

# iShift: A Whistler2020 Take Action Challenge

**Client:** Whistler businesses and citizens

**Key Deliverable:** Assistance to businesses (iShift Business) and citizens (iShift Citizen) in identifying and implementing actions to accelerate Whistler's progress toward ongoing success and sustainability, as defined by Whistler2020 – the community's long-term strategic plan.

**Timeline:** Fall 2010 – December 2011

**WCS Role:** Overall program development, management and delivery – partnering with the Resort Municipality of Whistler to deliver iShift Citizen.



## **Project Details**

iShift is a new Whistler2020 take action challenge that helps to accelerate Whistler's progress toward its shared vision of success and sustainability. It is comprised of two parts: iShift Business and iShift Citizen, each targeted toward motivating cultural and behavioural shifts within Whistler. The programs are being facilitated by the Whistler Centre for Sustainability (WCS) and the Resort Municipality of Whistler, with the financial support of the Government of Canada provided through the Department of the Environment.

iShift Business supports participating businesses to develop, implement and monitor the results of an action plan for sustainability and ongoing business success. This is achieved through a workshop series followed by one-on-one coaching from Whistler Centre for Sustainability staff. iShift businesses are benefiting in the following ways:

- Wider and more loyal customer base;
- Reduced operational costs;
- Higher employee satisfaction and productivity;
- Easier staff recruitment and higher retention rates; and
- Improved reputation and brand lift.

The iShift Citizen program, engages Whistler citizens to create solutions and achieve measurable and practical shifts in behaviour that lead to household benefits, including: reduced energy costs, reduced waste, and improved health in your home and your community by reducing greenhouse gas emissions and improving air quality.

Visit [ishiftwhistler.com](http://ishiftwhistler.com) for more information.