



## EVALUATION SUMMARY

The Fresh Outlook Foundation hosted the second annual Building SustainAble Communities (BSC) conference from November 20<sup>th</sup> to 22<sup>nd</sup>, 2007 in Kelowna, BC at the Coast Capri Hotel. 320 delegates representing 68 local governments, various universities, NGOs, citizens' groups, businesses, and consulting firms attended.

- As indicated by the following **evaluation results**, the vast majority of delegates were satisfied with their BSC conference experience.

	"Very Satisfied"	"Somewhat Satisfied"
Topics & Agenda	68%	32%
Speakers	69%	29%
Registration	74%	11%
Pre-conference Promotion	41%	28%
Presentation Materials	46%	40%
Audio/Visual	71%	24%
Venue/Food	44%	40%
Networking Opportunities	44%	26%
Book Sale	61%	22%

- The following are things **delegates particularly liked** about the conference:
  - ✓ innovative agenda
  - ✓ musical interludes
  - ✓ high-calibre speakers and information
  - ✓ diverse topics
  - ✓ enthusiastic, energetic, and friendly atmosphere
  - ✓ attention to detail.

***"My favourite conference ever!"***

***"Amazing line-up of speakers on diverse topics in one conference."***

***"Extremely well organized."***

***"It inspired me to take action in my community."***

***"Wonderful to be amongst so many like-minded people."***

***"Wide range of attendees, regionally and professionally."***

***"I loved the overall spirit and integrity of the conference."***

***"Great energy, very upbeat feeling."***

***"Loads of information along with real-life examples."***

***"I loved the frank, no-holds-barred style."***

***“The right people were there. I wanted to talk with everyone!”***

***“Nice touches...music, kids, book sale.”***

***“Excellent concept. Well done!!”***

***“Thank-you for providing a beautiful “we can” attitude.”***

***“Reality check combined with useful solutions.”***

***“Please continue this important work. See you next year!”***

- The conference’s **top-ranked speakers** were:
  1. Dr. Bill Rees: UBC
  2. Dr. Gabor Zavonyi: University of Eastern Washington
  3. Michael Mucha: Olympia, Washington
  4. Andrea Reimer: Wilderness Committee
  5. Helen Spiegelman: Product Policy Institute
  6. Mark Holland: Holland Barrs Planning Group
  8. David Reid: Lanarc Consultants Ltd.
  8. Guy Dauncey: BC Sustainable Energy Association
  9. Dr. Nola-Kate Seymour: International Centre for Sustainable Cities
  11. Thomas Osdoba: Portland, Oregon
  11. Dr. Tom Siddon: Okanagan Water Stewardship Committee
  
- The following are **suggestions for improvement** that are already being built into the next conference:
  - ✓ hold the conference at a larger venue
  - ✓ expand into Alberta
  - ✓ include fewer speakers with more time for questions
  - ✓ provide more uninterrupted networking opportunities
  - ✓ manage time more “ruthlessly”
  - ✓ reduce number of delegate gifts. (Yes...delegates did say that, in keeping with the sustainability theme, they’d prefer fewer gifts!).
  
- The following are **proposed issues/topics** for the next conference:

✓ sustainable agriculture/food security	✓ waste management
✓ climate change/action	✓ institutional capacity
✓ water conservation	✓ careers in sustainability
✓ alternative transportation	✓ community engagement
✓ alternative energy options	✓ the role of NGOs
✓ small-town examples	✓ natural capital
✓ grassroots initiatives	✓ cultural sustainability
✓ peak oil (and life after oil)	✓ economic sustainability
✓ carbon taxes	✓ out-of-the-box sustainability thinking
✓ leadership	✓ true costs and funding options.

The next BSC conference is planned for February 24-26<sup>th</sup>, 2009 at the Grand Okanagan Resort in Kelowna. The overall theme will be **‘Building SustainAble Communities...Together’** and will focus on partnerships — how they help fast-track sustainability initiatives by optimizing human and financial resources. The theme for the first day will be ‘Sustainable Agriculture & Food Security.’