

# 5.0

## SUSTAINABILITY, ABORIGINAL ENGAGEMENT AND THE CULTURAL OLYMPIAD



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## SUSTAINABILITY, ABORIGINAL ENGAGEMENT AND THE CULTURAL OLYMPIAD

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## 5.0 Sustainability, Aboriginal Engagement and the Cultural Olympiad

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Sustainability, Aboriginal participation and the Cultural Olympiad are critical to the Vancouver 2010 Olympic and Paralympic Winter Games. This section will discuss each of these three crucial principles, beginning with sustainability.

### 5.1 Sustainability Fact Sheet

(Prepared by the 2010 BC Olympic and Paralympic Winter Games Secretariat)

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#### Purpose

The purpose of this Sustainability Fact Sheet is to provide Spirit of BC Community Committees with an understanding of sustainability in the 2010 Games and organizers' preference to do business with companies that incorporate sustainable practices into their operations. Included in this fact sheet are the following elements:

- **SUSTAINABILITY PRIMER:** providing a general introduction to the concept of sustainability and its context within the 2010 Winter Games.
- **SUSTAINABILITY AND 2010 OVERVIEW:** providing an overview of the importance of sustainability to the 2010 Winter Games and how the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) is integrating sustainability into its plans for these Games.
- **THE BUSINESS CASE FOR SUSTAINABILITY:** providing information on the value of integrating the concept of sustainability when companies are positioning themselves for business opportunities with the Olympic Family, official partner and/or sponsor organizations.
- **SUSTAINABILITY ACTION PLAN CHECKLIST AND RESOURCE GUIDE:** providing information and education on how businesses can learn more about sustainability, how it fits with the 2010 "game-plan" and the next steps that they can take to use sustainability as a competitive business advantage.

#### SUSTAINABILITY PRIMER

##### What is sustainability

Definitions of sustainability range from business ethics to corporate citizenship. Some companies simply see sustainability as "the right thing to do", while others see it as a strategic differentiator for their company and a means to achieve a greater business value. Sustainability is often defined as the integration of social and environmental considerations into business decisions, operations and strategy, while recognizing stakeholder interests, including customers, employees, business partners, local communities, investors, the environment and society at large.

##### Sustainability and the Olympic Movement

Promoting sustainable development has become one of the fundamental objectives of the Olympic Movement. The International Olympic Committee (IOC) added environmental protection to the Olympic Charter in 1994 and made it the third pillar of the Olympic Movement, equal to Sport and Culture. The Charter now says, in part, that the IOC will see to it "that the Olympic Games are held in conditions which demonstrate a responsible concern for environmental issues." In 1999, the IOC went further when it adopted *Agenda 21: Sport for Sustainable Development*.

Agenda 21 recognizes that our planet is both diverse and fragile, and identifies the powerful role sports and the Games can play in ensuring the well-being of both people and the environment. It encourages all members of the Olympic Movement – and particularly the host cities for the Games – to improve socio-economic conditions and the lives of the most disadvantaged in our communities as well as to conserve and manage natural resources and the environment.

*“A good starting point for new national approaches and policies on sport and environment should simply be the recognition that athletes need a healthy environment to train and perform at their optimum level.”*

Klaus Toepfer, former Executive Director, *United Nations Environment Programme*

The Olympic Movement is providing a program of action designed to pave the way to better socio-economic conditions, preservation of the environment and natural resources, and a more significant role for participants in sustainable development.

VANOC has a vision for creating a strong Canada whose spirit is raised by its passion for sport, culture and sustainability. For this reason, sustainability is a corporate value, a strategic objective and a Functional Area at VANOC.

For VANOC, sustainability means managing the social, economic and environmental impacts of the 2010 Winter Games in ways that will create lasting benefits locally as well as globally.

## SUSTAINABILITY AND 2010 OVERVIEW

### Why is sustainability important to VANOC?

Global reality necessitates it; the Olympic Movement is committed to it; local community visions have incorporated it; and citizens expect it. VANOC believes that the 2010 Winter Games can integrate sustainability as well as, or better than, has ever been done before; setting a new benchmark for the Vancouver 2010 Olympic and Paralympic Winter Games as well as future Games.

### VANOC'S SIX SUSTAINABILITY PERFORMANCE OBJECTIVES

#### Environmental Stewardship and Impact Reduction

- Designing for less environmental impact from the outset
- Operating in an eco-efficient fashion
- Restoring, or offsetting, any environmental impacts we cannot avoid
- Focussing on five areas: ecosystem health, energy and climate change, air quality, water quality and conservation, waste management

#### Social Inclusion and Accessibility

- Convening inclusive and accessible Games, particularly for socially and economically disadvantaged groups that might not otherwise benefit
- Developing barrier-free venues

#### Economic Benefits

- Demonstrating that sustainable practices and innovation make good business sense
- Implementing a sustainable purchasing program
- Showcasing sustainable practices and innovation

#### Accountability through a Systems-based Approach

- Setting measurable sustainability performance targets and communicating openly about progress and challenges
- Consulting with those affected by the Games

**Aboriginal Collaboration**

- Strengthening partnerships
- Promoting sport and youth initiatives
- Recognizing and celebrating Aboriginal culture
- Advancing social equity through economic opportunities
- Building awareness of contribution made by Aboriginal peoples to BC and Canada

**Sport for Sustainable Living**

- Contributing to sport development and health promotion
- Increasing understanding of sustainability
- Using sport to inspire action on local and global sustainability challenges

**VANOC's focus on sustainable purchasing**

Integrated throughout VANOC's six Sustainability Performance Objectives is a commitment to use the purchasing power of the Vancouver 2010 Olympic and Paralympic Winter Games for the advancement of sustainability, innovation and transformation, including unprecedented Aboriginal Participation.

The following list is a set of desired goals for VANOC's Sustainable Purchasing Program.

**Goals:** Improve social, environmental and economic conditions in BC and beyond through:

- Higher performance venues and operations to support an "extraordinary Games"
- Increased social, ethical and environmental performance within both VANOC and supplier business operations
- Increased sustainability purchasing leading to innovation, trade and investment in the sustainability sector
- Growth of minority-owned businesses and the sustainable enterprise sector (e.g. First Nations, Inuit, Métis, inner-city, persons with disabilities, fair trade, environmental and social enterprise)
- Increased jobs for target communities (e.g. Aboriginal, people with disabilities, inner-city residents)
- Creation of a best practice model for sustainable purchasing for the Olympic Movement

**How is VANOC incorporating sustainability specifically into the 2010 Winter Games?**

Vancouver 2010 is broadening and strengthening the focus of sustainability beyond environmental stewardship to include social responsibility, economic opportunity, sport development and health promotion. The following provides an overview of how sustainability is being integrated into the planning, hosting and organizing of the 2010 Winter Games.

## THE BUSINESS CASE FOR SUSTAINABILITY

### Why should companies be interested in sustainability?

Many of today's most successful companies have adopted a philosophy of "doing well by doing good". They are operating with a focus beyond the financial bottom line. Business owners and managers are seeking to ensure that their plans and business operations provide benefits for their employees, customers, business partners, the environment and local communities. Their commitment to corporate social responsibility contributes to the long-term financial viability of their companies, which in turn promotes healthy communities and stable economies, leading to continued economic success. Many businesses know that by "doing the right thing", by adopting a commitment to sustainability, they will be more successful.

Companies are motivated to pursue sustainability for different reasons. While some believe it is the right thing to do, others are concerned about environmental constraints and wish to find ways to save costs and manage for an uncertain future by reducing their use of resources. Others may wish to attract the best and the brightest employees and believe that workplaces aligned with employee, community and environmental values will help them find and retain quality staff and reduce turn-over.

Companies wishing to attract outside capital will find that financial analysts are starting to assess how organizations manage their social and environmental assets and risks. Of course, many sectors wish to avoid both government regulation and the reputation risks of poor social and environmental performance. Companies concerned about innovation and opportunity find that working productively with their stakeholders, such as suppliers and community and environmental groups can result in product or service adaptations that can develop new markets.

### Why do consumers care about sustainability?

Sustainability is a significant factor in business and consumer buying decisions. Companies accountable for their corporate social performance are perceived as better able to offer consumers and communities real value for goods and services, without harming people or the environment. In survey after survey, both business and consumers clearly state their preference to buy products and services from companies that they believe are committed to sustainability. Perhaps more significantly, they also say that they will not support those companies whom they believe are not socially responsible by avoiding their products and discouraging other consumers.

### What does sustainability mean to the bottom line?

It can mean better financial performance. Here are just a few examples of how socially responsible companies boost their financial bottom line:

- By **lowering operating costs** through reduced waste, recycling and increased energy efficiency
- By **increasing customer loyalty** resulting in more repeat customers and higher margin sales
- By **attracting top talent and retaining employees** resulting in lower turnover and HR costs and increased productivity and innovation
- By **enhancing brand and reputation** resulting in new markets and increased sales

### What is the difference between Sustainability and regular good works?

Sustainability goes beyond good works such as volunteerism and charity. Companies that practice sustainability develop policies and programs in areas such as employee relations, community development, environmental performance, marketplace practices, fiscal responsibility and accountability.

## What can my business do to get started?

Here are a few basic ideas to get started in some key areas of business sustainability. See also the *Sustainability Action Plan Checklist and Resource Guide* provided later in this section.

### Community

- Support a range of charitable and good causes in the community, including projects that enhance the environment and improve the quality of life for the disadvantaged
- Support employee volunteerism
- Donate used equipment and supplies to community groups
- Support organizations that are developing business opportunities for Aboriginal and inner-city businesses, artisans, people with disabilities and local social and environmental enterprises
- Buy products and services from Aboriginal, inner-city, fair trade and other businesses that have social purposes (e.g. those that train and employ disadvantaged groups or support important community services)
- Avoid buying from businesses that do not meet workplace standards and norms
- Buy from local companies when you can

### Employees

- Prioritize employee health and safety and ensure that all business procedures reflect this
- Provide benefits to both full-time and part-time employees
- Promote diversity in your workforce
- Support professional and personal development through initiatives, such as training programs, financial assistance, flexible work hours, and encouragement to participate in charity/community/mentoring activities
- Support employment training programs for disadvantaged groups, including Aboriginal people, unemployed, at-risk youth, people with disabilities, etc.
- Pay a living wage to employees to reduce incidence of working poor in your community
- Provide employment opportunities for disadvantaged groups
- Encourage a work-life balance in your workplace and offer wellness programs and benefits to employees

## Environment

- Implement programs that help to reduce water and energy use and to recycle paper, cardboard, bottles, cans and office supplies (e.g. toner cartridges)
- Implement an alternative transportation program for staff (e.g. carpool, transit and bike)
- Reduce unnecessary packaging and minimize emissions (greenhouse gases) from operations
- Incorporate environmental considerations into your purchasing decisions
- Meet environmental regulations
- Minimize materials and maximize resource efficiencies (e.g. use less and be eco-efficient)
- Protect human and ecosystem health by purchasing non-toxic materials, supplies and services
- Follow high environmental standards in building development, renovation and operations
- Reduce, re-use and recycle to eliminate waste going to landfills; purchase only what is needed and purchase recycled and/or recyclable materials
- Design landscaping to minimize/eliminate irrigation, fertilizer and pesticide use
- Set up an employee committee to identify other environmental initiatives
- Provide opportunities for your employees, clients, customers, suppliers and the public to reduce their environmental impact

## Customers

- Commit to customer satisfaction (e.g. return policies and product guarantees) and display commitments
- Gather customer complaints and respond promptly

## Suppliers

- Incorporate social and environment values into your purchasing decisions
- Partner or joint venture with Aboriginal, inner-city, persons with disabilities or environmental businesses/agencies/groups
- Avoid suppliers that use child labour, involuntary prison labour or allow sub-standard working conditions
- Find ways to showcase emerging BC environmental technologies

## SUSTAINABILITY ACTION PLAN CHECKLIST AND RESOURCE GUIDE

A commitment to sustainability has become a competitive advantage in today's marketplace and it is instrumental to the plans for the 2010 Winter Games. The intention is to increase the positive and reduce the negative impacts of hosting these Games, while maximizing the potential to advance sustainability in BC and beyond. Businesses that are committed to sustainability and/or find ways to partner with others to advance it, and are able to effectively show their sustainability accomplishments in their bid proposals, will increase the likelihood of meeting some of the criteria of a successful bid with VANOC and other Official Partners (e.g. sponsors and government partners).

Here are some first steps for businesses seeking to use sustainability to improve business performance and increase their chance of winning bids and securing contracting opportunities with the 2010 Winter Games or with others, who seek a commitment to sustainability from their suppliers.

### 1. Get informed about sustainability

- Understand VANOC's sustainability objectives
- Use sustainability as a management practice and business advantage
- Determine your options:
  - Improve the sustainability performance of your business to enhance your prospects
  - Implement a joint venture with businesses or organizations who have strong sustainability programs that can enhance your bid
- Visit websites for sustainable businesses (e.g. [www.cbsr.ca](http://www.cbsr.ca) or [www.ballebc.com](http://www.ballebc.com))
- Access sustainability resources from your local government or business association
  - Visit Industry Canada at [www.strategis.ic.gc.ca/epic/internet/incsr-rse.nsf/en/home](http://www.strategis.ic.gc.ca/epic/internet/incsr-rse.nsf/en/home)

### 2. Understand VANOC's sustainability objectives and key priorities for the 2010 Games

- Review VANOC's website ([www.vancouver2010.com](http://www.vancouver2010.com)) to learn about specific sustainability priorities and objectives for the 2010 Winter Games
- Review VANOC Request for Proposals (RFP) to see how sustainability is being integrated into respective bid and contracting documents
- Review the International Olympic Committee (IOC) website ([www.olympic.org](http://www.olympic.org)) to learn more about the history of the Olympic Movement, sustainability and Agenda 21

### 3. Assess your internal sustainability performance

- Identify resources that can help you assess your own strengths and opportunity areas with respect to sustainability (e.g. “do-it-yourself” guides, such as the Canadian Business for Social Responsibility (CBSR) “Good Company Guidelines” [[www.cbsr.ca](http://www.cbsr.ca)]).
- Identify the basic sustainability management practices that apply to your business (e.g. community, employees, environment, customers, suppliers and shareholders)
- Identify the priority areas for your type and size of business
- Benchmark your performance against better management practices
- Identify your key strengths and opportunity areas

### 4. Find the match between your strengths and 2010 sustainability objectives

- Identify the alignment between your strengths and 2010 objectives
- Highlight the sustainability overlap in bid documents and marketing materials for 2010
- Search a Supplier Database to find businesses and organizations that have strong sustainability features with which you can partner in your submission (e.g. an Aboriginal, inner-city or environmental business)

### 5. Develop action plans to improve performance

- Create action plans and set targets for improving performance
- Monitor results and track performance

### 6. Document your sustainability abilities and practices

- Assemble your sustainability story into a single document for marketing purposes
- Highlight your sustainability accomplishments in your proposal documents
- Use photos and testimonials where possible to substantiate your performance

### 7. Use your sustainability knowledge to gain a competitive advantage:

- Pay special attention to the sustainability requirements of an opportunity

### 8. Consider the merits of a formal audit process to verify sustainability performance:

- Learn more about sustainability audits to verify your company’s performance
- Consider the merits of an International Standards Organization (e.g. ISO 14000 for Environmental Management) certification if applicable to your business type and size ([www.iso.org](http://www.iso.org))

### 9. Read about sustainability

- Corporate Social Opportunity (*David Grayson and Adrian Hodges*)
- The Ecology of Commerce (*Paul Hawken*)
- The NEXT Sustainability Wave: Building Boardroom Buy-in (*Bob Willard*)
- The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line (*Bob Willard*)
- Walking the Talk: The Business Case for Sustainable Development (*Charles O. Holliday Jr., Stephan Schmidheiny, Philip Watts*)

## 5.2 Aboriginal Engagement Fact Sheet

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### What is the purpose of this Fact Sheet?

Spirit of BC Community Committees, generally, represent the diversity of their local community. This fact sheet is a guide to assist Spirit of BC Community Committees in reaching out to Aboriginal communities, organizations and businesses within their community. Spirit of BC Community Committees should be aware that VANOC has a strong interest in providing opportunities for involvement and access to business prospects associated with the Games to Aboriginal peoples.

### What kind of economic opportunities do the Games offer?

The 2010 Olympic and Paralympic Winter Games will provide a unique opportunity to showcase Aboriginal cultures and products to an international audience. The Aboriginal Tourism Association of BC expects that more than two billion viewers will see the magnificent landscapes and vibrant cultural life of regional First Nations.

The 2010 Commerce Centre estimates that \$2 billion in goods and services will be required to plan and stage the Games, and an additional \$2 billion is expected to be spent by suppliers, sponsors, licensees, tourists, athletic teams and official delegations. With this broad scope and strong economic impact, the 2010 Winter Games offer Aboriginal businesses opportunities for business expansion, diversification and access to new markets.

### What is VANOC doing to encourage Aboriginal participation in the Games?

VANOC made history as the first Olympic and Paralympic Games Organizing Committee to declare Aboriginal participation a core priority and specific Committee function in its bid for the Games. Now, together with its partners, VANOC is continuing to work towards achieving its goal of unprecedented Aboriginal participation in the planning and the hosting of the 2010 Winter Games by identifying and maximizing meaningful opportunities for Aboriginal peoples.

The Vancouver 2010 Olympic and Paralympic Winter Games will be staged across the traditional and shared traditional territories of four First Nations – the Lil'wat, Musqueam, Squamish and Tsleil-Waututh. These four Nations have established a Four Host First Nations (FHFN) Board and Secretariat; it assists not only the Four Host First Nations but other First Nations, Métis and Inuit throughout Canada. The Board and Secretariat work to encourage Aboriginal athletic participation in the Games, represent the First Nations' interest in the land and assist Aboriginal communities in gaining maximum economic benefit from these Games.

On November 30, 2005, VANOC and the FHFN signed a historic Protocol that defined a commitment to work in partnership to achieve a successful 2010 Winter Games. The protocol is intended to foster lasting social, cultural and economic benefits and improved health and education in Aboriginal communities. This unique protocol is the first of its kind.

### VANOC is working with the Four Host First Nations Secretariat and with Aboriginal peoples throughout BC and across Canada to:

- Actively encourage greater Aboriginal participation in sport
- Maximize opportunities for Aboriginal peoples to develop skills and training, secure employment and win contracts
- Recognize and celebrate the diverse histories, arts, cultures and languages of Aboriginal peoples
- Promote Aboriginal tourism

For more information on how VANOC is encouraging Aboriginal participation in the planning and hosting of the Games, including current projects and initiatives, please visit: [www.vancouver2010.com](http://www.vancouver2010.com).

## How can Spirit of BC Community Committees encourage Aboriginal involvement?

It is important for Spirit of BC Community Committees across the province to be as inclusive and representative of the diversity of the local community as possible. Aboriginals, like all other cultural groups, have varied perspectives, interests and priorities. Being mindful of traditions, history and beliefs, local Aboriginal residents may have concerns about partnering with non-Aboriginals and/or participating in non-Aboriginal events. Issues, concerns and interests may vary between different Aboriginal communities, businesses and organizations in the same region. Spirit of BC Community Committee representation, joint public events, consultation in the planning of official celebrations and other such actions of cooperation help to foster an effective working relationship. Spirit of BC Community Committees who are able to engage Aboriginal populations will be positioned to access additional local resources and, therefore, maximize their community's ability to leverage advantage from Games-related opportunities.

### Building Relationships

Active and progressive Spirit of BC Community Committees are effectively communicating with various community organizations and building awareness within many local support agencies. Spirit of BC Community Committees' activities, such as connecting with local First Nation communities, Aboriginal Business Development Corporations, Friendship Centres and other Aboriginal community support organizations, help to facilitate Aboriginal participation in local 2010 planning and activities. This results in an inclusive community strategy to take full advantage of the 2010 Winter Games.

### Sharing Information

Spirit of BC Community Committees are encouraged to develop various means through which to regularly share information with their community, including Aboriginal organizations and businesses. Up-to-date information will enable community representatives and businesses to review and evaluate relevant Games-related opportunities. An effective communication process that utilizes existing business support agencies will help Spirit of BC Community Committees make use of existing community resources. Connecting with these local organizations will help to inform a greater number of residents about respective tools and resources as well as ways to access them. Aboriginal businesses can be encouraged to:

- Visit the 2010 Commerce Centre website at [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) for ideas, information and diagnostic tools for getting businesses 2010 ready. A Guide for Business Opportunities in the 2010 Winter Games is available for download from the website
- Sign up for free E-mail Notification of 2010 Business Opportunities that match different business profiles on the 2010 Commerce Centre website
- Sign up for the 2010 Commerce Centre's electronic newsletter to stay current on 2010-related news and opportunities
- Review business planning models and resources available at the First Business website ([www.firstbusiness.ca](http://www.firstbusiness.ca)), the Aboriginal Business Canada website (<http://strategis.ic.gc.ca/epic/internet/inabc-eac.nsf/en/home>) and BC Hydro's Aboriginal Business Participation Program website (<http://www.bchydro.com/ard/>)

### Network

Spirit of BC Community Committees can consider hosting a networking event in their community to connect both Aboriginal and non-Aboriginal like-minded businesses and (potential) Games-related suppliers. Bringing people together can foster new relationships, generate ideas and create opportunities for collaboration. Encourage businesses to register on the 2010 Business Network and Suppliers Database ([www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca)). This resource will be used by 2010 Winter Games sponsors and other buyers who want to purchase products and services before, during and after the 2010 Games.

### **Encourage Aboriginal businesses to attend the 2010 Business Opportunities Workshop**

The 2010 Commerce Centre is offering a 2010 Business Opportunities Workshop in various communities across the province to coach BC entrepreneurs on how to access Games-related opportunities. Check out the events and workshops calendar online at [www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca) to see when the Workshop is available in a community near you.

### **Encourage Aboriginal businesses to pursue contracting opportunities**

**Spirit of BC Community Committees can encourage Aboriginal businesses in their community to:**

- Consider bidding on VANOC contracts
- Consider forming joint ventures or cooperative business arrangements if they are smaller companies. For BC First Nation Development Corporations or individuals, a carefully structured and skillfully negotiated Joint Venture Project can be an excellent vehicle to develop capacity (business and management training), create jobs, increase profits and overcome barriers to capital and financing without bearing the financial risks associated with any large business venture alone
- Contact companies that have just won large contracts to explore subcontracting opportunities
- Contact Vancouver 2010 Olympic and Paralympic Winter Games sponsors and partners to pursue opportunities with them
- Send their company information to VANOC to be included in the Organizing Committee's Procurement Database. Visit [www.vancouver2010.com](http://www.vancouver2010.com) for details

### **What specific opportunities are available for Aboriginal businesses?**

The Vancouver 2010 Olympic and Paralympic Winter Games offer a wide range of contract opportunities of interest to Aboriginal businesses in BC. Although Aboriginal businesses are encouraged to consider all bid opportunities relevant to their business, some key areas to be aware of are:

- Contracts related to aboriginal tourism and trade, such as cultural and ceremonial exhibitions and events as well as the production of arts and crafts
- Professional contracts in human resources, marketing and licensing and business opportunities
- Service contracts in catering and retail
- Trade contracts in construction
- Contracts related to the production of goods and services related to the Games

### **What success story can be shared with local businesses?**

A Lil'wat Nation owned construction company named Resource Business Ventures (RBV) offers a great example of how an Aboriginal business can achieve maximum advantage from the Games. In 2005, RBV was offered a contract to prepare the site access at the Nordic competition venue at Whistler. The contract fulfilled a Vancouver 2010 Bid commitment made in the Shared Legacies Agreement to offer "significant contracts in the Callaghan Valley to be undertaken directly by the [Squamish and Lil'wat First] Nations."

RBV began building the 2010 Nordic Competition Venue for cross-country skiing, biathlon and ski jumping. Not only did RBV win the contract – the company completed the project before the deadline and under budget. RBV was also successful in contracting some of the civil works aspects of the project to Nelson Trucking – another Aboriginal company.

RBV's skilled project management has helped VANOC stay on track with its commitment of early venue completion to allow time for testing and to provide Canadian athletes with two years of training time to help them prepare for the 2010 Winter Games. The exceptional performance of this Aboriginal company in its first Games-related contract has resulted in additional opportunities with these Games.

## Resources

Spirit of BC Community Committees may find the following reference material helpful:

### 2010 RESOURCES

#### **VANOC (The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games)**

[www.vancouver2010.com](http://www.vancouver2010.com)

Access general information about the Games and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). Information about VANOC's Aboriginal Participation Function is also available on the site.

#### **BC Olympic and Paralympic Winter Games Secretariat**

[www.bcsecretariat.gov.bc.ca](http://www.bcsecretariat.gov.bc.ca)

The BC Secretariat is constantly developing programs to connect businesses and communities to opportunities created by hosting the 2010 Games.

#### **2010 Commerce Centre**

[www.2010CommerceCentre.gov.bc.ca](http://www.2010CommerceCentre.gov.bc.ca)

The 2010 Commerce Centre website has been created to inform, educate and connect BC businesses, of all sizes and types, to take maximum advantage of business opportunities arising from the 2010 Winter Games. The website offers a downloadable 2010 Business Guide, information and support on bidding, e-mail notification of Games-related business opportunities and other useful "how-to" tools and resources.

#### **2010 Legacies Now**

[www.2010legaciesnow.com](http://www.2010legaciesnow.com)

2010 Legacies Now is a not-for-profit society that works in partnership with community organizations, non-government organizations (NGOs), the private sector and all levels of government to develop sustainable legacies in sport and recreation, arts, literacy and volunteerism. Through the Spirit of BC Community Committees, 2010 Legacies Now is also actively assisting communities to discover and create unique and inclusive opportunities leading up to, during and beyond the Vancouver 2010 Olympic and Paralympic Winter Games.

## ABORIGINAL RESOURCES

### **Four Host First Nations Society**

[www.fourhostfirstnations.com](http://www.fourhostfirstnations.com)

The Four Host First Nations, within whose shared traditional territories the 2010 Winter Games are being held, are the Lil'wat, Musqueam, Squamish and Tsleil-Waututh. They have come together to coordinate their collective activities in support of the Games, and to achieve unprecedented Aboriginal participation, an increased awareness of Aboriginal arts and culture and sustainable legacies for their communities. They are a good resource for information on Aboriginal involvement with the Vancouver 2010 Olympic and Paralympic Winter Games.

### **Aboriginal Tourism Association of BC**

[www.atbc.bc.ca](http://www.atbc.bc.ca)

The Aboriginal Tourism Association of British Columbia (ATBC) is the voice of Aboriginal tourism throughout BC. This website communicates the marketing activities of the Aboriginal-directed Association, which is a province-wide network of First Nations individuals, organizations and businesses. The Association acts as a resource for all First Nation entrepreneurs, providing training and offering networking and mentorship opportunities to their members. The website also hosts a sector-specific BC Aboriginal product and service directory.

### **Aboriginal Business Development Corporations**

There are several active Aboriginal Business Development Corporations in the province that offer community economic development expertise, resources and assistance to Aboriginal members. Visit the Tale'awtxw Aboriginal Capital Corporation at [www.tacc.ca](http://www.tacc.ca) and the Northeast Aboriginal Business Centre (Fort St. John) at [www.aboriginalbusinesscentre.com](http://www.aboriginalbusinesscentre.com).

### **Community Futures Development Corporations**

Community Futures Resource Development Corporations (CFDCs) are grass roots organizations across the Province that promote economic development in their local communities. Some of these Corporations are owned and operated by Aboriginal people and offer economic and business development resources for Aboriginal groups and businesses. Check out the CFDC of the Central Interior First Nations (Kamloops) at [www.cfdcofcifn.com](http://www.cfdcofcifn.com), the CFDC of the Sto:lo (Chilliwack) at [www.stolocf.com](http://www.stolocf.com) and the Tribal Resources Investment Corporation (Prince Rupert) at [www.tricorp.ca](http://www.tricorp.ca)

### **National Aboriginal Capital Corporation Association (NACCA)**

[www.nacca.net](http://www.nacca.net)

The NACCA is a growing network of Aboriginal financial institutions dedicated to promoting economic growth across Canada through the Aboriginal communities it serves. Owned by 59 lending institutions known as Aboriginal Financial Institutes (AFI's), NACCA provides programs, products and services designed to promote and stimulate the growth of Aboriginal business in Canada. Some of the services NACCA provides are Aboriginal financial consulting, business loans, loan management and support, business support, capital access and youth business programs.

## 5.3 The Cultural Olympiad Backgrounder

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The Cultural Olympiad will deliver an outstanding program of pre-Games celebrations and Games-time arts festivals celebrating the best contemporary, classical and aboriginal artists of BC, Canada and the world. VANOC will produce a culturally diverse, multidisciplinary program of events exploring music, theatre, dance, film, new media, literary arts, visual arts, disability arts, street animation and more through hundreds of ticketed and free events.

Established and emerging artists will be showcased, new works will be premiered, artistic collaborations and intercultural exchange will be fostered. The programs will greatly enhance the 2010 Games experience, engaging significant audiences of residents and visitors and enriching the regional, national and international arts community. Activity will be concentrated primarily in Vancouver and Whistler, with the potential for provincial, national and international extensions through performing arts tours, visual arts exhibitions and new media activity.

VANOC will produce the majority of Cultural Olympiad programming in partnership with regional not-for-profit arts presenters, producers and festivals. Through co-productions and co-presentations VANOC will leverage our community's knowledge base, creativity, audience base and resources to maximize the scope, scale, relevance and overall community impact of the Cultural Olympiad.

A sample 2010 Cultural Olympiad Newsletter (Vancouver 2010-Culture and Ceremonies) is available at the end of SECTION 5 (Attachment 5-B)

For more information and to sign up for electronic editions of future newsletters, visit: [www.vancouver2010.com](http://www.vancouver2010.com)

## SECTION 5 - ADDITIONAL RESOURCES

- Four Host First Nations Secretariat Profile (Attachment 5-A)
- 2010 Cultural Olympiad Newsletter (Attachment 5-B)

# FOUR HOST FIRST NATIONS SECRETARIAT



LIL'WAT | MUSQUEAM | SQUAMISH | TSLEIL'WAUTUTH

June 2006

## Background

Vancouver/Whistler's successful bid for the 2010 Olympic and Paralympic Winter Games is bringing the world's premier sporting events to the traditional and shared traditional territories of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh First Nations, known as the Four Host First Nations.

The Four Host First Nations recognized the significance of their involvement early on in the bid process and are proud to have played a vital and integral role in formulating and mounting the successful campaign. On July 2, 2003, with the support of the Four Host First Nations along with other Bid partners, the City of Vancouver, on behalf of Canada, was awarded the right to host the 2010 Olympic and Paralympic Winter Games by the International Olympic Committee (IOC).

## Working Together

Over the past year the Four Host First Nations have been working together to prepare for a successful 2010 Olympic and Paralympic Winter Games, and to ensure that the protocols and traditions of the nations are acknowledged and respected throughout the planning, staging and hosting of the Games.

The Chiefs and Councils of Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations on November 24, 2004 signed the historic protocol agreement which will coordinate their collective efforts as Host Nations to support the Games.

## Purpose of the Protocol Agreement

The Four Host First Nations agree to organize themselves to work in a positive and mutually beneficial partnership with the Vancouver Organizing Committee (VANOC) and its partners to participate meaningfully in the planning, staging and hosting of the Games.

## Goals and Objectives

The Four Host First Nations agree to:

- work together through to the end of the 2010 Olympic and Paralympic Winter Games,
- work in a cooperative and mutually supportive manner in order to participate fully in the Games and to take advantage of the social, sport, cultural and economic opportunities and legacies that will arise as a result of the Games,
- pursue a common approach to maximizing the involvement of their communities in the Games and create an environment of respect, cooperation, and mutual recognition,
- welcome the world to the shared traditional territories of the Four Host First Nations,
- promote the rich cultural and historical traditions of their communities,
- establish a Four Host First Nations Board and Secretariat,
- communicate and liaise with other First Nations, Métis, and Inuit organizations on matters relating to activities of the Board and Secretariat.

## Next Steps

Assist VANOC and other partners in building an inclusive process for the participation of not only the Four Host First Nations but other First Nations, Métis, and Inuit throughout Canada.

For more information please contact Tewanee Joseph, Executive Director at [fourhostnations@shaw.ca](mailto:fourhostnations@shaw.ca)

# VANCOUVER 2010 - CULTURE AND CEREMONIES

FEBRUARY 2006



Dear colleagues:

Happy 2006!

With the arrival of the New Year, our celebration of the Vancouver 2010 Olympiad begins in earnest. In a little more than four years, we'll be welcoming elite athletes, cultural creators and visitors from around the globe to Vancouver and Whistler for the 2010 Olympic and Paralympic Winter Games. This is an extraordinary opportunity to share our strengths with the world - our creative capacity, our rich diversity and our passion for exploring new artistic territory.

The Vancouver Organizing Committee (VANOC) envisions Games that will "touch the soul of the nation and inspire the world." The underlying commitment is to make these truly Canada's Games, to engage and unite Canadians from every corner of the country and to showcase the Canadian way.

Our cultural programs are key to achieving these goals. A broad spectrum of activities falls under the 2010 Culture and Ceremonies banner, from community and educational initiatives to arts and cultural events spanning all disciplines. They offer unprecedented potential to create experiences that reflect our unique identity and further awaken our kinship as global citizens. There is no question that we will meet this enormous challenge; the question is how? That's where the creativity comes in.

In the spring, following our debut in Torino, we'll be reaching out to partners in a variety of communities and disciplines to explore ideas for the themes and creative concepts. Those concepts will be used to guide the programming we present to our neighbours and the world.

## THE ADVENTURE BEGINS

Buongiorno Italia! In just a few weeks, Vancouver 2010 and Canada will take our place on the world stage in Torino, Italy as part of the Closing Ceremony of the 2006 Olympic and Paralympic Winter Games. According to tradition, the Mayor of Torino will return the Olympic flag to the President of the International Olympic Committee. The IOC President will then hand it over to the Mayor of Vancouver, symbolizing the end of the XX Winter Olympiad and the beginning of the XXI. At that moment VANOC has the extraordinary opportunity to present an eight-minute segment to communicate worldwide what we want to say about Canada. A few weeks later we have a similar opportunity at the Paralympic Winter Games Closing Ceremony.

It's an incredibly exciting yet daunting challenge. It is not easy to portray Canada in a mere eight minutes - and given our complexity, no single voice or perspective can accomplish that. As a result, we invited several outstanding Canadian creators to assist us with the task but not to represent any particular geography, regional cultural reality or artistic discipline. Our goal was to bring together a group of individuals who could collectively imagine a segment that reflects Canada and Canadians in our natural winter splendor and cosmopolitan complexity. We also want to extend a warm invitation to join us in Vancouver in 2010!

We are very pleased that Canadian Superstar, **Avril Lavigne** will headline a multi-talented cast to do all that and more! We can't say any more than that - surprise is paramount!

The big day is February 26, 2006, when the show goes in front of 34,000 in the stadium and an estimated 500+ million television viewers. Don't miss it!

VANOC gratefully acknowledges the Government of Canada through Foreign Affairs Canada, the Canadian Tourism Commission, Tourism BC, Tourism Vancouver, and Tourism Whistler, for their financial support of the VANOC segment in the Torino Closing Ceremony.

## THE TORINO SEGMENT CREATIVE TEAM:

Robert Lepage  
Quebec City

Jacques Lemay  
Victoria

Lyn Heward  
Montreal

Sal Ferreras  
Vancouver

Jillian Keiley  
St. John's

Alan Clark  
Toronto

Mark Godden  
Winnipeg, Montreal

Ian Pool  
Technical Director  
Toronto, New York

Marti Kulich  
Program Director, VANOC, Segment  
Producer, Vancouver

Burke Taylor  
VP, VANOC, Segment Executive Producer  
Vancouver

## PROGRAM DIRECTOR, CULTURAL OLYMPIAD

2006/07 also marks the beginning of the Cultural Olympiad, a multi-dimensional showcase spanning community celebrations, cultural festivals, national and international collaborations, special events and everything in between. Beginning in Vancouver and Whistler and eventually expanding across BC, Canada and abroad, the project will culminate in 2010 with the Olympic and Paralympic Arts Festivals.

This will be the first Cultural Olympiad associated with an Olympic Winter Games and we hope it will catalyze many other firsts - new partnerships, new works and new opportunities for engaging national and international audiences.

To help make it all happen, we're looking for an exceptional individual to lead translation of this vision into an extraordinary reality. It requires a seasoned producer with a national perspective; wide-ranging artistic and community experience; as well as boundless imagination and energy. Strategic planning, producing and financial management expertise, effective communication skills and a sense of team are also required.

Full job and application details are available at [vancouver2010.com](http://vancouver2010.com)



## THE ADVENTURE CONTINUES

Looking beyond Torino, this spring we'll continue to build upon our initial framework for the Cultural Olympiad and Arts Festivals. As a next step in the planning process, we'll be looking for creators in all disciplines and cultural traditions, as well as production services and expertise. Our goal is to develop a comprehensive talent bank that provides a clearer picture of the creative resources available to draw upon in the future. Watch for two open calls in spring 2006 - one for creative personnel and a second for production and technical services.

## STAYING IN TOUCH

Throughout the winter our website has been completely redesigned and will relaunch this month in time for the Torino Winter Games. While it will take some time to fully populate the Culture and Ceremonies section, it will be a great way to stay in touch and be informed about our activities. Please bookmark [vancouver2010.com](http://vancouver2010.com) and check in often.

This is the first of many newsletters and VANOC communiqués. Please forward the newsletters to anyone who may be interested and encourage people to add their names to our growing e-mail communications list at [vancouver2010.com](http://vancouver2010.com)

On behalf of VANOC in general, and especially my colleagues here in the Culture and Ceremonies division: Marti Kulich, Program Director, Sylvie Lalonde, Executive Assistant and Marie-Soleil Charest, Production Assistant, please accept our best wishes for a great 2006 and an excellent beginning to the Olympiad of Vancouver 2010.

Very best,

A handwritten signature in black ink that reads "Burke Taylor". The signature is written in a cursive, flowing style.

Burke Taylor  
Vice President,  
Culture and Ceremonies