Reaping The Rewards: Culture The Fourth Pillar of Sustainability

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Far Away from Here
Embarking on a New Life
Fear of Change
Change Isn’t so Bad
Traditional View of Sustainability

Rooted in principles of sustainable development
Culture is Not Magic
Evolution of the Cultural Pillar

- Agenda 21 - Barcelona, Spain
- External Advisory Committee on Cities and Communities
- New Deal for Cities and Communities
Welcome to Culture
Embracing the Quadruple Bottom Line
Culture Defined

“culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group.... In addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs....”

2001, UNESCO
So Really –– What is Culture?

Culture is the sum of values, collective memory, history, beliefs, mythology, rituals, symbolic objects, and built heritage that reflects how people relate:
- to those aspects of life they can know and control, and
- to those they cannot fully understand or control but have to relate to on a conscious level.  

Source: Douglas Worts (2003) In Opening Up the Cases: Visual Arts Education in Museums and Galleries

Culture is more than just the amenities and public institutions that make up a community
Evidence of Culture
Evidence of Culture
Evidence of Culture
Evidence of Culture
Culture – essential to Sustainability

- Culture is more than a leisure-time activity. It’s how we live our lives... all week long!  
  Douglas Worts (2005), Panel presentation at CMA Annual Conference

- Culture contributes to the social and economic health and sustainability of the collective community

- Culture helps build lively cities and communities
Why is Planning for Culture Important?

- Funding Programs require it! (e.g. gas tax)
- Municipal planning needs to be comprehensive
- Provides opportunities
  - Knowledge, Ideas, Education
  - Civic engagement
  - Creative Cities concept
Historic immigration has contributed to Peel’s culture

- “Go West”
- Ready for Growth
- “Representing the World”
Peel Continues to be a Magnet for Immigrants

- Immigration is driving growth in Peel Region
- Immigration levels in Peel continue to rise - 7,653 in 1998 to 23,880 in 2004
- >24,000 immigrants in 2005
- 43% of Peel’s population
Immigrant Population by Original GTA H Destination

Percentage of All GTA H Immigrant Destinations (1985 - 2004)

Source: Citizenship and Immigration Canada – July 2005
Origins of Immigrants

1996-2001 Peel's Immigrants by Place of Birth

Source: Statistics Canada – 2001 Census
Immigrants Continue Contributing to Culture

- Next to Toronto, Peel leads the GTA in number of immigrants
- Peel’s share of recent immigrants is rising sharply
- Most immigrants coming from Asian countries - more than 50% from Indian subcontinent
- Values, Ideas, Languages, Religions, etc
We Will Continue to Grow - Guaranteed

Source: Hemson Consulting
Yes We Will Continue to Grow
Some important cultural holidays and events in Peel include:

- Christmas (Christian)
- Easter (Christian)
- Baisakhi (Sikh)
- Eid ul Fitr/Adha (Islam)
- Ramadan (Islam)
- Hanukkah (Jewish)
- Diwali (Hindu)
- Holi (Hindu)
- Kwanzaa (African)
- Black History Month
- Caribana
- Chinese New Year
- Dragon Boat Festival
- Harvest Moon Festival
- Mississauga International Children’s Festival
- Peel Music Festival (Mississauga)
Celebrating in Style
Culture contributes to complete communities

- Concept of complete communities central to Places to Grow
- Planning for Public Institutions
- Design/Look of our commercial areas
- Ethnic Enclaves
- Responsive social and health services
3 Levels of Culture and Sustainability

- Community Level
- Institutional Level
- Personal Level
Role of Culture in Planning

“Development divorced from its human or cultural context is growth without a soul” – UNESCO 1995

- A cultural lens
- Evaluate policy from cultural perspective
Alternative Service Delivery?
Alternative Service Delivery?
Peel Idol?
Storytelling is Culture
Will They Ever Win the Cup?
Bollywood Superstar

Aishwarya Rai
“Development divorced from its human or cultural context is growth without a soul” - UNESCO 1995
Charting the Course for a Liveable Peel