



NEWS RELEASE

October 3, 2018

South Island Prosperity Project receives award from the International Economic Development Council

Victoria, BC — South Island Prosperity Project received a bronze Excellence in Economic Development Award at the International Economic Development Council (IEDC) annual conference on October 2 in Atlanta, Georgia. The IEDC is the largest and most preeminent economic development association in the world.

South Island Prosperity Project (SIPP) won the award for their project *Smart South Island: Citizen-Inspired Transformation*, in the category of Regionalism and Cross-border Collaboration for its Smart City proposal that has been announced as a finalist in Canada's first Smart City Challenge—along with a chance to win \$10 million for its smart transportation and mobility project.

SIPP created the Smart South Island initiative as a way to rally the entire region, including 15 municipal and First Nations governments, three post-secondary institutions, along with dozens of businesses and hundreds of citizens, toward a unified regional vision that will bring to fruition its [Vision 2040](#).

"It's an honour to be recognized by the IEDC for our efforts to bring together everyone in our region around common goals, especially for an organization that is just over two years old. Receiving international recognition not only tells us we're on the right path to making our region smarter, it means other cities and regions will look to Greater Victoria as an example," says SIPP CEO, Emilie de Rosenroll.

"This year our judges reviewed some extraordinary projects that advanced both communities and businesses. We congratulate all the award winners. What we learn from each other helps us to grow and advance as a profession," says Craig Richard, President and CEO, Tampa Hillsborough Economic Development Corporation and 2018 IEDC Board Chair.

Media Contact

Taryn Malcolm

Marketing & Communications Specialist

tmalcolm@southislandprosperity.ca

(778) 676-9755

ABOUT SOUTH ISLAND PROSPERITY PROJECT

The South Island Prosperity Project (SIPP) is the economic development organization for Greater Victoria, B.C., comprised of 45 members, including 10 local governments, five First Nations, three post-secondary institutions, seven industry associations and non-profits, and 19 major employers, all working together to bolster our region's economic and social prosperity. This will happen by catalyzing the creation of high-quality, household-sustaining jobs, so that more families can afford to live, work and build a life here.

SIPP's mission is to facilitate and promote the development of a strong, regionally diversified economy on South Vancouver Island. www.southislandprosperity.ca

ABOUT THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The International Economic Development Council (IEDC) is the world's largest membership organization for economic development professionals. Economic developers promote economic well-being and quality of life in their communities by creating, retaining, and expanding jobs that facilitate growth and provide a stable tax base. From public to private, rural to urban and local to international, our members represent the entire range of economic development. Learn more at iedconline.org.