

WHISTLER2020 & The Natural Step

Integrating Sustainability Across our Community

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Town of Markham

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Mayor,
Resort Municipality of Whistler

1. Introduction Share Language, Choose Future, Global Partner
2. Whistler's path toward Sustainability
 - How did we get here?
 - How do we integrate Sustainability?
3. How do we use it?
 - Examples
4. Questions



CONTEXT- A Conflicted Approach?



And so, while the end-of-the-world scenario will be rife with unimaginable horrors, we believe that the pre-end period will filled with unprecedented opportunities for profit.

CONTEXT- Missing: Four Phantom Planets

If today's entire world population enjoyed the same consumer lifestyles as North Americans, it would take **four** additional planets to accommodate everyone sustainably.



Problem: Good Planets are hard to find...

Why Whistler 2020?

- NEW ECONOMIC MODEL
- NEARING BUILDOUT
- INCREASING COMPETITION
- PREPARE FOR DOWN CYCLE
- MANAGE COMING PRESSURES (SUCH AS OLYMPICS)



We need to look at
systems, not symptoms

How do we
describe our
community
as a system?

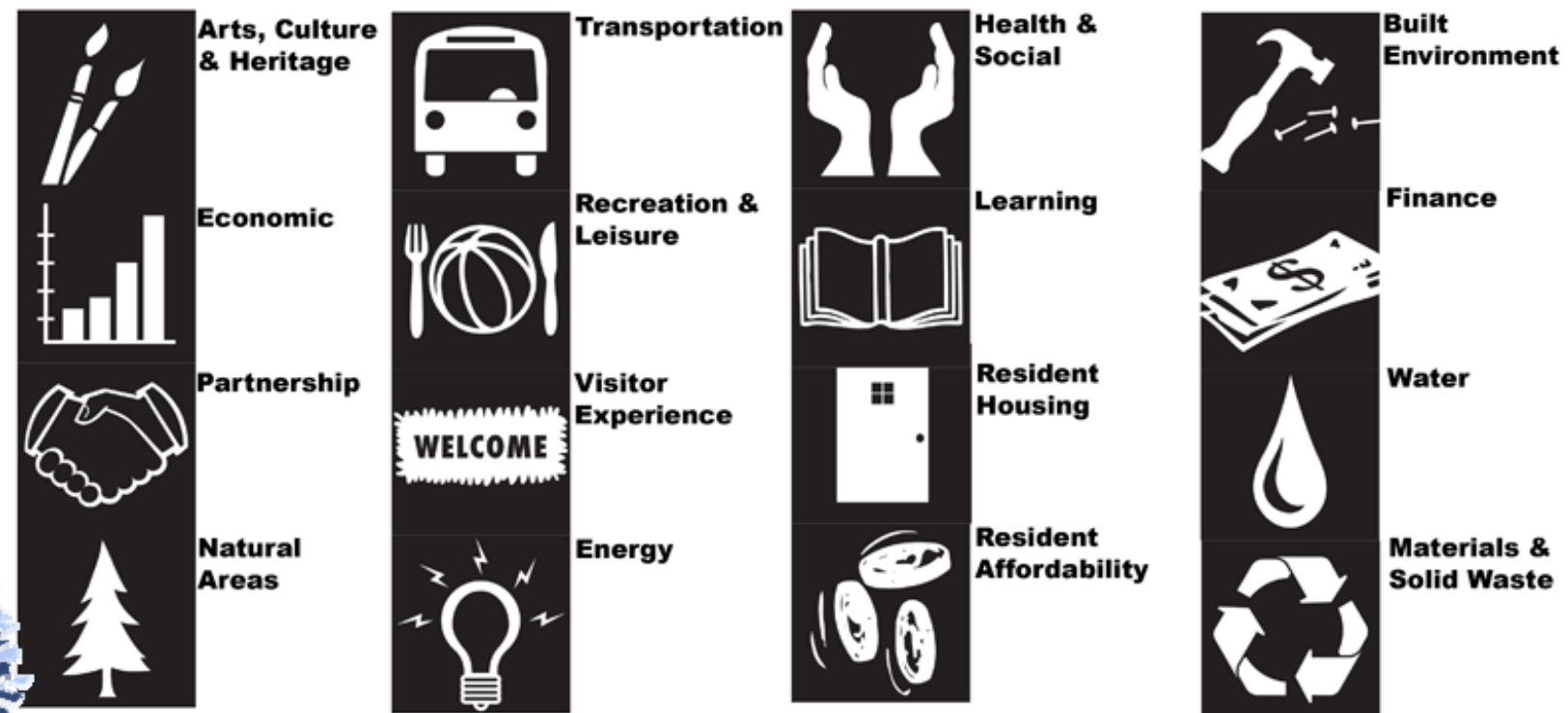


Whistler's path toward sustainability

WHISTLER2020
Moving Toward a Sustainable Future

Priority

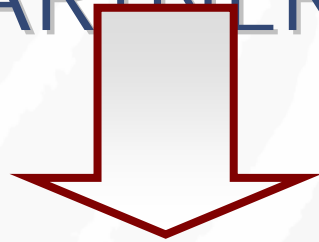
Enriching Community Life



Partnering for Success

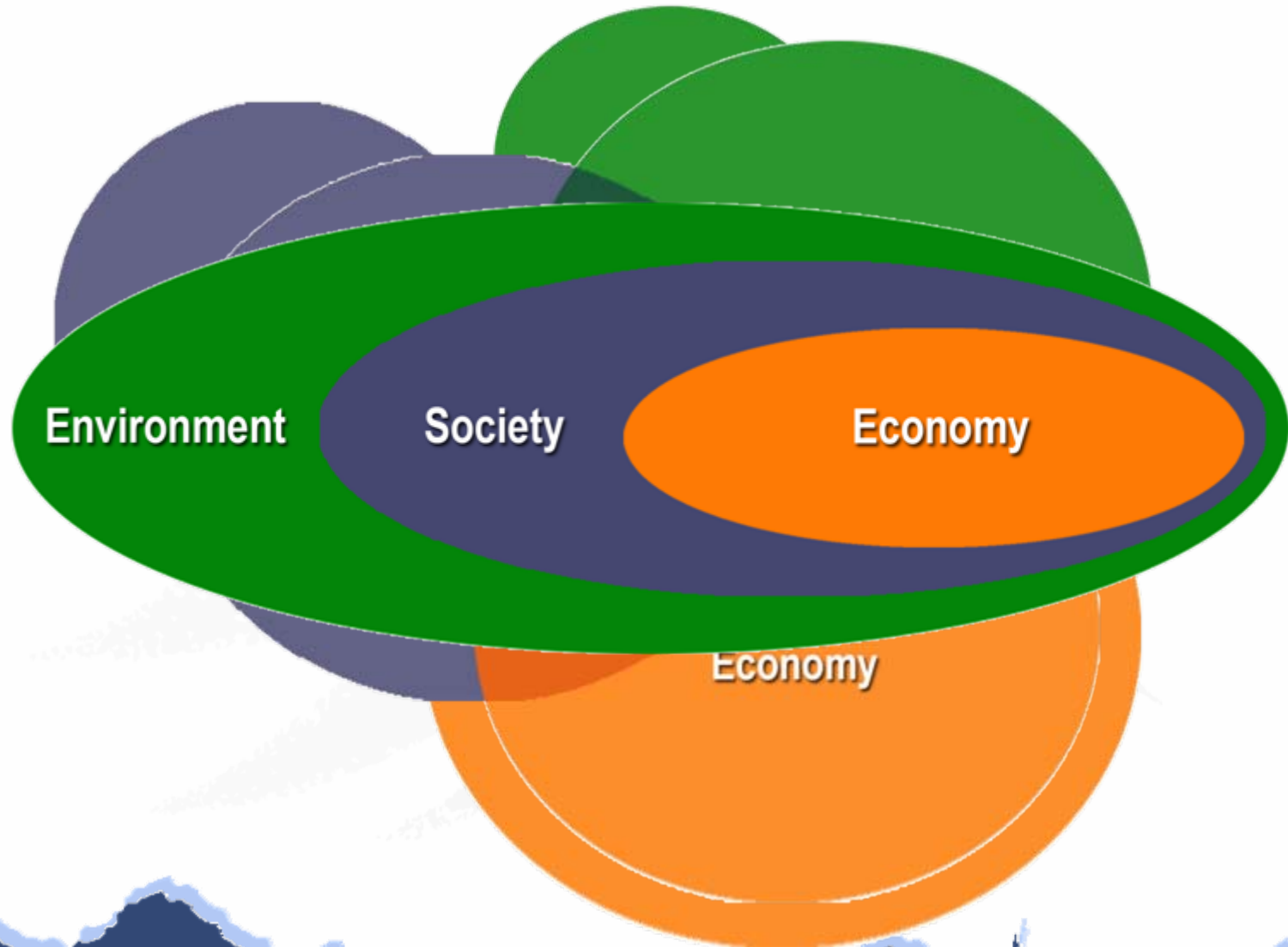
Resort Municipality
of Whistler

ANCHOR PLANNING,
ENGAGEMENT AND
PARTNERSHIP



IMPLEMENTATION

Balanced vs. Integrated Systems



Planning in complex systems - TNS framework -



We can easily destroy our planet by;

1. Digging it up too Quickly
2. Poisoning the System
3. Destroying the Engine
4. Preventing People from Meeting Their Needs



In a sustainable society there would not be:

Systematically increasing concentrations of materials taken from the earth's crust



In a sustainable society there would not be:

Systematically increasing concentrations of human-made compounds building up in nature.



In a sustainable society there would
not be:

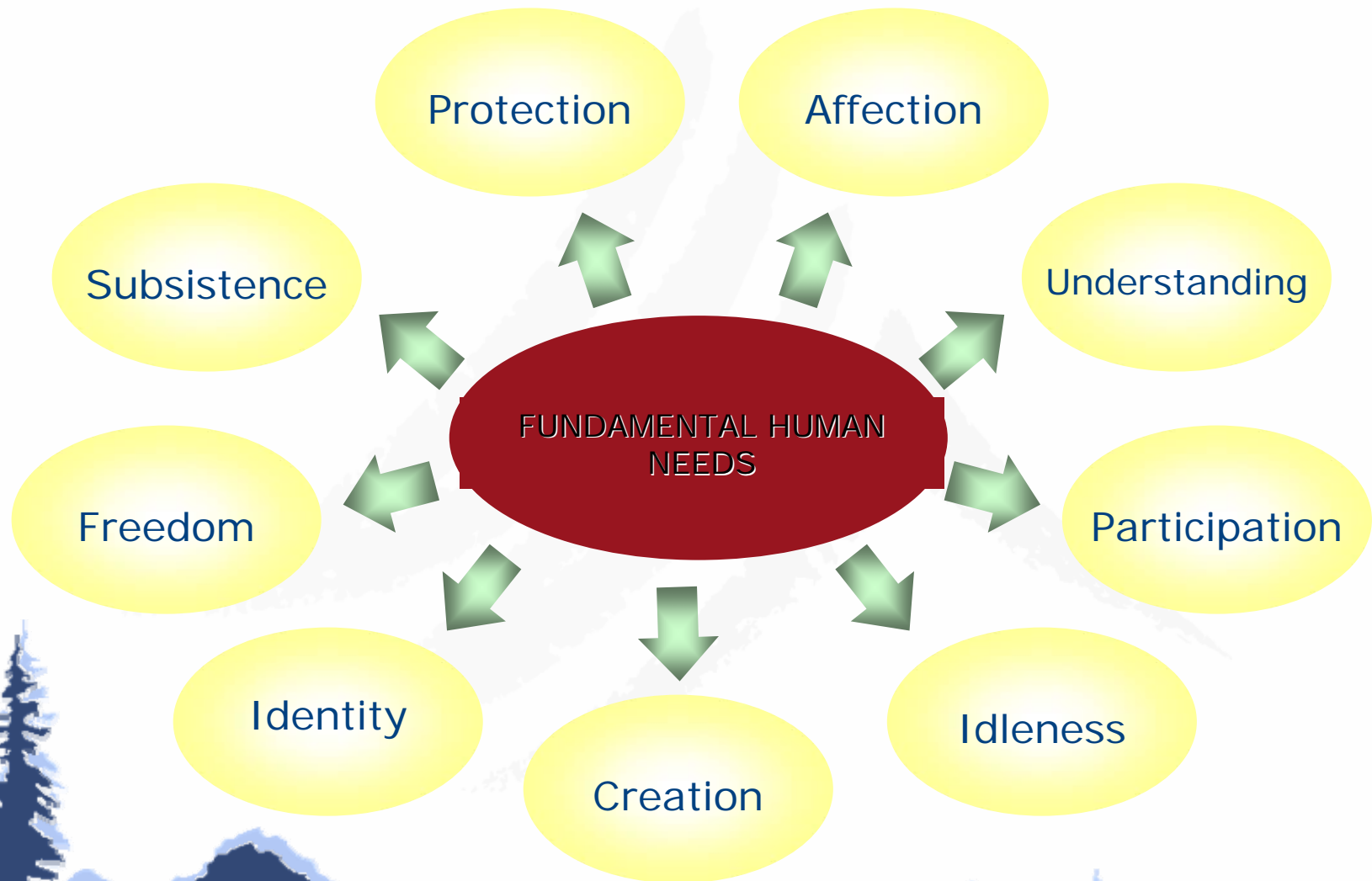
Ongoing degradation of nature by
physical means.

In a sustainable society there would not be:



And in that society:

People are not subject to conditions that systematically undermine their capacity to meet their basic needs



2. Success level



The System Conditions:

In the Sustainable Society, Nature is not subject to systematically increasing...

1 ...concentrations of substances from the Earth's crust.



2 ...concentrations of substances produced by society.



3 ...degradation by physical means.



and

4 ... people are not subject to conditions that systematically undermine their capacity to meet their needs.



Confused about Sustainability?

Community Participation

EECA

ISO14001

Design for
Disassembly

Cylinder
Wraps

Ecoefficiency

Sustainability
Analysis

Agenda
21

Clean Water

Design for
Environment

Renewable
resources

Chemical free

Triple bottom line
reporting

Waste
minimisation

Clean Air

natural

Zero waste

Ecological Footprint

for future
generations

Life Cycle
Analysis

Cleaner Production

Recycled content

Smart Growth

Life supporting capacity

Public Sustainability Values

“Congregation” (receptive)



“Choir” (sold)

67%

PRIORITY

Not Familiar

15%

PRIORITY

Familiar

“Heathen”
(oblivious)

16%

Not Familiar

Not PRIORITY

“Atheists” (reject)

2%

Familiar

Not PRIORITY



COLLABORATION- LOCAL/GLOBAL

- SHARED RESPONSIBILITY-
SUCCESS TOGETHER
- LEADERSHIP FROM LOCAL LEVEL
- PLUS NETWORK- learning,
leading change





Four Strategic Questions:

1

Does this action move Whistler toward our shared **Descriptions of Success**?

Does this action move Whistler toward our **Sustainability Objectives**?

2

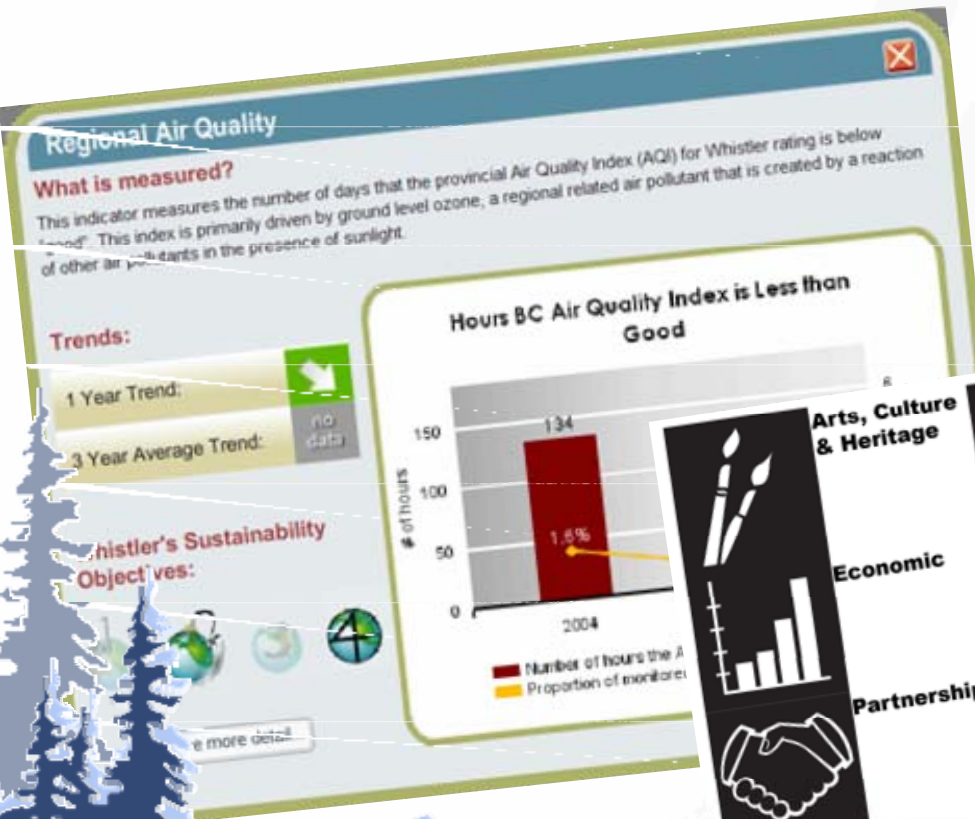
3

Does the action present a **flexible platform** for further progress toward success and sustainability?

Is the action a **good financial investment**?

4

- 38 SIGNED PARTNERS TASKED TO COMPLETE ACTIONS



Task Force Proposed Actions

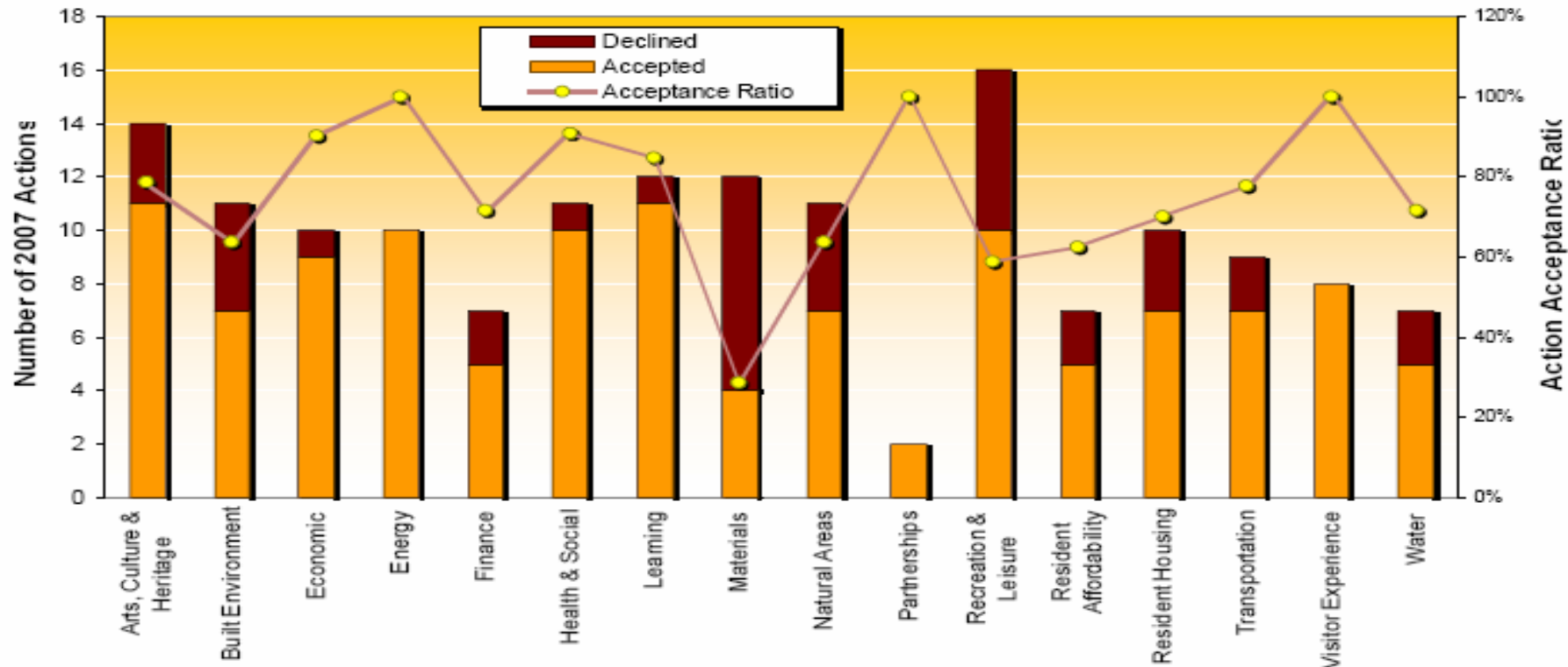


Figure 1. Overall 2007 Action Acceptance (Includes All Organizations by Task Force)

73% acceptance of 163 actions to 18 organizations

How is it influencing the way the RMOW does business?

Regional Air Quality

What is measured?

This indicator measures the number of days that the provincial Air Quality Index (AQI) for Whistler rating is below "good". This index is primarily driven by ground level ozone, a regional related air pollutant that is created by a reaction of other air pollutants in the presence of sunlight.

Trends:

1 Year Trend:



3 Year Average Trend:

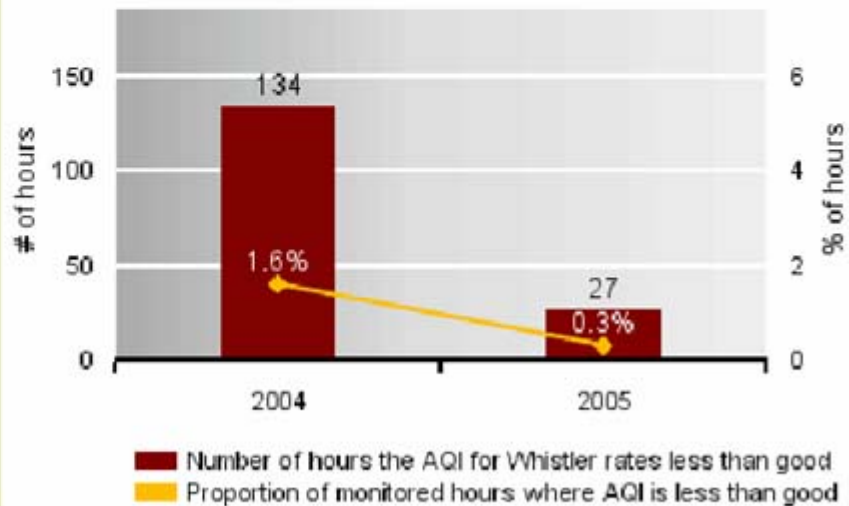
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Whistler's Sustainability Objectives:



[See more detail...](#)

Hours BC Air Quality Index is Less than Good



Source: BC MENV

10 Make it relevant and genuinely engage the community

9 Share and borrow, don't reinvent

8 Build on your foundations

7 Set targets and measure progress

6 Be a leader and develop champions

- 5 Demonstrate the integration with the economic sector
- 4 Invite the critics
- 3 Balance planning and actions
- 2 Take risks and learn
- 1 Communication versus information

Shared Vision using a Shared Language of success

**Backcasted Long term Plan Using Science Based Principles
and Proven Methods**

**Creativity within Constraints allows continued prosperity in a
Globally responsible context**

Extra Slides