

## CONFERENCE THEME

In the aftermath of Copenhagen, *Gaining Ground* re-asserts its belief in what California Governor Schwarzenegger calls "the tremendous role of sub-national governments in climate-change mitigation."

*Gaining Ground: Resilient Cities* in October, 2009 laid the foundation for just this contention, and Mark Holland's powerful *Resilient Cities Manifesto* eloquently summed up the work of the conference and set out a roadmap for action in the immediate future.

Our 2010 conference is focused on the idea that North American cities—in partnership with their respective states and provinces—need to plan and act as the de facto leaders of an ecological project that includes climate action, and which is really about designing and implementing complete new strategies for sustaining a healthy economy and social well-being while profoundly reducing inputs in energy and all other forms of natural capital. Conditions are calling for rapid evolution of thought and practice regarding adaptation to emerging climate conditions and for the design of the most coherent, manageable, measurable programs, and this can only be undertaken by nimble cities and urban regions with an informed citizenry and poised, broad-based leadership.

Frankly, what North America needs is 'one-planet' cities: places whose consumption footprint matches their share of the planet's carrying capacity.

Many cities in North America and elsewhere are grappling with this challenge; and the wisest are seeing it not as a burden but a chance to identify opportunities in the emerging green economy and the means to achieve critical long-range economic and efficiency goals. Arizona State University's Jon Fink, at the 2009 Vancouver *Gaining Ground* conference, *Resilient Cities*, spoke about the need for an "urban genome project" that could reveal the most successful protocols, strategies, organizing principles, policies and partnerships with senior government by which to foster the move to complete urban sustainability.

All of this calls for leapfrogging innovation; and laying out the conditions that foster this kind of urban innovation is a central job of the 2010 *Gaining Ground* conference—one that will engage attendees from every sector.

This speaks in particular to opportunities in the green economy and to the enormous task of cross-sector skills-building needed to capture such opportunities.

The conference will offer compelling demonstrations that the highest levels of resilience and adaptability require a deep shift in governance thinking toward informed partnership and successful collaboration between all urban constituents: government, community, business, education, innovation, culture, organizations, and administrative agencies. It will put a particular emphasis on education—as delivered by existing learning

institutions and new social networks—as the means of accelerating a change in values and behaviour.

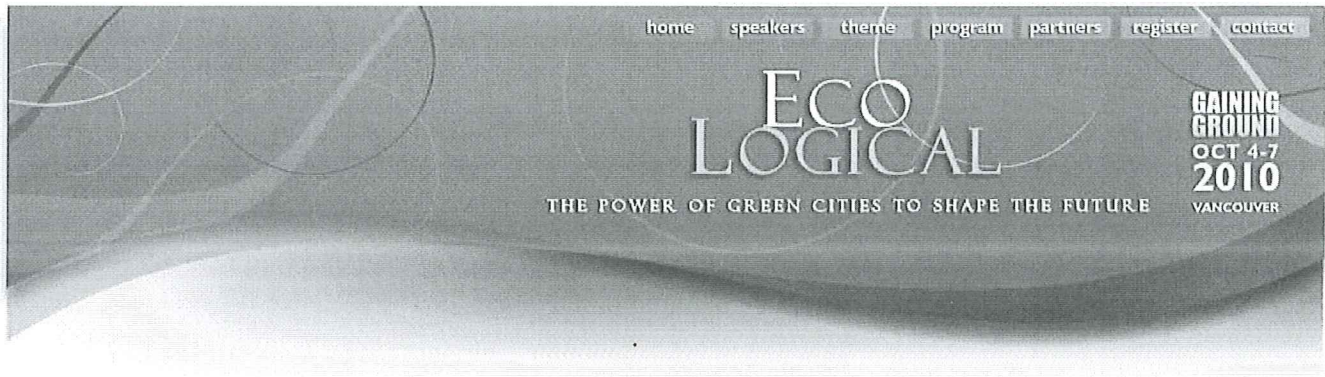
The conference hopes to attract not just speakers who can constructively address these themes, but also a number of North American mayoral teams—building on the very successful visit last conference by Portland Mayor Sam Adams leading a large delegation.

It will focus also on the strategic intention to nurture Vancouver as an urban sustainability transaction hub (a 'head office' for urban sustainability)—that is, a global centre for the presentation and exchange of sustainability innovation and practice, and a centre for learning and training.

Building on the successes of the 2009 conference shoulder program, *Gaining Ground: Eco-Logical* will again invite its partners to conceive relevant shoulder events and activities that can nest within the conference framework. Additionally, the conference will include a green jobs, learning/training and volunteering fair.

Recognizing that sustainability is not simply a body of practice but that it is also driven by social narrative tied to place, the 2010 conference will host a significant cultural component and will also likely feature a 'footprint clock'—sculptural expressions (with highly visible post-conference homes) evoking the need to align city consumption and the capacities of the regional ecosystem.





## PROGRAM

Stayed tuned for updates on the conference program. As in Vancouver 2009, we will be offering a rich line-up of exciting plenary speakers and a wide array of workshops and salons. We are also excited to offer a range of shoulder events in collaboration with our many conference partners. For more information on the conference program, check out the [Conference Plan](#).



Gaining Ground will take place in Vancouver's Gastown area using the experimental Wong Theatre at the new SFU Woodward's building as the central hub ([149 West Hastings St.](#)). Conference activities will also be hosted at SFU's Segal Graduate School of Business, the Wosk Centre and the downtown BCIT campus.

The conference will be three full days (Oct. 5/6/7) with a pre-conference day on Oct. 4. Each of the three conference days will have a particular focus or emphasis:

- Day 1 - Governance Innovation
- Day 2 - Business and Professional Practice Innovation
- Day 3 - Social Innovation

These themed conference days will stand alone for those with a particular area of interest and limited time but build powerfully on each other for those who invest in the full-conference experience.

<b>Monday, October 4</b>
Pre-conference shoulder program to be announced.
<b>Tuesday, October 5</b>
<p><b>Day 1 - Governance Innovation:</b> The hard part's the 'how'—transforming the urban sustainability vision into strategy, policy and best or next practice.</p> <p>"Vancouver Turns Deep Green." How fast and how far can political leadership and new policy direction move? How does a city lay out an integrated program for green economy, green systems and green communities? How does a city build durable partnerships with industry and other constituents to advance the green agenda and economy?</p>

**Wednesday, October 6**

**Day 2 - Business and Professional Practice Innovation:** Capturing opportunity in the green economy and building a green business culture.

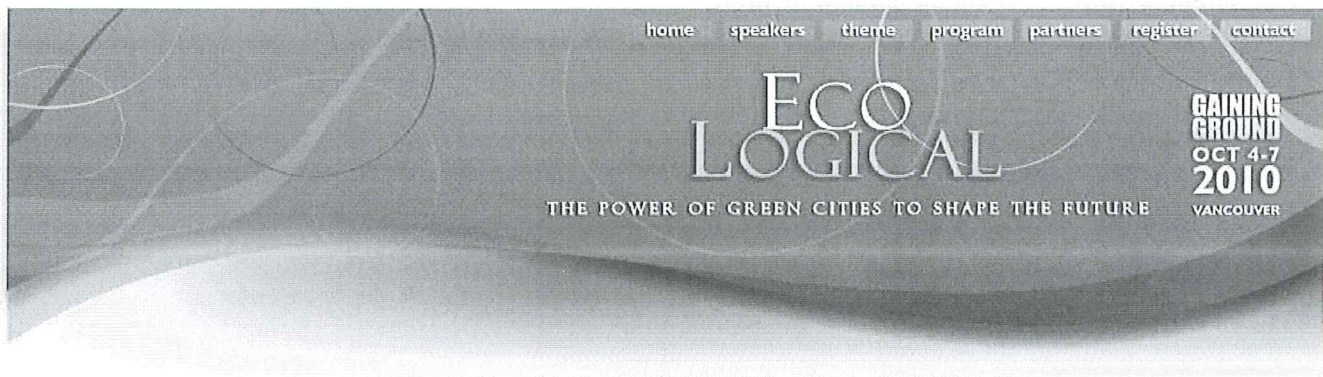
"Real Value' Value Thinking About Urban Systems." A One-Day Business Summit For Leaders and Decision-Makers in: Cleantech, Alternative Energy, Municipal Infrastructure and Urban Systems Planning, Valuation and True Value/True Cost Analysis, and Related Capital Markets. Themes: Embedding Sustainability in Capital and Management Planning; and Financing Sustainability.

**Thursday, October 7**

**Day 3 - Social Innovation:** Promoting city-wide narratives and stories of place, animating public engagement and buy-in, fostering community initiatives and leadership.

"Healing Cities"—advancing our understanding of the intersection of urban design, human health and community well-being. Strategies to address urban planning processes and design to foster community health, connectivity and the creation of whole communities. Content will address the interests of professionals in urban planning and design, health management, related health fields, media and social media, social narrative, and community development.





## REGISTER

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- **Day 1 - Governance Innovation:** The hard part's the 'how'—transforming the urban sustainability vision into strategy, policy and best or next practice.
- **Day 2 - Business and Professional Practice Innovation:** Capturing opportunity in the green economy and building a green business culture.
- **Day 3 - Social Innovation:** Promoting city-wide narratives and stories of place, animating public engagement and buy-in, fostering community initiatives and leadership.

These themed conference days will stand alone for those with a particular area of interest and limited time but build powerfully on each other for those who invest in the full-conference experience.

**Date:** October 4 - 7, 2010

**Location:** The Fei & Milton Wong Experimental Theatre, SFU Woodward's  
149 West Hastings Street  
Vancouver, BC

**Payment Methods:** Visa and MasterCard payments will be accepted with your online registration.  
Cheques should be made payable to "Gaining Ground 2010, C/O CivicInfo BC" and sent to:

7th Floor - 620 View St.  
Victoria, BC, V8W 1J6.

**Refund Policy:** A CDN \$60 administrative fee is applicable if a conference registration is cancelled.  
Cancellations after Sept. 5, 2010 are not refundable - substitutions are encouraged.

### Instructions

1. Complete the entire on-line form. Fields marked with \* are required. Once the form is complete, click the "Register" button at the bottom of this page.
2. After clicking "Register", your registration will be confirmed.
3. After you have registered, refer to the on-screen instructions for your payment options. Payment is accepted by credit card or cheque.

If you have questions, please contact Geoff Gosson at 250-858-4600 or [info@gaininggroundsummit.com](mailto:info@gaininggroundsummit.com)

If you experience any difficulties with this form, please contact CivicInfo BC at 250-383-4898.

### Delegate Information

\*First Name:

\*Last Name:

\*Representing (Organization):

\*Position:

\*Mailing Address:

\*City:

\*Province/State:   If other:

\*Postal/Zip Code:

\*Phone: (  )  -

Fax: (  )  -

\*E-mail Address:

List any Dietary Restrictions:  None  Specify:  
 Special Accessibility Needs:  None  Specify:

**Registration Fees**

\*Please select your registration type

Check Here	Cost	Registration Type
<input type="radio"/>	\$485	Corporate
<input type="radio"/>	\$395	Non-profit / Government
<input type="radio"/>	\$175	Student
<input type="radio"/>	\$215	One Day - Tuesday, Oct 5th <b>Governance Innovation:</b> "Vancouver Turns Deep Green." How fast and how far can political leadership and new policy direction move? How does a city lay out an integrated program for green economy, green systems and green communities? How does a city build durable partnerships with industry and other constituents to advance the green agenda and economy?
<input type="radio"/>	\$215	One Day - Wednesday, Oct. 6th <b>Business and Professional Practice Innovation:</b> "Real Value' Thinking About Urban Systems" A One-Day Business Summit For Leaders and Decision-Makers in: Cleantech, Alternative Energy, Municipal Infrastructure and Urban Systems Planning, Valuation and True Value/True Cost Analysis, and Related Capital Markets. Themes: Embedding Sustainability in Capital and Management Planning; and Financing Sustainability.
<input type="radio"/>	\$215	One Day - Thursday, Oct. 7th <b>Social Innovation:</b> "Healing Cities"—advancing our understanding of the intersection of urban design, human health and community well-being. Strategies to address urban planning processes and design to foster community health, connectivity and the creation of whole communities. Content will address the interests of professionals in urban planning and design, health management, related health fields, media and social media, social narrative, and community development.

**Total Fees**

Registration Fees: \$

Enter Discount Code   ---

Subtotal: \$

12% HST #822046272 RT0001: \$

For tax exemption purposes check if employed by a First Nation or the Province of BC:

**TOTAL PAYMENT DUE : \$**

NOTE: If the total is not correct you may not have Javascript enabled. In order to enable Javascript, please [click here](#)

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