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Summer Community Presentations 2010

UNBC campus



Community Development Institute

UNBC

An Engaged Campus

- Research and teaching set within northern BC
- Wide range of disciplines/wide range of topics
- Regional campuses

Community Development Institute

Board of Governors approval, Jan. 2004

- Mandate:
“university in the north, for the north”
- Strategic Research Plan:
“sustainability of communities”

“to support research and information
so that people in northern BC can
make informed decisions about their
community’s future”

Community Development Institute

Research:

- community initiated
- academic integrity, practical relevance

Outreach:

- information of tools/practices
- community needs to guide research

Education:

- role in community capacity building
- skills/education transfer

Completed Projects

- Economic Development
- Northern Economic Vision and Strategy Project
- Seniors Issues
- Community Transition
- Services: Health, Social, Non-Profit
- Research in Partnership

All research can be found at:

<http://www.unbc.ca/cdi/research>

Community Outreach Activities

- Speakers Series
- Publication Series
- Information Sessions

Summer 2010 Community Outreach

Looking Forward/Planning Forward

- Our Roots
- Community Development Foundations
- Community Transition Activity
- Tips about renewal:
 “Reorienting for renewal”

Historical – First Nations

Since Time Immemorial:

- First Nations have long traded to succeed
 - Obsidian from Mt. Edziza to plains
 - Food trade along the Grease trail
 - Copper from South America found in NWT
- Creation of trading alliances

Background BC – 1950s

- Resource royalties fluctuating
- Small / inefficient resource industries
- Community & industrial infrastructure poorly developed
- Few secondary / support industries
- Central / northern BC not linked to markets by transportation

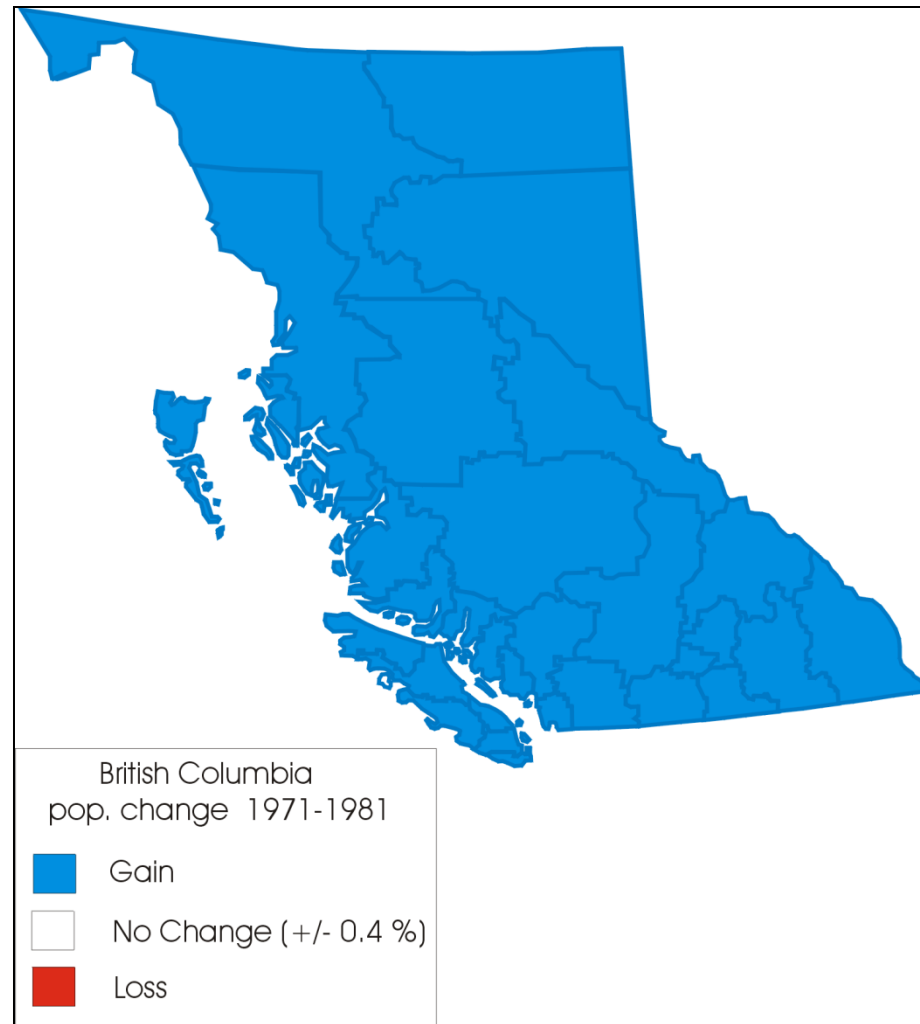
- BC was a 'have not' province

BC – 1950s Bennett – Williston Model

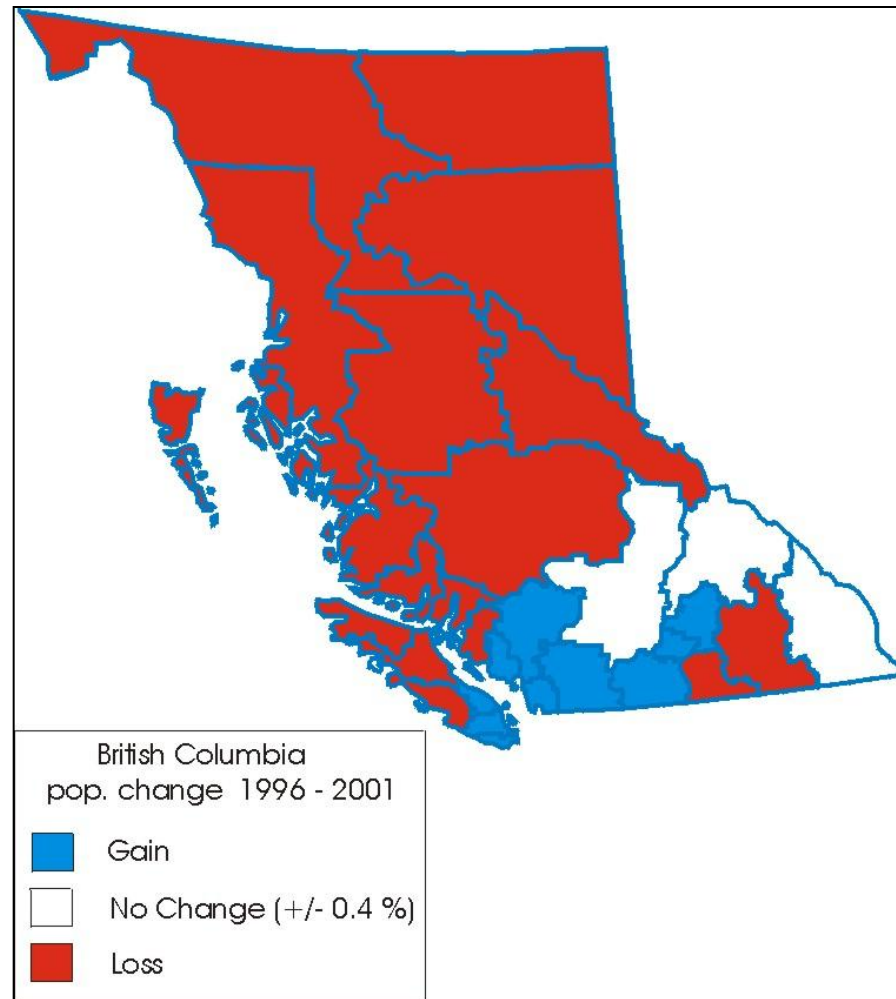
- Resource Tenures
- Power – Two Rivers Policy
- Industrialization
- Transportation
- Tourism Infrastructure

Lesson: Policy Co-ordination
Integrated Strategy

BC – Population change 1971-1981



BC – Population change 1996-2001



Northern BC

- Recently 'industrialized' (post 1950)
- Economy still dependent upon limited-manufacture resource exports
- Strong metropolitan/non-metropolitan division
- Non-metropolitan landscape
 - Regional centres (60-100,000 pop.)
 - Small resource towns (2-12,000 pop.)
 - Limited economic diversification

Stuck in 1980

- Since the recession of early 1980s
 - Significant social and economic change in an increasingly globalized world
 - Especially in the resource sector
 - But we have not changed our basic approaches
- 30 years behind!

Back to the Future 1950-2000

- 1950-1980: 30 years of unbroken public policy success
- 1980-2000: return to wide fluctuations, challenges sound familiar
- ‘re-equip to meet challenges/opportunities of global economy
- “Renewing” a broad vision of community development

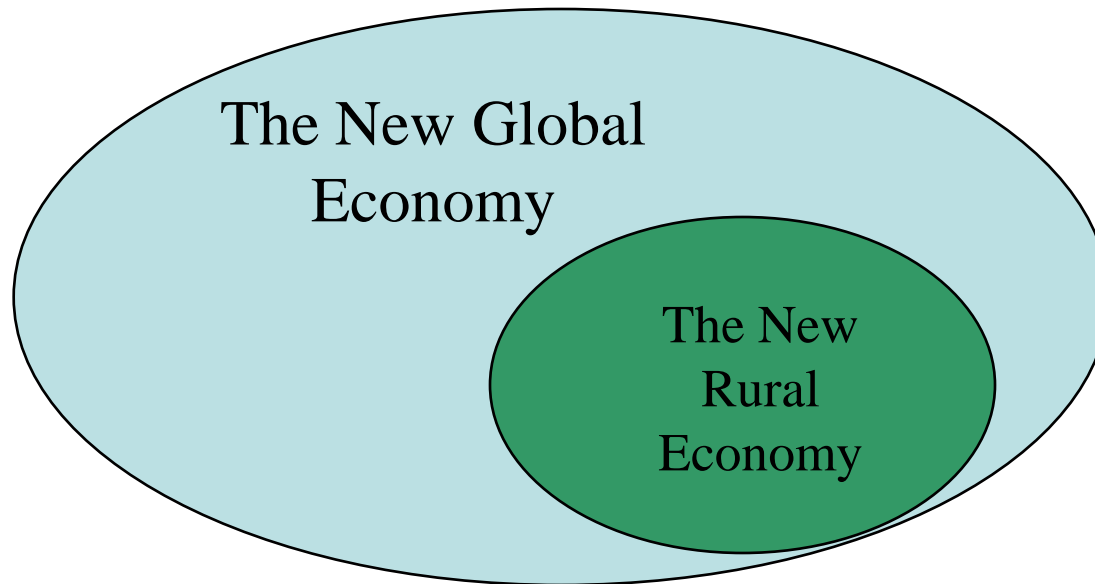
New Fundamentals



Community Development Institute

New Rural Economy

Resource-based communities live
in the global economy



It is about diversity, place based assets,
speed, and change

What is New for resource-based communities in a Global Economy?

- Question of change
 - Most fundamentals are unaltered
- But:
 - It is more connected
 - It is more complex
 - Interactions & effects are more quickly felt

Global Economy and Rural BC

- Resource industries are concentrating
Technology is labour-shedding
Little left in rural places but the
'wage' (diminishing)
- Public service shifts are exacerbating
challenges

Resource-based Communities in the Global Economy

- What is new:
 - Shift from comparative advantage to competitive advantage
 - Shift from commodities to mix of values, commodities, & economies
- Amenities, unique local assets
 - Need to know where we want to go!
- What are our assets?
- What are our aspirations?

Question

- How to equip communities to exercise place-based advantages and meet development opportunities/challenges on own terms

Foundation for the Future

- Why Community Development?
- What is Community Development?

Community Development

- the ability of communities to organize assets and resources to achieve their objectives
- improvements to local social, economic, and cultural infrastructure
- increasing the skills, knowledge, and abilities to access/use information and resources
- create strategies/partnerships to take advantage of changing circumstances

How to do it? (A)

- Create a broad community development platform as a foundation for seizing opportunities

**Economic development
is built on strong
community development foundations**



How to do it? (B)

Invest in the 4 key infrastructures:

- Physical infrastructure
 - ‘Old’ economy
 - ‘New’ economy
- Human capacity infrastructure
 - ‘next’ workforce (demographic, economic)
- Community capacity infrastructure
 - ‘smart’ service provision
- Economic and business infrastructure
 - Coordinate internally/externally

How to do it? (C)

Its all about PARTNERSHIPS and strategic linkages

- Local communities (Aboriginal and non-Aboriginal)
- Business
- Labour
- Provincial government and agencies
- Federal government and agencies
- etc

“Reorienting for Renewal”

- **Orientation**
- Things to bear in mind when thinking/moving ahead

Economic transition

- Economic transition is about moving:

“From Northern Strength to Northern Strength”

- from resource dependence to a diversified economy grounded in resources and inclusive of other options

“Northern Vision”

- Message is very clear:
 - Economic development that not only creates jobs for northerners, but respects people, the environment, and the quality of life that defines a northern lifestyle
- Inclusive:
“a northern vision that includes all northern peoples”
- New Governance mechanisms
 - Communities want to be part of the process

- From northern strength to northern strength -

- Our natural and community resources are high value
- Economic transition needs to be evaluated against 4 "bottom lines"
 - Community
 - Economy
 - Environment
 - Culture

A Regional Imperative

- Need to coordinate to create synergies
 - Other jurisdictions shifting from sectoral to ‘place-based’ policies
- Need to invest limited funds wisely in infrastructure and services
- Scaling up to bring a regional voice to public policy and the marketplace

Re-orient to readiness by understanding the role of the ***region in the world*** while also ***grounding our strategies*** in a real, in-depth analysis of our local and regional ***assets and aspirations***.

Resource-based Communities in the Global Economy

Faster paced

- If we get a workable solution today, we need to start on a new workable solution for tomorrow
- Booms come faster; busts go deeper

Reorient to Renewal

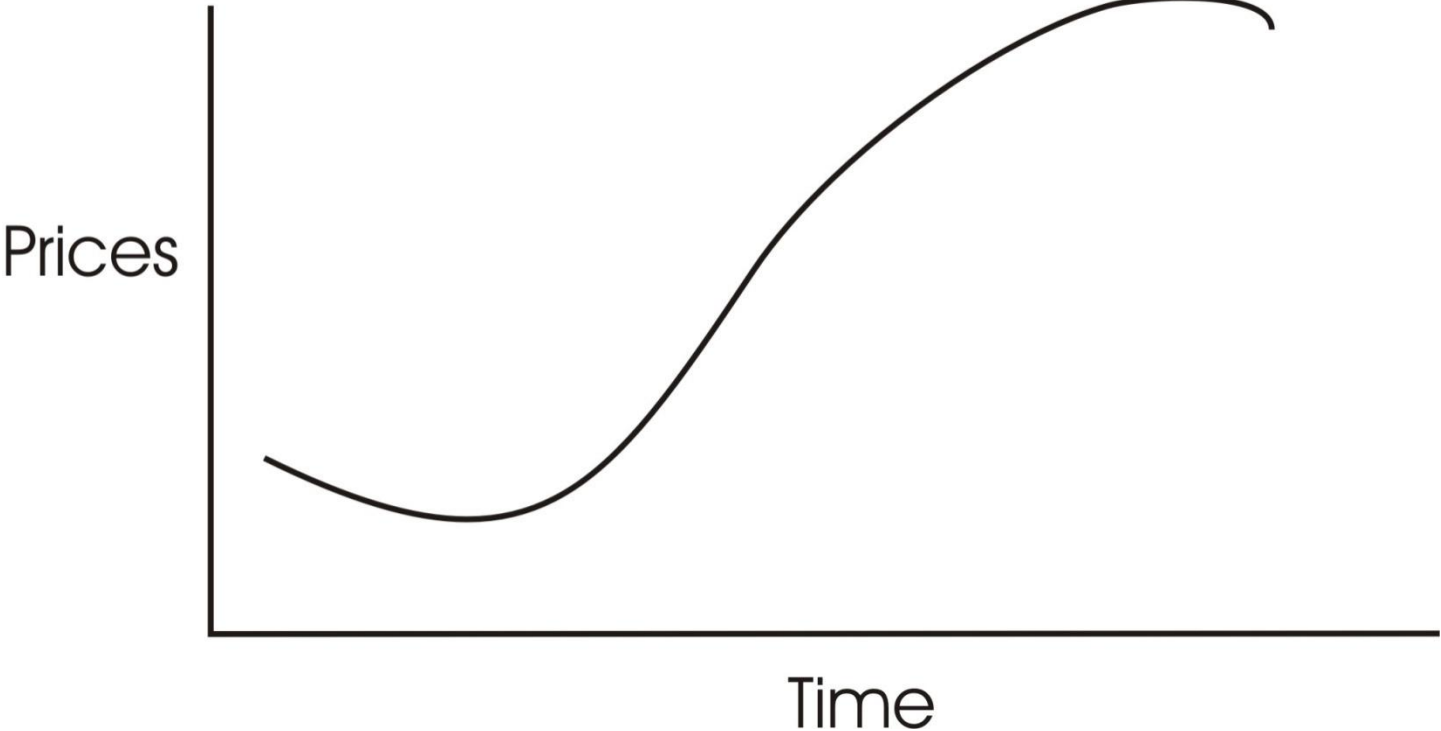
- Orientation
- **Things to bear in mind when thinking/working ahead**

Community/Industry Issues

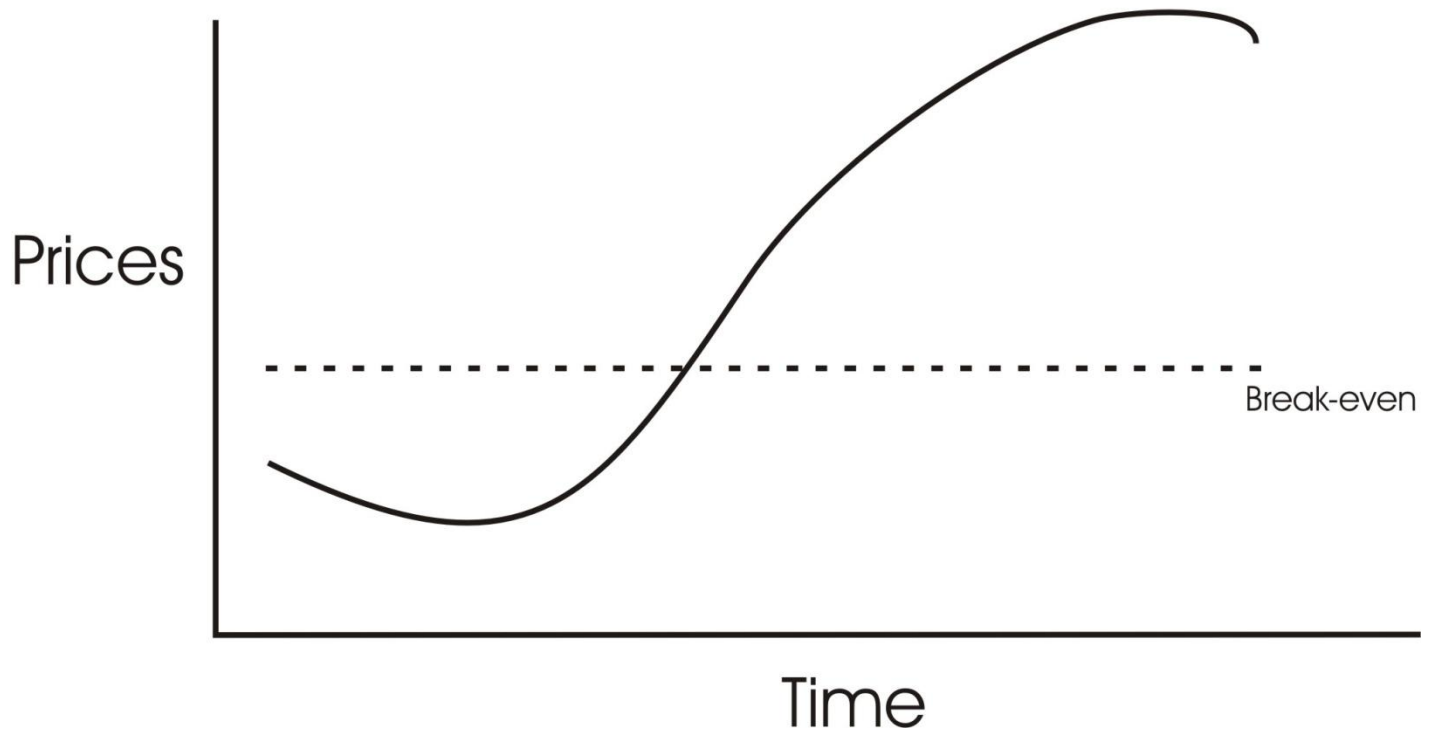
Get ahead of the curve

- Urgent matter given market volatility
 - Relationships / workforce/
partnerships
- Big projects take time

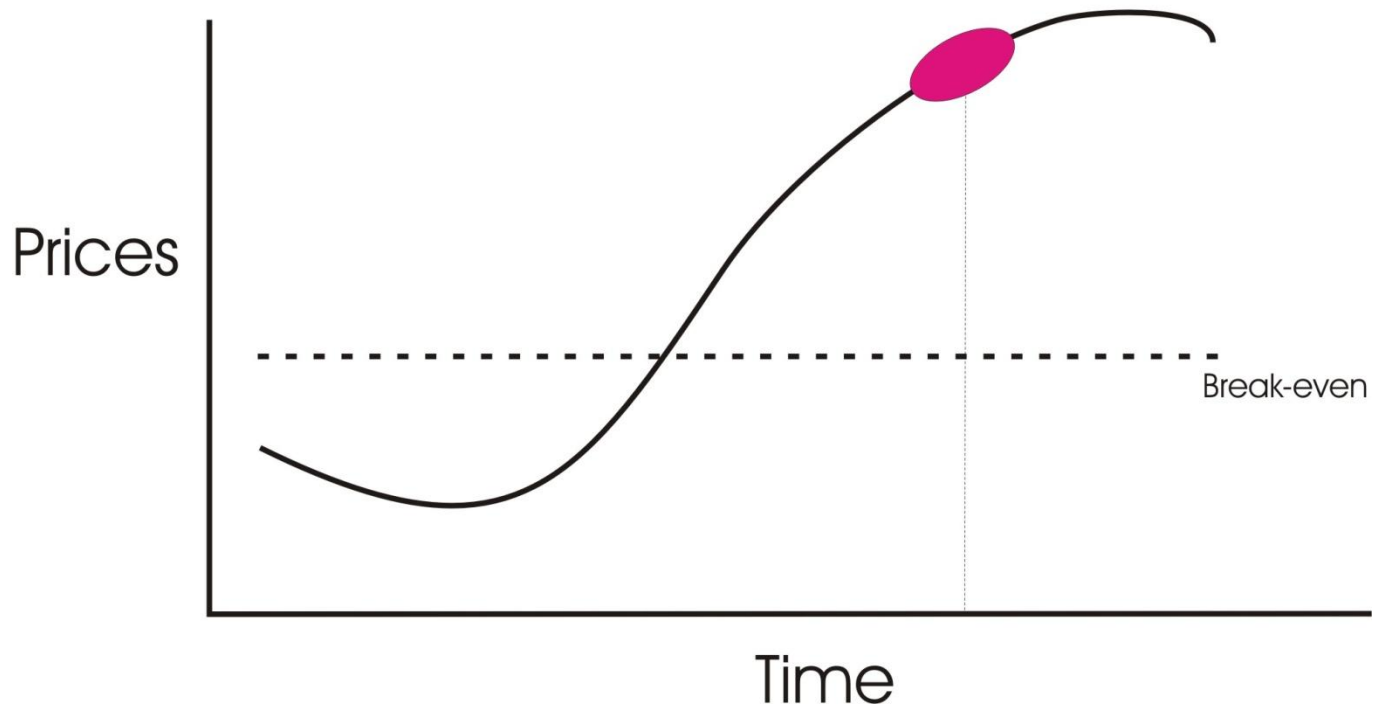
Commodity Price Curve



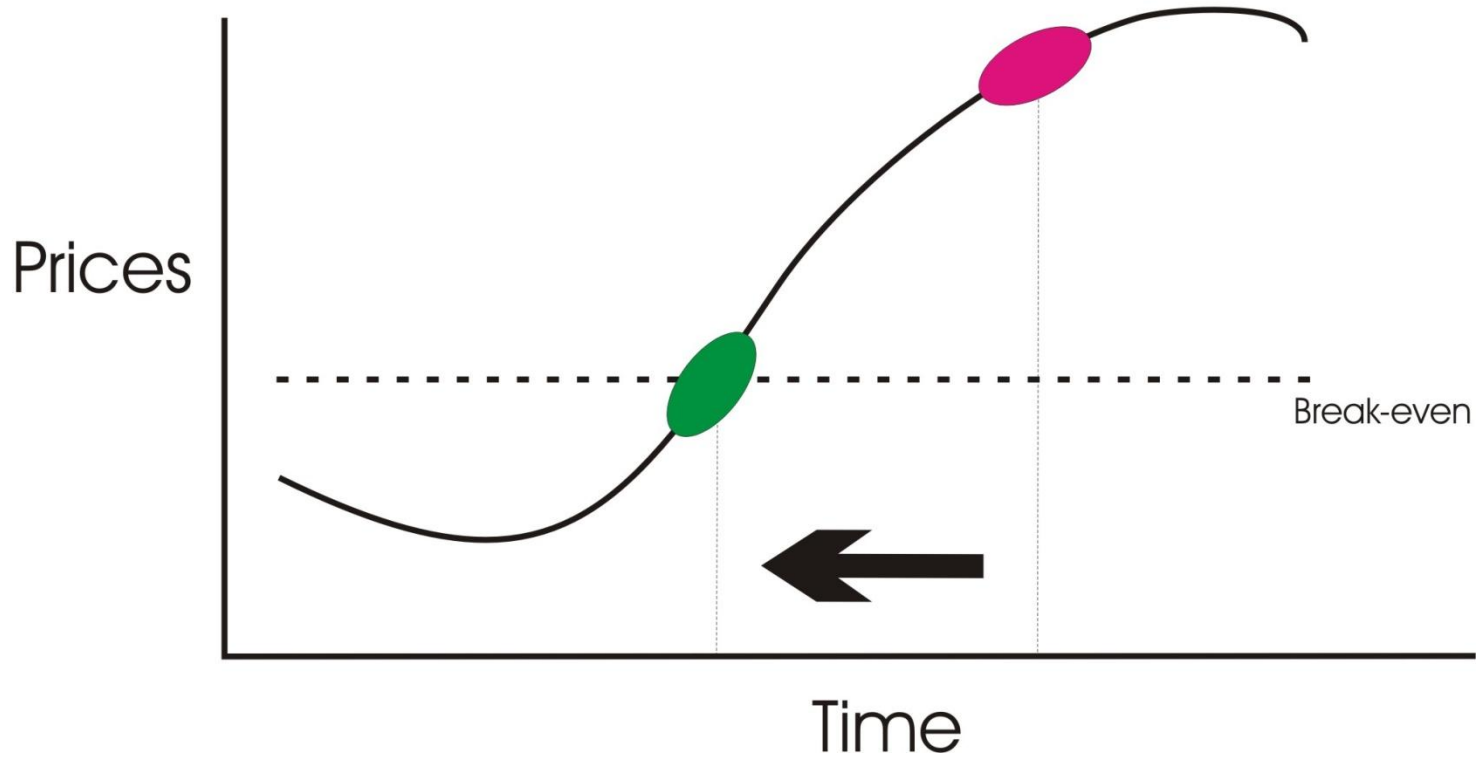
Commodity Price Curve



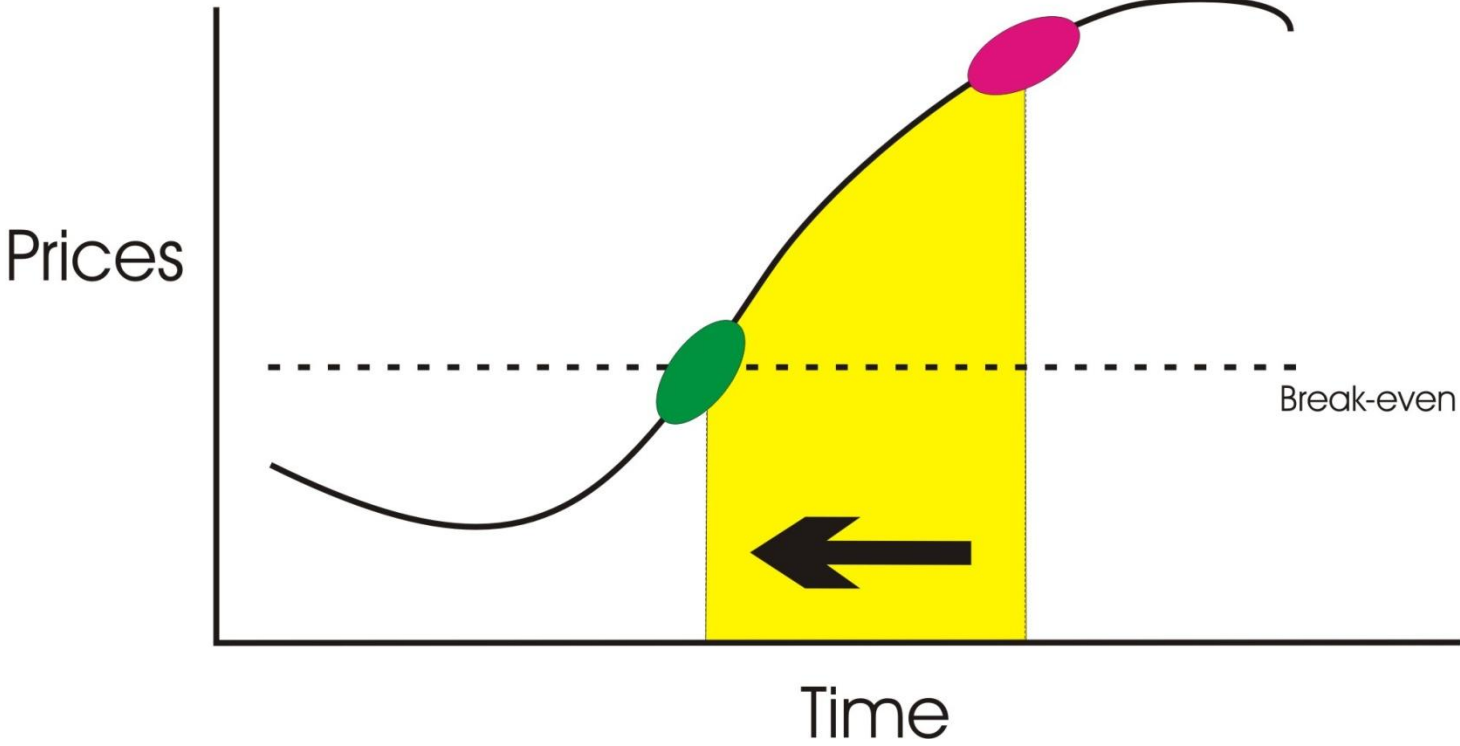
Commodity Price Curve



Commodity Price Curve



Commodity Price Curve



Retain the Wealth

‘Plugging the Leakage’

- A foundational issue in economics
- A building block for community economic development

Leakage

- Each economic transaction OUTSIDE of the community represents a “leakage” or drain of community resources
 - income and wealth accrues elsewhere
 - the community gains just 1 benefit from its expenditures (the one-time consumption of a good or service)
- Each economic transaction INSIDE of the community creates opportunities to “multiply” effects of spending
 - by doing business with themselves and neighbours in community

Economic Strategy Development

Beginning Phase 1:	Middle Phase 2:	End Phase 3:
Strategy	Blue Sky Options and Possibilities	Implementation
Community process Goal identification	A) List Opportunities and Possibilities B) Context of place Business case	Partnerships Long-term commit. Long-term funding Flexibility Transparency Technical capacity

In other words, we cannot just work 'in the middle', we need to:

- 1) build from a solid understanding of the community's/region's social and economic foundations
- 2) identify and understand opportunities and possibilities within local/regional assets and aspiration
- 3) follow-through the process with a manageable and accountable implementation framework

Rural Economic Development: Principle

- “They are investments not expenses”
 - Long run
 - Cumulative value if guided by community vision
- Need to invest limited funds wisely in infrastructure and services

“Next” Workforce

- Bargaining power:
 - "Smaller size" workforce
 - Can go where they want, demand what they want
- What do they want
 - Clean environment
 - Reasonable services!!
 - Safe, healthy place to raise family
 - Work/life balance
 - Community & global connectivity

The Imperative To Get Organized

- Transition Planning
 - Complicated / multi-faceted
 - Many moving parts ...
- Community Transition Toolkit
 - <http://www.unbc.ca/cdi/toolkit.html>
- Invest in transition preparedness!

- Community development
 - can make your community resilient to change
- Doing things matters!
 - Not doing things has consequences

Economic development is built on strong community development foundations



The screenshot shows a Netscape browser window displaying the website for the Community Development Institute at UNBC. The browser's title bar reads "UNBC - Community Development Institute - Netscape". The address bar shows the URL "UNBC 2002 University Way, Prince George, BC, Canada V2N 4Z6".

The website layout includes a left-hand navigation menu with the following items: "Community Development Institute at UNBC", "Introduction", "Institute Description", "What's New", "Mountain Pine Beetle Links", "Community Visits", "Institute Director", "Staff", "Research", "Information Sharing", "Links", and "Contact Information".

The main content area features the heading "Community Development Institute - UNBC". Below this, a paragraph states: "The Community Development Institute at UNBC is interested in two fundamental issues for communities in northern BC: community capacity and community development. By undertaking research, sharing information, and supporting education outreach, the Institute is becoming a vital partner to communities interesting in making informed decisions about their own futures." To the right of this text is a photograph of a street scene in the town of Smithers, BC, showing a large building and parked cars.

Below the photograph, another paragraph reads: "The Institute emphasizes the importance of capacity-building, collaboration, learning, and complementarity between UNBC research centres. Research that is undertaken balances academic credibility with practical relevance. Beyond research, the Institute is involved in outreach activities and serves as a conduit to expand and enhance local educational opportunities related to community development." To the right of this text is a map of British Columbia with a red star and the label "Smithers" indicating the town's location.

Underneath the map, the text "The three foundations of the Community Development Institute at UNBC are:" is followed by a bulleted list: "• Research", "• Education", and "• Outreach".

The Windows taskbar at the bottom shows the "start" button, several open applications including "SquirrelMail 1.4.4 - N...", "UNBC - Community D...", "Rural Summit", "Feb 21 - Climate - Mic...", and "RRT Anne Hardy", and a system clock showing "2:02 PM".

Thank you

- For further information please visit our website at:

www.unbc.ca/cdi

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