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Rising Economy Week 2021 Tackles Critical Issues for B.C. and Greater Victoria

#REW2021 conference (Nov.22-25) focuses on bold solutions and disruptive ideas to address climate change, the housing crisis, economic changes and more.

The twin global crises of climate change and the pandemic have accelerated the need for deep collaboration to design a resilient, adaptive economy for Greater Victoria and B.C., rather than reacting to circumstances forced upon us.

That's the key message behind [Rising Economy Week 2021](#), an in-person and virtual conference (Nov. 22-25) produced by [South Island Prosperity Partnership](#) (SIPP). Guided by the theme of *Momentum*, this free conference tackles major challenges facing our communities — from the race to net-zero to housing affordability — and offers insights from local and global experts on building the future we want.

#REW2021 features an A-list of speakers, including global innovation expert Dan Breznitz; urban housing changemaker Jennifer Keesmaat; Innovate BC Chair and former B.C. cabinet minister Andrew Petter; climate change leader Barbara Buchner; and entrepreneur and National Geographic Explorer Julie Angus. The event is geared toward a diverse audience, from business owners and civic leaders to academics, entrepreneurs and post-secondary students.

"As we move through the pandemic into recovery," says Emilie de Rosenroll, CEO of SIPP, "it's critical we focus on creating the kind of region we want — one that is economically resilient, innovative, sustainable and inclusive. That's how we'll manage the challenges and rise as a region."

"This is an event that really matters," says Annette Sabourin, Regional Vice President Vancouver Island, RBC — Royal Bank, the Presenting Sponsor for #REW2021. "Thought and business leaders are coming together for the kinds of conversations that lead to change — and we need to change. It's time to reimagine Canada's economy, emphasizing sustainable growth driven by purpose, leveraging a time of crisis into a time of transformation. We're looking forward to the insights and perspectives offered by this year's speakers."

Along with a host of virtual panels, #REW2021 features the following in-person keynotes followed by roundtables: **Making Canadian Cities Affordable Again** with former Toronto Chief City Planner and urban changemaker Jennifer Keesmaat. (Tues., Nov. 23, 1:30 p.m., Hotel Grand Pacific) and **Innovation in Real**

Places — Strategies for Prosperity in an Unforgiving World with bestselling author and innovation expert Dan Breznitz. (Thurs., Nov. 25, 1:30 pm, Delta Ocean Pointe Resort).

A unique feature of #REW2021 is the **BC Ferries Design Lab** on Wed., Nov. 24. This by-invitation session gathers experts from diverse sectors and disciplines for a design-thinking lab focused on how we can accelerate the decarbonization of shipping by using the electrification of BC Ferries' terminals and Island Class vessels — and eventually its entire fleet — as a case study.

Co-produced by SIPP and UVic's Vancouver Island Impact Investing Hub with BC Ferries, the Design Lab focuses on a vital question — how do we get to 'yes' faster and accelerate complex, multi-disciplinary, multi-stakeholder and capital-intensive projects that will impact our planet?"

"We are supporting Rising Economy Week because we need innovation and entrepreneurial spirit to recover strongly from the pandemic," says Mark Collins, President and CEO of BC Ferries, the Innovation Sponsor for #REW2021. "Now is the time for the talent and leadership of the South Island to find smart ways for all of us to come out on top."

Registration for #REW2021 is free. Virtual events take place through Zoom on the Whova platform. In-person events take place at Hotel Grand Pacific and Delta Ocean Point Resort in Victoria. For further information and to register: ourrisingeconomy.com

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**Media are invited to attend virtual and in-person #REW2021 keynotes, roundtables and panels. Many of the speakers are available for interviews upon request.*