

2020

ALBERTA TOMORROW

BE A PART OF OUR STORY!

ABOUT US

OUR VISION IS AN INFORMED SOCIETY THAT ACTIVELY FOSTERS SUSTAINABLE FUTURES

WHAT WE DO

Alberta Tomorrow's mission is to deliver a platform that empowers youth to design and sustain a future for our shared ecosystem.

Our **free, online, interactive planning tool** is designed for students, teachers and all Albertans interested in the future of our province. 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.

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:

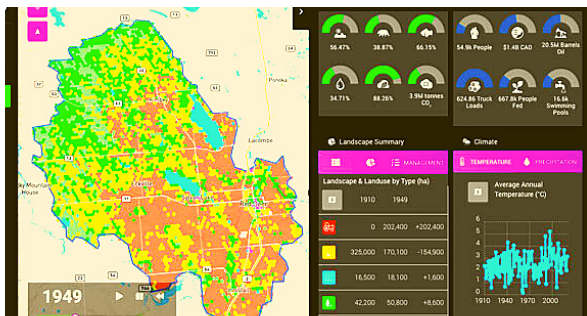
- Exploring our impacts on the economy and environment,
- Discovering how we can learn from the past,
- Creating a sustainable land-use plan for our future,
- Facilitating public consultation,
- And by providing school programs and the tools to help all Albertans understand the consequences of our actions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



The simulator, based on the professional version ALCES Online, used in both government and industry, uses cutting edge **GIS mapping technology** and the latest research by leading scientist to enable users to jump back to an earlier Alberta and then travel ahead to where we may be going based on current land-use trends and activities. The unique planning tool lets users 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



IN 1901, THERE WERE 73 000 ALBERTANS, TODAY THERE ARE OVER 4.4 MILLION!

Where will we be in 30 years?

THE ALBERTA TOMORROW SIMULATOR LETS USERS DESIGN ALTERNATIVE FUTURES AND SEE WHAT THE IMPACT WILL BE ON THE ENVIRONMENT AND ECONOMY

"Our generation doesn't think about how our actions will affect the future environment.

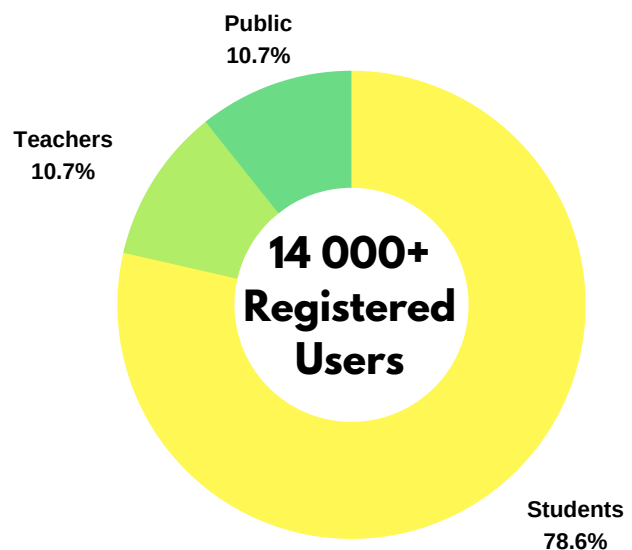
I learned that we have to balance the environment with the economy."

-GRADE 9 STUDENT

OUR IMPACT... NOW AND IN THE FUTURE

The simulation tool exposes students to **real life decisions and tradeoffs**, while building environmentally mindful citizens of the future. Your support will help us maintain and improve the Alberta Tomorrow simulator, as well as create new modules and lessons plans to further educate Alberta's students.

In the coming years we aim to reach **250 000+** students!



"Through using Alberta Tomorrow, students developed a background knowledge in Alberta's industries 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)

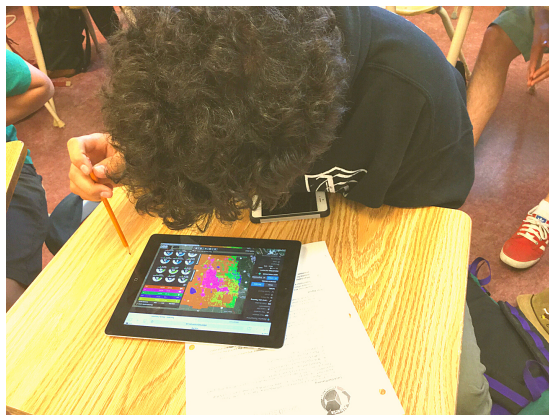
BE PART OF SHAPING THE FUTURE



By **2025**, Alberta Tomorrow aims to...

- Expand our reach to over 250 000+ Alberta students by creating additional resources
- Develop an Indigenous Module to show the Indigenous Land-use Perspective
- Create customized simulator versions through the Canada Tomorrow Initiative
- 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 maintain and improve the Alberta Tomorrow simulator, as well as create new modules and lessons plans to further educate Alberta's students. Planned future additions to the simulator includes modules on Indigenous knowledge and VR field trips allowing students to virtually visit the diverse eco-regions of Alberta from their computer. To continue providing this resource, Alberta Tomorrow needs \$100 000 yearly in support while creating new modules requires \$100 000 in funding. Be part of shaping the future by helping us achieve these goals!



"Using Alberta Tomorrow 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 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



| | Champion \$100 000+ | Ambassador \$30 000+ | Mentor \$10 000+ | Supporter \$5000+ | Associate <\$1000 |
|--|------------------------|-------------------------|---------------------|----------------------|----------------------|
| Logo on Alberta Tomorrow Sponsorship webpage with link | x | x | x | x | x |
| Logo on Alberta Tomorrow home page (rolling banner logo) | x | x | x | x | x |
| Logo on Alberta Tomorrow marketing material (postcards, bookmarks) | x | x | x | x | |
| Logo on sponsorship slide in presentations | x | x | x | x | |
| Receive Alberta 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 Alberta Tomorrow site with link to company website | x | | | | |
| Medium size summary on Alberta Tomorrow site with link to company website | | x | | | |
| Small size summary on Alberta Tomorrow site with link to company website | | | x | | |

ENGAGEMENT PROGRAM

HELP US WRITE THE STORY!

In 2019, Alberta Tomorrow 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 you are helping students engage with 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! Please visit our website for more information: www.albertatomorrow.ca

Questions? Contact us.

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INDIGENOUS MODULE

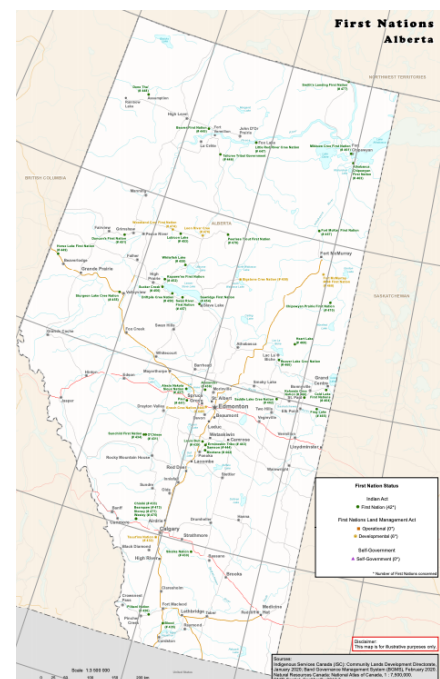
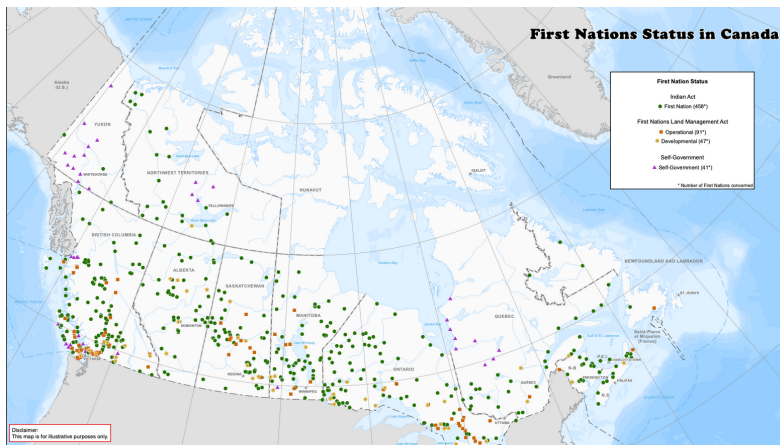
Understanding our past is key to planning for our future. For too long, information about Indigenous history has been either minimal or left out of our school curriculums. In conjunction with exploring the relationship our activities have with the land, we want to develop an Indigenous Module for Alberta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

This module would explore the relationship of Indigenous Peoples with the land. It 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**.

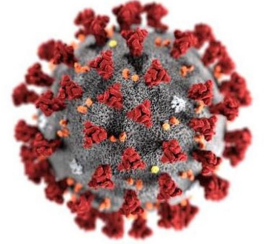
Lesson plans will be designed to guide students and teachers through the module as well as linking the Indigenous learning content to the rest of the Alberta Tomorrow simulation tool.

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, Alberta Tomorrow 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 is able to model where in Alberta has higher risk of virus transmission based on Alberta 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 Alberta. 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.

The Alberta Tomorrow tool is a free, online tool made specifically for Alberta students and this module will provide another free, online tool to help students and the public understand the COVID-19 pandemic through an Albertan lens.

Simulator Features

- Available to Alberta 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** of Albertans 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