

backgrounder



The Fresh Outlook Foundation envisions a future in which all British Columbians engage in sustainable behaviors at home, work, and play. To that end, the foundation uses skilled and passionate facilitators armed with proven social marketing strategies to enable and encourage lasting behavior change that supports communities' social, cultural, environmental, and economic interests and objectives.

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Many communities are abuzz with talk about “sustainability.” While to some it’s simply a “catchphrase” or the “flavour of the month,” other more insightful local governments and citizens see sustainability as the most important issue we face today. They understand that we must integrate and balance our social, cultural, environmental, and economic interests and objectives now, if we are to ensure health and happiness for future generations. And they know that every one of us plays an important part — in fact, so important that our behaviors at home, work, and play constitute the greatest potential for positive or negative change.

Successful change agents around the world also appreciate that behavior change is best inspired by community-based social marketing (CBSM) — a proven, practical, affordable, and measurable tool that helps people identify and navigate the roadblocks to sustainability, adopt appropriate

and lasting behaviors, and then share the good news with their families, friends, and colleagues. The Fresh Outlook Foundation is a non-profit organization that uses

CBSM to target specific audiences with customized, leading-edge programs that enable, encourage, and empower sustainable behaviors.



It's no secret: Everyone is talking about sustainability. And that's a good sign, because important social trends begin and end with talk in the trenches. The Fresh Outlook Foundation targets specific groups of British Columbians with the communication tools they need to initiate discussion, engage in meaningful dialogue, develop and implement appropriate behaviour-change strategies, and hold each other accountable.

PASSION STATEMENT

“To provoke a fresh outlook among British Columbians that inspires sustainable behavior at home, work, and play.”

PROGRESSIVE PROGRAMS

The Fresh Outlook Foundation's inaugural target audience is local governments through a program called Building SustainAble Communities (BSC). This will be followed by programs for community leaders (Maven Mentors), and then business people, shoppers, church congregations, service clubs, strata councils, recreational groups, etc.

Building SustainAble Communities focuses on educating and engaging elected and appointed officials through programs designed specifically for local governments. The first four components will include an annual conference (the first was held in November 2006), monthly newsletters, regular webinars, and a mentorship program.

Maven Mentors is related to BSC, but will be piloted after BSC is up and running. Community 'mavens' (e.g., political and business leaders, media personalities, and change agents) will be approached to work with the foundation to reach audiences within their spheres of influence. All training and teaching materials (e.g., briefing notes, statistics, quotable quotes, success stories) will be prepared by the foundation with input from industry experts and distributed to the mavens frequently.

PASSIONATE LEADERS

The Fresh Outlook Foundation is the brainchild of Joanne de Vries, a communications consultant with 15 years experience in social

marketing, risk communication, market research, and project design, development, delivery, and evaluation. She has worked closely with all levels of government throughout BC to help them educate and consult with their publics about sustainability issues such as strategic and community planning, water and wastewater management, transportation demand management, and energy efficiency.

The Fresh Outlook Foundation is governed by a board of directors chosen carefully to represent the foundation's key stakeholders and potential partners:

- **Carol Suhan**, Waste Reduction Manager for the Central Okanagan Regional District, has an MBA in public relations and communications, and is certified in public consultation through the International Association of Public Participation.
- **Don Dobson** (P. Eng.), a hydrologist who specializes in watershed management as it relates to natural resource industries such as forestry and mining, has decades of experience in the public and private sectors.
- **Tom Siddon** (P.Eng.), a former federal cabinet minister, is chair of the Okanagan Water Stewardship Council and a director of the Okanagan Partnership.
- **Daren Wride**, a pastor and award-winning speaker, has decades of experience educating specific groups of people about social sustainability issues.

The board and staff are guided by industry-accepted codes of conduct, best practices, and critical success factors in all business functions.



It's simple: Sustainability is a matter of choice. But it's not easy, as we are creatures of habit inundated daily with peer pressure, misinformation, and marketing manipulation. The Fresh Outlook Foundation helps British Columbians make sense of their situations and options so they can make more sustainable choices at home, work, and play.



It's everyone's business: Sustainability is not for the few or the fainthearted. It's a philosophy that ultimately must be embraced by all local governments, community leaders, business people, and individuals throughout BC. The Fresh Outlook Foundation helps by developing group-specific programs that promote community involvement while enabling and encouraging lasting sustainable behaviors.

POWERFUL PARTNERSHIPS

While the Fresh Outlook Foundation provides a needed service using proven behavior-change tools, its founders recognize that the organization's long-term success ultimately depends on innovative, supportive, and lasting relationships with stakeholders

from the public, private, academic, and civic sectors. To that end, partnerships between and among the board, staff, volunteers, members, local governments, businesses, community groups, and the media will be cultivated carefully to ensure mutual benefit. These partnerships will help

stakeholders achieve their sustainability goals while providing the foundation with strategic, tactical, operational, and financial support.

Your participation as a financial partner or a community advocate is particularly important to the foundation's future. We guarantee it will be an enriching experience that furthers your sustainability goals while helping the foundation realize its passion of "provoking a fresh outlook among British Columbians that inspires sustainable behavior at home, work, and play."

Financial partners can give confidently, knowing the

foundation guarantees legal, ethical, and sound policies and practices that uphold foundational values. Fundraising plans – developed, implemented, and monitored by the board, CEO, and staff – ensure that:

- prospective social investors are encouraged to donate via campaigns that are legal, ethical, professional, and target specific;
- donor information is kept confidential;
- donors are acknowledged promptly and appropriately; and
- donors receive ongoing information about sustainability in general and the foundation in particular.



It's all about relationships: Sustainability depends on people from the public, private, academic, and civic sectors working together to identify community challenges and to develop and implement appropriate solutions. The Fresh Outlook Foundation enables and encourages dialogue and collaboration, and then shares the resulting successes with other British Columbians.

