



COMMUNITIES IN BLOOM – COLLECTIVITÉS EN FLEURS

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What is Communities in Bloom?



Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through the enhancement of green spaces in community settings.

History



Established with the guidance of Britain in Bloom, Tidy Towns of Ireland and Villes et Villages Fleuris de France, Communities in Bloom held its first edition in 1995 and 29 participating municipalities were honoured at the first awards ceremonies on Parliament Hill. The program now includes more than 500 communities across the country and an international challenge involving communities from the United States, Japan and several European countries allows participants to compete internationally.

Program

The program consists of communities receiving information and being evaluated either provincially or nationally by a volunteer jury of trained professionals on the accomplishments of their entire community (municipal, private, corporate and institutional sectors, citizens) on seven key criteria: Tidiness, Environmental Action, Heritage Conservation, Urban Forestry, Landscape, Floral Displays and Community Involvement.

Program Benefits

Communities will be able to gain from numerous benefits through participation in the Communities in Bloom program, including:

Green &
Sustainable
Initiatives

Best Practices
& Information
Exchange

Valuable
Feedback from
the judges

CiB Foundation

Environmental
Leadership

Tourism
Development

Marketing and
promotional
opportunities

Funding
initiatives

Community
Involvement &
Civic Pride

Year-round
projects

Access to a
network of
Information

PEOPLE - PLANTS - PRIDE

Growing Together

Building Better Communities

- Liveable
- Enjoyable
- Diverse
- Green
- Sustainable
- Healthy

Evaluation Categories

- Landscape
- Urban Forestry
- Floral Displays
- Tidiness
- Environmental Actions
- Heritage Conservation
- Community Involvement

LANDSCAPE INITIATIVES



All efforts to create and improve the landscape environment and green spaces, both urban and rural. Covers initiatives from parks to playgrounds and playing fields to civic spaces and streetscapes

Past Winners



2015
Sun Rivers Resort
Community BC



2014
Trail BC



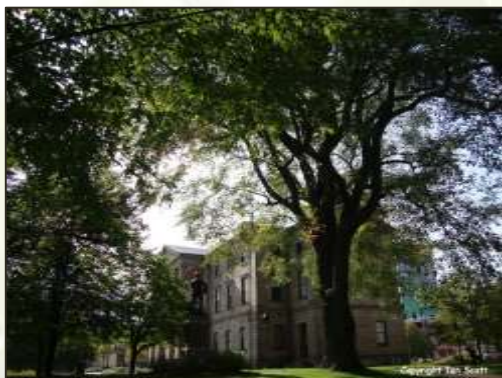
2013
Southwest Middlesex ON

URBAN FORESTRY



Efforts made with regards to written policies, by-laws, standards for tree management (selection, planting, and maintenance), long and short-term management plans, tree replacement policies, tree inventory, Integrated Pest Management (IPM), heritage, memorial and commemorative trees.

Past Winners



2015
Charlottetown PE



2014
Drummondville QC



2013
Brandon, MB



FLORAL DISPLAYS



Efforts made by the municipality, businesses and institutions, and residential sectors of the community to plan and maintain floral displays of high quality standards. Evaluation includes the design and arrangements of flowers and plants in the context of originality, distribution, location, diversity and balance, color, and harmony. This pertains to flowerbeds, carpet bedding, containers, baskets and window boxes.

Past Winners



2015
Rosemère QC



2014
Stratford ON



2013
Boissevain MB

TIDINESS



Overall tidiness effort made by the municipality, businesses, institutions, and residents of the community. Elements for evaluation are green spaces, medians, boulevards, sidewalks, streets, municipal, commercial, institutional and residential properties, ditches, road shoulders, vacant lots and buildings and signage, with regards to weeds, maintenance and repair, graffiti and vandalism.

Past Winners



2015
Castlegar BC



2014
Stettler AB



2013
Sun Rivers Resort Community
BC

ENVIRONMENTAL ACTIONS



Efforts and achievement by the municipality, businesses, institutions, and residents of the community, with respect to: policies, by-laws and best practices, 3-R initiatives (reduce/reuse/recycle), waste reduction, landfill sites, hazardous waste collections, water conservation, naturalization, environmental stewardship activities, and environmentally friendly transportation, under the guiding principles of sustainable development.

Past Winners



2015
Brandon MB



2014
Wood Buffalo AB



2013
Yarmouth NS

HERITAGE CONSERVATION



Efforts made to preserve the natural and cultural heritage within their community. Priority is given to natural heritage, as well as the integration of landscape and streetscapes as it pertains to the built heritage of a community.

Past Winners



2015
Grand Falls-Windsor NL



2014
Millet AB



2013
Jasper AB

COMMUNITY INVOLVEMENT



Public involvement in various community programs and projects, focused on the recognition of volunteers.

Volunteer efforts have a significant impact.

Past Winners



2015
Jasper AB



2014
Strathcona County AB



2013
Qualicum Beach, BC





Outstanding Achievement Awards

YOUTH INVOLVEMENT AWARD



To recognize community involvement in projects which engage youth. Entries should relate the measurable impact of Youth Involvement on the community.

Past Winners



2015
Stettler AB



2014
Killarney-Turtle
Mountain, MB



2013
Wood Buffalo, AB



COMMUNITY OF GARDENERS AWARD



To recognize collective Community Involvement in gardening, floral and horticulture projects.

Past Winners



2015
Edmonton AB



2014
Summerside PE



2013
Goderich, ON



LAND RECLAMATION AWARD



The park/garden/green space will have been an area for which the community was looking for new perspectives.

Past Winners



2015
Yarmouth NS



2014
Brandon, MB



2013
Palmerston Lions Heritage Park
Minto, ON



WINTERLIFE AWARD



To recognize efforts and involvement in projects and initiatives which engage the community with indoor and outdoor activities and programs during the winter season

Past Winners



2014
Edmonton AB



2013
Charlottetown PE

Why get involved ?



WHY GET INVOLVED



WHY GET INVOLVED

Promoting pride...

- ❖ Celebrating
- ❖ Acknowledging
- ❖ Showcasing your achievements



WHY GET INVOLVED



WHY GET INVOLVED

❖ **Encourage consumers to plant**



❖ **Promote your trade**



❖ **Create relationships**

❖ **Network with stakeholders**



COMMENTS



Excellent program to engage multiple aspects of a community and provide a forum to promote teamwork towards a common goal.”

Jeremy Gammon, MARLANT, Nova Scotia

"Like many other small communities, Hampton depends heavily on its volunteers to get the job done. There is a real sense of accomplishment generated in the community, a 'yes we can' attitude." **Laurie Mills - Hampton, New Brunswick**



The networking opportunities that CIB provides through its website, national sponsors, info packages, judges visits along with the awards ceremonies."

Dean Dietrich - Neepawa, Manitoba

Increase awareness of the beautification program and its benefits to the environment, the community and the quality of life of its residents

Create opportunities for citizen participation.



LOCAL CONTESTS



❖ Residential:

- ❖ Front yards
- ❖ Flower beds
- ❖ Balconies



❖ Commercial

- ❖ Hanging baskets
- ❖ Grounds
- ❖ Maintenance



Promoting Green Spaces

1. Economic benefits

2. Environmental benefits

3. Public Health/Leisure benefits



PARKS AND GREEN SPACES



*Within the actual context of
global warming and environmental challenges,
everyone involved in parks and green spaces are actually
contributing to the solutions*



ENERGY SAVING ATTRIBUTES OF GREEN SPACES



*Effects of vegetation on Air Temperature

Tree groves : 5 C cooler than an open terrain

Grass sports field: 1 to 2 C cooler than parking lot

Source: Maco & McPherson, 2003



INCREASED PROPERTY VALUES



- **Market value of homes can increase up to 7%**
- **Resale values can be increased by 15% with landscape investment**



MULTIPLE ECONOMIC BENEFITS



Tourism Benefits

- 25% to 30% of adults visit a park while on a trip
- 36% of travellers identify parks and horticultural attraction as desired destinations



ENVIRONMENTAL BENEFITS



Oxygen production

Reduces carbon footprints

Pollution Amelioration

- Absorption of gaseous pollutants
- Collection of dust, ash and other particulate matter



ENVIRONMENTAL BENEFITS



Water Management and Erosion Control

- Wetlands and Green Space purify and retain water that would otherwise overload storm sewers

Wildlife Attraction, Preservation and Biodiversity

Windbreaks and Noise Attenuation



HEALTH & LEISURE BENEFITS



Life satisfaction and Well-Being

- Exercise
- Health
- Connection with nature
- Community and social relations



Reduction in Aggression and Violence

- Neighbourhoods with more green public spaces report fewer crimes

HEALTH & LEISURE BENEFITS



Fitness

- Gardening is considered a beneficial physical activity

Parks and Recreation

- Scenery of parks has an impact on the level of use
Plants provide the environment



MAJOR NATIONAL SPONSORS



NATIONAL SPONSORS



PARTNERS



International Challenge
Défi international

Antalya in Bloom 2015



Five Blooms "GOLD"
Outstanding Achievement Award

Antalya in Bloom 2015



Antalya in Bloom 2015



Antalya in Bloom 2015



2015 Award Ceremony, Kamloops, Canada

Glenarm Village, County of Antrim, Northern Ireland UK



BRONZE



Village of Cehnice, Czech Republic



Comune di Cervia, Italy



SILVER



City of Calabasas, California, USA



SILVER



Kilkenny City, Ireland



Photo Credit: Keep Kilkenny Beautiful

City of Zlin, Czech Republic



