

Because This Place is Home

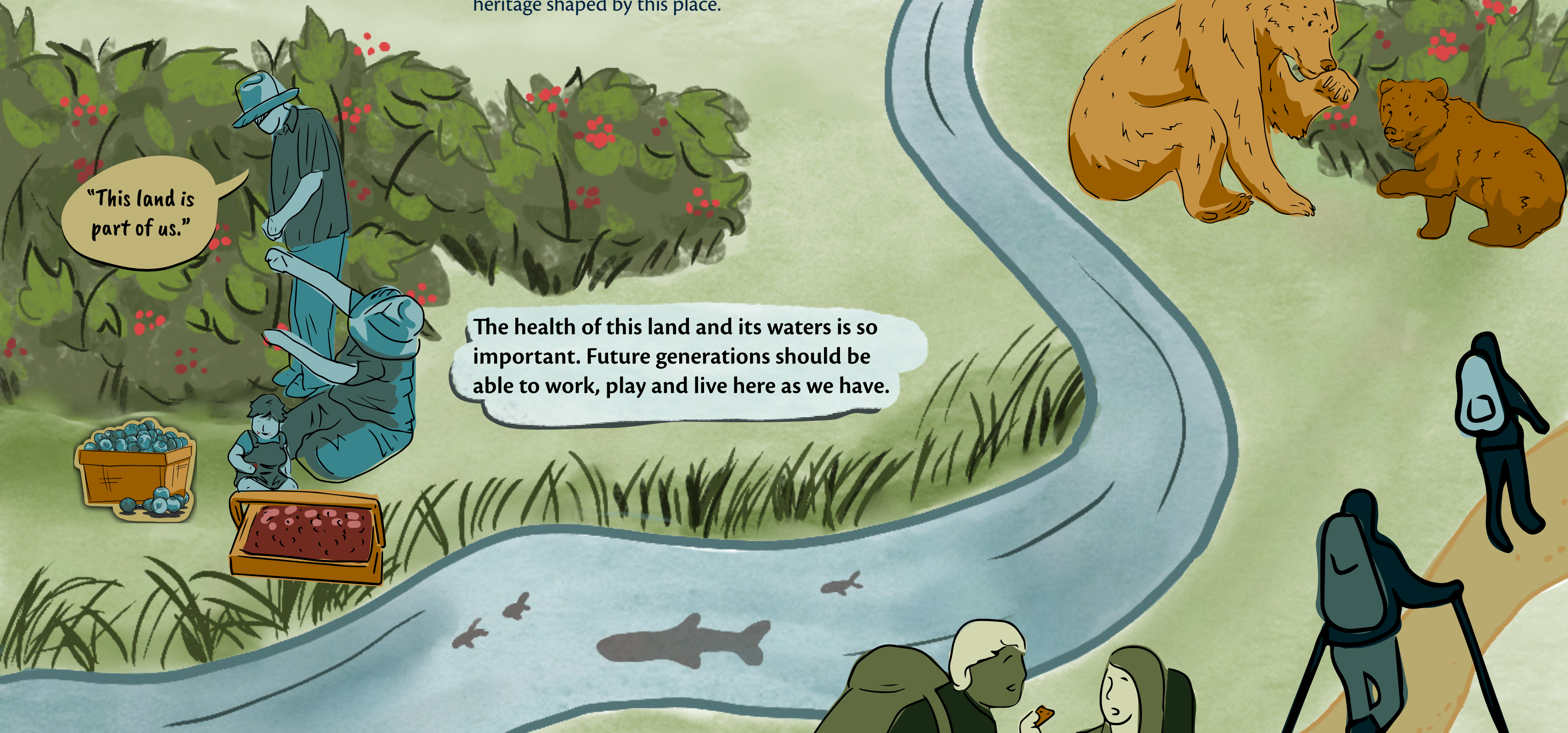
How communities can shape a sustainable economic future for Southwestern Alberta



We share a deep love for the land that has supported people for centuries.

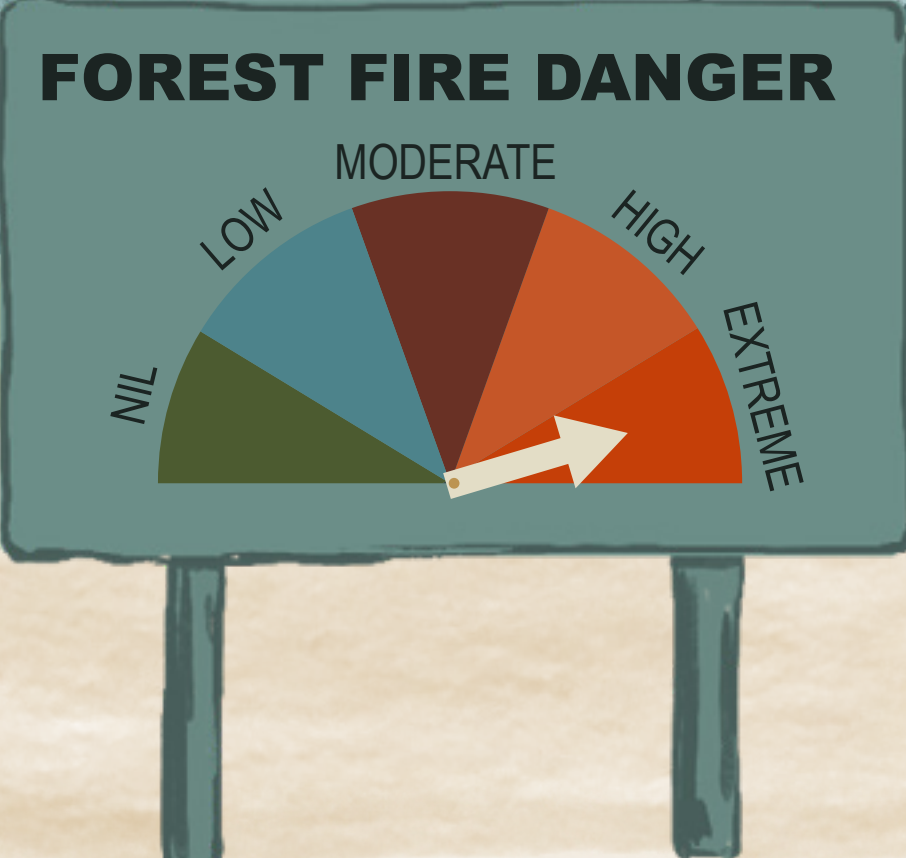
Generations of Indigenous Peoples, ranchers, farmers, miners, and hunters have made a living from these rolling hills and mountainsides.

While we may come from different backgrounds, we share a desire to create a prosperous future while sustaining the water, wildlife, and cultural heritage shaped by this place.



"This land is part of us."

The health of this land and its waters is so important. Future generations should be able to work, play and live here as we have.



Changes to the climate and the economy are here. We are experiencing changes in our everyday lives, such as extreme weather, water scarcity, and increases in tourism.

Let's plan for the future we want. An environmental lens on economic decisions will help us find a way that fits the spirit and needs of each community.

"More visitors are coming. I don't want this place to be loved to death."

"We need more co-ops. That can help us keep money and decisions in the community."

"If we have more renewable energy, will those economic benefits come to the community or will they go to outside corporations?"

"What jobs will be around? How do I set my kid up for that future?"



A shared vision for Southwestern Alberta's future is emerging as we continue to gather, talk, and collaborate. Each community will do things in a way that makes sense for them, but common themes include steps to:

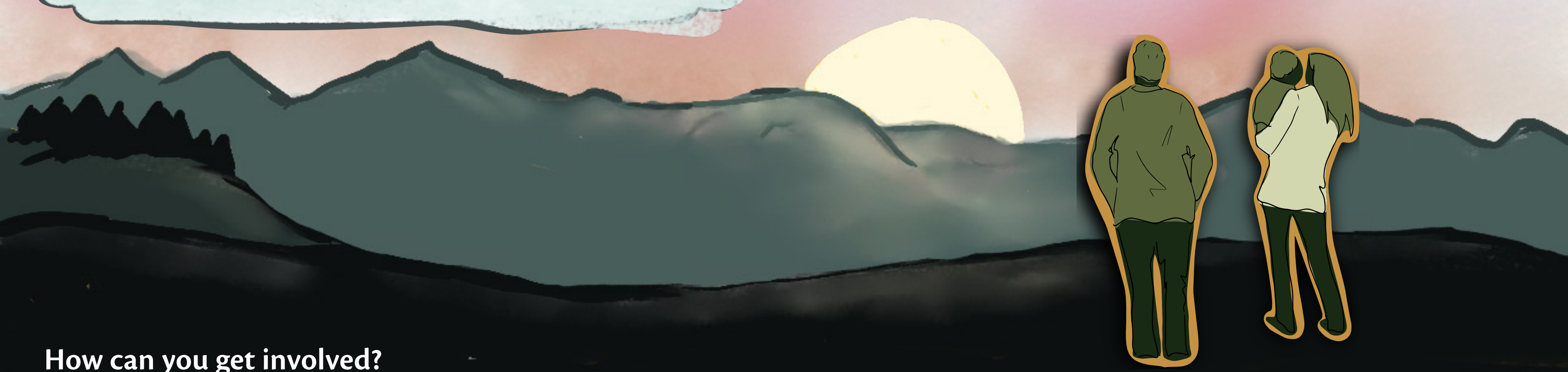
- Take care of the land — and all it supports — so it can be here for future generations.
- Promote community leadership and ownership of economic benefits through volunteering and co-ops.
- Support youth who want to stay here by creating attractive communities with good jobs and access to nature.
- Increase opportunities for active listening and mutual understanding, allowing diverse voices to be included.
- Maintain a sense of heritage and connection to place.

Our local communities, like Pincher Creek, are actively shaping a more sustainable future through proactive land use planning and development.

This approach can promote affordable housing, protect natural assets, encourage sustainable industries, and enable human-wildlife coexistence.

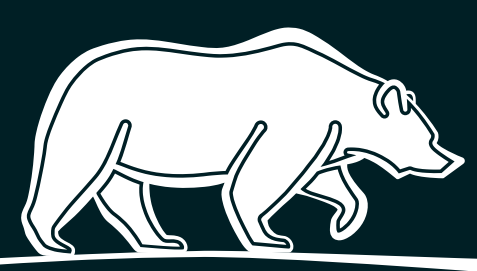


Building a sustainable economy while maintaining cultural identity and a sense of place is an idea that will take creativity and hard work — but we are more than up for the challenge.



How can you get involved?

- Use a healthy environment as a lens in economic development and land-use discussions within your community.
- Continue the conversation in your community. Talk to your local government and participate in municipal planning events, town halls and workshops. Even an informal conversation at the market makes a difference — the most important thing is to plan for the change that is coming.
- Demand what is required to shape a more prosperous future from your government and elected officials, such as land-use planning that balances development with conservation.



Yellowstone to Yukon Conservation Initiative

*From 2020 to 2022, Y2Y hired a team of consultants to collaborate with residents in Southwestern Alberta to identify what makes this place special and brainstorm appropriate, sustainable economic growth opportunities. The quotes in this infographic are directly from focus groups and interviews with residents.