

The 'State of the Island' Economic Summit 2021

October 26, 2021 – October 28, 2021

(100% Virtual Event)

[Virtual Attendee Hub](#)

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Agenda

2021 STATE OF THE ISLAND ECONOMIC
SUMMIT

Virtual Access includes virtual appointments with attendees, speakers and exhibitors, visiting exhibitor virtual booths, chatting with booth staff online and attending sessions and roundtables virtually.

TUESDAY, OCT 26 2021

3:00 - 4:30 pm

Bonus Session

TECHNOLOGY SHOWCASE - Stories of Digital Innovation

Multi-cloud platforms, server virtualization, application program interfacing, digital twinning, machine learning, artificial intelligence, decentralized exchanges, asynchronous database operations, etc., etc. These are the tools of digital entrepreneurs. Today's back office isn't "upstairs" it's behind an electronic firewall. If this sounds like a foreign language [<https://translate.google.ca/>] or just another day at your hybrid workspace, please join us for a show and tell from Island-based companies who are doing amazing things with enabling technology!

Moderator:

- Graham Truax, Executive Director, Innovation Island

Moderator:4

- Michael Garfinkle, Founder, [docLogica](#)
- Clive Goodinson, Founder/CEO, [Pixton Comics](#)
- Alex Dunae, CTO, [Tickit](#)
- Josi Billingham, Owner, [Propeller One Ventures](#)

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WEDNESDAY, OCT 27 2021

DAY ONE

7:30 - 8:30 am

Tradeshow Open

Check out the exhibits in this year's virtual Summit. Use this time to visit booths, meet with exhibitors and delegates, and look for contests, games and prize draws.

Prior to changing to 100% virtual our intent was to serve Island Good food and beverage to the in-person attendees. During the Summit please enjoy [Island Good](#) and keep an eye on the VIEA and Island Good social media channels for a chance to win an Island Good Gift Box!

8:30 - 9:30 am

Opening Plenary Session

KEYNOTE PRESENTATION

Carlota Sanz, Co-founder, Doughnut Economics Action Lab

Doughnut Economics: from a radical idea into transformative action.

Carlota will present the vision of Doughnut Economics and how it's being turned into transformative action to create ecologically safe and socially just cities and places around the world.

Moderator

- Dan Hurley, Principal, Hurley Martin Group

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10:00 am

Networking/Tradeshow

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10:30 - 11:30
am

Concurrent Sessions

Regional Spotlight - Applying Doughnut Economics: How local government can lead economic development fit for the 21st century

Nanaimo is the first Canadian City to adopt the Doughnut Economics framework to guide all city initiatives in order to build a thriving community that is environmentally, socially, and economically sustainable. Carlota Sanz, Co-founder of the Doughnut Economics Action Lab (DEAL), with Councilors Tyler Brown and Ben

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Geselbracht will discuss how the Nanaimo is applying the principles of Doughnut Economics and how local governments can leverage their resources to lead robust economic development to meet the challenges of the 21st century.

Moderator

- Bruce Williams, CEO, Greater Victoria Chamber of Commerce

Panelists

- Carlota Sanz, Co-founder, Donut Economics Action Lab
- Tyler Brown, Councilor, City of Nanaimo
- Ben Geselbrecht, Councilor, City of Nanaimo

The Indigenous Economy

Island First Nations are expanding economic activities in traditional and non-traditional industries. They are becoming lead economic players, driving wealth creation and employment for their members while contributing to the economic vitality of local communities. Leaders from three First Nation development corporations – Huu ay aht, Snuneymuxw, Malahat - will share stories of where they are headed, what's working and what's needed.

Moderator

- Dan Hurley, Principal, Hurley Martin Group

Panelists

- Trevor Cootes, Councilor, Huu ay aht First Nation
- Ian Simpson, CEO, Petroglyph Development Group
- Angela van den Hout, Director of Economic Development, Malahat Nation

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Mental Health in the Workplace: Return-to-work tools for employers

Clearly, mental health issues have emerged and will continue to unfold as a set of complex post-pandemic concerns. As companies turn their attention to return-to-work decisions, it can be foreseen that tensions may arise between those "at work" and those "working remotely".

We will explore 3 key areas: recognition, prevention, and support. The aim of this presentation is to provide you with practical and actionable

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tools and strategies to address mental health concerns in your workplace.

Objectives of this session include identifying mental health issues in the workplace, providing examples of practical and tactical leadership approaches for proactive management; and guiding your understanding of related legal implications.

You will leave this session with:

- an understanding of the mental health continuum
- key considerations to manage your return-to-work process
- awareness of key mental health “watch outs” related to risk factors and protective factors so that you can create a sustainable workplace

Moderator

- Kristi Rivait, Director, Partnerships and Programs, Scale Collaborative

Panelists

- Christine Burych, Founder, Starlingbrook leadership Consulting
- Stephanie Woodward, Founder, Agency II Change, Inc.
- Denise Lloyd, Principal, Engaged HR



**11:30 am -
12:15 pm**

Roundtables with Presenters

- Regional Spotlight
- The Indigenous Economy
- Mental Health

12:15 pm

Lunch/Tradeshow

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The Geography of Disruption

Is it possible to do more with less? In surviving a pandemic (or going in that direction), what's next!

2020-21 delivered one of the biggest disruptions to modern life and economy that most of us have ever experienced. At the same time, we've struggled to better address a long list of social and cultural issues. While most of us agree on the "17" Sustainable Development Goals, what's far less agreeable is how we will achieve them. If you do the math (and many have) sustainability is not sustainable, it's too slow, arbitrary, and it's not "scalable" for what's really needed. Love it or hate it, the forces of disruptive innovation and dematerialization might just save us (spoiler alert - it's already happening).

Moderator

- Tom Zaban, President, Reliable Controls

Panelists

- Graham Truax, Executive Director, Innovation Island

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Our Point of View on Diversity and Inclusion

[LHH](#) Senior Consultant, Naoufel Mrini, and Jean-Luc Plante, [CSL](#) Group Director of Organizational Development and Global Training, will share their story of addressing discriminatory and non-inclusive behaviours such as gender inequality and cultural discrimination in a toxic work environment. Join them to find out what they did, how they did it, what worked and what didn't.

Moderator

- Dan Hurley, Principal, Hurley Martin Group

Panelists

- Naoufel Mrini, Sr. Consultant for Leadership Development, LLH
- Jean-Luc Plante, Director, Organizational Development and Global Training, CSL Group

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The Blue Economy - Vancouver Island's Next Economic Engine

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Canada's blue economy is a major economic engine in our nation responsible for 1.6% of Canada's total GDP, and sustaining nearly 300,000 jobs across Canada's three coasts. With considerable attention being paid to Canada's oceans economy, it is critical that Vancouver Island is at the forefront of this work as a leader in innovation, conservation and creating opportunities for all coastal communities that will have net positive economic and social benefits across Indigenous and non-Indigenous coastal communities. Our presenters will explore how Vancouver Island's vast expertise across a range of ocean-based industries to position the Island as a leader nationally and internationally in driving the future of Canada's Blue Economy.

Moderator

- Peter Elkins, Founder, Project X

Panelists

- Jennifer Woodland, Chair, Canadian Aquaculture Industry Association
- Kate Moran, President & CEO, Ocean networks Canada
- Charlie Short, MSc., Executive Director | Strategic Initiatives | Regional Operations (COAST), Ministry of Forests, Lands, Natural Resource Operations, and Rural Development



2:15 - 3:00 pm

Roundtables with Presenters

- The Geography of Disruption
- Diversity and Inclusion
- The Blue Economy

3:00 pm

Networking/Tradeshow

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3:30 - 4:30 pm **Plenary Session**

KEYNOTE PRESENTATION Honourable John Horgan, Premier of British Columbia Moderator <ul style="list-style-type: none">Bruce Williams, CEO, Greater Victoria Chamber of Commerce	Sponsored by...
	

5:00 pm **Virtual Reception**

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THURSDAY, OCT 28 2021
DAY TWO

7:30 - 8:30 am **Tradeshow Open**

<p>Check out the exhibits in this year's virtual Summit. Use this time to visit booths, meet with exhibitors and delegates, and look for contests, games and prize draws.</p> <p>Prior to changing to 100% virtual our intent was to serve Island Good food and beverage to the in-person attendees. During the Summit please enjoy Island Good and keep an eye on the VIEA and Island Good social media channels for a chance to win an Island Good Gift Box!</p>
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8:30 - 9:30 am **Plenary Session**

KEYNOTE PRESENTATION	Sponsored by...
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Dr. Sylvain Charlebois, Professor, Food Distribution and Policy Faculty of Management, Professor, Faculty of Agriculture, Dalhousie University, Canada; Senior Director, Agri-Food Analytics Lab

IT'S GOOD TO PRODUCE GOODS - It's Getting Complicated Out There, and That's a Good Thing!

The Canadian agri-food landscape is continuously changing to remain competitive. Disruptions in how Canadian consumers shop and buy food are a constant in today's fast changing world. As the line between food service and retailing blurs, how will this impact agriculture and farming in general? By examining food cultures and trends more closely, along with climate change implications, Dr. Sylvain Charlebois will engage in an open dialogue about food systems opportunities for the Island.

Moderator

- Joe Perkins, Anchor, CHEK News



10:00 am

Networking/Tradeshow

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10:30 - 11:30
am

Concurrent Sessions

Introducing Pacific Economic Development Canada (PacifiCan)

In August, 2021 the Government of Canada announced [Pacific Economic Development Canada \(PacifiCan\)](#) as the new federal regional economic development agency dedicated to British Columbia. PacifiCan builds on [Western Economic Diversification Canada's \(WD\)](#) 34 year legacy. Hear from Naina Sloan, Vice-President, Programs and Partnerships at the ['State of the Island' Economic Summit](#), where she will speak about the roles PacifiCan will play to support economic development in our communities.

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<p>Moderator</p> <ul style="list-style-type: none"> • Peter Elkins, Founder, Project X <p>Panelists</p> <ul style="list-style-type: none"> • Naina Sloan, Vice-President, Programs and Partnerships, PacifiCan. 	
<p>Magic Happens Where Arts & Business Converge</p> <p>Over the past 2 years, the Vancouver Island arts community has come together in unprecedented numbers to examine how our sector can grow it's impact and sustainability. This culminated in a first-ever Arts Impact Study of our super-region, finalized in early October 2021. During this session we'll share the study's findings and open a dialogue about opportunities for integrated, strategic collaboration between the arts and business sectors.</p> <p>Moderator</p> <ul style="list-style-type: none"> • Kristi Rivait, Director, Partnerships and Programs, Scale Collaborative <p>Panelists</p> <ul style="list-style-type: none"> • Kera McHugh, Digital Innovation Group Member, and Community Engagement Director, Comox Valley Community Arts Council • Chad Rickaby, Economic Impact Lead, Nordicity West • Louisa Plant, Social Impact Lead, Nordicity West 	<p>Sponsored by...</p> 
<p>Seizing Economic Opportunities in the Energy Transition</p> <p>What are the top economic opportunities for Vancouver Island in the energy transition? Canada, BC, and Vancouver Island need to position their economies in the 21st global green economy. This talk will present results from PICS' research on the top economic opportunities in Canada with key lessons for Vancouver Island about how to support and build those opportunities with collaborative, strategic action.</p> <p>Moderator</p> <ul style="list-style-type: none"> • Bruce Williams, CEO, Greater Victoria Chamber of Commerce <p>Panelists</p> <ul style="list-style-type: none"> • Bentley Allen, Pacific Institute for Climate Solutions, UVic 	<p>Sponsored by...</p> 

11:30 am -
12:15 pm

Roundtables with Presenters

- Magic Happens Where Arts & Business Converge
- Climate Change
- *Watch for updates...*

12:15 - 1:15 pm

Lunch/Tradeshow

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1:15 - 2:15 pm

Concurrent Sessions

Philanthropy's Role in Deploying Capital in the New Economy?

Andrew will lay out how trickle down philanthropy has been perpetuating economic inequality through its business models and culture of donor centricity. We will examine how philanthropy can adopt the principles of equitable, sustainable, just and inclusive to help deploy capital to resolve economic inequality.

Moderator

- Peter Elkins, Founder, Project X

Panelists

- Andrew Chunilall, CEO, Community Foundations of Canada

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Modernizing Our Forest Practices - How will we make this happen?

VIEA has advocated for dramatic change in coastal forestry for more than a decade believing that adding more value, generating more

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wealth, and increasing sustainability is of critical importance to Island communities and First Nations. This session will report on findings from VIEA's Waste Wood Recovery Pilot Project; explore pathways to Indigenous Reconciliation in the forest industry; and share details of BC's new Modernizing Forest Policy intended to transform the forest industry.

Moderator

- Bret Torok-Both, Senior Manager Commercial Banking, Coast Capital Savings

Panelists

- Shannon Janzen, VP & Chief Forester, Western Forest Products
- Graham Sakaki, Regional Institute Research Manager, VIU
- Robert Dennis, Chief, Huu ay aht First Nation
- Melissa Sanderson, Assistant Deputy Minister, Ministry of Forests, Lands, Natural Resource Operations.
- Cindy Stern, Principal, Stern Sustainable Strategies Ltd.



Island Good – Recipes for Success

Buying local products has never been more important...

COVID 19 has moved the dial on supporting local products from 'nice idea' to 'essential for our security'. Supply chain disruption and concerns about product quality and reliability of imported products has shown us our vulnerability to disruption. With the benefit of the Island Good brand raising public awareness and local government sponsorship, Island Good producers and retailers have seen sales increase and markets expand. At the same time, Island Good licensing has increased by more than 400%.

Join this storytelling session and get inspired by business owners who are making stuff you need.

Moderator

- Dan Dagg, President, H2 Accelerator

Panelists

- Dave McIntyre, Owner, Fierce Fish
- Paul Gill, Owner, Sutra Foods
- J. Marie Takahashi, Owner, Two Crows Craft Foods Ltd.
- Carol Dirom, Hardy Buoys Smoked Fish

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- Sharon Hooton, Owner, Woodfire Spice
- Jessica Duncan, Owner, Singing Bowl Granola Inc.
- Martha Barber, Owner, Martha's Delectables

2:15 - 3:00 pm

Roundtables with Presenters

- Philanthropy's Role in Deploying Capital in the New Economy
- Modernizing Our Forest Practices
- Island Good – Recipes for Success

3:30 - 4:30 pm

Closing Plenary Session

KEYNOTE PRESENTATION - 7th annual Economic Report

Susan Mowbray, Partner & Senior Economist, MNP LLP

Senior Economist, Susan Mowbray, Partner at [MNP](#), will highlight key findings in VIEA's 7th Economic Report.

It is no secret that we are experiencing rapid change in our economic landscape and that COVID implications continue. The 'State of the Island' Economic report is a powerful tool for decision-makers navigating this new landscape. As we explore how we will adapt, it is critical to understand how industry sectors are affected, the trajectory for recovery, and emerging trends that appear in the new data.

Moderator

- Joe Perkins, Anchor, CHEK News

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