



Environment

Economy

Culture

Society

ANTIGONISH AS A LEADING SUSTAINABLE COMMUNITY
Antigonish, Nova Scotia

GENERAL INFORMATION



MESSAGE FROM ANTIGONISH SUSTAINABLE DEVELOPMENT

The Antigonish area is well-positioned to become a model sustainable community in Canada. In July 2007, the *Framework for Antigonish as a Leading Sustainable Community* was released to the public - a plan developed locally with a group of individuals representing organizations, businesses, municipalities and the community. The framework has four goals and draws on strengths from well-known sustainability models including The Natural Step Framework, The Five Capitals Model and The Ecological Footprint. The purpose of the framework is to advance sustainability in the areas of economy, environment, society and culture.

While everyone has basic needs that must be met; we all desire to live productive, healthy lives, and to have the ability to hand the same opportunities to our children and further generations. Sustainability is about maintaining this capacity locally and supporting the global movement. Becoming a sustainable community also provides the opportunity to develop a rich knowledge base of achievable actions and best practices which can then be transferred for other communities seeking to become more sustainable. Our Framework has received extensive support locally, regionally and nationally:

"A comprehensive framework encompassing a wide range of actions for different stakeholders under a shared purpose."

"Innovative initiative for the benefit of the community of Antigonish."

"An important step in the development of a long-term plan for community sustainability... this framework will serve to guide the community as it moves in the future."

"The leading-edge work being proposed in this project is a good example of how communities...can show leadership on sustainability."

"Antigonish promises to be a role model for sustainable communities not only in Atlantic Canada but across Canada and internationally as well."

We invite you to be part of the shared success in advancing the sustainable prosperity of the Antigonish area. This Information kit will familiarize you with our organization, its goals and progress to-date in moving towards a sustainable future. If you have any questions, please do not hesitate to contact us. Our contact details are on the next page.

On behalf of the Antigonish Sustainable Development Board and Subcommittees,



Kuli Malhotra,
Executive Director & Co-founder



Frank Gallant,
Chair, of Board of Directors & Co-founder

WHO WE ARE

Our Vision

To become a leading sustainable community in Canada.

Our Mission

Antigonish Sustainable Development is a not-for-profit organization that assists in implementing sustainability for businesses, organizations and communities through strategic goals identified in a modular framework entitled, "Framework for Antigonish as a Leading Sustainable Community".

Core Values

Achievement and Productivity
Environmental Sustainability
Inclusivity, Transparency and Participation
Integrity and Trust
Interdependence and Collaboration (Teamwork)
Social Justice

Mottos

Engagement for results
Inspire *the Future*

Strategic Goals

The four strategic goals of the *Framework for Antigonish as a Leading Sustainable Community* are as follows:

- Goal #1: Aid businesses and organizations in the Antigonish area in developing and implementing sustainability action plans.
- Goal #2: Aid municipalities in developing and implementing their sustainability action plans (ICSP).
- Goal #3: Create opportunities by building educational awareness and providing solutions to the community at-large in becoming sustainable.
- Goal #4: Share modular framework with other communities and aid them in becoming sustainable.

Contact Us

Antigonish Sustainable Development
274 Main Street, Antigonish, Nova Scotia B2G 2C4
Phone: 902-863-2351 Ext. 240
E-mail: contact.asdp@gmail.com

Web: <http://www.atlanticsustainability.ca/partners/antigonish.htm>

EXECUTIVE SUMMARY

Background

A growing global population, increased consumption and unsustainable demand for resources continue to compromise the “natural capital” upon which we depend for our well-being and prosperity. The classic definition of sustainable development, “...is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Two immediate challenges that demand our attention are climate change (as reflected in the 2007 Report of the Intergovernmental Panel on Climate Change) and dwindling natural reserves. The best available evidence on global warming suggests that current and future generations will face a spectrum of challenges if we don’t act now.

Community leaders in recognize that we must act now if we are to address the environmental, economic and socio-cultural challenges of the 21st century. A model for *Antigonish as a Leading Sustainable Community* was presented in February 2007 to provincial and municipal leaders who expressed support for furthering the initiative. The Deputy minister of Environment also expressed support recognizing that Antigonish could very well be considered a pilot community in Nova Scotia for implementing a comprehensive framework. Following upon that, the municipal councils of Town and County of Antigonish jointly contributed funds towards the preparation of the framework that would allow the communities in the Antigonish area to become more sustainable. The project was guided by a steering committee made up of community volunteers, business leaders, municipal councillors and academics. The group represented the four pillars of sustainability: economy, society, environment and culture.

The Framework

The *Framework for Antigonish as a Leading Sustainable Community* was completed in July 2007 and the implementation stage launched in September 2007. The framework’s four strategic goals draw on strengths from proven models including The Natural Step (Canada’s) Framework, The Five Capitals Model and The Ecological Footprint. The framework is modular - meaning that it can be customized and adjusted as we move towards the vision of a Sustainable Antigonish. The main thrust of action towards sustainability within organizations, among the community and at government levels is expected to be through capacity building. The Framework is available for viewing at the following link: <http://www.atlanticsustainability.ca/partners/antigonish.htm>.

Transfer of Knowledge

The Antigonish area is well positioned to become a model sustainable community in Canada because of the leadership taken by host of public, private and non-for-profit sector groups. As there is no proven “best method” or “model” to achieve sustainability in both, urban and rural environments, the success of a modular framework can provide this opportunity. Becoming a sustainable community provides the opportunity to develop a rich knowledge base of achievable actions and best practices which can then be transferred for other communities seeking to become more sustainable.

PROGRESS ON BECOMING A LEADING SUSTAINABLE COMMUNITY

The Antigonish Sustainable Development Board, subcommittees and staffing were solidified between September 2007 and January 2008. The Board currently has 10 members representing the public, private and not-for-profit sectors under the four pillars of sustainability: Environment, Economy, Society and Culture. The Board's key roles are to provide strategic direction for the organization and act as the key stakeholder group in influencing leadership on sustainability within the community, among organizations and the government. The current subcommittees that aid in advancing operational goals are: Research and Development, Adopter and Resource. An Executive Director reports to the Board and is responsible for developing and operationalizing the strategy. Actions towards achieving the goals of the framework to-date are summarized below:

GOAL	ACTION
<p>Aid organizations in the Antigonish area in developing and implementing sustainability action plans.</p>	<ul style="list-style-type: none"> ◆ Early Adopter Stage was launched in November 2007 with the goal of signing the one-year Early Adopters Charter with 12 businesses / organizations. ◆ By mid-February 2008, 20 businesses and organizations had signed on, established their sustainability visions and identified their "quick hit successes". ◆ The Early Minority Stage was launched in August 2008 with 15 additional organizations that have signed charters.
<p>Aid municipalities in developing and implementing their sustainability action plans (ICSP).</p>	<ul style="list-style-type: none"> ◆ In January 2008, the Town of Antigonish accepted a proposal for the preparation of the ICSP by Antigonish Sustainable Development. ◆ Antigonish seeks to be one of the first communities to submit the completed ICSP.
<p>Create opportunities by building educational awareness and providing solutions to the community at-large in becoming sustainable.</p>	<ul style="list-style-type: none"> ◆ In February 2008, Antigonish Sustainable Development launched the first of a series of open monthly community sessions to share opportunities in sustainability. ◆ Sessions focus on: awareness building on sustainability; consumer decision-making power and promoting sustainable life-styles and homes; enhancing quality of life and supporting the well-being of society and other topics on sustainability as identified by the members of the community. ◆ Sessions offer economic savings opportunities in the areas of eco-efficiency, alternative energy, home renovations and alternative transportation.
<p>Share modular framework with other communities and aid them in becoming sustainable.</p> <p><i>(Projects being undertaken to build towards this goal).</i></p>	<ul style="list-style-type: none"> ◆ In May 2007, Antigonish joined as a partner with the Atlantic Canada Sustainability Initiative: http://www.atlanticsustainability.ca/partners/antigonish.htm ◆ In September 2007, in collaboration with a student from Environmental Science Department at StFX University, a joint project was launched to develop Sustainable Performance Indicators for the Antigonish area. The first phase – environmental indicators was completed in April 2008.

PARTICIPATING CHARTER ORGANIZATIONS

PARTICIPATING EARLY ADOPTER ORGANIZATIONS

Alcove Bistro & Lounge
 Bergengren Credit Union
 Computer Connection Ltd.
 Fresh Air Society
 Guysborough-Antigonish Strait Health Authority
 Nova Scotia Agricultural Resource and Stewardship
 Division
 On-Line Support
 Peak Experiences
 RBC Royal Bank
 Sisters of St. Martha's
 Student Computers
 Strait Regional School Board
 Town of Antigonish
 Voices
 Wishing Wells Society
 StFX Departments:
 Education
 Enterprise Development Centre
 Facilities Management
 Sociology and Anthropology
 Students Union

PARTICIPATING EARLY MINORITY ORGANIZATIONS (To-date)

A.A. Munro Insurance
 Antigonish Arena
 Admiral Auto Glass
 Antigonish County Adult learning Association
 Antigonish Farmers Mutual Insurance Co.
 Antigonish Five Cents to a Dollar
 Beaver Dam Farm Fjords Ltd.
 C.L. Curry Funeral Services Ltd.
 DeCorp Software Support Inc.
 Eastern Sanitation Ltd.
 Enterprise Rent-A-Car
 Festival Antigonish Summer Theatre
 Maritime Inn Antigonish
 Scotia Bank
 StFX Biology Department

BENEFITS TO YOUR ORGANIZATION FOR JOINING AS SUSTAINABILITY CHAMPION

- ◆ **Participation in sustainability training and planning.**
- ◆ **Potential cost savings and / or new revenue opportunities associated with the various actions and investments that arise through participation in the training, planning and networking for sustainability.**
- ◆ **Social capital built among employees in your organization by participating in the program and sharing a common language for sustainability.**
- ◆ **An inexpensive way to develop a sustainability plan for your organization.**
- ◆ **Marketing opportunity to showcase your business / organization at local, regional and national levels.**
- ◆ **Ongoing support and coaching from experts in sustainability and input into the development of the organization's sustainability action plan.**
- ◆ **Peer networking with other Adopter organizations in Antigonish, Atlantic Canada and other regions.**