



2020/2021

# CANADA TOMORROW

BE A PART OF OUR STORY!

# ABOUT US

**OUR VISION IS AN INFORMED SOCIETY THAT ACTIVELY FOSTERS SUSTAINABLE FUTURES**

## WHAT WE DO

The **Canada Tomorrow Initiative** is a project led by Alberta Tomorrow that will develop customized versions of a land-use simulator that recognizes the local and regional differences throughout Canada. The technology is modelled on the Alberta Tomorrow simulator ([www.albertatomorrow.ca](http://www.albertatomorrow.ca)), a free, online, interactive planning tool designed for students, teachers and all citizens interested in the future of our land. It was originally created in 2005 by Matthew Carlson and Dr. Brad Stelfox of ALCES Landscape & Land-Use Ltd. and has undergone many revisions and updates since that time.

With the success of the simulator in Alberta schools to date, we were inspired to expand nationally in hopes of creating a **collective education of sustainability planning** and a **deepened awareness of the human impacts** on our local communities across Canada. Balancing the environment, resource use, climate change impacts and the economy is not exclusive to one province or territory. The Canada Tomorrow Initiative will help students and everyday citizens across Canada understand our impact, leading to a change in behaviours, and acceptance of initiatives that tackle issues such as climate change and resource use.

## HOW WE DO IT

We influence change by providing land-use simulation software and learning materials that allow users to learn about the impacts of our actions by:



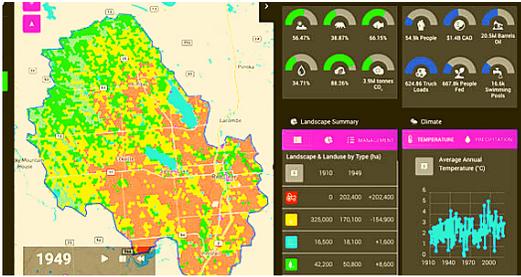
- Exploring our impacts on the economy and environment,
- Discovering how we can learn from the past,
- Creating a sustainable land-use plan for our future,
- Facilitating public consultation,
- And by providing school programs and the tools to help all Canadians understand the consequences of our actions both virtually and in-person.

These simulators, based on the professional version ALCES Online, used in both government and industry, will use cutting edge **GIS mapping technology** and the latest research by leading scientists to enable users to jump back to an earlier time and then travel ahead to where we may be going based on current land-use trends and activities. The unique planning tool will allow users to design a plan for the future, then test it to see what kind of a future we may see.

**"One of the most critical issues confronting society is the need to effectively plan our future landscapes."**

-DR. BRAD STELFOX

# OUR IMPACT... NOW AND IN THE FUTURE



## Testimonials

**"Our generation doesn't think about how our actions will affect the future environment. I learned that we have to balance the environment with the economy."**

-GRADE 9 STUDENT

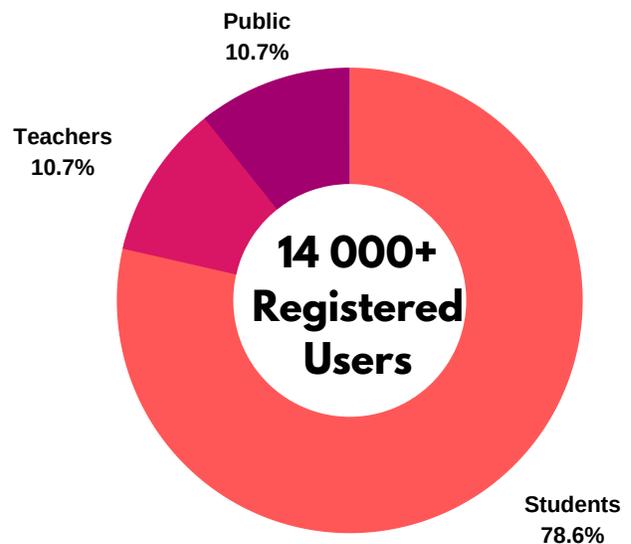
**"Through using the simulator, students developed a background knowledge in industry and land-use and have become impassioned about how to consider a variety of perspectives which making decisions for our province's future."**

-KARA VINCENT AND GRAYSON ADAMS (GRADE 4 TEACHERS)

The simulation tool exposes students to **real life decisions and tradeoffs**, while building environmentally mindful citizens of the future. Your support will help us reach more eyes across Canada through the new customized versions, as well as create new modules and lessons plans to further educate Canada's youth.

To date, the Alberta Tomorrow simulator alone has reached over 14 000 students, with a Canada wide expansion we aim to reach over **500 000+** students!

WWW.ALBERTATOMORROW.CA



# BE PART OF SHAPING THE FUTURE



By **2025**, the Canada Tomorrow Initiative aims to...

- Expand our reach to over 500 000+ students across Canada by creating additional resources
- Develop an Indigenous Module to show the Indigenous Land-use Perspective
- Create customized simulator versions for other provinces and territories
- Become a sustainable social enterprise!

You can help us achieve these strategic goals and help in keeping this valuable resource **free for students!** Your support will help us expand our technology across Canada, as well as create new modules and lessons plans to further educate Canadian youth. Planned future additions to the simulator includes modules on Indigenous knowledge and a COVID-19 simulator. To continue providing this resource, the Canada Tomorrow Initiative is looking for multiple funders to raise the \$100 000 needed to develop each version. Contributions will be used for research and development necessary to customize each simulator for the unique aspects of each jurisdiction, including videos, curriculum linked lesson plans and educational materials. **Be part of shaping the future by helping us work towards these goals!**



**"Using the simulator has changed my mindset regarding the importance of taking action to protect the environment while maintaining the economy."**

**- GRADE 9 STUDENT**

# SEE YOURSELF IN OUR STORY...

- Be positioned as a **leader supporting innovative learning** opportunities **across Canada** through meaningful visibility of your organization in our classroom material, presentations and website.
- Help us **expand our network** by sharing our story with people you know who want to make a difference
- Become an **environmental champion** by instilling critical thinking in youth



	<b>Champion \$100 000+</b>	<b>Ambassador \$30 000+</b>	<b>Mentor \$10 000+</b>	<b>Supporter \$5000+</b>	<b>Associate &lt;\$1000</b>
Logo on Canada Tomorrow Sponsorship webpage with link	x	x	x	x	x
Logo on Canada Tomorrow home page (rolling banner logo)	x	x	x	x	x
Logo on Canada Tomorrow marketing material (postcards, bookmarks)	x	x	x	x	
Logo on sponsorship slide in presentations	x	x	x	x	
Receive Canada Tomorrow promotional video for company distribution	x	x	x		
One full slide advertisement in presentations	x	x			
Sponsor pop-up with new user registration	x				
Official title sponsor for module and simulator	x				
Large size summary on Canada Tomorrow site with link to company website	x				
Medium size summary on Canada Tomorrow site with link to company website		x			
Small size summary on Canada Tomorrow site with link to company website			x		

# ENGAGEMENT PROGRAM

# HELP US WRITE THE STORY!

In 2019, the Alberta Tomorrow Foundation was proud to be selected as a finalist for the **Alberta Emerald Foundation's** annual Emerald Awards in the Public Education and Outreach category that recognizes outstanding environmental achievements in this sector.

We are also a non-profit partner of **1% For the Planet**, an organization that connects businesses and individuals with high-impact non-profit partners that align with their values and add to their brand story.

By supporting Alberta Tomorrow's **Canada Tomorrow Initiative**, you are helping students across Canada engage in sustainability practices and land-use planning, and supporting our goal of becoming a sustainable social enterprise. **We want to work with you** to discuss other **mutually beneficial benefits** of a partnership!

We encourage everyone to try our simulator at [www.albertatomorrow.ca](http://www.albertatomorrow.ca)! Please visit our website for more information on the Canada Tomorrow initiative: [www.canadatomorrow.ca](http://www.canadatomorrow.ca)

## Questions? Contact us.

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# BC TOMORROW SIMULATOR WWW.BCTOMORROW.CA

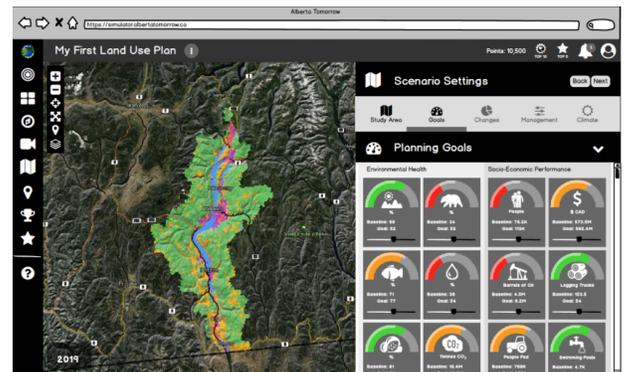


Following the success of Alberta Tomorrow, we have been working with BC Tomorrow, a Canadian not for profit and registered charity with a mission of helping students and teachers to explore **sustainability** when considering **land use decisions** in British Columbia, to create a customized version of the simulator specifically for British Columbia.

Based on the Alberta Tomorrow simulator, the B.C. Tomorrow Simulator has:

- British Columbia **Specific Videos**
- **Backcasts and Forecasts** for British Columbia
- **Customized** indicators and indicator equations to reflect geographic differences
- Customized learning materials and lesson plans aligned with the **BC Curriculum**

Visit BC Tomorrow at [www.bctomorrow.ca](http://www.bctomorrow.ca)



# INDIGENOUS MODULE

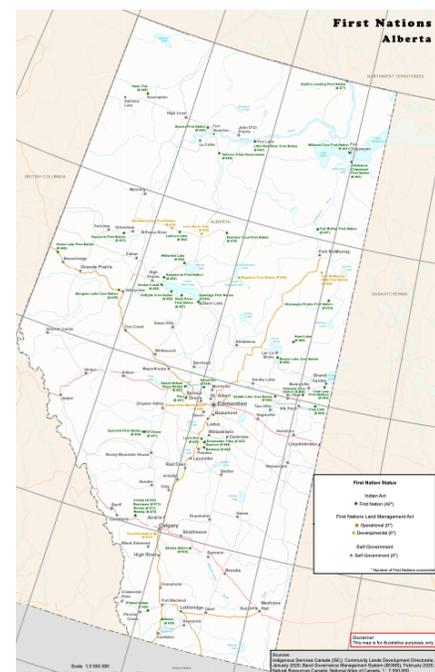
Understanding our past is key to planning for our future. For too long, information about indigenous history has been either minimal or left out of our school curriculums. In conjunction with exploring the relationship our activities have with the land, we want to develop an Indigenous Module for Alberta Tomorrow's simulator tool.

This module would explore the relationship of Indigenous Peoples with the land. We will include map overlays showing the traditional Indigenous territory names, distribution of people before and after treaties were signed and interviews with Elders on significant places and/or landscapes within Alberta. Through the module, users would be introduced to **Traditional Ecological Knowledge**.

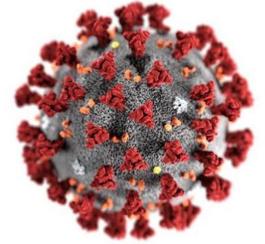
Lesson plans will be designed to guide students and teachers through the module as well as linking the Indigenous learning content to the rest of the Alberta Tomorrow simulation tool.

## Module Features

- Interviews with Elders
- Map overlay with Indigenous territory names
- Map overlay showing distribution of Indigenous people before and after treaties and reservations



# OUR COVID-19 SIMULATOR



When COVID-19 hit, the Alberta Tomorrow Foundation had to pivot to adapt to the changing circumstances. In order to respond to our new reality, we aim to create a COVID-19 Simulator that looks at the cumulative impact of our actions on the spread of the virus. Modelled after Alberta Tomorrow's GIS technology and satellite imagery, the simulator will be able to model where there is a higher risk of virus transmission based on provincial data on income, diet, health, family size, etc. With the simulator, users are able to pick a location to start the spread of the virus, choose the infection rate, and see how it spreads through locations of the province. By choosing which "beneficial management practices" to use, such as social distancing, working from home, etc, the tool can show how the spread of the virus is slowed. Recognizing that context is especially important for the simulator videos and lesson plans will be created for teachers so that the appropriate context accompanies the simulator use.

This module will provide another free, online tool to help students and the public understand the COVID-19 pandemic through a province specific lens.

## Simulator Features

- Available to educators, students, and public for **free online**
- **Accurate** and easy to understand COVID-19 content
- Videos, maps, graphs and tables outlining the effects of various virus **spread mitigation strategies**
- Highlight **relative vulnerability** to COVID-19 based on geographic and demographic indicators
- Interactive tool that allows students **work remotely** and **collaboratively** exploring various scenarios associated with individual/family actions