

CENTRE OF  
*Environmental*  
EXCELLENCE

Education, Research, Technology and Development

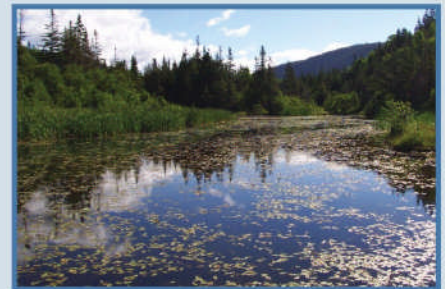
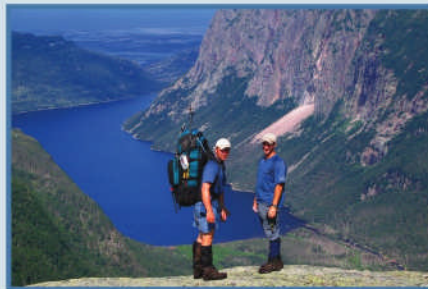


Corner Brook, Newfoundland & Labrador Canada



The western region offers a pristine natural environment, fresh air, sparkling waterfalls and towering forests and a dynamic and innovative people which are its greatest untapped resource.

The Centre of Environmental Excellence (CEE) is a unique economic development strategy for the Western Region of the Island of Newfoundland. It is a strategy that was designed in the region by visionaries who saw the potential to better use their natural resources in a sustainable manner for long-term betterment of the people in the region and the province as a whole. It is a strategy that has been adopted by the Government of Newfoundland and Labrador to diversify the economy of the Western Region and to create jobs and wealth.



# Evolving a Centre of Environmental

## STRATEGY

### I. Identify Economic Pillars

These pillars are the industrial sectors (or thematic areas) where there is the best potential for economic growth and development.

### II. Invest in post secondary education, research and development

Build in the region the infrastructure, human resources and programs to undertake the full spectrum of post secondary education, research and development to position the region at the leading edge for the selected pillars and to be a driver for economic development.

### III. Nurture industrial development

Establish mechanisms to fast-track industrial development in the pillars. This would include enhancing existing programs which assist business startup, attraction of businesses or branches from other areas, introduction of new technology and/or systems and development of management and human resources. It will also include a major focus on the commercialization of new products and services arising from research and development.

## PILLARS

### I. Sustainable Forestry

Transform the forest industry by identifying and making the highest value use of the resource and to do so in an environmentally sustainable manner. This will include diversifying into bio-products, non-timber forest products and value added timber products.

### II. Sustainable Tourism

Develop new tourism products and services in the region and ensure viable, long-term economic operations, providing social and economic benefits to all stakeholders that are fairly distributed providing stable employment and income earning opportunities.

### III. Sustainable Municipal and Rural Infrastructure

Develop capabilities, products and services to meet the demands for sustainable communities and rural infrastructure particularly in Newfoundland and Labrador. This will include planning expertise (eg., land use) new technology solutions to environmental issues and new approaches to providing rural infrastructure.

# EXCELLENCE



Sir Wilfred Grenfell College



College of the North Atlantic, Corner Brook campus



Centre of Environmental Excellence

# Centre of EXCELLENCE

The goals for CEE are very ambitious.

The goal for research and development is to move from the current level which is somewhat less than \$1 million annually to a funded research and development profile of \$25 million with direct economic impacts approaching \$40 million annually.

The goal for the commercial sector in sustainable forestry, sustainable tourism and sustainable municipal and rural infrastructure is to increase annual economic activity in the region by \$100 million above 2005 levels.

