

PLAYBOOK 2030 AT A GLANCE

THE PROBLEM

Calgary's rich regional active ecosystem is fragmented and inefficient. The result is its contribution to Calgary's economic, human, social and environmental prosperity is underleveraged.

THE POTENTIAL

ECONOMIC

4,000 enterprises
43,000 employees
Annual direct impact of \$3.3B

Underleveraged areas:

- Billions of impact on healthcare costs.
- Impact on economic productivity
- Talent acquisition
- Talent retention
- Talent development

HUMAN

Impacts 22 preventable health conditions.
Impacts life expectancy by 3.8 years.
Contributes to 20-30% reduction in depression.
Active transportation and urban design contributes to significant impact on health outcomes.

SOCIAL

Largest voluntary sector in Calgary engaging 11,000 people who contribute 14.8M hours annually.
Increases social identity
Increases social engagement
Reduces social isolation
Reduces youth crime

ENVIRONMENT

An active economy contributes to:
Reduction of CO₂ emission
Improved air quality
Reduction of nitrogen oxide

THE MISSION

The Calgary regional active economy is recognized as a global leader through a sustained collaborative commitment to the region's economic, human, social and environmental prosperity.

THE PLAN

SHARED VISION

We will establish a centralized organization mandated with facilitating collaboration across the ecosystem to deliver on Playbook 2030 outcomes.

LIVE ACTIVE LIVES

We will advocate integrated planning that promotes open spaces, mixed-used communities, a four-season integrated active transportation network and well-being through active living.

BUILD COMMUNITY

We are committed to ensuring everyone in our community, regardless of age, ability, background, or income, are empowered to participate in the many roles across the regional active economy.

INNOVATE & GROW

The growth of the regional active economy will be driven by agile entrepreneurs, and innovators who aspire to be world leaders. These leaders embrace change as an opportunity.

DRIVE SUSTAINABILITY

We will develop and deploy a sustainability strategy to reduce the impact of the ecosystem on the environment, while committing to leveraging the active economy to reduce our overall region's environmental footprint.

INSPIRE OTHERS

Calgary's regional active economy is recognized by our community, Canadians and the world as our greatest single asset that defines our community's identity.

