

Labour Market Project Report:

RURAL ISLANDS ECONOMIC FORUM

DECEMBER 2019

Funding for this project was provided through a Labour Market Partnership Project through the Ministry of Social Development and Poverty Reduction

The logo for the Government of Canada, featuring the word "Canada" in a serif font with a small Canadian flag to the right.



This program is funded by the Government of Canada
and the Province of British Columbia.

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DECEMBER 2019

EXECUTIVE SUMMARY

The purpose of this Project Report is to provide a high level overview of the planning, outcomes and strategies for moving forward on the action items identified in the detailed report on the Forum that follows this executive summary.

The Rural Islands Economic Forum (RIEF), thanks in major part to the generous Labour Market Partnership grant, was able, in less than 6 months, to organize an all Rural Islands-Steering committee, hire logistics support and communications support (media relations, internal communications, branding and website development and design) while also engaging a variety of presenters from local islands community, NGOs and local, regional and federal government to lead program and plenary sessions. The organizing committees communicated regularly via on-line conference calls, emails and telephone to maintain the flow of planning and grass roots engagement.

The response to RIEF was extremely positive. Feedback from onsite evaluation forms reinforced the value and critical importance of convening such an event. As a result, a volunteer 'next steps' working group is forming in January 2020 to wrap-up the outcomes from the Forum and set a path forward towards establishing a permanent organization. This action is being communicated via the launch of a refreshed website set for mid-December 2019, as well as social media posts about 'Next Steps'.

Through the success of this first ever Rural Islands Economic Forum, the organizers were able to establish a representative force of rural islanders to begin to build an achievable roadmap for economic well-being across all the rural islands. The Forum has answered this call to actively and collaboratively address labour market capacity building across the rural islands.

BC RURAL ISLANDS ECONOMIC FORUM (aka SUMMIT) PROJECT OUTCOMES REPORT • DECEMBER 18, 2019

The goal of the – *BC Rural Islands Economic Forum* – was to develop a roadmap for addressing the challenges and opportunities that face rural island labour market capacity building. Forum organizers recognised that there are critical factors impacting this goal – including the level of rural islands service delivery (broadband and transportation infrastructure), an aging population, and the availability of affordable workforce housing. The Forum through a ‘rural islands lens’, engaged community influencers, government leaders and NGO’s to present a holistic and realistic approach to addressing rural island labour market challenges, opportunities and best practices.

Over 110 participants, from across BC’s rural islands, gathered on Pender Island, BC, November 7-8, 2019, to gain, through the Forum’s program sessions, knowledge about relevant experience, best practices, current data and analysis of the best ways to frame a coordinated approach for achieving shared goals. (refer to program schedule listing included with in appendix A) Throughout the 2-day Forum program topical presentations, plenary program sessions and broad networking opportunities addressed these program streams:

A. RURAL ISLANDS ECONOMIC FORUM PROGRAM STREAMS

1. **Rural Islands Economic Diversification and Entrepreneurialism.** Program presentations included review of knowledge, experience and best practices for entrepreneurial opportunities that will help rural island businesses grow and thrive through economic challenges, particularly in the context of climate change. Reports were given on the best ways to diversify product offerings, expand markets for island products, leverage economies of scale, review of business models that can facilitate economic capacity and ways to build a sustainable entrepreneurial ecosystem. Woven into all these topics were perspectives on the labour market gaps that related to growth opportunities for women entrepreneurs, youth entrepreneurs and FOR particular deepening relations with Indigenous entrepreneurs. (Appendix C- Engaging First Nations)
2. **Sustainable Year-Round Employment and Income Generated By The Tourism Labour Market Sector.** BC’s rural islands continue to be a prime destination for tourism and hospitality. However, with increased visitation, the rural islands face challenges – the ability to attract and retain enough skilled people in the high season and shoulder-seasons. Program sessions and dialogue roundtables engaged Forum participants in discussion about ways to understand tourism labour market needs and demands of this sector while also addressing how best to insure sustainability of these destinations and their natural resources.
3. **Green Workforce Attraction, Retention and Training.** Program presenters addressed trends in green sector growth. Presenters were seasoned clean tech innovators who identified specific skills and training gaps as well as the infrastructure required for rural islands to become locations for employment in small-scale clean-tech business sectors (water resources, energy, food security, waste management). Being able to attract age diverse, professionals and staff with access to updated digital infrastructure is key to providing sustainable green and clean employment opportunities for rural island communities.
4. **Mobilizing Capital for Rural Island Economic Revitalization.** Presenters reviewed resources and creative options for ways to finance local initiatives. This included both private and public funding resources. In particular, Forum participants learned about the experiences of rural communities across BC and Canada who have successfully mobilized local capital via community investment coops and related investment vehicles. Community economic health is strengthened when there are opportunities for communities to engage in local impact investing. These actions will ultimately contribute to the enduring economic well-being of rural island communities.

B. COMMUNICATION PLATFORM TO BUILD AWARENESS OF RURAL ISLAND LABOUR MARKET GAPS

(Appendix B)

1. Monthly online Steering Committee planning meetings with regular email communications to broad rural islands contact list
2. Branding – collaborative process produced the event ‘name’
3. Internal communications
 - Produced local media kit for use by the individual rural islands; talking points for RIEF spokespersons; info sheet
4. Establish website -- <https://www.ruralislandsforum.com> ; launched week of August 19, 2019
 - Develop content
 - Registration portal
5. Social Media September 2019 launch; Twitter and FB feeds over 1000 views in one week
6. Post Forum follow-up; email blasts; web posts

C. DIGITAL COMMUNICATIONS NETWORK to build upon the work of the Forum via online communication and educational initiatives for 2020 including:

1. Webinars (free and paid)
2. Rural Business Accelerator online course for entrepreneurs
3. Green Business Learning Lab – online ‘Primer’
4. Quarterly online program sessions – deepening key program stream learnings
5. Cross island working groups connecting in-person and online
6. Facilitated on-line discussions; topical roundtables
7. Coordinated issues advocacy through a rural islands lens

Through these educational and informational programs rural island economic capacity builders will be able to effectively access economies of scale; engage shared initiatives, strategic approaches, and build cross island partnerships, including liaisons with Indigenous communities with traditional or reserve lands on these islands. This direction that can lead greater economic well being for rural island communities. By applying the 'rural island lens' to common challenges and opportunities, rural islanders will have greater access to knowledge and tools to begin to close the labour market gap and grow and sustain rural island based economic capacity and year-round employment.

D. BUILDING TOWARDS A PERMANENT ORGANIZATION – RURAL ISLANDS ECONOMIC PARTNERSHIP

PREMISE:

The outcomes from the 2019 Rural Islands Economic Forum will be the foundation for establishing a strategic platform and 3-5-year strategic business plan, that will define the scope and mandate for a permanent rural islands community economic capacity building.

GOAL:

To establish a permanent economic organization, the *Rural Islands Economic Partnership Society*, representing the Southern & Northern Gulf Islands and Howe Sound, and Indigenous Communities, who have traditional or reserve land on rural islands, for facilitating collaboration, communication, education, and advocacy to achieve and sustain community economic resilience on behalf of BC's rural islands all in the context of climate change.

This organization would be a not-for-profit organization focused on Community and Economic Development, engaging with Indigenous communities across the rural islands, as well as local economic sectors and community builders and engaging the Islands Trust, local and provincial government.

Initially, the project will undertake a comprehensive survey and consultation of 17 rural island communities, including Indigenous Communities with traditional or reserve lands on these islands, to develop a resilient and sustainable economy built on a coherent vision for long-term vibrancy.

By developing an economic development model based on shared values of a sustainable and resilient community is achievable but requires conscious choices and integrated planning. It also requires incorporating the following features: environmental sustainability, long-term wealth generation, high value activity, grounded in knowledge and service sectors, diversified, inclusive, networked to external markets, and community infrastructure.

The resilience of this region will be intricately connected to our ability to collaborate with Coastal Nations in this work. We will be reaching out to First Nations in a direct way and seek their involvement in this Project's collaborative planning and organizational development.

MISSION:

To create a platform for a permanent organization for collaboration, communication, and advocacy on behalf of British Columbia's rural islands in order to achieve and sustain community economic resilience and build on a coherent vision for long-term vibrancy, this includes a proposed 5-year strategic business plan to strengthen the capacity of BC's rural island communities to achieve and sustain resilient year-round economies, against a backdrop of changing climate.

Appendix A – Rural Islands Economic Forum (RIEF) Program Offering & Schedule, November 7-8, 2019

THE RIEF ORIGINS STORY...

The RIEF Origins Story... marks a 'sea change' for rural island advocacy ...

The Rural Islands Economic Forum was born out of research conducted in 2018 by Salt Spring Island's Community Economic Development Commission to explore ways to optimize the delivery of economic service to rural island communities.

During the course of this research, findings revealed that the vast majority of rural islands are unincorporated Electoral Areas. These Areas are under the jurisdiction of regional districts, many of which do not fully serve or understand the unique needs and challenges facing rural islands. The plea from many of those interviewed was to find a sustainable way to lobby all levels of government and non-governmental organizations. To have them listen, acknowledge, and address the key issues and concerns facing all of BC's rural islands, especially in the context of achieving sustainable and green economies in the face of climate change.

The intention was set. As a first step towards this goal, representatives from community economic development organizations on Gabriola, Pender, and Salt Spring Island formed an initial organizing committee. Support for the initiative was gathered via informal 'on-line' and phone meetings with similar organizations

representing Bowen, Cortes, Texada, Thetis, and Indigenous Communities, who have traditional or reserve lands on rural islands. Funding sources were identified and awarded; support letters were sought; logistics and communications resources were contacted; the venue was confirmed. And momentum grew. Official planning for the Forum was launched in May 2019 via an online meeting attended by over 224 rural islanders. Special thanks to the Southern Gulf Islands Community Resource Centre, Board of Directors, for agreeing to be the Forum's 'funding project leader'. The enthusiastic response to the Forum is very exciting and marks a 'sea change' for rural island advocacy. Moving forward, the Forum's volunteer organizing committees will, from the outcomes of this gathering, develop a platform for a permanent organization. Through a rural islands lens, we will together collaborate, communicate, and advocate, to achieve and to sustain economic resilience.

WITH DEEP GRATITUDE FOR RIEF'S VOLUNTEER ORGANIZING COMMITTEE MEMBERS

- Executive**
- Noba Anderson - Cortes - Klahoose Traditional Territory
 - Francine Carlin - Salt Spring - Tsawout Traditional Territory
 - Pat English - Comorant & Malcom-Nangis - Kwakwaka'wakw Traditional Territory
 - Mika Heibel - Galiano - Penakulak Traditional Territory
 - Rod Marsh - Bowen - Squamish Traditional Territory
 - Medy Pender - Pender - Tsawout Traditional Territory
- Program**
- Holly MacDonald - Salt Spring - Tsawout Traditional Territory
 - Keena Hicken-Gabieria - Comorant-Nangis Traditional Territory
 - Andrea Hagen - Quadra - We Wai Kai Traditional Territory
 - Jeff Monro - Malcom-Nangis - Kwakwaka'wakw Traditional Territory
 - Edward Wachtman - Bowen - Squamish Traditional Territory

THE WISDOM IS IN THE ROOM

Plenary Sessions Interactive & Engaging
Panels & Case Studies Half Structured Presentations
Workshops & Roundtables Experiential & Interactive

DAY I – THURSDAY, NOVEMBER 7, 2019

8:30 - 11:30 REGISTRATION CHECK-IN, OPTIONAL MEETING	11:30 - 3:45 NETWORKING BREAK
9:30 - 12:15 WELCOME, TRAWOUT NATON ELDER, COUNCILOR, MAVIS UNDERWOOD	3:45 - 5:15 FOUR CONCURRENT BREAKOUT SESSIONS
12:15 - 1:30 LUNCH	
1:30 - 1:45 OPENING PROGRAM	
1:45 - 3:15 FOUR CONCURRENT BREAKOUT SESSIONS	
C1 Community Investment Coops Panel Moderator: Mika Heibel - Southern Gulf Islands, CESC Commissioner Panelists: • Sarah Borgerson - Executive Director, BC Rural Centre • Roy Sedberry - Director, Corporate Partners Manager, Community Business & Investment • Susan Clouting - Executive Director, Vancouver Island Community Investment Coop	T3 Deepening Relations With Indigenous Communities Panel Moderator: Jeff Hutchins - Manager, Economic Development, Kwakwaka'wakw Panelists: • Corinne Brown - CEO - Island's Economic Development Group • Jennifer Colquhoun • Corinne Hays - Executive Director, BC Co-operative Association • Lisa Sutherland - Program Manager, BC's Agricultural & Food Sector • Stewart Anderson - Indigenous & Non-Indigenous Relationship Facilitator • T. Tourism & Culture
E1 Trends & Opportunities For Increasing Entrepreneurial Activity Panel Moderator: Holly MacDonald - Vice Chair, Salt Spring Island, CEDC - Principal, Spark & Co Panelists: • Gordon Tsui - Innovation Island Technology Association • Jennifer Hutchins - Innovation Island Technology Association • Catherine von Heusinger - Spring Program Director • Randy Horne - Communications Director, BC Rural Centre	C3 Financing Options – Ways To Fund Your Initiative Panel Moderator: Jeff Hutchins - Island Savings, Hagerley, Salt Spring Island Branch Panelists: • Cheryl Hays - Regional Mgr. Small Development, Ministry - Forests, Lands, Natural Resource • Don Singh - Director, Small Communities Institute • Michael Bortoligo - Senior Business Officer, Service Delivery Partnership, Western Education Institute • Peter Blair - CEO, Capital Investment Network
R2 Green Biz Models & Opportunities Case Study Moderator: Andrea (Dix) Hagen - Principal, Study-Build Panelists: • Neve Abowitz - Director, Community Clean Energy Ministry of Energy, Mines & Research Services • Ross Smith - Senior Sea Renewable Energy Coop • Tom Hoopes - Lead, Sea Renewable Energy Coop	A2 Assessing Your Entrepreneurial Ecosystem Workshop Facilitator: Keena Hicken-Gabieria - CEO, Nangis Economic Development Corp. Workshop Panelists: • Holly MacDonald - Vice Chair, Salt Spring Island, CEDC - Principal, Spark & Co • Rose Hagan - Economic Development Officer, Campbell River • Catherine von Heusinger - Spring Program Director
R3 Economic Development Models - Options & Tools Panel Moderator: Pat English - Economic Development Manager, Mt. Waddington, Regional District Panelists: • Andrea Hagen - Director - Economic & Local Initiatives, Ministry of Jobs, Trade & Technology • Gordon Brown - CEO, South Island Development Centre • Neve Abowitz - CEO, Capital Investment Network • Neve Rietz Johnson - Chief Economic Development Officer, Island Trust	T2 Evaluating a Sustainable Rural Islands Culture Panel Moderator: Pat English - Principal, Study-Build Panelists: • Andrea (Dix) Hagen - Principal, Study-Build
	R1 The Economics of Climate Change Roundtable Facilitator: Noba Anderson, Cortes Island Regional Director
	R2 Supporting Entrepreneurs Engaged in the Circular Economy Case Study Moderator: Keena Hicken-Gabieria - CEO - Nangis Economic Development Corp. Panelists: • Holly MacDonald - Vice Chair, Salt Spring Island, CEDC - Principal, Spark & Co • Rose Hagan - Economic Development Officer, Campbell River • Catherine von Heusinger - Program Director - Spring Initiator
	R1 Broadband Access - Issues & Options Panel Moderator: Pat English - Economic Development Manager, Mt. Waddington Regional District Panelists: • Corinne Brown - CEO, Connected Communities BC, Ministry of Citizen Services • Gabriella Hicken-Gabieria - Executive Director, BC Broad Communications • Judith Draper - CEO, Community Planning, Southern Gulf Islands • Shaye Draper - Vice, General Manager, Vancouver Island Region • Victoria Smith - Manager, Strategic Initiatives, ISO - Connected Coast Network • Lisa Shapiro - Business Initiatives, Operations Manager
	R2 Roundtable Dialogue With BC Ferries CEO Roundtable Facilitator: Rod Marsh - Chief, Bowen Community EcoDev - Owner, Quickway Park & Drywall Panelists: • Mark Collins - CEO - BC Ferries Corporation

THE WISDOM IS IN THE ROOM

Plenary Sessions Interactive & Engaging
Panels & Case Studies Half Structured Presentations
Workshops & Roundtables Experiential & Interactive

DAY II – FRIDAY, NOVEMBER 8, 2019

7:30 - 8:30 BREAKFAST - PROGRAM PLenary SESSION	10:30 - 11:45 THREE CONCURRENT BREAKOUT SESSIONS
8:30 - 10:00 FOUR CONCURRENT BREAKOUT SESSIONS	
E5 Innovative Ways To Expand Markets For Your Products Workshop Facilitator: Francine Carlin Chair SS-CEDC - Principal, Business Harmonizer Group Workshop Panelists: • Jan Adams - Sales Manager, Trade Policy & Negotiations • History of Jobs, Trade & Technology • Andy Calvert - Island Advisor, Export Navigator Program • Fabrice Allard - Export Advisor, Export Navigator Program	R5 Overview On Trends - Ways To Increase Green Sector Growth Workshop Facilitator: Holly MacDonald, Vice Chair - SS-CEDC - Principal - Spark & Co Workshop Panelists: • Catherine Power - Director, Energy Development • Holly MacDonald - CEO, Spring • Thomas Hickey - Victoria Chapter Co-Chair, BC Sustainable Energy Association
T4 Balancing Tourism With Environmental Protection Panel Moderator: Ed Anderson - Chair, Galiano Parks and Recreation Panelists: • Claiter Matthews - Director, Destination Development, Tourism Vancouver Island • Dawn Burns - Manager, BC History of Tourism, Arts, Culture, Parks and Programs • Randy Carvingham - Chair - Southern Gulf Islands Tourism Partnership Society	R2 Roundtable Dialogue With BC Ferries CEO Roundtable Facilitator: Rod Marsh - Chief, Bowen Community EcoDev - Owner, Quickway Park & Drywall Panelists: • Mark Collins - CEO - BC Ferries Corporation
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Appendix B – Internal and External Communications

HOW TO USE THIS INFORMATION KIT: STEPS....

- 1) **LOCAL NEWS RELEASE** – For your local island media representative.
 - This template can be updated to include your spokesperson's name/ contact information.
 - Please read through the release carefully and make the necessary insertions (NAME, TITLE, ISLAND) before sending out.
- 2) **TALKING POINTS**—For news media inquiries
 - Prior to an interview please review the key messages outlined here, this keeps RIEF messaging on track.
- 3) **QUOTES** - if you would like additional quotes, they are included in the kit.
- 4) **RIEF OVERVIEW**
 - Additional information about Forum topics, action steps, vision and goals.
- 5) **REGISTRATION** – Basic info about cost and pre-registration.

RURAL ISLANDS ECONOMIC FORUM TALKING POINTS

- The Rural Islands Economic Forum (RIEF) will be the first time BC's rural island communities have all gathered to address economic resiliency in the face of climate change.
- Together we will address challenges, share experiences, explore solutions, and collaborate on the development of an action plan for achieving rural island economic resiliency
- The Forum provides an opportunity to explore ways, with a shared voice, to leverage relationships with government and industry
- By addressing economic well-being in the context of climate change, we can set the agenda for sustainable economic capacity for our rural islands now and into the future.

WHO:

- The Rural Islands Economic Forum (RIEF) is a grassroots initiative organized as a means for cultivating enduring rural island-wide economic partnerships
 - 16 islands have signed on to participate, bringing together local economic development organizations, chambers of commerce, island business, community organizations, First Nations and government representatives
 - Bowen, Cormorant, Cortes, Denman, Gabriola, Galiano, Hornby, Malcom, Mayne, Pender, Quadra, Salt Spring, San Juan, Saturna, Texada, Thetis Island

WHAT:

- Forum programs will be educational, informational and action-oriented

WHEN & WHERE:

- November 7-8, 2019 on Pender Island, Poet's Cove, BC

RURAL ISLANDS ECONOMIC FORUM LOCAL QUOTES – FOR NEWS MEDIA

QUOTES 1 & 2 are currently included in the local news release; a third one is added here for an additional reference. ALSO, do feel free to write your own.

QUOTE 1:

(YOUR TITLE/ FOLLOWED BY YOUR NAME) says the Forum is timely. "Now is the time for us to focus on the specific needs of rural islands to share insights, information and to inform how to make the islands more habitable now and into the future." (YOUR LAST NAME) explains, "We envision an on-going network of rural island economic sustainability initiatives to assist with sustaining island culture, attracting younger demographics and supporting island business especially in a time of climate change."

QUOTE 2:

(YOUR TITLE/ FOLLOWED BY YOUR NAME) says there's enthusiastic support for the program, "There's considerable interest in creating a conference that focuses on the economic need and challenges facing rural island communities." (YOUR LAST NAME) adds, "With 16 islands actively engaged in this endeavour it provides an opportunity to address our common challenges and seek solutions to advance entrepreneurial sustainable strategies, protect rural island cultures, and envision a sustainable future through a rural island lens."

ADDITIONAL QUOTE 3:

(YOUR TITLE/ FOLLOWED BY YOUR NAME) says building an inter-island network will allow for knowledge sharing and advocacy, "We're excited to partner at this time as we face many challenges as rural island communities. These include sustaining our economies and rural culture." (YOUR LAST NAME) adds, "In light of climate change we need to address the challenges facing us now and prepare ourselves to adapt, collaborate with First Nations and build economic capacity to foster a sustainable future."



OVERVIEW

- On November 7-8, 2019, the Rural Islands Economic Forum (RIEF) will bring together leaders from 16+ Rural Island communities and 10+ First Nations, who have traditional or reserve land on rural islands, for the purpose of advancing enduring local and regional economic resilience and community economic health.
- Representatives from First Nations and other rural island community economic capacity building organizations are being invited to the Forum, which takes place at Poet's Cove, Pender Island, BC.
- This is a critical and essential time for our rural island and First Nations communities to come together to collectively address long-term community economic health all within the context of climate change.

Topics Include:

- a) Fostering Sustainable Entrepreneurial Strategies
- b) Mobilizing Local Capital for Rural Island Economic Revitalization
- c) Protecting & Sustaining Rural Island Culture
- d) Attracting & Retaining Green and Low Impact Business
- e) Addressing Community Issues that Impact Rural Economic Well-Being

The Forum Provides An Opportunity To:

- a) Network with like-minded people who live in similar living experiences to learn other models and collaborate for shared voice
- b) Participate and set the agenda for economic capacity building in the rural islands now and into the future
- c) Shape the future for sustainability by bringing together a strong voice to leverage relationships with government
- d) The timing is right to make a difference and be part of framing new rural inter-island partnerships
- e) Address achieving economic resilience in the context of climate change

Our Connection To Place As Islands Is Foundational To All We Do:

- a) Collaborate with First Nations to envision a sustainable future through a rural island lens
- b) Sharing common experiences and solutions through that lens
- c) Gathering data and insights that impacts all the islands
- d) Exploring ways to share governance models that leverage our shared economic assets
- e) Use the Forum as a link to collaborate on key topics

Goal:

Through a shared rural islands lens the intention is to create a platform for a permanent organization for collaboration, communication and advocacy to achieve and sustain community economic resilience on behalf of BC's rural islands.



**RIEF: Media/ Digital Communications Report:
September 23 to October 15, 2019**

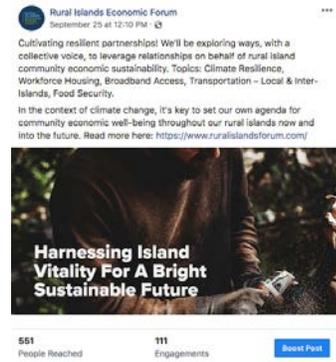
RIEF Social Media was launched on September 23 with the set-up of a Facebook event page and a Twitter account. We've been building our views each week culminating in a post that received over 1,000 views this week.

Most popular post: **An action-oriented call to action (see below)**
Outcome: **lead to an inquiry from the Lasqueti community association to register one of their island representatives to attend the Forum**

FACEBOOK – Most Popular: **1,000 views**



Facebook Post: September 25



Facebook Stats to date:
Followers - 40 followers
Post Reach - 1792 views

Twitter Brand: @RuralIslandsBC
Hashtags: #RIEF2019 #RuralIslandsBC #EcDevsIslands



Twitter Stats:

- Posts: 10
- Hashtags: #RIEF2019 #RuralIslandsBC #EcDevsIslands

Tweet Activity:

We launched our twitter account @RuralIslandsBC in conjunction with our Facebook launch on September 23. We pinned our initial and most popular tweet:



Combined tweets have over 800 impressions to date.

To build our twitter account we've been reaching out to more communities like @AlertBay on Cormorant Island and The BC Rural Centre @RuralCentre

Outcome:

Thank you for your email, Connie with the Village of Alert Bay forwarded it to me. If you check your site the Village of Alert Bay is now following your tweet.

We're also now being followed on Twitter by The BC Rural Centre.



**RIEF: Media/ Digital Communications Report:
October 16 to November 14, 2019**

RIEF continues to build views each week:
Reach: 3,849 Views (4 weeks)
Posts: 22 total – 7 of them with over 250 Views each

Most popular post: **Counting down! October 25**
FACEBOOK – Most Popular: **696 Views, 29 Likes**



DAY TWO—NOVEMBER 8

Workshop	Case Study	Panel	Roundtable
7:00 - 8:15 OPTIONAL PHYSICAL ACTIVITY - TBD			
8:00 - 9:00 BREAKFAST - PROGRAM THEMES UPDATE - PLENARY SESSION			
9:15 - 10:30	10:30 - 11:00	11:00 - 12:15	12:30 - 2:30
T6: Balancing Tourism With Environmental Protection	RC1: Broadband Access Issues & Options	E6: Supporting Entrepreneurs Engaged in The Circular Economy	E7: Build Your Entrepreneurship Plan
10:30 - 11:00 NETWORKING BREAK			
Q1: Overview On Trends - Ways To Increase Green Sector Growth	RC2: Roundtable Dialogue with BC Ferries CEO	E8: Innovative Ways To Expand Markets For Your Products	
12:30 - 2:30 LUNCH - WRAP-UP THEMES - NEXT STEPS - PLENARY SESSION			
2:30 - 3:00 CLOSING CEREMONY			

FB Topics: Program Previews, Faces of the Forum, Registration Info, Welcome, Opening Prayer, Day 1 Wrap, Welcome Day 2, Moments, Wrap up, Photo Album 1, Adam Olsen Blog Post, Photo Album 2, Thank You Sponsors & Presenters, Thank You Poets Cove, Lewis and Sears, and Organizing Team.

Recent Facebook Posts:



Facebook Stats to Date:
Followers - 60 followers – up 20 from last report
Reach - 3849 views

Facebook Photo Album Snippets:



Facebook Photo Album Snippets – Take 2:



We also shared sponsor logos in this thank you post to them + Sponsors With Gratitude:



Appendix C – Engaging First Nations



August 26, 2019

Dear Ross Hunt, Chief Councillor, Kwakiutl First Nation:

On November 7-8, 2019, the Rural Islands Economic Forum (RIEF) intends to bring together leaders from 16+ Rural Island communities and 10+ First Nations, who have traditional or reserve land on rural islands. The purpose of the Forum is to advance enduring local and regional economic resilience and community economic health, while recognizing the respective Traditional Territories of First Nations where we live.

On behalf of the Executive Committee of RIEF, it is our pleasure to personally invite you and representatives of the Kwakiutl First Nation - Malcolm Island, to participate in this first ever event, which takes place at Poet's Cove, Pender Island - Tsawout First Nation. This is a critical and essential time for BC's Rural Islands and First Nations communities to come together to collectively address long-term community economic health within the context of climate change.

To help shape a program that's inclusive of First Nations concerns we have been working with Keena Hicken-Gaberria, CEO of the Namgis Economic Development Corp. as program advisor. Here are the topics that will shape the Forum:

- Fostering Sustainable Entrepreneurial Strategies
- Mobilizing Local Capital for Rural Island Economic Revitalization
- Protecting & Sustaining Rural Island Cultures
- Attracting & Retaining Green and Low Impact Business
- Addressing Community Issues that Impact Rural Island Economic Well-Being

The Forum will provide an opportunity to network with like-minded people; participate and set the agenda for economic capacity building across rural islands, shape the future for sustainability, and make a difference in framing new rural inter-island economic partnerships.

The Forum welcomes the Kwakiutl First Nation, as a participant, and if interested, for representatives to also serve on panels/roundtables for one of the above topics.

To insure a representative event we are asking you or your representative to pre-register and respond with an *expression of interest* to attend the Forum via the RIEF website: <https://www.ruralislandsforum.com/pre-registration>. In addition, Informational material that provides more details about the Forum, its purpose and expected outcomes is attached.

All confirmed invitees will be contacted in mid-September and sent a registration link to officially register. The registration fee is \$285.00 per person and includes all food and program. Accommodation and travel are separate. Limited funding will be available to support accommodations and travel.

Together, through a shared rural islands lens, we will create a platform for facilitating communication, collaboration, organization and advocacy to achieve and sustain our community's economic resilience.

In Gratitude for the Islands,

RIEF Executive Committee:

Naba Anderson – Cortes – Klahoose Traditional Territory
Francine Carlin – Salt Spring –Tsawout Traditional Territory
Pat English – Cormorant & Malcolm –Namgis and Kwakiutl Traditional Territory
Mike Hoebel – Galiano – Penelakut Traditional Territory
Rod Marsh – Bowen – Squamish Traditional Territory



October 21, 2019

Dear Councilor Mavis Underwood:

On November 7-8, 2019, the Rural Islands Economic Forum (RIEF) intends to bring together leaders from 16+ Rural Island communities and 10+ Indigenous Communities, who have traditional or reserve land on rural islands. The purpose of the Forum is to advance enduring local and regional economic resilience and community economic health, while recognizing the respective Traditional Territories of Indigenous Communities where we live. This is a first ever gathering, set for November 7-8, 2019, at Poet's Cove, Pender Island - Tsawout First Nation.

On behalf of the Executive Committee of Rural Islands Economic Forum (RIEF), it is our pleasure to personally invite you to open the Forum with a Tsawout Nation Welcome Prayer, to bless the land and acknowledge our shared territory. The Forum opens at 11:30 AM with the Tsawout Nation Prayer; followed by a buffet lunch and opening program. The timeframe for the prayer is 5-7 minutes. We will present you with an honorarium and thank you gift.

We are looking forward to meeting you at 11 AM on November 7th, to prepare to properly introduce you to the Forum attendees. We are grateful for your availability and interest.

Respectfully,

RIEF Executive Committee:

Naba Anderson – Cortes – Klahoose Traditional Territory
Francine Carlin – Salt Spring –Tsawout Traditional Territory
Pat English – Cormorant & Malcolm –Namgis and Kwakiutl Traditional Territory
Mike Hoebel – Galiano – Penelakut Traditional Territory
Rod Marsh – Bowen – Squamish Traditional Territory



RIEF website
Island Stories Feature

Kwakiutl First Nation: Economic Partnership for Reconciliation & Cultural Recognition

Kwakiutl First Nation with Traditional Territory in Northern Vancouver Island near Port Hardy has a unique opportunity. With the Canadian Government's investment in a new 12-million-dollar airport in the community, the Kwakiutl Band has been proactive in making this economic development project a part of Canada's commitment to Reconciliation. By entering into dialogue with the Ministry of Transportation, Kwakiutl representatives stressed that the views of the Kwakiutl First Nation needed to be respected and inclusive. This led to an agreement to erect signs of welcome in the Kwak-wala language, cultural displays, as well as \$125,000 investment of art from Kwakiutl band members, including totem poles in the airport entrance, and a mural projected onto the terminal floor.

Entrepreneurial/Project Outlook:

- Kwakiutl First Nation representatives took this economic development opportunity to stress that their involvement should be a part of Canada's commitment to Reconciliation and cultural recognition
- The main contractor for the project, *Kinetic Construction Ltd.*, also promised that most of the employment opportunities would go to the Kwakiutl First Nation when possible
- This is a prime example of Reconciliation – when people get together, respect and understand each others' views, this can have a lasting impact and legacy through the auspices of the notion of Reconciliation