



sustainability
CHAMPIONS

Shaping a Brighter Tomorrow, Today



*Are you a visionary business
or organization?*

*Do you want to be a leader in
Cochrane's future?*


You can help guarantee a
brighter tomorrow by becoming
a Sustainability Champion.



Think long term. Look at the whole.
See the connections.



COCHRANE SUSTAINABILITY
plan



“Becoming a Cochrane Sustainability Champion is a tremendous opportunity to demonstrate leadership in the community. By taking action and working with other Champions, businesses and organizations alike can make a real difference to the future of Cochrane while discovering their own sustainability advantage.”

Bob Willard, Author of
The Business Case for Sustainability

Introduction

In 2009, more than 500 Cochrane residents came together over 11 months to create a 50-year vision for the future of the community. This collaboration became the award-winning Cochrane Sustainability Plan.

Now, it's time to put the plan into action. As a plan created by and for the community, action and collaboration will need to take place on a town-wide scale. Sustainability Champions will play a key role in achieving our goals.

Please read the information below to find out how you can invest in the future of our community by becoming a Cochrane Sustainability Champion.

About the Cochrane Sustainability Plan

The Cochrane Sustainability Plan is our community's roadmap for our future. It is about ensuring a great quality of life for Cochranites today and tomorrow. The plan includes a Vision for our community and 13 Pathways to the Future – areas of action that will move us to a more sustainable future. It's about looking at the whole, thinking long term and seeing the connections.

About the Champions Agreements

What are the benefits of becoming a Cochrane Sustainability Champion?

Benefits of becoming a Champion include:

- Having increased access to information and networking opportunities for your business, institution or organization
- Having access to tools for improving and expanding your business, institution or organization's commitment to sustainability
- Being recognized as a community leader and receiving increased profile through the Cochrane Sustainability Plan's communication vehicles
- Gaining access to personal and professional development opportunities for employees or members





What are Cochrane Sustainability Champion Agreements?

Champion Agreements have been created to give businesses, institutions and organizations a chance to show their desire to do their part towards the Cochrane Sustainability Plan Vision and Pathways. By becoming a Champion, businesses and organizations are saying that they will contribute to a more sustainable future for Cochrane, both in their own work and through collaboration with other Champions and the broader community.

What is my commitment as a Champion?

As a Cochrane Sustainability Champion, your business / organization / institution agrees that the Vision and Pathways to the Future in the Cochrane Sustainability Plan are an important direction for the future of our community. As a Cochrane Sustainability Champion, you commit to (and can expect fellow Champions to commit to):

- Declare*** Declare the Pathways that you can make a difference on.
- Act*** Integrate the Vision and Pathways to the Future into the decisions and actions of your business or organization.
- Share*** Complete an Action Worksheet identifying your activities and progress by the end of the year. From time to time, you can contribute your stories to our newsletter, the website and annual report.
- Participate*** Champions will have access to knowledge and capacity-building workshops and tools. Do you have a great idea that others can benefit from? These workshops will be an opportunity to share these ideas and lessons learned. In addition, you can benefit from the ideas and experiences of other Champions. The more Champions participate in these events, the faster and farther the community will move on implementing the plan.



"The Cochrane Sustainability Plan is an innovative plan that is inspiring communities across Canada and around the world. Continued commitment and action by the community will further Cochrane's position as a leader in sustainable community building."

Jane McRae, Director of Programs
PLUS Network, International Centre for Sustainable Cities

By signing on as a Champion, are we expected to act on all of the Pathways all the time?

No. Champions are asked to declare which of the 13 Pathways they can have an impact on within their existing mandate. Depending on the focus of the business, organization or institution, this could be just one Pathway, all 13, or somewhere in between.

Who can become a Champion?

Any interested organization, business, institution or community group that is committed to the Vision and Pathways to the Future within the Cochrane Sustainability Plan can become a Champion.

How do I become a Cochrane Sustainability Champion?

You can become a Champion in three simple steps:

1. Review the Cochrane Sustainability Plan, particularly the Vision and Pathways to the Future on pages 17-46.
2. Complete the Champion Agreement by identifying which Pathways you can make a difference on and signing the document.
3. Mailing the completed Agreement to:
SPUR (Sustainability Partners Uniting Resources)
Box 613, Cochrane, Alberta T4C 1A7
or email a scanned copy of the signed agreement to: info@cochranesustainability.ca

You can also sign up to be a Champion online at www.cochranesustainability.ca in the Take Action section. We'll send you the Champion Agreement electronically for you to complete and return via email.

If you would like to find out more information or discuss becoming a Champion further, please feel free to contact Sustainability Partners Uniting Resources (SPUR):



info@cochranesustainability.ca
(403) 851-2273