



Cultivating Creston's Future Together

Why develop Cultivating Creston, our Integrated Community Sustainability Plan?

This process is about envisioning a successful and sustainable future for your community and creating it together. There are many reasons to integrate sustainability into your town planning, but at the most basic level, it seems pointless to plan for the community's economic success if it can't continue forever. It makes more sense to plan for success that is also sustainable in the long-term – success that is compatible with the constraints of a finite planet with limited resources.

Sustainability planning helps to prepare for a changing economic future, attract new residents and businesses, as well as retain and motivate municipal talent. Local economies plan for greater resilience and are better prepared for shifting global priorities for goods and services and rising energy prices. Municipalities save significant money over time through reduced energy and waste management costs. Finally, it helps communities to become a local part of global solutions for a host of environmental, social and economic issues.

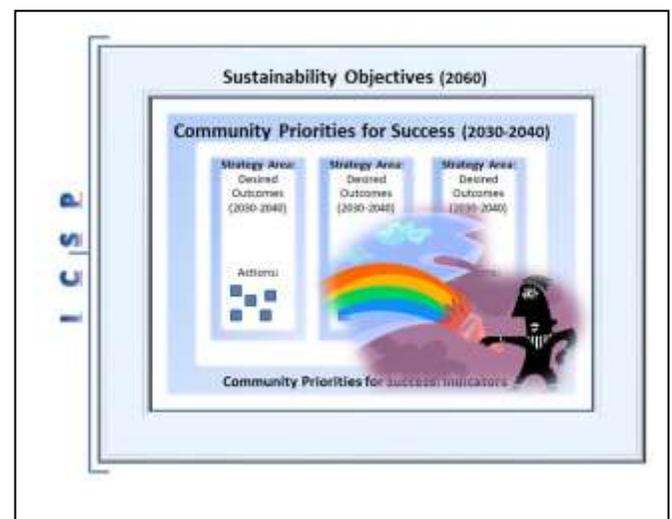
What is an Integrated Community Sustainability Plan?

An Integrated Community Sustainability Plan (ICSP) articulates the community's shared vision for a successful and sustainable future. It includes actions and practical tools for implementation, and a monitoring system to track progress. An ICSP becomes the community's highest level policy – with a practical decision-making framework that can be applied to all levels of decisions and all types of plans, policies and programs. And to ensure the ICSP doesn't collect dust on a shelf, an annual monitoring and action planning process engages community partners and citizens to ensure on-the-ground progress toward the vision is achieved.

What are the Key Components of the Vision?

Within the frame of the Sustainability Objectives, citizens of Creston will paint the picture of community success in the future.

1. **Sustainability Objectives** frame the ICSP and define how to live within the constraints of the planet – the care instructions for the earth. They are derived from the Natural Step principles for sustainability (see below).
2. **Community Priorities for Success:** Priorities reflect what is important to the community. What aspects must be taken care of to ensure success now and in the future? All priorities all equally important.
3. **Strategy Area Desired Outcomes:** These articulate the community's vision in more detail for each strategy area (examples of strategy areas include: Transportation + Mobility; Arts + Culture; Recreation + Leisure).



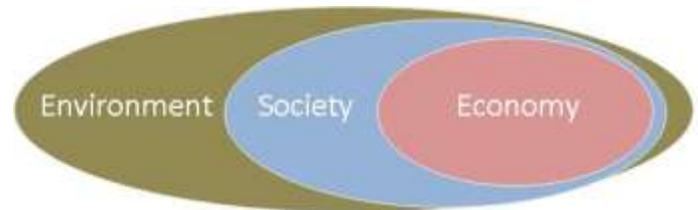
From Sustainable Development to Sustainable Communities

There are a multitude of manners in which to define sustainability or sustainable development. The Brundtland Commission, in the 1987 report *Our Common Future*, introduced the term sustainable development as

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Sustainability as described above is compelling as it focuses creating/maintaining conditions to meet human needs today and in the future, but it does not have the clarity nor the precision required for effective strategic planning and action toward the desired outcome.

Understanding that meeting needs in 2012 is totally dependent on economic systems, human society, and a healthy functioning environment, and that these three systems are interrelated, is a first step to help to narrow our focus for action.



With this relationship in mind, **a sustainable community is one with a robust resilient economy within and serving a strong, equitable society, supported by and living within a highly functioning natural environment.**

The Natural Step Sustainability Principles

Achieving sustainability will be a long-term journey – not something that can be accomplished overnight. We cannot crush the economy as we move toward this destination - in fact, our economic system, increasingly aligned with the principles of sustainability, will help us get there.

The Natural Step principles are: scientifically-based; concrete and non-overlapping to **simplify strategic planning**; focus on **root causes** of issues; specific yet **non-prescriptive**, and taken together, describe the four basic conditions for any organization, community, or activity to operate in a sustainable manner. In addition, the objectives are useful for quickly creating a **shared language** and integrating sustainability into visions and actions. These principles have been in play for about 20 years, during which time governments, corporations and individuals have used them to guide strategic planning.



Figure 1 Natural Step Principles for a Sustainable Society

How Can You Get Involved?

Now is your chance to make sure Creston's future is as bright as possible! A draft vision for Creston's future – a very important element of the ICSP – will be ready for review by all community members, so please join us at **The Cultivating Creston Community Party** - Tuesday, October 9th from 7:00 to 9:00pm at the Creston Valley Chamber of Commerce - Light refreshments will be provided.

Seniors and their service providers are also invited to this additional event:

Seniors Action Planning Workshop - Wednesday, October 10, from 9am-12pm at the Ramada Conference Room.