, to identify synergistic governance options to promote healthy, sustainable waterways and communities. The collaboration aims to leverage off the diverse programs already underway,

while identifying opportunities for cross-sectoral and multi-stakeholder processes to enhance rural sustainability, with a particular focus on watersheds as settings for sustainable wellbeing.

### **Systems Science and Participatory Governance: Developing Integrated Community Sustainability Plans**

*Patricia Hansen-Ketchum, St. Francis Xavier University*

*Kuli Malhotra, Municipality of the County of Antigonish*

Creating sustainable communities requires the application of systems science. Systems science helps us to understand the integrative complexities of sustainable environments, economies, cultures, and societies. Addressing these complexities requires a shift toward participatory, inter-sectoral governance as a means of connecting sectors and citizens in networks of discussion, practice, and policy that, together, create a web of support for human and ecosystem health. The contemporary shift in approach and participation is happening through the development and implementation of the Integrated Community Sustainability Plan by all municipalities across Canada as part of the Gas Tax Transfer Agreement. Municipalities and regions in collaboration with their citizens and organizations have come together in shared dialogue to develop these plans. This reflects a critical trend toward a more participatory approach to local planning and decision-making that embraces long term planning with integrated outcomes aimed at enhanced quality of life and the promotion and protection of our planet.

#### **Plenary Session:**

### **Seeking Netukulimk: The Mi'kmaq Moose Management Initiative**

*L. Jane McMillan, St. Francis Xavier University*

*Kerry Prosper, Paqtnekek Mi'kmaq Community*

The Indigenous Peoples and Sustainable Communities research program examines the intersections of Indigenous knowledge and legal anthropology, to explore strategies for implementing treaty and Aboriginal rights, capacity building and sustainable community development in Mi'kmaq country. The program of research examines social change, social processes and social conflicts relating to the communal structures and relationships emerging from the Supreme Court of Canada decision in R.v. Marshall [1999], which affirmed Mi'kmaq treaty rights within the meaning of s. 35 of the Constitution Act, 1982. Modern interpretations of the Mi'kmaq treaties allow for the restructuring of social relationships between Indigenous peoples and settle societies in the Maritimes. The Marshall decision instigated a redistribution of natural resources allowing for increased opportunities in economic development and autonomy. The potential to rupture patterns of dependency and subjugation for Mi'kmaq First Nations and other Indigenous peoples across the country, in favour of sustainable community advancements through the affirmation of treaty and Aboriginal rights, marks an unprecedented turn in colonial relations and may end centuries of sociocultural and economic inequality. Here we examine the creation, implementation and preliminary outcomes of the Moose Management Strategy designed by the Mi'kmaq Rights Initiative.

### **Assessment of Sustainability of the Kennebecasis Watershed Using the Performance of Fish Populations**

*Kelly Munkittrick, University of New Brunswick*

*Karen Neville, Royal District Planning Commission*

Fish populations integrate the various stressors impacting watersheds. If sustainability is defined as “preserving the environmental capital for future generations”, then the performance of resident fish populations can act as a sensor for the health of the river system. The presentation will focus on attempts to integrate environmental health assessment into strategic framework that moves towards a watershed planning process. While there are direct links of this information to key aspects of the Fisheries Act, and a widespread desire to move towards integrated watershed management approaches, there are a number of barriers and challenges that limit the ability to integrate biological indicators into a land use planning process.

### **Concurrent Panel 3A:**

#### **The Creative Economy in Eastern Ontario: A Model for Rural Sustainability**

*Yolande Chan, Queen’s University*

*Dan Taylor, The Corporation of the County of Prince Edward*

Rural Eastern Ontario is experiencing a myriad of problems common to many rural Canadian regions. In particular, single-industry towns have experienced an economic hap caused by a shrinking industrial base and changing natural resource industries. This paper explores the creative economy as a viable strategy for reversing cycles of decline and making rural communities social vibrant, resilient, and productive. In light of the growing body of urban-based knowledge, this paper will analyze definitions of the creative economy and suggest applications for rural communities, such as industry clustering and fostering innovation. Commonalities across case studies from Prince Edward County will demonstrate best practices in policy development and implementation for utilizing the creative economy as an economic development strategy for rural communities. The paper draws on a three-year research partnership between the Prince Edward/Lennox & Addington Community Futures Development Corporation, Prince Edward County, and the Monieson Centre at Queen’s School of Business.

#### **Development and Sustainability of a Comprehensive Cancer Control Program in a Semi-Rural Area – The Cape Breton Experience 1983-2009**

*Ronald MacCormick, Dalhousie University, Faculty of Medicine*

*Rhoda MacCormick, Cape Breton University*

In 1983, Yang Mao (Health Canada) reported an excess of cancer mortality in Cape Breton of 17% in males and 13% in females, in relationship to the Canadian average. In 1991, Pierre Lavigne, NS Department of Health, reported that Cape Breton had Canada’s highest smoking rates, obesity and levels of physical inactivity. With this background the community embarked on a cancer control program with the following outcomes:

- 1) Prevention: Atlantic Canada’s first community-wide smoking bylaw; Promotion of the Sydney Tar Ponds clean-up; Development of HEAL Cape Breton (Healthy Eating Active Living)
- 2) Early Detection: Mobile Screening Mammography; federally funded cervical cancer detection pilot program; one-stop cancer screening clinic;
- 3) Treatment: Development of a full-service cancer centre with facilities for delivery of radiation therapy, chemotherapy, biologic therapy and housing for a clinical trials research

unit

- 4) Supportive care: Development of a community palliative care service. The obstacles to development of these services were all studied and the maintenance of these services requires ongoing outcomes research. These specific obstacles and ongoing research issues will be presented.

### **Concurrent Panel 3B:**

#### **Building Rural Sustainability Through Land Trust Conservation in Alberta**

*Lorelei Hanson, Athabasca University*

*Laurel Murphy, Alberta Land Trust Alliance and Alberta Environment*

Through the use of property tools like fee simple purchase, habitat donation and easements, land trusts in Alberta set aside land in perpetuity as a means of protecting the ecological and agricultural values of rural land and waterscapes. In their activities of education, stewardship, and securing of land or restrictions on land, land trust organizations work closely with rural community to build collaborations between rural residents, and conservation agencies, and between rural and urban residents. Drawing from our backgrounds in the social economy, government and community consultation, and experience working with NGOs, we will explore the full range of tools currently used and proposed by land trusts in Alberta in trying to achieve their goals, and consider what additional supports and mechanism would help land trusts in building sustainability through rural Alberta.

#### **Towards Justice in Rural Community Sustainability: Access and Policy Imperatives**

*Elizabeth McGibbon, St. Francis Xavier University*

*Nancy McDonald, Family Services of Eastern Nova Scotia*

Sustainable community development hinges on the integration of people, place, and economy into a cohesive plan that will endure over time. Much emphasis is placed on collaborative decision-making and governance. However, established governance structures and mechanism are not well designed to support first-voice accounts of the millions of rural Canadians who experience social exclusion due to their race, gender, and social class, to name a few. Yet rural community sustainability is not feasible without these voices. In order to make the case for integration of the language and ethics of social justice in community sustainability planning and policy, this paper draws upon two interconnected key sources: 1) Experiences in development and sustainability in not-for-profit rural community agencies; and 2) Research about the barriers in access to public services for rural communities. WE conclude with action imperatives for justice-based community sustainability, including strategies for civil society engagement as if people on the ‘margins’ really mattered.

### **Concurrent Panel 3C:**

#### **Re-Thinking “OIKOS” in Northwestern Ontario: Is it Possible to Steward/Revive/Construct a Local, Sustainable, Cooperative Regional Economy in a Globalized World?**

*Douglas West, Lakehead University, Political Science*

*Marley Giunta, True North Community Co-op*

The purpose of this paper is to report on a project that aims to identify and critically assess some of the practical challenges and barriers to those actions envisioned around the areas of sustainable

economic developments and sustainable cooperative economic ventures in Northwestern Ontario. Cooperation can take many forms and have many indices: formal economic cooperation which is regulated through shared rules of operation; informal information sharing or cooperation that takes into consideration the contextual specificities of individual communities of interest; and cultural and spiritual cooperation that begins with an ethic of respect and which permeates every aspect of economic operations. (McKibben, Berry, Rifkin, Legum, Sachs) Building a new economy literally from the ground up, based on the principles of sustainability and cooperation requires also a degree of public re-education. The idea is to become a “participant” in your economy instead of a “consumer.” Therefore, in order to speculate about the viability of a local or regional economy, we have to determine the amount of interest and willingness among those people who maintain and sustain the variables of the economy to make changes to their economic and social habits.

### **The ‘Lenses’ of Place**

*Don Alexander, Vancouver Island University, Geography Department*  
*Bernie Jones, Chemainus Residents’ Association*

The partners intend to look at the conflict over the future of Echo Heights, a 52-acre parcel of land in Chemainus on BC’s Vancouver Island, from the vantage point of the different lenses or frames of reference which tend to define how people look at and make use of land and which are often at the root of many land use conflicts. In this, the municipality – the Municipality of North Cowichan – is interested in developing the land, which they own, for housing (i.e. selling it off to developers). The Chemainus Residents’ Association, on the other hand, is interested in preserving the land for its priceless ecological value and as a recreational area. The Association, in an unincorporated village, feels frozen out of the decision-making processes within the larger municipality.

### **Concurrent Panel 4A:**

#### **AUMA’s Municipal Sustainability Planning (MSP) Initiative**

*Sue Welke, Alberta Urban Municipalities Association*  
*Joanne McGill, Alberta Urban Municipalities Association*

Municipal Sustainability Planning (MSP) is an opportunity for municipalities and citizens to imagine their communities in the future, and take proactive steps to achieve their vision. The presentation will provide an overview of AUMA’s MSP process, including tools and resources that municipalities have used to develop MSPs. Since 2004, AUMA has encouraged member municipal governments to plan with the following sustainability dimensions in mind: social, economic/financial, environmental, cultural and governance/leadership. By the time of the presentation, AUMA will have completed its fourth phase of the MSP projects. Phase 4 resulted in over 40 municipalities being assisted with MSP development locally-based MSP Coordinators. Experiences and lessons learned about citizen engagement and implementation of MSPs will be shared.

#### **Incorporating Climate Change into Rural Planning in Newfoundland and Labrador**

*Kelly Vodden, Memorial University*

Residents and decision-makers in Canadian rural communities are increasingly aware that

climatic variability and changes can impact local livelihoods and well being, including changes to fish species and populations, growing seasons, extreme weather events and water supplies. The capacity to develop strategies to adapt and respond to associated risks and opportunities, however, is often lacking. First, there is currently a mismatch between the current information made available by the climate science community and rural planning needs. Second, most municipalities in Newfoundland and Labrador have very limited financial, staff and volunteer resources resulting in climate change adaptation and mitigation being viewed as a luxury outside of their means. Third, geographic and demographic challenges render it difficult to meaningfully engage hundreds of small municipalities. To assist in addressing this deficiency, Memorial University, provincial and federal governments and the provincial municipal association are collaborating to develop a toolkit and other strategies to help communities incorporate climate change considerations in local planning and resource management.

#### **Concurrent Panel 4B:**

#### **Rural First Nations Tourism: Examining the Relationship Between Sustainable Tourism and Capacity**

*Rhonda Koster, Lakehead University*

*Kirstine Baccar, Red Rock Indian Band*

Rural communities across Canada continue to experience constant and sometimes dramatic change in their economic and social structure. For those communities located adjacent to protected areas

(e.g. national parks), tourism can offer enhanced opportunities for economic diversification; the establishment of the Lake Superior National Marine Conservation Area in northwestern Ontario is a case in point. The market for Aboriginal tourism both domestically and internationally is growing, and this in combination with the opportunities provided by a national park designation has proximal First Nations communities exploring their tourism potential, as a strategy to diversify their economy, create sustainable development opportunities and explore ways to retain traditional culture. Like many rural communities however, the capacity for tourism development is limited, which challenges the opportunities provided through tourism. This paper explores the challenges and offers suggestions for how to overcome them, based on a four-year collaborative research partnership between Lakehead University and the Red Rock Indian Band.

#### **Sustainable Rural Community Development in Canada: Lessons from Craik, SK**

*Sean Connelly, Post-doctoral Fellow, BC-Alberta Social Economy Research Alliance*

*Kelly Green, Craik Sustainable Living Project*

Canadian communities currently face a \$123 billion infrastructure deficit. The infrastructure deficit presents a daunting challenge but it also offers opportunities to re-envision and re-shape our communities to meet sustainability objectives. However, many communities struggle to implement sustainability projects despite planning processes that incorporate sustainability principles. In rural Canada, the infrastructure deficit is compounded by transformations in the resource-based economy, resulting in a declining tax base and depopulation, or in those communities' adjacent to major centres or recreational locations, increased suburbanization and urban sprawl.

Craik (SK) provides an inspiring example of how a strategic public investment in a community sustainability project can result in distributive benefits for the entire community. Understanding how the project was initiated, what worked and specific challenges that were faced helps to understand how to bridge the sustainable community planning – implementation gap in a rural context.

#### **Concurrent Panel 4C:**

##### **A Once and Future Prosperity: Agrarian Politics and a “Red-Green” Alliance in Canada**

*William Wilson, Lakehead University*

Historian Tony Judt has argued that a defining aspect of our time is a drive to forget the past. This is particularly true in the area of agrarian politics in North America, where rural concerns are now commonly understood to be limited to conservative social issues and financial supports for agribusiness. In this paper I demonstrate how pre-1970s agrarian politics closely followed the Scandinavian model of an engaged and powerful partner in a “Green-Red” Alliance focused on providing a just and fair society. I then document how this alliance was destroyed by a dramatic marginalization of farmers and farming, and a trivialization of agrarian thought and practice, creating today’s environment where rural prosperity is equated solely with financial resources, and farming is conflated with agribusiness. I conclude with policy suggestions for how an authentic agrarian politics can be rejuvenated, and concrete examples of what types of rural prosperity this would support.

##### **Roots, Regions, Radical Practice and the Role for Rural Communities in Societal Transformation**

*David Douglas, University of Guelph*

*Rick Masse, Pelee Island Municipal Government*

Even with a powerful minority in dissent, there is a growing global consensus that the conditions of human tenure on planet Earth are in some peril. The nascent understanding is that the cumulative effect of reluctant, late, and piecemeal initiatives, from community composting to Copenhagen conferences (2009), will not avert cataclysm. On top of this is the morally unacceptable prospect of the weak, the poor and the otherwise marginalized bearing the brunt of the famine, disease, political repression, and other repercussions of creeping cataclysm. Taking the next steps for and by rural Canada must not only be set within this emergent reality, it must involve an active and indeed activist role for rural communities, local governments, other organizations and interests.

#### **Concurrent Panel 4D:**

##### **Reflections on an Internship Program: Building Capacity in Rural Alberta**

*Heather Holte, Rural Capacity Intern, Alberta Center for Sustainable Rural Communities*

*Paul Gauthier, Rural Capacity Intern, Alberta Center for Sustainable Rural Communities*

*Shay Barker, Rural Capacity Intern, Alberta Center for Sustainable Rural Communities*

*Alan Parkin, CAO, Town of Hardisty*

*Brenda Loesch, CAO, Village of Heisler*

*Cathy Charlton, Director, Wainwright and District Family and Community Services*

The Rural Capacity Paid Intern Program, a 16-week internship, is the first of two summer long

pilot projects meant to foster the ability of a student and host community to build capacity together, to help sustain and increase community viability into the future. The Program involved the placement of three interns in three different rural East-Central Alberta communities (Hardisty, Heisler, Wainwright). Two interns were placed within municipalities themselves and the third intern was placed within a Family and Community Services Program. The Program was funded by the department of Agriculture and Rural Development, managed by the Alberta Centre for Sustainable Rural Communities, located at the Augustana Campus of the University of Alberta, and supervised by a member of each host community. This presentation will include a brief overview of the program itself, explore the individual deliverables of each intern, and voice the reflections by the interns on the program, as well as reflections by the community supervisors.

#### **Concurrent Panel 5A:**

##### **Community-University Partnerships to Foster Rural Engagement in Planning and Sustainability**

*Karsten Mündel, University of Alberta*

*Brian Hamblin, Municipality of Camrose*

This presentation grows out of the fruitful relationship between the City of Camrose and the Augustana Campus of the University of Alberta in developing an Integrated Community Sustainability Plan (ICSP). The plan follows the guidelines set out by the Alberta Urban Municipalities Association (AUMA) in particular the five pillars of society, culture, environment, economy and governance. This presentation will speak to both the process of building and maintaining a partnership between Augustana and the City of Camrose as well as the challenges and successes of fostering citizen engagement in the planning process. Our dual foci will speak to a great extent to the governance pillar of AUMA's guidelines – an Alberta addition to the standard for ICSP pillars.

#### **Concurrent Panel 5B:**

##### **Sustaining Life on Earth: Thinking Globally and Acting Locally**

*Colin Soskolne, University of Alberta, Department of Public Health Sciences*

Since the technological revolution, the human enterprise has become more and more removed from nature and its processes. Eco-epidemiology is a more recent field of study, addressing the dynamics between ecosystem function and population health. This lecture exposes the issues through evidence that points to calamitous collapses in life and civilization. Solutions lie in leadership that demonstrates solidarity on matter of a global nature, and through examining our underlying values and ethics as articulated in the Earth Charter, foundational to all individual and collective action. Dr. Soskolne will speak about his research and teaching on the public health implications of declines in ecological integrity...locally, regionally, and globally. He will also discuss some of the influences on researchers working in the public interest, and on their responsibilities as purveyors of change to transition society from a path destined to collapse to one of sustainability.

## **Spirits of Health**

*Cheryl Bartlett, Cape Breton University*

*Murdena Marshall, Eskasoni Community, Mi'kmaq Nation*

*Albert Marshall, Eskasoni Community, Mi'kmaq Nation*

We will discuss the interconnectiveness of individual and community health, using a “Two-Eyed Seeing” approach in which the strengths of mainstream and Aboriginal knowledge are brought together for the benefit of all. Traditional Mi'kmaq understanding hold that health is not just physical (although attending to that is our greatest task). From a holistic perspective, it also involved the other three domains of being human (cognitional, emotional, and spiritual) plus considerations of where you are coming from and where you are going within the present moment. Our presentation will explore the nurturing web for this understanding. We will provide examples from participatory research done by Integrative Science personnel (researchers, students, artist, graphic designer, and others) at Cape Breton University in conjunction with Elder and educators in Mi'kmaq communities in Cape Breton, Nova Scotia. We choose to view as “Spirits of Health”, the language, the forests, and the stars...i.e. all those potential nurturers of an individual's and a culture's sense of interconnectiveness...which in turn give us the holistic stories that we are, that we have been, and the we might become. Within the traditional Mi'kmaq understanding that we will present, it is understood that the exchange of stories forms the foundational basis for all relationships.

### **Concurrent Panel 5C:**

#### **An Ecohealth Approach to Watershed Governance in the Otonabee River Basin**

*Karen Morrison, Trent University*

*Meredith Carter, Otonabee Region Conservation Authority*

Implementing policies that support both integrated water resources management and sustainable development while also paying explicit attention to their potential effects on human health and well-being is a significant challenge for water resource managers. This paper will explore the key features of an ecohealth approach to watershed governance as they apply to the Otonabee Region Conservation Authority in Ontario. The complex jurisdiction in the Otonabee basin, couples with a diverse array of key stakeholders and the potential for rapid population growth in the coming decades provides an interesting case study for the exploration of themes related to human health and well-being, future-based planning, multi-level governance and public participation in decision-making.

#### **Seeking Sustainability Through Self-Assessment and the Regional Cooperation in Newfoundland and Labrador**

*Kelly Vodden, Memorial University*

*Craig Pollett, Municipalities of Newfoundland and Labrador*

Governments at all levels in Newfoundland and Labrador have places increasing emphasis on regional cooperation as a strategy for rural community sustainability. Recent regionalization efforts have consisted of endogenous, facilitative and incentive-based rather than directive approaches. The results have included an array of municipal service sharing arrangements, restructuring initiatives and the creation of a new Community Cooperation Resource Centre (CCRC). In 2008, the CCRC delivered a municipal self-assessment process across the province.

The self-assessment served as the first phase of Integrated Community Sustainability Planning in the province and encouraged communities to consider regional cooperation as an option for addressing areas of concern. Subsequent efforts have included assistance from CCRC and other agencies for communities that undertake collaborative Integrated Community Sustainability Planning. An overview of these efforts, key lessons learned and potential future directions in regional cooperation within the province's municipal sector will be provided.

#### **Concurrent Panel 5D:**

### **Building a Biosphere Reserve: The Role of the Redberry Lake Biosphere Reserve in Promoting Rural**

#### **Sustainability Planning and Reflection**

*Maureen Reed, University of Saskatchewan*

*John Kindrachuk, Redberry Lake Biosphere Reserve*

*Lenore Swystun, Prairie Wild Consulting*

In 2000, the Redberry Lake Watershed, which is predominately rural and includes Hafford, Saskatchewan, was designated by the United Nations Education, Scientific, and Cultural Organization (UNESCO) as a world biosphere reserve. Considerable planning in advance of the designation has been followed by a long-term commitment by residents to protect biological and cultural diversity, promote sustainable development, and support research that will help to advance these aims. Since 2000, residents at Redberry Lake Biosphere Reserve have participated in several planning and reflection exercises in support of sustainability, including a 10-year review of its activities. The purpose of this talk is to critically examine the outcomes of these planning/ reflection exercises and to consider the role(s) played by the biosphere reserve in promoting sustainability in the region. We will address both successes and challenges to consider how the biosphere reserve might be a more effective partner in shaping circumstances for regional sustainability in the future.

### **Yes in my Back Yard – Developing Policies to Conserve Nature on Private Lands in the Beaver Hills/ Cooking Lake Moraine**

*Marian Weber, Alberta Research Council*

This presentation will share lessons on the evolution of a Transfer of Development Credit program in Strathcona County to protect the Beaver Hills/Cooking Lake moraine. The Beaver Hills area, located in central Alberta, is an extensively treed, upland area consisting of rolling to hummocky terrain rich in native wetlands and aspen dominated Boreal mixed wood forest habitat. Strathcona County's land base is 50% covered by the moraine, a geophysical feature on the landscape created by glaciation over 10,000 years ago. A large proportion of lands, both public and private, exist in their natural state. Although past land use in the Beaver Hills has mainly been restricted to agriculture, the ecosystem is threatened by increasing demand for recreational, urban, and country residential land use and requires special consideration for conservation. The Beaver Hills Initiative (BHI) developed from a collective recognition among multiple government agencies and locally-active environmental groups that for this ecosystem remain sustainable, growth and development must consider these shared resources, and their sensitivity to development. The presentation will cover issues related to

a) multi-jurisdictional coordination and dialogue; b) science needs and research collaboration; c)

stakeholder engagement; d) education and learning.

**Plenary Session:**

**Plenary Discussion**

*Roger Epp, Dean, University of Alberta, Augustana Campus*

A plenary discussion moderated by Dean Roger Epp, asking the questions: What have we learned? What do we need to know? What don't we need to know? What should we do? How should we do it? These questions will be discussed as a group in response to Friday and Saturday's concurrent, and plenary sessions.

# Thursday and Friday's schedule at a glance...

<b>Thursday, October 21</b>			
<b>Time</b>	<b>Location</b>	<b>Presentation/Event</b>	<b>Presenter(s)</b>
19:00 - 21:00	<i>F&amp;L Lounge/Forum</i>	Stand-up Reception and Opening Ceremonies	
<b>Friday, October 22</b>			
<b>7:00 - 8:00</b>	<i>Cafeteria</i>	<b>Breakfast</b>	
<b>Plenary Session</b>			
<b>8:00 - 9:00</b>	<i>Chapel</i>	Knowledge and Action in Support of Small Town Economic Transition	<i>Ryser &amp; von der Gonna</i>
		Turn Your Radio On: Engaging Rural Citizens Using Community Radio	<i>Emke &amp; Campbell</i>
<b>Concurrent Panels</b>			
<b>9:15 - 10:30</b>	<i>F103</i>	Mobilizing Community Support for Wildlife and Greenspace Stewardship in Camrose, Alberta: Challenges, Lessons Learned, and Future Opportunities	<i>Hvenegaard &amp; Barr</i>
	<i>F103</i>	Collaborative Decision-Making for Rural Sustainability: Complexity Tools for Scenario Analysis in the Lake Simcoe Watershed	<i>Bunch</i>
	<i>F104</i>	Seniors as a Resource to Rural Communities	<i>Keating, Eales &amp; Bergeron</i>
	<i>F104</i>	East Central Alberta Cumulative Effects Prototype: Co-Learning with the Community Through Systems Thinking and Future Scenarios	<i>King</i>
	<i>G202</i>	You Are Where You Eat: Developing an Online Tool for Community Food Mapping	<i>Corbett &amp; Hamilton</i>
	<i>G202</i>	Exploring New Forms of Regionalism in Rural Newfoundland: Case Study of the Burin Peninsula	<i>Gibson &amp; Dominaux</i>
	<i>G203</i>	Resource Policy Views and Trust in the Battle River Watershed	<i>Halter</i>
	<i>G203</i>	Political Opportunity and Public Participation in EIA: An Innovative Institution for the Ekati Diamond Mine Project	<i>Boyco</i>
<b>10:30 - 10:45</b>		<b>Coffee Break</b>	

# Friday's schedule at a glance...

**Friday, October 22**

## Concurrent Panels

Time	Location	Presentation/Event	Presenter(s)
10:45 - noon	G203	Re-envisioning Non-Governmental Organizations in Governance for Sustainability	<i>Parkins &amp; Maurer</i>
	G203	Integrated Community Sustainability Planning in Cumberland County, NS: Lessons from a Low Population Density Rural Community	<i>Zwicker &amp; Henneberry</i>
	F103	Communication Processes in Municipal Sustainability Planning: Experiences of Two Alberta Communities	<i>Calder, Beckie &amp; McMann</i>
	F103	Taking the Steps Toward Environmental Sustainability: Implementing the Official Plan on Pelee Island	<i>Sumner &amp; Sanders</i>
	G202	New Opportunities to Link Watersheds, Sustainability and Wellbeing in Northern BC Communities	<i>Parkes, Beck &amp; Litke</i>
	G202	Systems Science and Participatory Governance: Developing Integrated Community Sustainability Plans	<i>Hansen-Ketchum &amp; Malhotra</i>
12:00 - 13:00	Forum	<b>Lunch</b>	
<b>Plenary Session</b>			
13:00 - 14:30	Chapel	Seeking Netukulimk: The Mi'kmaq Moose Management Initiative	<i>McMillan &amp; Prosper</i>
		Assessment of Sustainability of the Kennebecasis Watershed Using the Performance of Fish Populations	<i>Munkittrick &amp; Neville</i>
14:30 - 14:45		<b>Coffee Break</b>	
<b>Concurrent Panels</b>			
14:45 - 16:00	F103	The Creative Economy in Eastern Ontario: A Model for Rural Sustainability	<i>Chan &amp; Taylor</i>
	F103	Development and Sustainability of A Comprehensive Cancer Control Program in a semi-rural area - The Cape Breton Experience 1983-2009	<i>MacCormick &amp; MacCormick</i>
	G202	Building Rural Sustainability through Land Trust Conservation in Alberta	<i>Hanson &amp; Murphy</i>
	G202	Towards Justice in Rural Community Sustainability: Access and Policy Imperatives	<i>McGibbon &amp; McDonald</i>
	G203	Re-Thinking 'OIKOS' in Northwestern Ontario: Is it Possible to Steward/Revive/Construct a Local, Sustainable, Coopertive Regional Economy	<i>West and Giunta</i>
	G203	The "Lenses' of Place	<i>Alexander &amp; Jones</i>
16:00 - 16:30		<b>Coffee Break</b>	

# Friday's schedule at a glance, continued...

Friday, October 22			
Concurrent Panels			
Time	Location	Presentation/Event	Presenter(s)
16:30-17:45	G202	AUMA's Municipal Sustainability Planning (MSP) Initiative	<i>Welke &amp; McGill</i>
	G202	Incorporating Climate Change into Rural Planning in Newfoundland and Labrador	<i>Vodden</i>
	G203	Rural First Nations Tourism: Examining the Relationship Between Sustainable Tourism and Capacity	<i>Baccar &amp; Koster</i>
	G203	Sustainable Rural Community Development in Canada: Lessons from Craik, SK	<i>Connelly &amp; Green</i>
	F104	A Once and Future Prosperity: Agrarian Politics and a "Red-Green" Alliance in Canada	<i>Wilson</i>
	F104	Roots, Regions, Radical Practice and the Role for Rural Communities in Societal Transformation	<i>Douglas &amp; Masse</i>
	F103	Reflections on an Internship Program: Building Capacity in Rural Alberta	<i>Holte, Gauthier, Barker, Parkin, Loesch, &amp; Charlton</i>

# Saturday's schedule at a glance...

Saturday, October 23			
Time	Location	Presentation/Event	Presenter(s)
7:30 - 9:00	Cafeteria	Breakfast	
<b>Concurrent Panels</b>			
9:00-10:15	F103	Community-University Partnerships to Foster Rural Engagement in Planning and Sustainability	Mundel & Hamblin
	G202	Sustaining Life of Earth: Thinking Globally and Acting Locally	Soskolne
	G202	Spirits of Health	Bartlett, Marshall & Marshall
	G203	An Ecohealth Approach to Watershed Governance in the Otonabee River Basin	Morrison & Carter
	G203	Seeking Sustainability through Self-assessment and Regional Cooperation in Newfoundland and Labrador	Vodden & Pollett
	F104	Building a Biosphere Reserve: The Role of The Redberry Lake Biosphere Reserve in Promoting Rural Sustainability Planning and Reflection	Reed, Kindrachuk & Swystun
	F104	Yes in my Back Yard - Developing Policies to Conserve Nature on Private Lands in the Beaver Hills/Cooking Lake Moraine	Weber
10:15 - 10:30	Chapel	Coffee Break	
<b>Plenary Session</b>			
10:30 - 12:00	Chapel	Plenary Discussion moderated by Dr. Roger Epp, Dean of the Augustana Campus <i>What have we learned? What do we need to know? What don't we need to know? What should we do? How should we do it?</i>	
12:00 - 13:00		Shuttle to hotels/airport	