



# City of Richmond

## Memorandum Community Services Department

**To:** Council/School Board Liaison Committee      **Date:** January 10, 2012

**From:** Cecilia Achiam, MCIP, BCSLA      **File:**  
Interim Director, Sustainability and District Energy

**Re:** Richmond Earth Day Youth Summit 2012 (REaDY Summit)

The Richmond School Board has invited the City of Richmond and the David Suzuki Foundation to be the co-presenter of the Richmond Earth Day Youth Summit 2012 (REaDY Summit) on April 21, 2012. Richmond has actively been promoting sustainability within the City's corporate practices and in our community. The School Board has been integrating sustainability as part of the curriculum for a number of years and the David Suzuki Foundation has an established reputation as an environmental organization. The summit acronym "Are you REaDY for action?" is a reminder to participants to continue on the path to incorporate sustainable actions into our daily lives. The conference detail is provided in **Attachment 1**.

As a result of the growing awareness on sustainability, the Richmond School student green teams, with support from School Board and City staff, have hosted school conferences around sustainability in the past. The idea of the REaDY Summit originated from Richmond's youths in the school system to pay homage to the 20 year anniversary of The Conference on Environment and Development (UNCED) (more commonly referred to as The Earth Summit) hosted by the United Nations in Rio de Janeiro in June 1992. The REaDY Summit conference has been expanded to include community members and schools from other school districts.

The REaDY Summit will be led and facilitated by youth, with oversight from a steering team and assisted by a working team comprised of staff from the presenting organizations to provide input on programming, logistics, securing speakers, provision of venue and exploration of sponsorship opportunities. The goals of the summit include fostering continual interest and raising awareness on sustainability issues identified by our local youth; building new skills in facilitation; exchanging ideas with community leaders; and learning from leading practitioners in various disciplines in the sustainability field.

The City is supporting REaDY Summit by providing in kind staff support (on-going curriculum input, steering committee participation, planting of graduation groves as a legacy, facilitation skills training, etc.), pursuing sponsorship opportunities (**Attachment 2**), working with media to promote the event and assisting in identifying and securing speakers for the workshops. Once the conference program has been finalized, staff will send a formal invitation to Council to participate in the REaDY Summit. The City is looking towards a successful partnership with the School Board and the Suzuki Foundation in hosting the summit. I will be available at the upcoming Council/Board Liaison Committee meeting if you have any questions at that time, or can be reached at (604) 276-4122 or [cachiam@richmond.ca](mailto:cachiam@richmond.ca).

Cecilia Achiam, MCIP, BCSLA  
Interim Director, Sustainability and District Energy

p.c.: Council  
TAG

**Richmond Earth Day Youth Summit 2012 (REaDY Summit) Overview:**

**Purpose:** An opportunity to collaborate and host a community-wide sustainability conference to celebrate Earth Day and the 20 year anniversary of The Earth Summit

**Date:** Saturday April 21<sup>st</sup> 2012

**Time:** 9:00 am -1:00 pm (8:30 am registration, 9:00 am prompt start)

**Location:** Steveston-London Secondary School (LEED Gold candidate facility)

**Registration deadline:** March 7<sup>th</sup> for non Richmond Teams of 20 students and sponsors; early bird registration March 30<sup>th</sup>, deadline for registration for Richmond students and adults – April 11<sup>th</sup>

**Limited to 500 delegates**

**Target Audience:** Youth (Grades 3-12) and Adults (family, educators, community members, business leaders, and politicians)

**5 Workshop Themes developed from the brainstorming list provided by the student teams**

- I. Climate Change and Global Warming
  - Energy Conservation
  - Waste Management
  - Air Quality
  - Water Conservation
  - Transportation
- II. Local Foods and Gardening
- III. Sustainable Seafood
- IV. Leadership: Greening Your Choices and Greening Your Lifestyle
- V. Ecosystems
  - Parks and Open Spaces
  - Natural Environments

## ATTACHMENT 2

### Sponsorship Proposal

The City of Richmond is pursuing community sponsorship to support the Richmond Earth Day Youth Summit 2012 (REaDY Summit) in the two categories described below. The objective is to secure one Category 1 sponsor to provide refreshments and other incidentals for the conference and as many Category 2 sponsors as possible.

#### Category 1

- a) \$3,000 + value in kind (preferred)  
Potential Ideas for Value in Kind:
  - Recycling and organics collection for the conference
  - Snack items-preferable local, organic, healthy; or
- b) \$5,000 cash without value in kind to cover conference supplies, food and snacks

#### Category 2

Multiplier Challenge-Match cash donations to the Richmond Food Bank by the conference attendees and matching sponsors to enforce that a collection of individual actions add up to significant impact.

For every dollar donated, the Richmond Food Bank is able to distribute \$6 worth of food. For example, if we have 2 donors in addition to the conference attendees,  $\$1+\$1+\$1=\$18!$