Sustainability Committee Planning Session
Summary Report

Saturday, February 12, 2011

Report prepared by:

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Communications Officer
APEGBC
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Participants

The following is a list of participants in the Sustainability Committee planning session:

Sustainability Committee Members and Guests
Michael Blackman, P.Eng. - Chair
Terry Molstad, P.Eng. – Committee Member
Chad Larson, P.Eng. – Committee Member
Graeme Scott, P.Eng. – Committee Member
Conor Reynolds, P.Eng. – Committee Member
Shiva Tiwari, P.Eng. – Committee Member
Corey Aurala, P.Eng. – Committee Member
James Grant, P.Eng. – Committee Member
Jennifer Black, GIT – Committee Member
Brennan Anstey, P.Eng. – Guest
Canisius Chan, P.Eng. – Guest

Other Contributors
Megan Archibald, Associate Director, Communications & Stakeholder Engagement, APEGBC
Laurel Buss, Communications Officer, APEGBC

Facilitator
Jeff Holm, P.Eng., Vice President, APEGBC

Absent
Romilly Cavanaugh, P.Eng.
Mark Porter, P.Eng.
Geoff Smallwood, EIT

A Note About This Report

This report is not intended to be an exhaustive review of discussion, but a report on action taken and decisions made during the Planning Session.

The Process

Based on the need for an updated strategic plan and long term vision, the Sustainability Committee organized a Strategic Planning Session on February 12, 2011.The session followed an approved agenda and involved a mixture of open discussion and group based activities.

The session was facilitated by APEGBC Vice President, Jeff Holm, P.Eng. The facilitation process provided an emphasis on candid, respectful discussions; participation; and a focus on coming to conclusion on key agenda items.

Preparing for the Session

In preparation for the planning session, the committee solicited feedback through an internal stakeholder engagement session in December 2010, and through e-mails to various external stakeholders. An agenda was drafted for the session and was approved by the Committee. Laurel Buss prepared a briefing report on agenda items and included relevant documents as background information for the session.

The briefing documents and agenda were circulated to participants for pre-reading prior to the session.

Session Overview & Agenda

The planning session agenda was broken down into multiple sessions to ensure adequate reflection, development of ideas and quality of the deliverables.

The recommended division of agenda items included:

- (2 hours): Situation and Mission
    - The purpose is to set up the one day session for success. Clear discussion of these points and ensuring a grip on reality is essential for success of next steps.
- (6+ hours): Vision, Key Aspects, Priorities, Teams, Succession Planning and Communications
    - Ensure that the deliverables are clearly described and teams assigned to pursue further development.
- Additional sessions/follow up: Include further development and milestone reviews of key tasks by teams at regular committee meetings or special meetings as required.

The Planning Session

The Sustainability Committee organized this planning session to create a vision and plan to focus on how the committee can best serve the Association and its members over the next few years. The goal of the session is to review where the committee has come from, assess where they are, and identify where they want to go, while identifying achievable goals, tactics and objectives to create a new work plan.

Introductions

The planning session began at 9 a.m. with nine committee members in attendance. The committee welcomed guests Brennan Anstey, P.Eng. and Canisius Chan, P.Eng. to the planning session. APEGBC Vice President Jeff Holm, P.Eng. was also welcomed and gave a brief introduction as facilitator of the session.

Situation Analysis

In assessing the committee's current situation and challenges, the following key questions and topics were discussed:

- Where are we? (Use feedback from survey, other sources and experience)
- Are we meeting expectations in the Terms of Reference?
- Feedback from Council
- Feedback from other Key APEGBC Committees

Jeff Holm provided feedback on Council's perspective on sustainability. One of the challenges comes in terms of how sustainability is incorporated into individual members' practice. If the committee's goal is to incorporate sustainability into practice regulations, it's a question of shifting the test of reasonability over a period of time and not doing it automatically. The committee needs to come up with a process that is going to be reasonable according to the general scope of practice.

The committee discussed feedback received from both internal and external stakeholders. A reoccurring theme was that many of the external stakeholders were not aware of the work being done by the committee. The committee debated whether recognition of the work they are doing should be their focus.

The operational setup of the committee also needs to be addressed. The committee needs to consider the operational structure of the committee and how it reports to Council, and what that looks like down the road.

Vision and Mission Statements

To prepare for creating a vision and mission statement, Jeff Holm lead the committee in a brainstorming activity which saw the committee break down into small groups to illustrate the committee "as a river" to show where they are coming from, where they are going and how they foresee getting there. The groups drew their thoughts on paper and then shared their visions and discussed the important and overlapping factors in each drawing.

Following the brainstorming activity, the committee discussed their ideas for a vision and mission and drafted the following statements:

> **Vision:** That all APEGBC members and licensees practice engineering and geoscience in a sustainable manner.
>
> **Mission:** To identify, promote, enable, and recognize sustainability in the practice of engineering and geoscience.

Key Aspects Map

In relation to the Terms of Reference, and guided by the question: What are the key initiatives that would make a difference to the integration of sustainability into professional practice? The committee developed a key aspects map to help focus the path forward over the next two to five years. *(See appendix 2)

The key aspects Identified for action included:

1. Guidelines
2. Position/Advice
3. Identification/Recognition
4. Relationship Building
5. Education
6. Communication

Objective Statements
The following objective statements were developed for each key aspect identified:

1. Guidelines: Provide APEGBC members with a clear path for integrating sustainability into their practice.

2. Positions/Advise: Providing Council and government with timely advice on sustainability issues.

3. Identification: Reinforce, reward and demonstrate sustainability practices.

4. Building Relationships: Develop relationships to collaborate on sustainability.

5. Education: Increase understanding and ability to bring sustainability into practice.

6. Communications: Foster dialogue about sustainability between internal and external stakeholders.

Tasks and Deliverables
Having developed objective statements, the committee broke into teams and divided up the key aspects to develop possible deliverables and tasks for each aspect identified.

The following tasks and deliverables were identified under each key aspect area:

1. Guidelines

- Draft guidelines for Council approval in time for October 2011 AGM
    - Create living Resource document that enhances and expands on the guidelines
    - Investigate inclusion of an open source component
    - Determine the need for creating Engineering/Geoscience subgroups
        - By Discipline
        - By Sector
    - Make the guidelines a meaningful and rigorous component of the practice review and the registration process

2. Position/Advice

- Produce a “How to hire a sustainable engineer” publication
- Take issues of importance and write reports with recommendations to Council. Council needs to be aware that committee is available as an expert resource.
- Survey, solicit feedback/opinion from the “market”
- Work with other APEGBC committees and divisions to reduce the effect or possibility of bias

3. Identification/Recognition

- Sustainability Award
- People's choice award
- Innovation articles
- Promote Awards
- Website for groups to upload successes
- Recognize APEGBC's successes
- Score card
- Sponsor/facilitate events
- Promote APEGBC and sustainability within the organization
- Improve APEGBC's functionality for web conferences

4. Relationship Building

- Identify who to build key relationships with
- Cross populate committees
- Governance
- CEBC – key relationship building
- Conference streams
- External conferences
- Pecha Kucha nights
- How can members engage with us? How can we make it easier for them to do so?

5. Education

- CPD Course – liaise with universities
- Collaborate with other technical/professional associations. Possibly advertise at their events
- Sustainability newsletter
- Publication "How to hire a sustainable engineer"
- Branch events
- Build on existing case studies
- Invite companies for short 1 hour lunch and learn events
- Engineers Canada's proposed course – take a lead
- Online tools for education and awareness

6. Communication

General Communications Strategy

Goal: Annual Communication Plan

Internal

- Branch meetings
- CPD/lunch time meetings
- Innovation article
- Website

External

- Engineers Canada
- AIBC (related associations)
- Government (municipal/provincial)
- CEBC

Other Stakeholders

- Academic
- NGOs (eg: BCSEA)
- Public outreach
    - Press releases
    - Engineering Week activities
- Clients
    - Board of trade
    - Mining association

Communication Plan Timeline:

- AGM (October 2011)
- Version 1.0 First Draft: Oct 2011, AGM
- End of 2012: Version 2.0
- 2 year cycle for completion

Action Items

From the planning session, the following action items arose:

Action - All: Review key aspect areas and tactics prior to the next meeting.

Action – All: Prioritize tasks and deliverables at the next meeting.

Action - All: Assign working groups based on committee members' interest for each of the key aspect areas to focus and direct the work over the next 2-5 years.

Action – All: Prepare task sheets and timelines that define the objective, scope, and deliverables for each aspect area.

Evaluation and Follow Up

The session came to a close at approximately 4 p.m. Laurel Buss agreed to circulate the Key Aspects Map along with the list of objective statements and tasks/deliverables for review by the committee and guests immediately following the planning session.

Committee members are to review the material in this report and come prepared to the next committee meeting to form working groups and prioritize the list of deliverables. Timelines and task sheets will also need to be created.

In order to keep the committee's work plan on track, further development and milestone reviews of key tasks are encouraged at regular committee meetings or special long term meetings as required.

Appendix

1. **Key Aspects Map**
2. **Agenda**

Key Aspects Map

	Communications	**Guidelines/ Initiatives**	**Education**	**Positions/ Advice**	**Identification / Recognition**	**Relationship Building**
OBJECTIVES	Foster dialogue about sustainability with members, external organizations	Provide APEGBC members with a clear path for integrating sustainability into their practice	Increase understanding and ability to bring sustainability into practice	Providing Council with timely advice on sustainability issues (incl advice to govt)	Reinforce and reward demonstrated sustainability practices	Develop relationships to collaborate sustainability
CPD (Direct/Indirect)						
Branch Meetings						
Wiki – Living Document						
Digital Networking						
Division						
Awards / Recognition						
APEGBC as a Model						
EIT's Law and Ethics and Registration						
Lunchtime Office Engagement						
Communication Across APEGBC Silos						
Guidelines / Practice Review Feedback Loop						
Organizational Quality Management						
Advocacy to the Government						
External Relationships						
Internal Relationships						
Innovation Articles						

Key Aspects Map

Sustainability Now, Website						
Sustainability Accreditation						

Planning Workshop Objectives:

The objectives for our Sustainability Committee planning workshop are:

1. Develop a Strategic Vision for Sustainability Committee's Work (5+ years)

   Deliverable: Strategic Vision for the Sustainability Committee that addresses the key functions and deliverables in the Terms of Reference approved by APEGBC Council.

2. Develop a Membership Plan for the Sustainability Committee (Demographic or Competency Matrix and Succession Plan)

   Deliverable: Succession Plan

3. Develop a Work Plan (1-2 years)

   Deliverables: An overall work plan for the next 2 years that identifies priority tasks, deliverables, schedules and task teams.

Workshop Structure/Agenda

Workshop is best broken into two or more sessions to ensure adequate reflection, development of ideas and quality of the deliverables.

Recommended division of agenda items in Table 1 is:

Session 1 (2 hours): Situation and Mission plus identification of Pre-work. The purpose is to set up the one day session for success. Clear discussion of these points and ensuring a grip on reality is essential for success of next steps.

Session 2 (6+ hours): Vision, Key Aspects, Priorities, Teams, Succession Planning and Communications. Ensure that the Deliverables are clearly described and teams assigned to pursue further development.

Sessions 3+: Include further development and milestone reviews of key tasks by teams at regular committee meetings or special meetings as required.

Participants:

Sustainability Committee members. Identify any invited guests and their role/scope of participation (eg. Invited speaker to a particular component of the agenda to promote the discussion or provide a challenging viewpoint)

Facilitator:

A facilitator helps a group work together to reach the best possible conclusions or decisions, keeps the discussion moving and on track and may summarize things that have been discussed but is careful to remain impartial, never putting forth an opinion or encouraging the group toward a specific conclusion. Accurate documentation of decisions and action items is essential.

Facilitator:

- APEGBC Vice-President, Jeff Holm, P.Eng.

Resources/Pre-Work:

Participants must be prepared to participate fully by completing pre-work. Simple transmission of information is a drain on productive workshop time. In Session 1 ensure that there is a basic knowledge set identified for all Committee members to have reviewed in advance.

Logistics:

Use of APEGBC office and resources.

Table 1: Workshop Structure/Agenda

Agenda	Time Recommended	Action
1. Situation (Size-up)	1 hour	Assessment and Challenge: • Where are we? (use feedback from survey, other sources and experience) • Are we meeting expectations in the Terms of Reference? • Feedback from Council (F. Denton? or D.Doyle?) • Feedback from other Key APEGBC Committees (Practice, Governance, Environment)
2. Mission	1 hour	Understand/Be Clear on Expectations in the Terms of Reference and how the Sustainability Committee can make a difference
3. Vision	1-2 hours	What will be the expectations for professional engineers and geoscientists to integrate sustainability into their practice in 5-10 years? What does APEGBC need to do to become a leader on this issue to benefit society?
4. Key Aspects	2-3 hours	What are the key initiatives that would make a difference to the integration of sustainability into professional practice? [Brainstorm and collect ideas into themes or areas for further development] Prepare Task Sheets that define the objective, scope, and deliverables for each.
5. Priorities	1 hour	First things first, set priorities. Schedule tasks in an order that makes sense and reflects resources available
6. Teams	1 hour	Set up teams to take on priority tasks and develop them further for review at milestones. Teamwork expectations
7. Succession Planning	1 hour	Develop an ideal profile for the Committee to target recruitment (eg) • Demographics (professional discipline, age, gender) • Industry Sector/Geographic
8. Communications	30 minutes	Who should be informed about the results of

		our workshop and how?

APEGBC's Expectations for the Sustainability Committee:

The APEGBC Sustainability Committee's purpose (ref. Terms of Reference – Sustainability Committee) is:

> "To identify, promote and facilitate sustainability in the practice of engineering and geosciences. Sustainability is the concept of utilizing physical, natural and social resources to meet our needs and aspirations without compromising the well being of ecosystems and future generations."
>
> The key functions and deliverables are to:
>
> 1. Develop, prepare, maintain and provide input on guidelines, policies and legislation for use by APEGBC and its members which promote and enable sustainability
> 2. Develop guidance or responses for issues where an APEGBC position is sought or needed
> 3. Foster a knowledge and understanding of principles of sustainability by APEGBC members and the public
> 4. Raise awareness among APEGBC members of achieving sustainability
> 5. Be responsive to sustainability issues that are brought up by APEGBC members
> 6. Identify and recommend to Council, transgenerational issues that warrant a place on future works plans of APEGBC
> 7. Identify initiatives with key messages that warrant broad based communication to the public, members and other BC associations or collaborative work with Engineers Canada or CCPG
> 8. Review submissions and select winners for the APEGBC's annual Sustainability Awards.
> 9. Actively engage with the Environment Committee in areas of common interest that advance the practice of engineering and geosciences.
> 10. Assist APEGBC with the development of continuing professional development courses related to sustainability
> 11. Report annually to Council on: i) achievements of past year; ii) work plan for the year ahead and resources need; iii) succession planning for the committee; and iv) other matters of importance