

NEWS RELEASE



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Friday 22 February 2008



Sustainability Plan goes to Council

The Olds Advisory Group for Sustainable Living (OASGL) and the Olds Institute for Community and Regional Development (OICRD) will present its draft of the Olds Strategic Sustainability Plan (OSSP) to Olds Town Council on Monday 25 February at 7.00 pm in Council Chambers.

The Alberta Urban Municipalities Association (AUMA) began research and policy development for sustainability planning in 2005 and developed a toolkit for municipalities in 2006. For the past three years, AUMA has been lobbying the Alberta Government to increase awareness of the value of sustainable planning. The OSSP is the first truly-integrated sustainability plan to be developed according to the AUMA Sustainability Guidebook distributed to all Alberta Municipalities in 2006.

Prepared by OASGL at the request of Town Council and through the direction of the OICRD, the OSSP is the product of many public input sessions, workshops and meetings over the past year approximating 1000 hours of volunteer time from close to 200 individuals. The purpose of the Plan is to move Olds towards a sustainable future of which our descendants can be proud.

Momentum for improving the relationships among Governance, Environmental, Economic, Social, and Cultural responsibilities in both the Public and the Private sectors has never been higher, and general interest across all sectors is showing substantial growth. Increasingly, funding agencies are making Integrated Sustainability thinking a prerequisite for funding qualification.

The OSSP presents for the first time a set of fifteen strategic areas that will guide the community of Olds to sustainability. These areas contain strategies and provide a platform from which strategic action planning can move Olds toward its preferred future. The success of the Plan is dependent on the commitment of Town Council, Olds Institute for Community & Regional Development, and the Olds Advisory Group for Sustainable Living, which are the three key stakeholders driving the plan.

The public is always welcome at Council meetings, and all citizens are especially encouraged to attend this Monday's meeting – Olds is truly at a crossroads on its path to the future. Come and be part of this historic moment!

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For more information on the Olds Strategic Sustainability Plan, contact:

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