



# Where we live: Chasing the dream of urban sustainability

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**To accomplish great things we must not only act, but also dream, not only plan, but also believe.**

Anatole France

**Do we dream of Calgary?**

**Do we see a future for ourselves here?**

**Would any of us retire here?**

**We are the architects of the city's future -  
what is it we want to build? What is it we  
will be proud to say happened on our  
watch?**

# Where did we come from, where are we going?

1894 Calgary incorporated as a city – the beginning

1914 Oil discovered in the Turner Valley – the original source of wealth

1978 Calgary's population reaches 500,000 – 84 years to get here

1988 Calgary hosts the XV Olympic Winter Games – the world discovers Calgary

2001 Calgary leads Canada's population growth – accelerating impacts

2007 Calgary's population reaches 1 Million – a city on the threshold, but of what?



# What is our sense of ourselves as we seek to answer that question?

The last generation has paid our admission and we are enjoying the show, not certain we belong but not giving a damn either. We are the roaring Twenties here, but instead of flapper dresses, the Charleston and Model Ts, we've got Lululemon, yoga classes and shiny, clean pickup trucks. And all the world is watching, it seems, judging us and our snow, our money and our spending, our emissions and admissions.

Angela Stewart, *Hearts Divided*

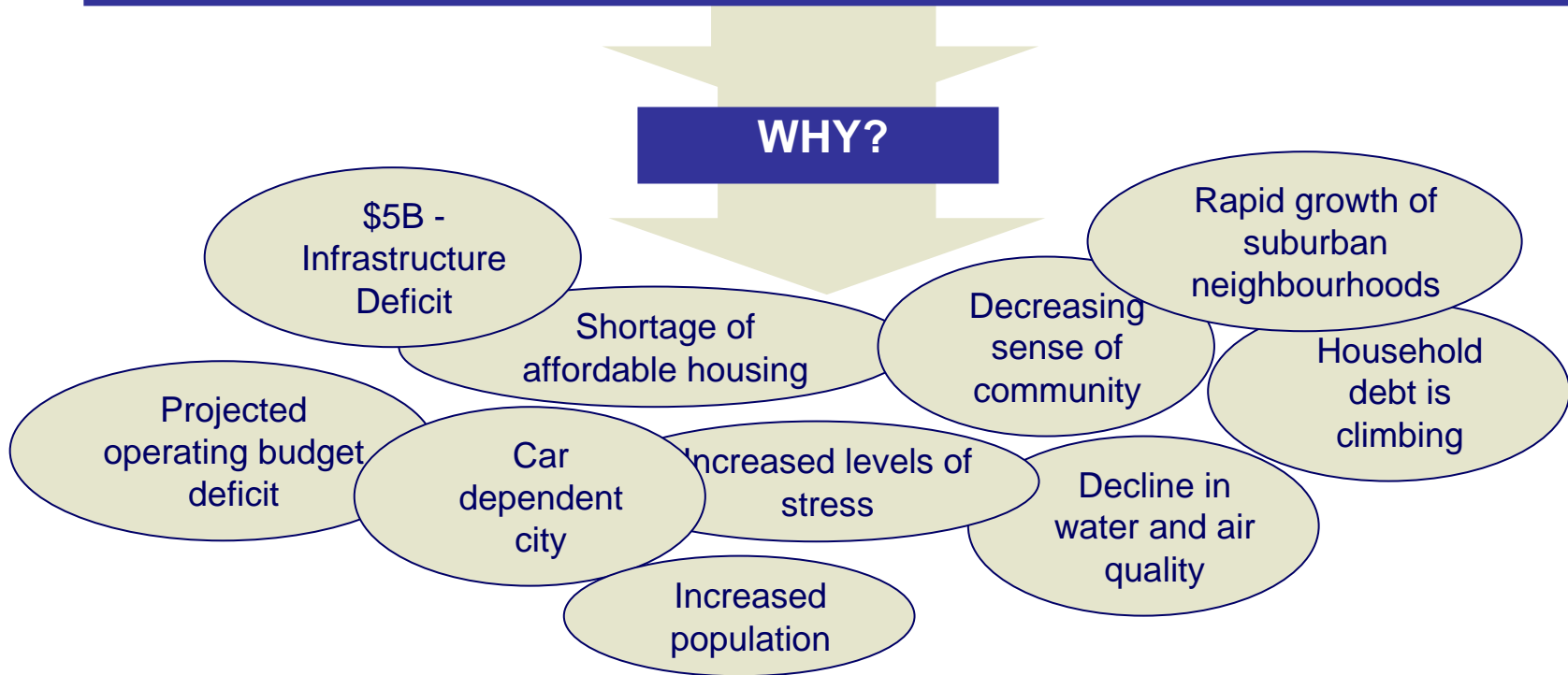
# Growth is good, right?



- It's increasingly a green, green world. Sustainability has gone mainstream.
- Cities compete against each other for top talent.
- Place is the factor that organically brings together the economic opportunity and talent, the jobs and the people required for creativity, innovation and growth.
- Calgary's future relies on its ability to attract and keep top talent who will guide and initiate future economic, social and environmental opportunities in the city.

# The downside of up...

74% of Calgarians feel their quality of life has worsened in the past 3 years and they expect it to get progressively worse for the next 5 years.



**The gap between what Calgary is, and what Calgary could be is a defining strategic issue in the history of our city.**

**The time to bridge the gap between what is, and what needs to be, is now.**

# What is our dream of Calgary? What is our value proposition?

- A city that meets the test of greatness:
  - Abundant mixed residential development
  - Diversity
  - World-class art gallery and other cultural institutions
  - Beautiful scenery
  - Economic prosperity
  - Thriving public spaces and parks
  - Unique tourist attractions
  - An atmosphere of innovation
- A city that links sustainability to economic benefits:
  - A more compact new development pattern will increase productivity on a per hectare basis – improving developer revenues per hectare
  - A move away from freeway infrastructure, combined with more efficient use of infrastructure on a per hectare basis will reduce costs per unit
  - Higher revenues and lower costs = more profit and a more sustainable future for developers

# Past successes provide a platform, but more is needed

- CTP (1995) / MDP (1998)
- Imagine Calgary (2007)
- Economic Development Strategy (2008)
- Council Priorities (2009-2011)
- Garrison Woods & Bridgeland – good design examples
- The urban alliance

# A new conversation with business?

- Where is the strategic, focused engagement of the corporate sector? The ability of Calgary's energy giants to tap the potential of the oil sands will require new infusions of talent - these companies have a vested interest in making Calgary a city of choice.
- Can we look beyond the existing pattern of corporate giving and co-create a plan that serves individual businesses, as well as the common good?

# Tapping our global leadership

- We have in Calgary two energy companies that are on the Global 100 list of the world's most sustainable businesses:
  - Nexen
  - TransCanada
- We are also home to several other companies that have produced third-party verified sustainability reports that underscore their interest in, and commitment to, doing business in very particular ways - we need to tap this, nurture this, and begin a new stream of dialogue that joins the other streams being talked about here at the Summit.

# In search of excellence, in search of world class

The one responsibility a city has is the encouragement of the possibility of excellence. The extent to which it addresses this duty is how, in comparison to the great cities of the world, it will be judged.

David MacFarlane, *The Globe and Mail*, August 24, 2006

What is Calgary excellent at? What can we do that makes us unique in the world - and therefore a magnet for talent?

# A hub for global energy talent as a core element of a sustainability strategy?

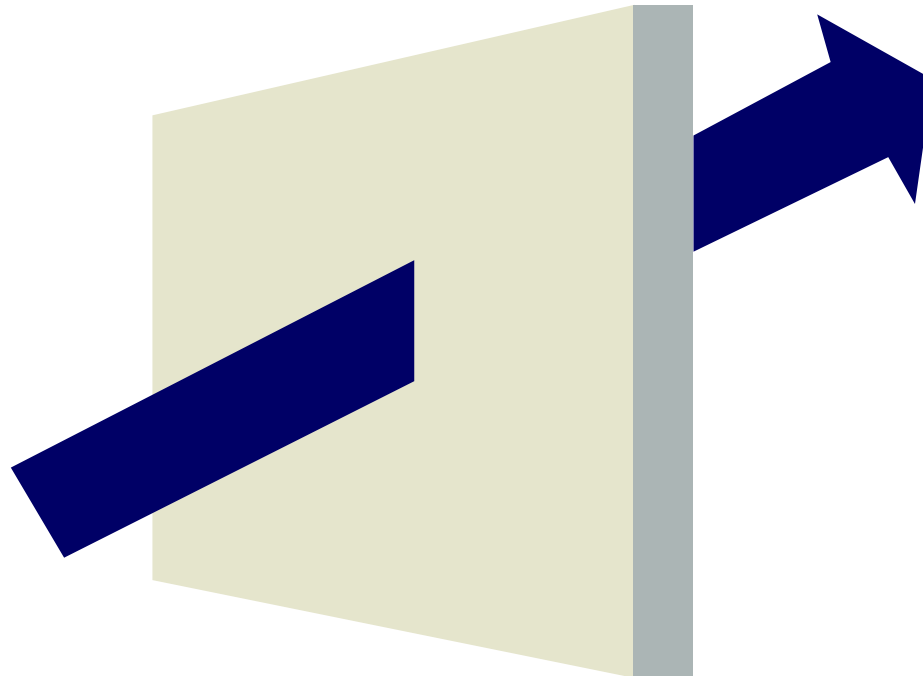
**Our energy majors need to figure out:**

**In-situ technology**

**Dry tailings**

**Alternatives to natural gas reliance**

**Resource conservation**



**Calgary's future could be one of global energy innovation:**

**Capital markets**

**Alternative energy**

**CCS**

# The sustainability equivalent of Stampede?

- Stampede grew out of Guy Weadick's desire to do something that hadn't been done before - to stage a rodeo and Wild West event that would draw the best cowboys from across the continent to Calgary
- We have the resources, writ large, to brand Calgary as the global energy hub - one based on radically new ideas and technologies that, coupled with other "soft city" attributes, attracts and keeps the best and the brightest.
- Let us pledge to leave incrementalism aside and get to work on meeting our needs and desires for Calgary in ways that are innovative, green, and even sexy - so much so that people will want to come here and experience it for a lifetime.

# From transactions to transformations

- We need to ask if we are doing the best we can within the rules of the game, or whether we are actively working to bust through to a wholly new game.
- As we prepare to return to the organizations that are our homes, and the world of work outside this summit, let's make a pledge to resist the routine, the transactional; let's make a pledge to resist the tendency to become incredibly good at things that don't necessarily create the future we want.

**Thought is the sculptor who can create the person you want to be.**

Henry David Thoreau

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