



Canada's Voice for  
Brownfields Redevelopment

### CBN Member Newsflash: August 2017 - #3



### Canada's Brownfields Community Does Good Work - Recognize It with a 2017 Brownie Nomination Today!

Canada's brownfields community - developers, planners, owners, consultants, technology suppliers and governments - has been working hard over the past decade to turn brownfield property reuse into the *preferred* option and, while it isn't quite there yet, we've made enormous progress. As a member of the community, you've contributed to that. Now, it's time to celebrate.

Have you been involved with a project or program that deserves to be recognized, or do you know of one? This is your chance to help make that recognition happen - nominate it for a 2017 Brownie Award **today!**

The Brownies recognize the builders, innovators and visionaries who are dedicated to the rehabilitation of brownfield sites that were once contaminated, under-utilized and undeveloped, and turn them into productive residential, commercial and industrial projects that contribute to the growth of healthy communities across Canada.

What do you need to know about the Brownies?

- Anyone can submit a project or program
- There are six project/program categories (REPROGRAM; REMEDIATE; REINVEST; REBUILD; RENEW; and REACH OUT) and one individual category (BROWNFIELDER OF THE YEAR) - details below
- There's no requirement that the nominated project/program involve a CBN member
- The list and a description of short-listed projects/programs will be published on the awards ([BrownieAwards.ca](http://BrownieAwards.ca)) and CBN websites ([CanadianBrownfieldsNetwork.ca](http://CanadianBrownfieldsNetwork.ca)). Additionally, they will be posted to [ReNewCanada.net](http://ReNewCanada.net) and distributed through its ReNewsletter digital media eBlast
- The winning projects will be announced at the Brownie Awards Gala November 22, 2017

For the full Brownies FAQ, see [the CBN website](#).

### Brownie Award Categories

- **Category 1: REPROGRAM - Legislation, Policy and Program Initiatives** - Projects or programs that: remove barriers and/or facilitate brownfield redevelopment, reinvestment and regeneration; provide models of excellence that can be applied or replicated by provincial, regional or municipal governments; stimulate new investment or facilitate collaborative partnerships to implement a vision for intensification and improved ROI for public funds
- **Category 2: REMEDIATE - Sustainable Remediation and Technological Innovation** - Projects or programs that: demonstrate leadership and innovation in environmental soil remediation; promote economic in-situ solutions that avoid broader environmental impacts, incorporate ecological principles through pilots designed to go mainstream; encourage use of innovative, cost-effective technologies that shift perceptions in the marketplace
- **Category 3: REINVEST - Financing, Risk Management and Partnerships** - Projects or programs that: rely on innovative approaches to obtain capital financing for the purposes of economic and ecological regeneration (i.e. use of public/private partnerships), public incentives to leverage investment; facilitate innovative solutions to mitigating process risk
- **Category 4: REBUILD - Redevelopment at the Local, Site Scale** - Projects or programs that: demonstrate excellence in site-specific responses to public policy initiatives that accelerate the pace of regeneration resulting from development, promote an enhanced public realm; successfully leverage opportunities for collaboration and policy integration across different sectors; combine imaginative adaptive reuse of heritage structures that promote health and well-being
- **Category 5: RENEW - Redevelopment at the Community Scale** - Projects or programs that: stimulate neighbourhood-scale reinvestment; use adaptive reuse of heritage and other structures to encourage integrated multi-phased redevelopment; demonstrate high levels of collaboration; inspire many land owners and investors to engage with community support of a shared vision; promote comprehensive neighbourhood transformation by re-envisioning the public realm, and improving functionality, liveability and character
- **Category 6: REACH OUT - Communication, Marketing and Public Engagement** - Projects or Programs that: successfully package municipal reinvestment plans and programs for regeneration and/or brownfields redevelopment in support of a community's competitiveness and long-term sustainability; demonstrate innovative approaches to build support for public/private investment and development designed to achieve intensification through redevelopment, regeneration and other investment strategies; introduce a brand that enhances acceptance and understanding of brownfield redevelopment, regeneration and reinvestment
- **Category 7: Brownfielder of the Year** - Recognizing an outstanding individual in the industry who: has a reputation as a champion for brownfield redevelopment; promotes a better understanding of brownfields as strategic assets; invests exceptional personal effort to further the cause of brownfield redevelopment

### Do You Know of a Potential Award-Winning Project?

Now's your chance to submit it before the nominations deadline September 15, 2017. To nominate a project, program or Brownfielder of the Year, please go to [the Brownie nominations page](#).

**NOMINATE NOW!**

**The Awards will be Presented at the Brownie Awards Gala  
November 22, 2017 -  
Will You Be There?**

**Book your ticket now so you can be there to congratulate the winners  
(or to receive your award, if you have been chosen)!**

The 2017 Brownie Awards Gala honours excellence in the brownfields community, and this year's dinner promises to be another exciting and entertaining event. It's being held Wednesday, November 22, 2017 with the reception starting at 5 pm and dinner at 6 pm.

We know you support the brownfields community in Canada and would like to recognize the builders, innovators and visionaries dedicated to the rehabilitation of brownfield sites in municipalities across Canada. The Awards Gala is your opportunity to do so, and we hope you will join us as we acknowledge the winners of this year's Brownie Awards.

**How can you make sure you have a seat at the table?  
Book your ticket today for the Awards Gala**

To book your tickets, please visit the [Awards home page](#) or, to arrange for a table of 8, please contact [Elena Langlois](#) of CBN partner Actual Media. She will be happy to help you. We appreciate your support!

**Interested in sponsoring an Award category?**

Sponsors play a key role in bringing the Brownie Awards to fruition; without their support, we would be unable to properly acknowledge our Award-winning projects/programs. As a sponsor, you would receive:

- Senior representative invited to introduce category Award and reveal winner during Awards presentation
- Table for eight (8) at the Awards Gala
- Priority table location selection (first-come, first-served)
- Logo recognition (on-screen, signage) at the Awards Gala
- Photos from the Awards Gala for post-event use
- Acknowledgement on [BrownieAwards.ca](#) and [CanadianBrownfieldsNetwork.ca](#)'s Brownie Award pages
- Acknowledgement in all Awards-related emails and social media
- Mention in post-Awards summary and ReNew Canada magazine

To become a sponsor of the 2017 Brownie Awards, contact Elena Langlois of Awards partner Actual Media by [email](#) or by phone at 416-444-5842 ext. 151.

Special thanks to our 2017 Brownie Awards Dinner sponsor:

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Thank you to our 2017 Brownie Award category sponsors:



The 2017 Brownie Awards are presented proudly in partnership by:



**If you are aware of someone who, like you, is a supporter of brownfield redevelopment in Canada and might like to nominate a project, program or person for an Award, attend the Brownie Awards Gala, or become a sponsor, please feel free to share this e-mail with them.**

This information is being sent by the Canadian Brownfields Network (CBN) and Actual Media as we thought it may be of interest to you.

**UNSUBSCRIBE INSTRUCTIONS**

If you would like to unsubscribe from these e-mails, please send an empty e-mail with the word "**UNSUBSCRIBE**" in the subject line to [info@canadianbrownfieldsnetwork.ca](mailto:info@canadianbrownfieldsnetwork.ca).

**Canadian Brownfields Network**

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