

CITY OF BURNABY

ENVIRONMENT & WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

2000 MARCH 22

RE: ENVIRONMENTAL STARS PROGRAM

RECOMMENDATION:

1. **THAT** Council approve the creation and implementation of the Environmental Stars program as outlined in this report.

REPORT

1.0 BACKGROUND

Within the State of the Environment Report (SOER), adopted in 1993, there is provision for Shared Stewardship, an idea that seeks opportunities for community stewardship, environmental awareness and public information. One of the specific ideas discussed in the report is the need "to establish an Environment Awards Program to recognize environmental achievements." At its meeting of 1996 May 14, the Environment and Waste Management Committee adopted terms of reference for an Environment Awards Program to recognize important environmental achievements in a variety of areas. The first City Environment Awards were presented during Environment Week 1996, and have occurred annually during Environment Week since that date.

While the Environment Awards program recognizes outstanding environmental achievements, it has been acknowledged that the majority of environmental works are not accommodated by the existing program. Many of these unrecognized works happen at a smaller scale, but are nonetheless significant. Others are significant in scope and size, but the nature of the existing Awards Program simply cannot accommodate all of the works. At its meeting of 1998 May 12, the Environment and Waste Management Committee instructed staff to investigate the desirability and feasibility of implementing a supplemental Environment Awards Program. This report outlines a new companion Environment Awards Program, the Environmental Stars Program, for implementation for Environment Week 2000.

2.0 Environmental Stars: Program Overview

The existing Environment Awards Program recognizes four categories of outstanding environmental achievement: Communication, Planning and Development, Community Stewardship and Youth. The awards are given annually as candidates are selected for recognition by Council, through recommendations of the Environment and Waste Management

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- DIR. PLNG. & BLDG.
- ENVIRONMENTAL SERV. SUPERVISOR

Committee. The awards are announced at Council during Environment Week, with a presentation of the awards at a celebration during the Week.

The Environmental Stars Program is intended to acknowledge notable environmental achievements which, while not accommodated by the Environment Awards, are nonetheless important environmental works by members of the community. These works often represent grassroots efforts to adopt environmentally-sensitive behaviours and principles. As the thrust of the Environment Awards Program is to increase awareness of opportunities available to the public and the City to become more environmentally responsible, it is desirable to recognize and publicize these achievements.

It is proposed that the Environmental Stars program be designed and implemented so as to complement and work in conjunction with the existing Environment Awards Program. While there is a single call for nominations for the Environment Awards (early in the spring each year), the Environmental Stars would be identified and awarded throughout the year. Nominees would be identified and selected by Council or the Environment and Waste Management Committee, and the “Stars” presented by Council at a regular meeting. Presentations of the “Stars” may also happen with the Environment Awards at a celebration held annually during Environment Week, or at a similar event on Earth Day or BC Rivers Day.

3.0 Environmental Stars: Program Details

3.1 Call for Nominations

While the call for nominations for the Environment Awards is advertised in the local newspapers in early spring (for presentation in early June), it is proposed that the nominations for the Environmental Stars be accepted throughout the year. To this end, it is proposed that the Environmental Stars Program be publicized in InfoBurnaby, with the “Stars” identified therein as well. This will enhance the profile of the program, as well as publicize the works and achievements of our community “Stars”. It is also proposed that the Environmental Stars be added to the City’s web page as a permanent feature. (Currently, the Environment Awards are advertised under the “What’s New” section during early spring only when nominations are being actively solicited.) This would have the benefit of increasing the pool of nominees and ensuring that the information is readily available. Nominations would be accepted throughout the year, and be submitted on-line.

Further, as it is intended that the Environmental Stars Program compliment the existing Environment Awards Program, it is proposed that those groups and individuals considered for Environment Awards but who are not award recipients, be considered for an Environmental Star. This would address a standing issue with the current awards program: how to acknowledge the many candidates for Environment Awards which, in the end, are not selected as award recipients. This is due not to shortcomings in the candidates or their works, but to the stellar nature of the award recipients’ projects. With the implementation of the Environmental Stars program, these candidates would be duly recognized for their worthwhile contributions.

3.2 Award Categories

The Environment Awards recognize four categories of outstanding environmental achievement: Communication, Planning and Development, Community Stewardship and Youth. It is proposed that the same structure be utilized for the solicitation of nominations for the Environmental Stars, although the criteria would be less rigorous. In addition, in order to ensure that the Environmental Stars program is as inclusive as possible, and in order not to preclude very unique or distinct projects which may fall outside these categories, individuals, projects and activities could be nominated under an "Other" category. Hence, the proposed terms of reference for the five categories are as follows:

Communication: This category includes printed, audio or video materials or presentations that address or help to increase the understanding of environmental issues in Burnaby. The nominated work should demonstrate a comprehensive understanding of an environmental issue and its relationship to the citizens of Burnaby.

Planning and Development: This category highlights developments that demonstrate innovative environmental features that may include environmentally sensitive site planning, solar energy, water conservation, storm water or wastewater management, conservation of resources through the reuse of materials, the protection and enhancement of urban streams or the enhancement of wildlife habitat in the City. Developments may range in scale from large commercial, industrial, institutional or residential projects to individual new or renovated buildings, or components thereof.

Community Stewardship: This category identifies citizens of Burnaby who have been actively involved in promoting environmental stewardship and who, through their efforts, have increased public awareness of an environmental issue or notably enhanced or rehabilitated the environment.

Youth: This category recognizes the contributions that children or teenagers have made, either through their own initiatives or through school programs, that have resulted in enhanced public awareness of environmental issues or notably enhanced or rehabilitated the City's environment.

Other: This category recognizes that environmental initiatives, by definition, may transcend the defined categories. In order to be as inclusive as possible, person(s), projects and activities may be nominated in this category if they are not accommodated elsewhere. (Recipients in this category would be identified by the specific work or achievement, as opposed to "Other".)

3.3 Nomination Criteria

To be eligible for an Environmental Star, it is proposed that nominees must either be a Burnaby resident or have conducted the nominated works or activities in Burnaby. Individuals or groups may self-nominate, if desired, and businesses are encouraged to

participate in the program. Candidates may be nominated in one or more categories.

The following information should be supplied for each nomination:

- Name and contact information
- Which category best accommodates the person(s)/project/activity
- Brief description of why the person(s)/project/activity may be nominated
- Background material, including photos, newspaper articles, plans, etc.
- Nominator's name and contact information

3.4 Selection of Award Winners

It is proposed that the Environmental Stars be awarded by Council or the Environment and Waste Management Committee and presented by Council at a regular meeting. In addition, as the Environment and Waste Management Committee currently advance the final nominees for the Environment Awards, it would be appropriate for it to consider the full range of environmental works brought forward for recognition during the annual call for nominations and to award Environmental Stars at the same time.

Four recipients are typically awarded the City's Environment Award, representing one for each category, although there have been variations to this (three awards were presented for 1996 and five were presented for 1998 achievements). One of the reasons for implementing an additional awards program was the large number of environmental achievements going unrecognized. As such, it is proposed that there be no pre-set limit on the number of Environmental Stars awarded in a given year. The Committee would determine the number of awards selected from the nominations received. It is estimated that 15 to 25 Stars may be identified in the first year of the program.

3.5 Awards Presentation

As the intent of the Environmental Stars program is to increase awareness of the opportunities available to become more environmentally responsible, it is desirable to recognize and publicize the recipients. As such, it is suggested that the Environmental Stars be presented by Council at a regular meeting. It is also proposed that the Stars be presented at the Environment Week celebration held annually to recognize the City's Environment Award recipients, or at other similar environmental celebrations such as Earth Day (April 22) or BC Rivers Day (last Sunday in September). This affords the opportunity for the City's "Stars" to meet other community stewards, as well as for the City to say "thank you".

It is further suggested that in addition to a Certificate of Achievement (Figure 1, *attached*), that each Star receive a City of Burnaby T-shirt with "Environmental Star" imprinted on the sleeve or back.

3.6 Program Implementation

The Millennium celebration provides an excellent opportunity to commence this program and recognize the numerous environmental initiatives in the City. To this end, it is proposed that the Environmental Stars be selected from the nominees received for the Environment Awards which are currently being considered. The Stars would subsequently be announced at Council and awarded at the annual Environment Awards celebration held during Environment Week. The Environmental Stars would also be publicized in InfoBurnaby, with a call for additional nominations.

4.0 CONCLUSION

It has been recognized that the existing Environment Awards program does not accommodate the majority of environmental works which are, nonetheless, significant. As such, a supplemental awards program, the Environmental Stars, has been proposed for implementation for Environment Week 2000. The Stars will be awarded by either Council or the Environment and Waste Management Committee and presented by Council at a regular meeting, or at an environmental event associated with Environment Week, Earth Day or BC Rivers Day. It is anticipated that 15 to 25 Stars may be identified in the first year of the program. For the program implementation, the Stars would be announced at Council during Environment Week and the presentation of the Awards would occur with the Environment Awards at a celebration during Environment Week.

Respectfully Submitted,

Councillor D. Johnston, Chair

Councillor B. Der, Member

Councillor C. Redman, Member



CITY OF BURNABY
CERTIFICATE OF RECOGNITION

Environmental ★ Star ★

ACKNOWLEDGING

Mary Gold and Forest Green

FOR OUTSTANDING ENVIRONMENTAL
CONTRIBUTIONS TO THE COMMUNITY

This Fifth Day
of June, 2000

Douglas P. Drummond, MAYOR

Dan Johnston, CHAIR
Environment & Waste Management Committee

