

# Municipal and REN Presentation

January 21, 2021



# Functional Economic Regions in Nova Scotia

Source: Statistics Canada, Centre for Special Business Projects, 2017



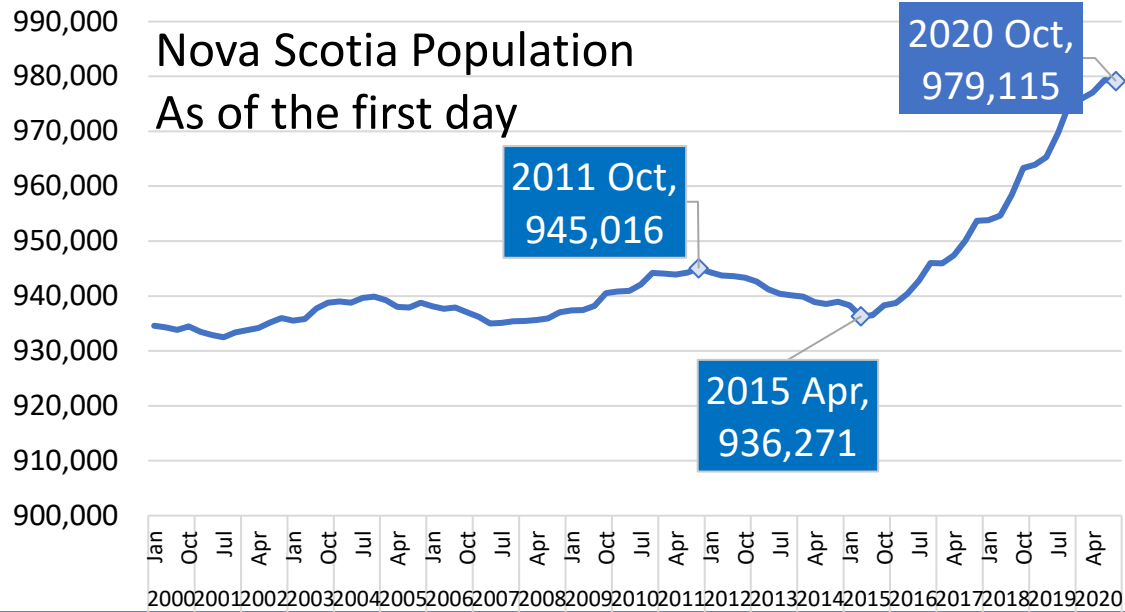
**THE NEXT 10 YEARS...**

**...quality of life will be a key driver of economic and social wellbeing**

# Increasing Returns

Municipalities can focus on demographic development and creating authentic, quality places for people



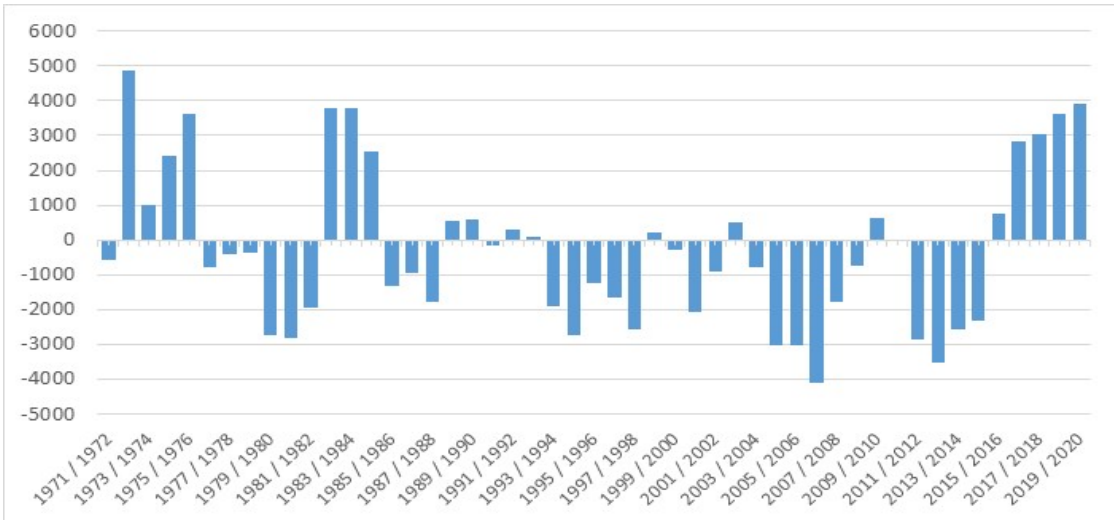


# Economic Growth & Social Wellbeing

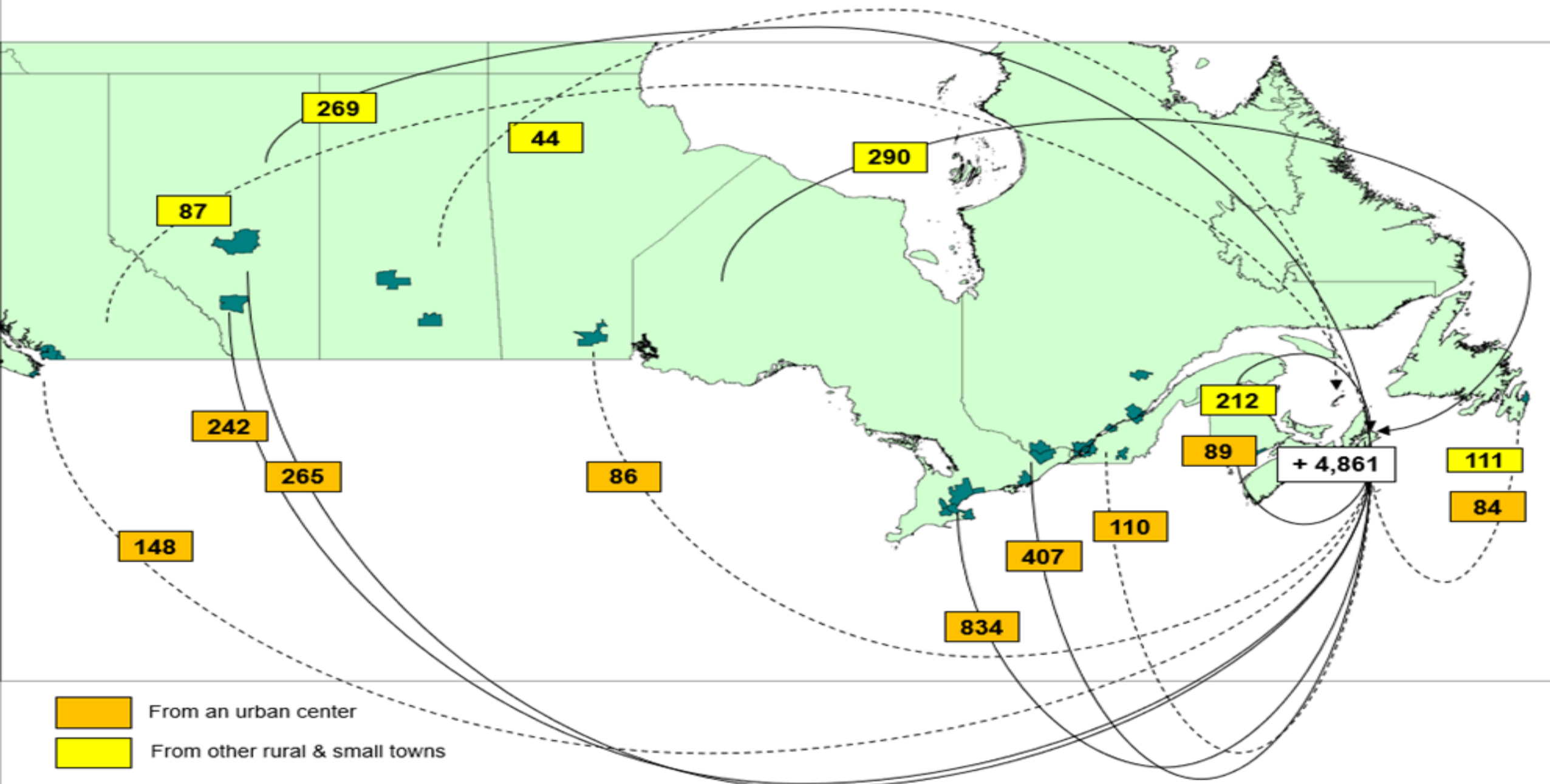
Innovation Driven Entrepreneurship and population growth are key causes and consequences of economic growth and social well being.



### In-Migration to Nova Scotia



# Inter-provincial Migration to Rural and Small-Town Nova Scotia (2017 / 2018)



# Entrepreneurs are the Central Agent of Wealth Creation

“When they leave, to a very serious extent they take the future of their communities with them.”  
Commission Report on Our New Economy, February 2014



Alexander Willis



Alfred Fuller



Anna Bissell



Figure 1: the 'System' for innovation-driven entrepreneurship

# CAPITAL IS MOBILE

It Will Go Where the Opportunities Are



Izaak & Dorothy Killam



Villa La Leopolda

# Innovation and Change

Technological Change and Innovation  
can cause both



Economic Growth

And



Economic Decline



# Entering a New Era

- Ideas and intangibles are driving the digital economy
- The pandemic triggered a rapid acceleration including proximity optional workforces and remote working: enabling lifestyle migration
- Factors of production are changing knowledge and skills. Innovation capacity and entrepreneurial capacity are emerging as the pre-eminent factors of production

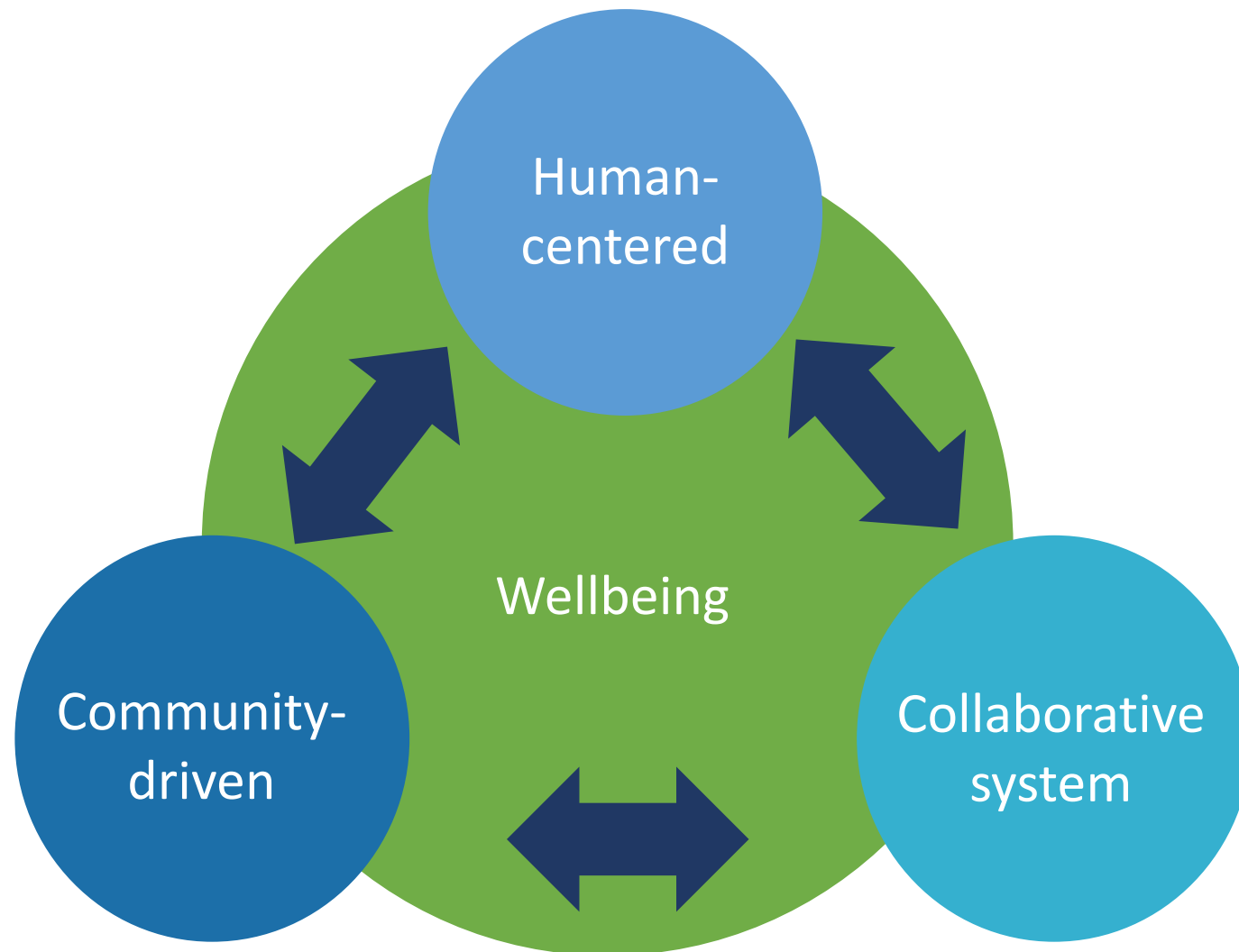


# Two Sides — Same Coin

Innovation Driven  
Entrepreneurship



Population Growth



**FOUNDATION:**

- One Nova Scotia goals
- We Choose Now Report
  - Ivany Report

# Tying it All Together



Good health policy is good economic policy



Population growth is a cause and consequence



Human-centred/citizen-centred approaches; inclusion and equity essential



Capital is mobile



Innovation accelerating: AI, Robotics, IoT, data-friendly ecosystems...



IT skills & lifelong learning



Nova Scotia has many advantages & new opportunities (e.g.: distributed workforces)

*Multi-dimensional  
Measurement Beyond GDP*

**SOCIAL  
WELLBEING**

Production,  
productivity,  
consumption,  
& exports



Housing

Aging well



Community  
& active transit



Innovation driven  
entrepreneurship



Sustainability



Social  
& Health Innovation:  
Research &  
Development



Lifestyle  
migration, talent  
attraction, & remote  
& distributed  
workforces



Skills,  
lifelong learning, &  
workforce  
connection



Hard & social  
infrastructure,  
placemaking, &  
internet &  
telecommunications



Belonging,  
inclusion &  
bridging the  
digital divide

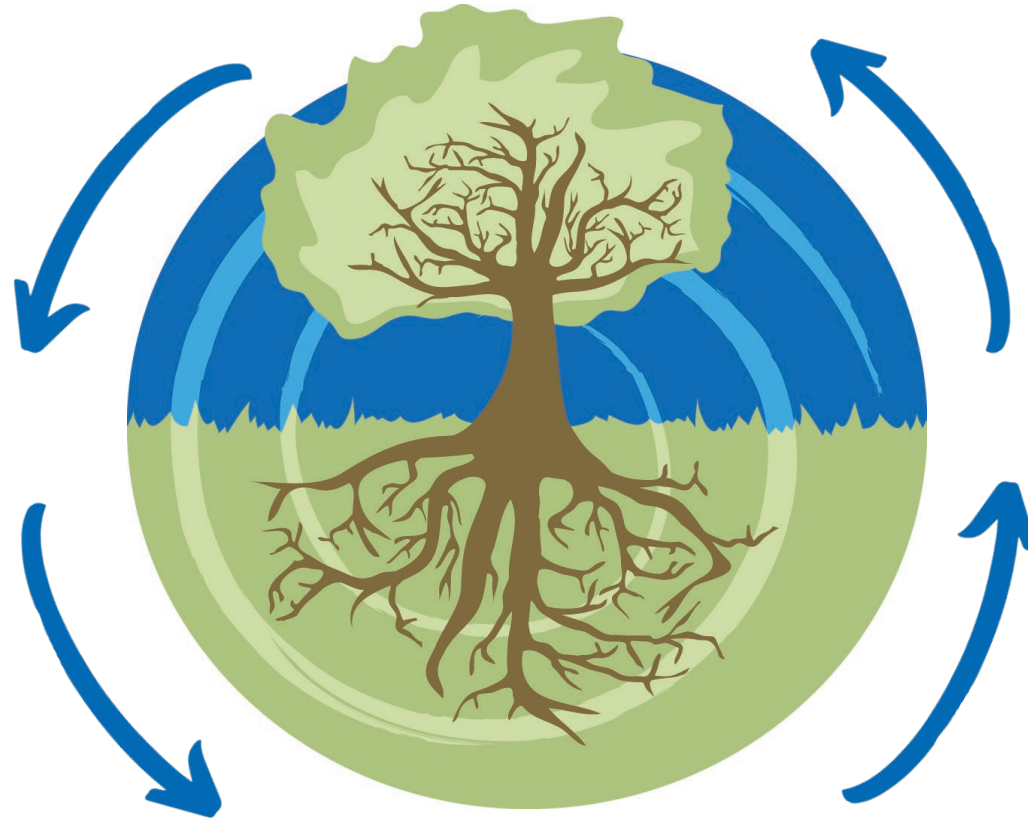


# Engage Nova Scotia work in a metaphor

Economic & Demographic Progress

## Vision

A more vibrant,  
inclusive, and resilient  
Nova Scotia



## Aspiration

We better understand  
our advantages and  
challenges and we are  
more collaborative to  
change

Social, Cultural, Environmental & Democratic Progress

Our  
Gratitude

Many  
sectors

Many  
regions



# Largest Quality of Life Data Set in North America

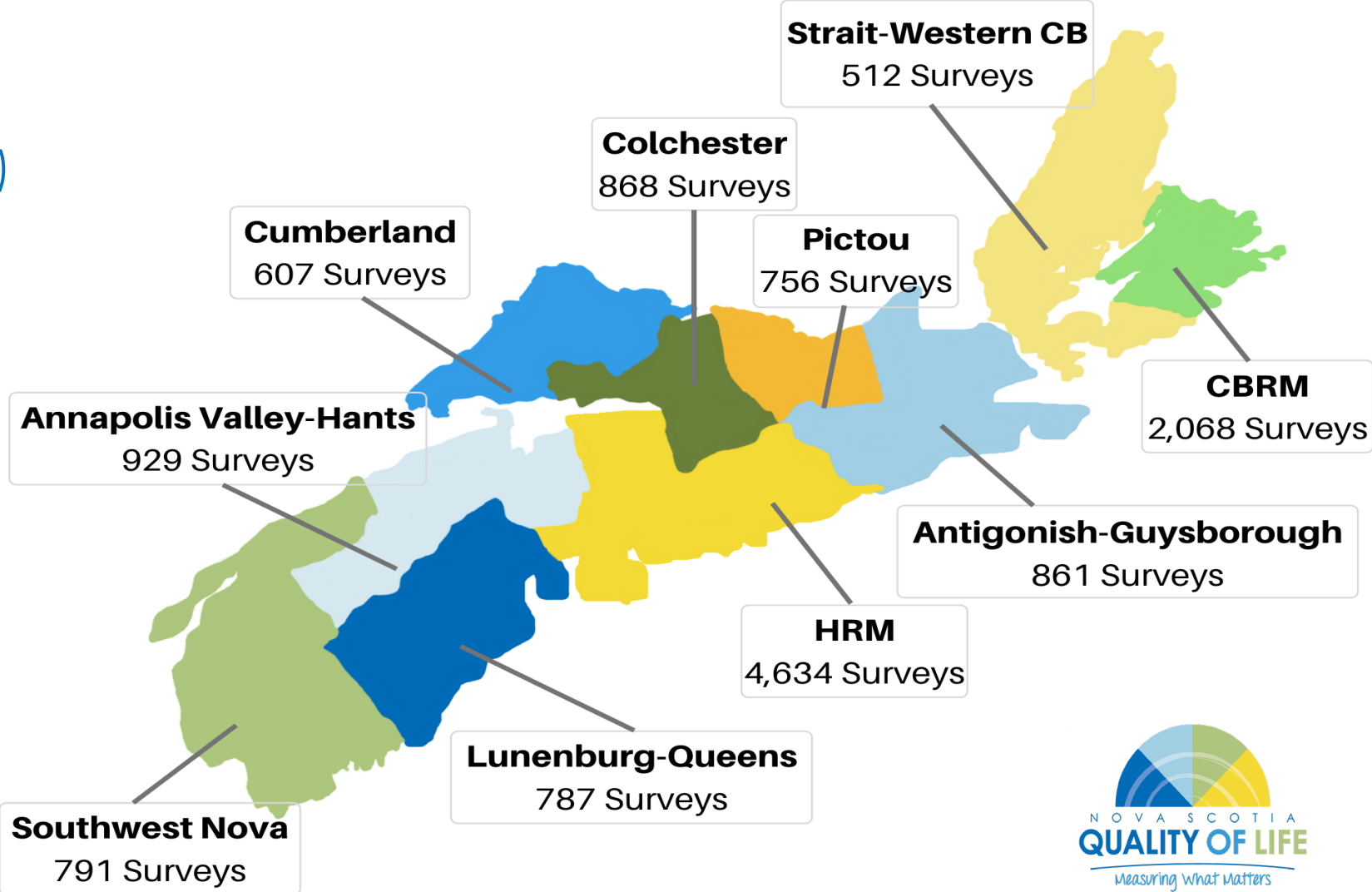
12,827 Responses (Pre-Covid)

230 Individual questions

9 Local Leadership Teams

16 years-old and above

Margin of Error - 1%



**It's not just a measurement  
exercise, it is a change  
initiative**

# Bringing Results to Nova Scotians



1. Reach them



2. Reveal what's possible



3. Make results accessible

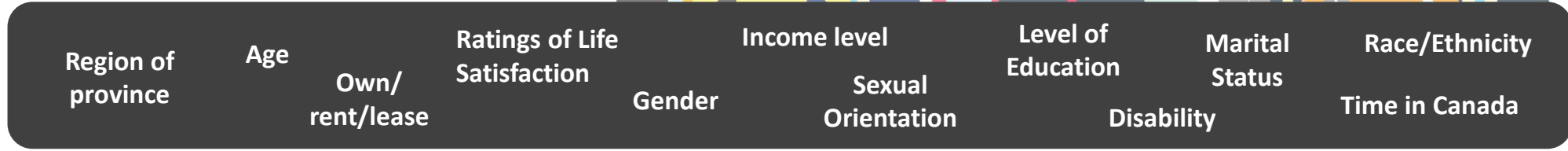
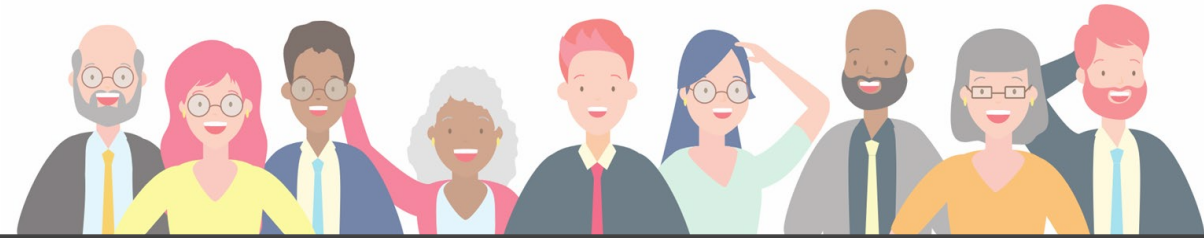
# Reaching Nova Scotians



- NGOs and Not-For-Profits
- Business, Labour and Associations
- “Equality Seeking” Organizations
- Local Leadership Teams
- Government of Nova Scotia
- Large Institutions
- **Municipal Leaders**
- Academic Community
- General Public
- Plus more

# WHAT'S POSSIBLE?

## NS Quality of Life Survey



### Community Vitality

- Sense of belonging to community
- Number of close friendships
- Social isolation and trust in others
- Inclusiveness of community
- Trust in media, business and NGOs, and neighbours
- Feeling of safety in neighbourhoods
- Experiences of discrimination

### Healthy Populations

- Mental and physical health
- Access to, and quality of health care
- Level of exercise
- Ate less and ate unhealthy
- Substance abuse and gambling activity

### Living Standards

- Could not pay bills on time
- Could not buy necessities
- Access to, and quality of Internet
- Overall work satisfaction
- Satisfaction with job, salary, security, promotion opportunities
- Flexible work hours and schedule
- Under employment relative to training
- Effects of job on personal health and wellbeing

### Environment

- Perceptions of water quality in community
- Personal commitment to energy conservation and solid waste management
- Access to, and quality of, natural environment
- Eco-friendly commuting practices
- Purchase of local foods

### Democratic Engagement

- Trust in Federal, Provincial and Local Governments
- Confidence in Police, Justice, Schools and Health Care
- Participation in public meetings
- Participation in advocacy

### Leisure and Culture

- Access to libraries and learning institutions
- Participation in recreation, leisure, sports, and hobbies

### Education

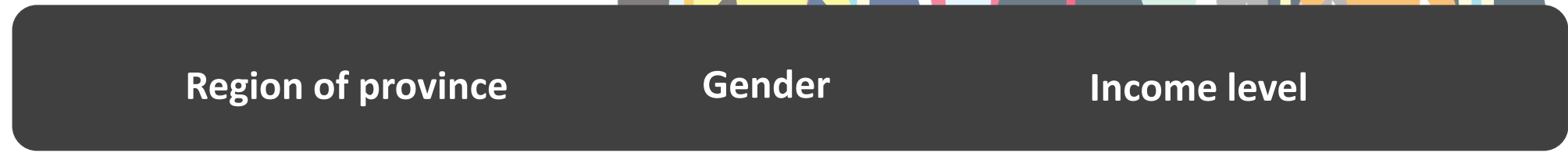
- Availability of adult education
- Affordable education
- Use of retraining opportunities

### Time Use

- Time pressure for sleep, socializing, creativity and outdoors
- Time caring for dependent children and adults

# WHAT'S POSSIBLE?

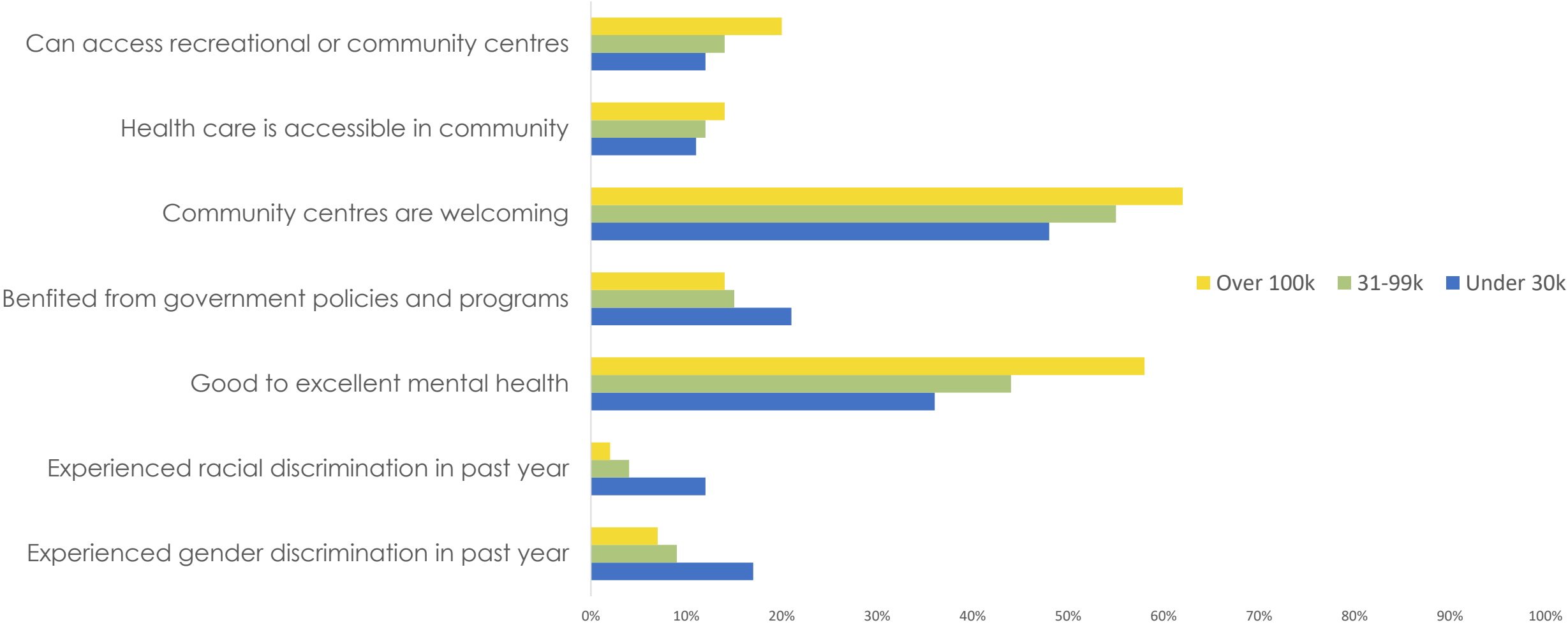
## NS Quality of Life Survey



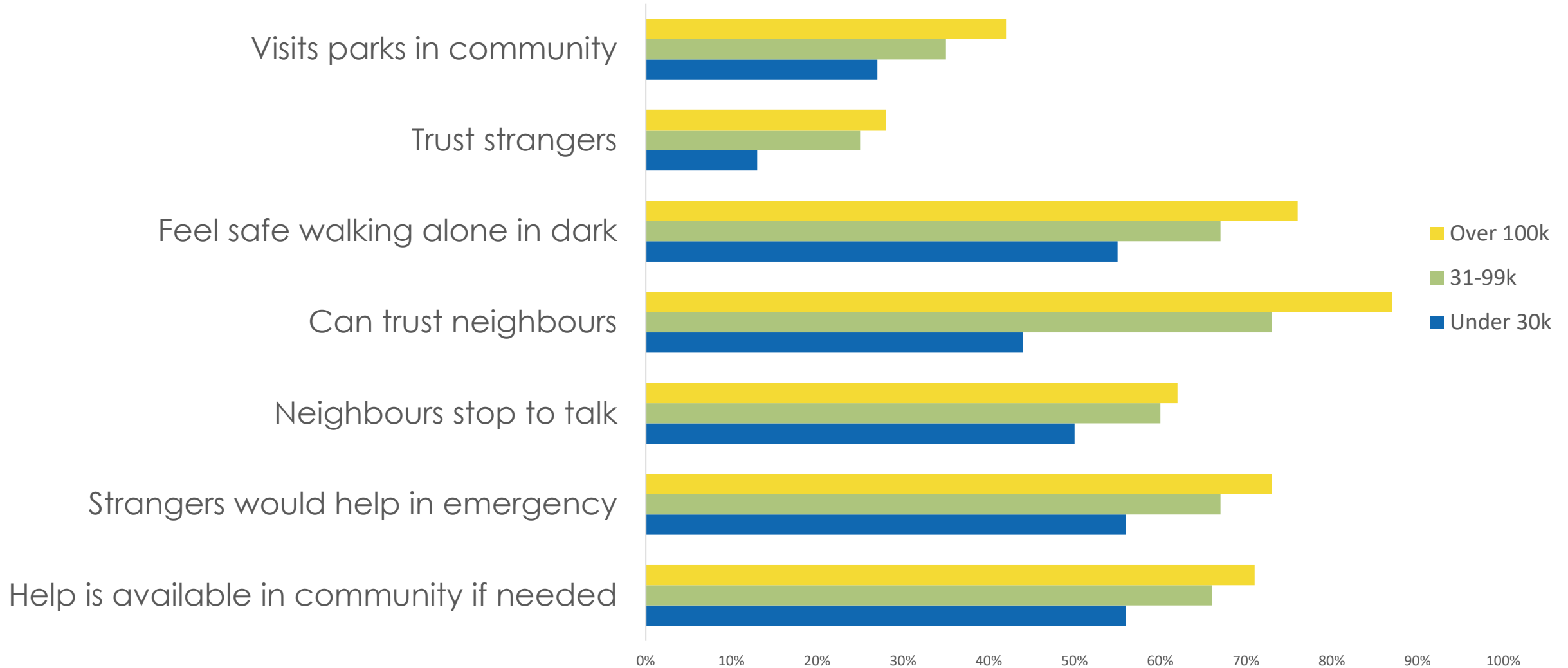
- Sense of belonging to community
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- Trust in media, business and NGOs, and neighbours
- Feeling of safety in neighbourhoods
- Experiences of discrimination



# Select indicators of quality of life in women within HRM by income



# Community vitality indicators for women in HRM by income



# Largest Quality of Life Data Set in North America

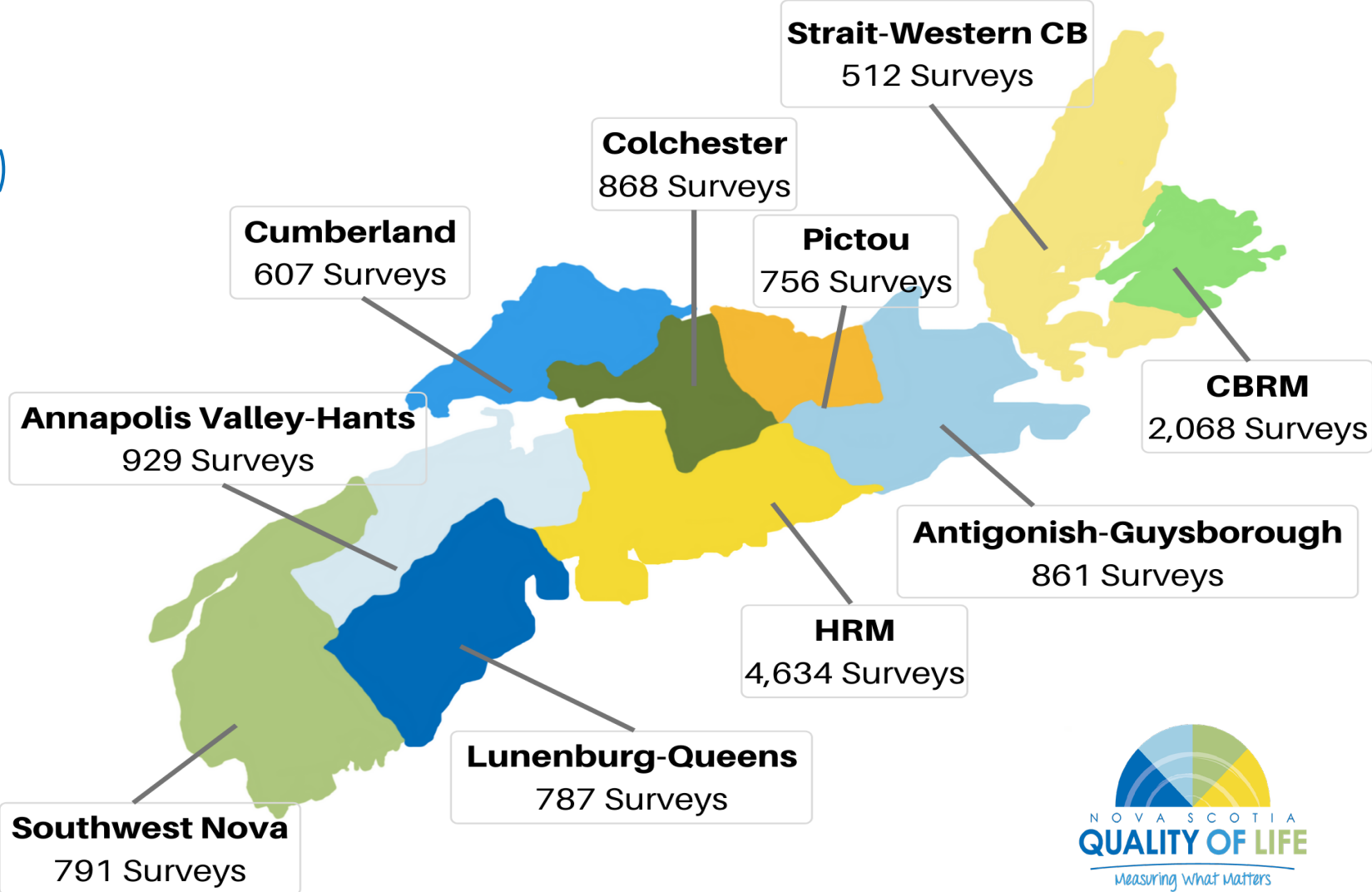
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# Local Stakeholders



# Accessing Results

- **Survey Tables** (Geographic comparisons)
- **Regional Executive Summaries** (Qualitative and Quantitative)
- **Deeper Analysis** (Eight Domains plus Social Isolation, Poverty, Discrimination, Trust, Health, Sense of Community.)
- **Targeted Requests** (Engage building in-house capacity to analyze.)
- **Data Sharing Agreements** (Governments, Large Inst, Orgs, and Municipalities)
- **Public Online Tool** (In Development)
- **Research projects (So Far)** (*Trust - Science Politique; Social Isolation – U of W; Feminist Recovery – ACIC*)



# Have your next questions answered

## 1. Who is the LLT in my region?

- Email Hailey Vidler at [hvidler@engagenovascotia.ca](mailto:hvidler@engagenovascotia.ca)

## 2. I want to consider analysis for my region

- Email Taylor Hill at [research@engagenovascotia.ca](mailto:research@engagenovascotia.ca)
- Or visit our website  
<https://engagenovascotia.ca/research-and-analysis>

# Findings (So Far)

## 4 Demographic Profiles

- Disabilities and Chronic Illness
- Low Income
- Single Parents
- New Residents to NS



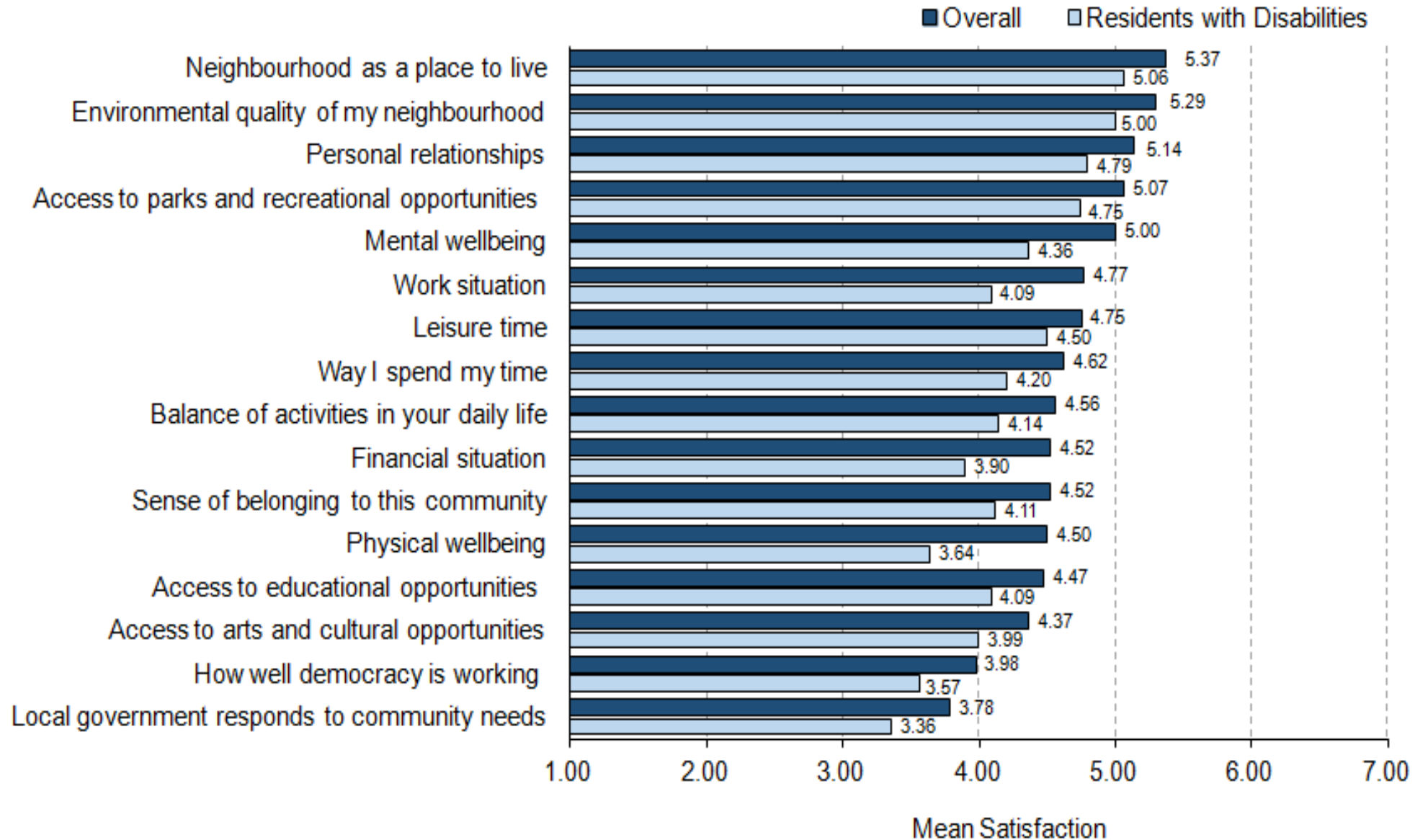
# 16 Questions re Overall Wellbeing

(OECD informed - Satisfaction Scale 1-7)

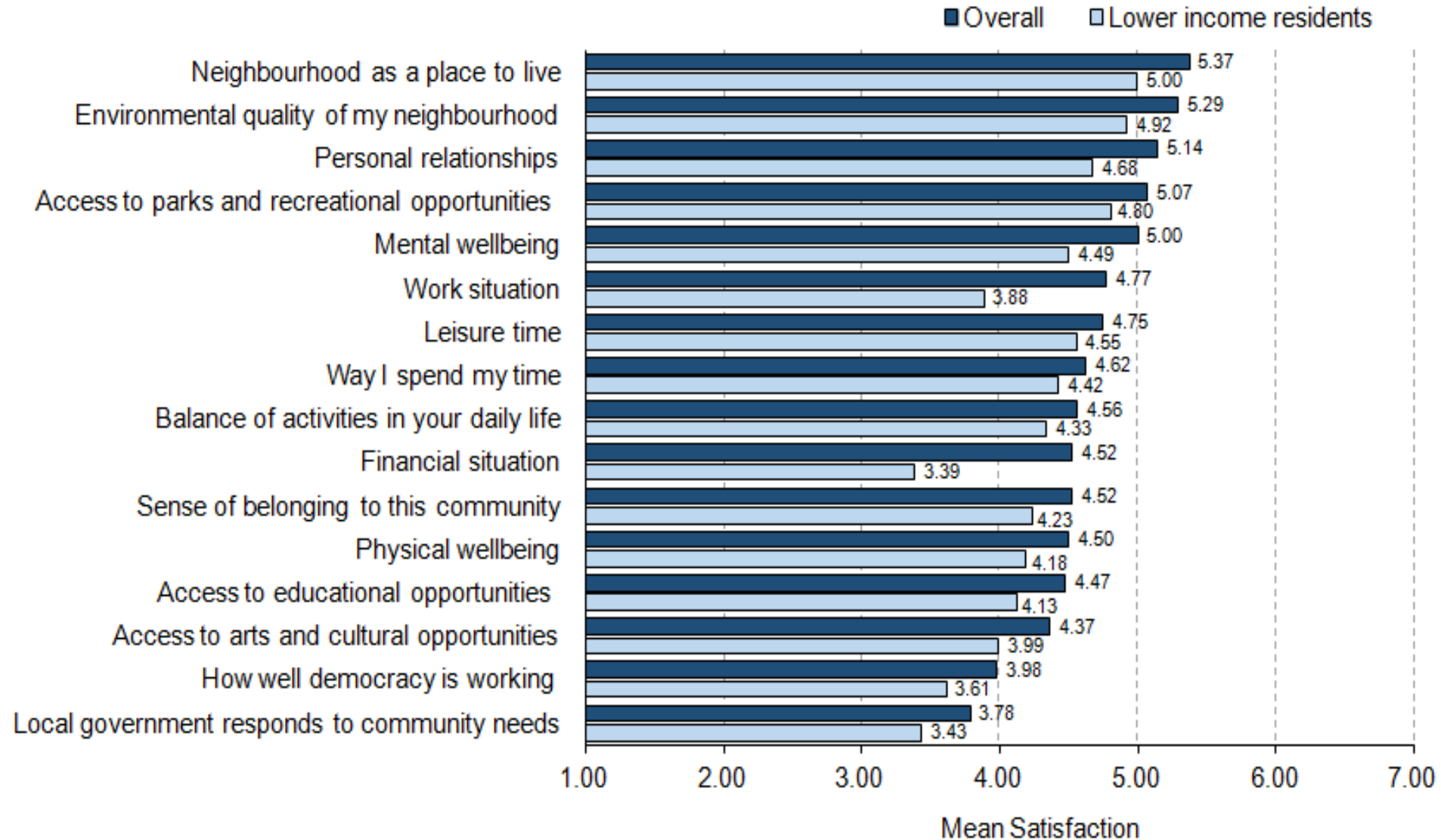


- Neighbourhood as a place to live
- Environmental quality of my neighbourhood
- Access to parks and recreational opportunities
- Personal relationships
- Mental wellbeing
- Leisure time
- Work situation
- Way I spend my time
- Access to educational opportunities
- Sense of belonging to this community
- Physical wellbeing
- Balance of activities in your daily life
- Access to arts and cultural opportunities
- Financial Situation
- How well democracy is working
- Local government responds to community needs.

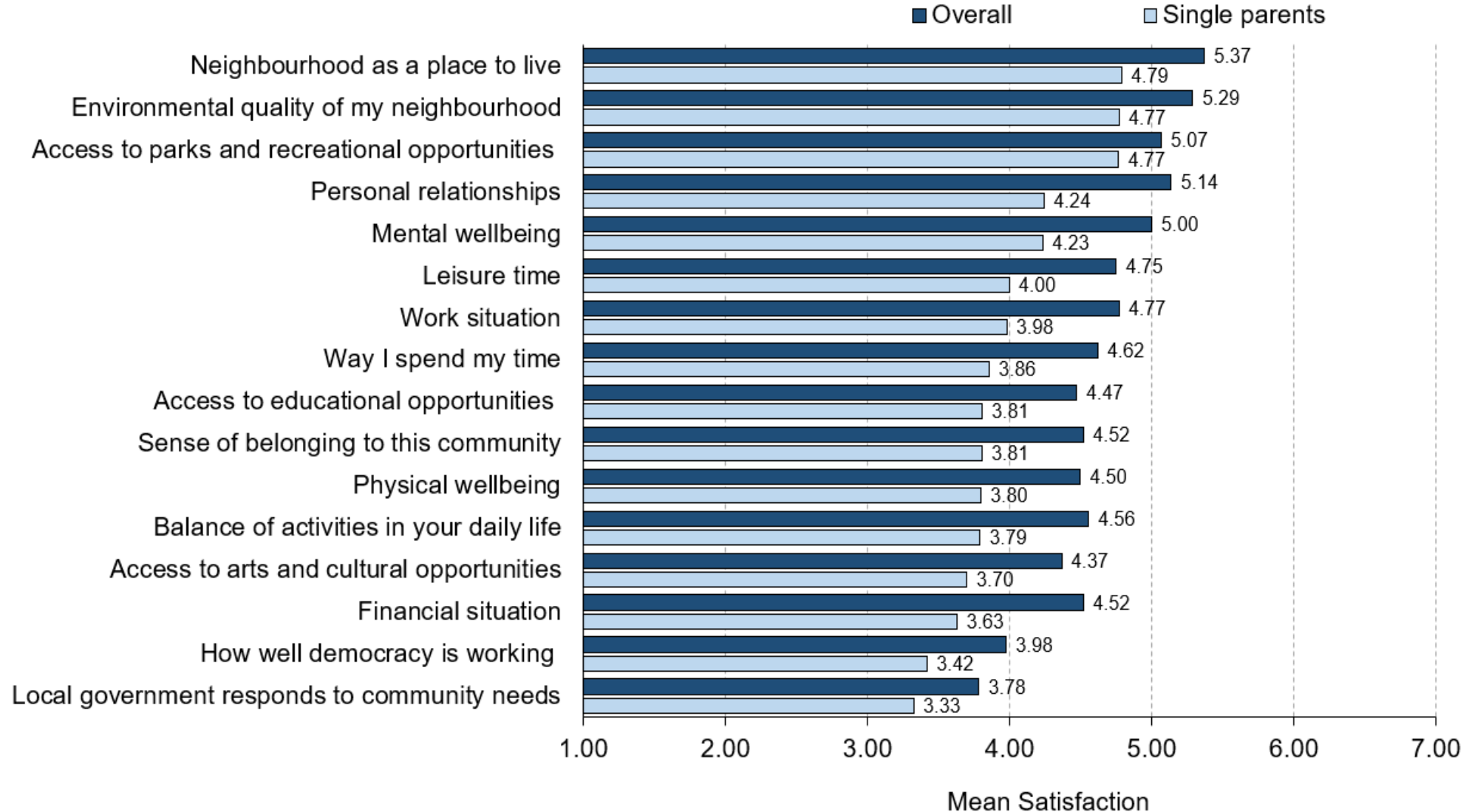
# Disability/chronic illness



# Lower income residents and quality of life



# Single parents



# New residents to NS (5 years)

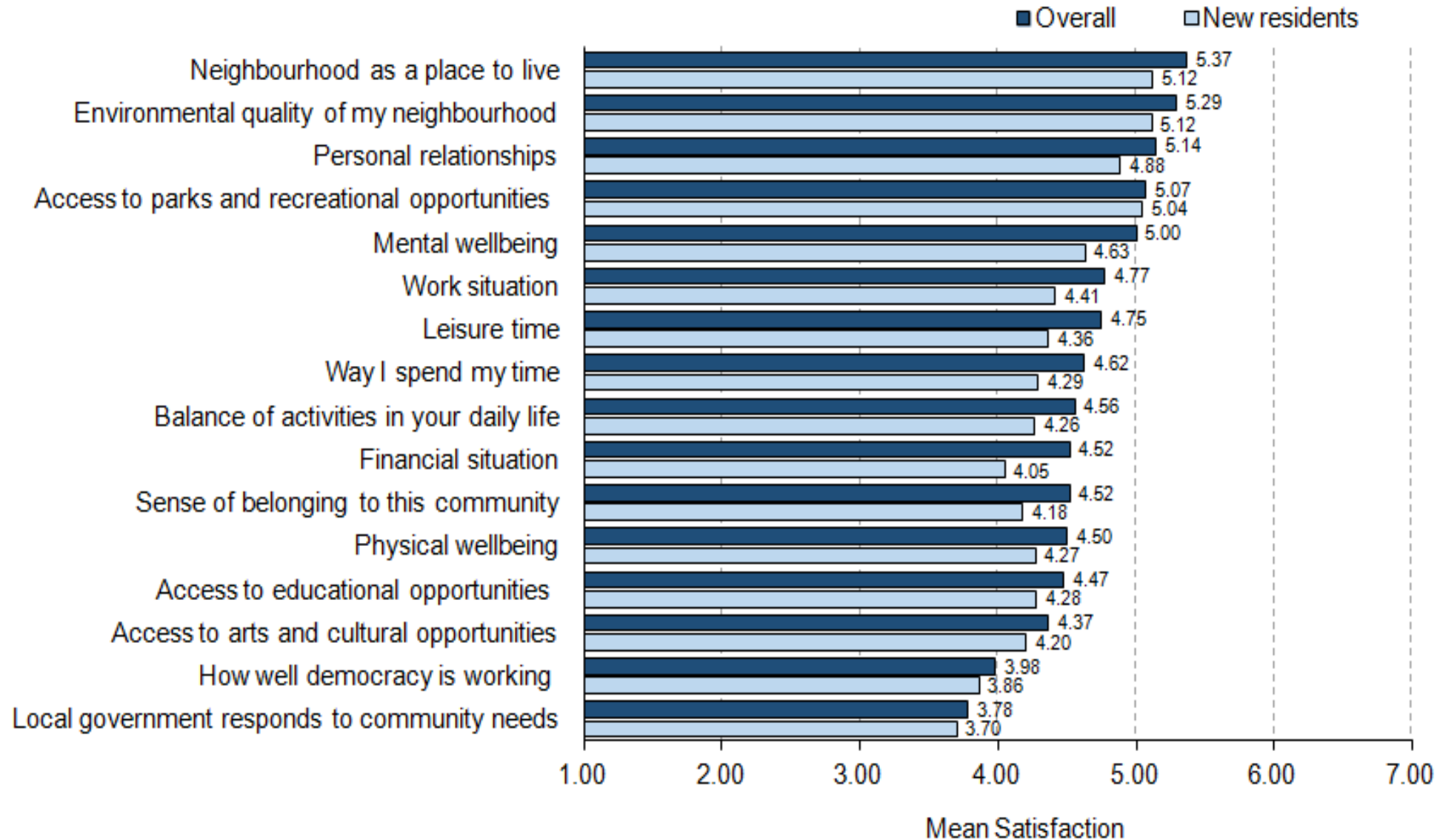


Table I1 – Summary Ranks  
Rankings of Satisfaction with Aspects of Wellbeing Based on CIW Framework (Tables I1a to I1p)<sup>a</sup>

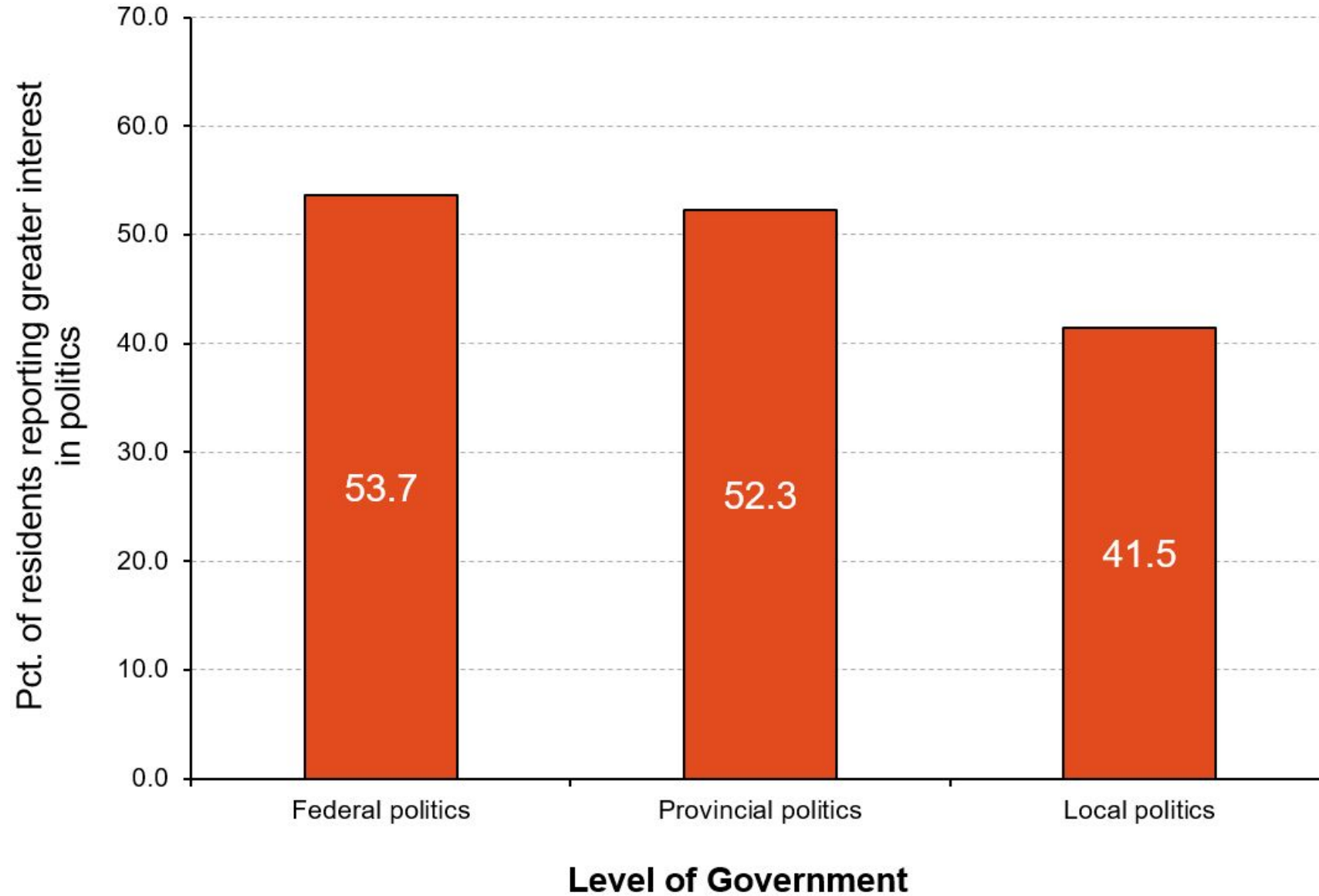
Satisfaction with Aspect of Wellbeing	Rank in NS	Ranking of Aspects of Wellbeing Based on CIW Framework									
		HRM	CBRM	AV-H	Ant-Guy	Colc.	Cumb.	Lun.-Q	Pictou	SWN	SA-WCB
My neighbourhood / community as a place to live	1	1	1	1	2	1	3	2	1	2	2
The environmental quality of my neighbourhood / community	2	2	4	2	1	3	2	1	8	1	1
My personal relationships	3	4	2	3	3	4	1	3	2	3	3
My access to <i>parks and recreational</i> opportunities in my community	4	3	6	4	5	2	7	5	4	5	9
My <i>mental</i> wellbeing	5	5	3	5	4	5	5	4	3	4	4
My work situation	6	6	9	6	7	6	8	6	6	8	5
My leisure time	7	7	5	7	6	7	4	8	5	6	6
The way I spend my time	8	10	7	8	9	8	6	7	7	7	7
The balance of activities in my daily life	9	11	8	11	10	9	9	9	9	10	11
My financial situation	10	8	13	13	11	13	12	12	12	11	12
My sense of belonging to my community	11	14	10	9	8	10	10	10	10	9	8
My <i>physical</i> wellbeing	12	12	11	12	13	12	11	11	13	12	10
My access to educational opportunities in my community	13	9	12	10	12	11	13	14	11	14	14
My access to <i>arts and cultural</i> opportunities in my community	14	13	14	14	14	14	14	13	14	13	13
How well democracy is working in our community	15	15	15	15	15	15	15	15	15	15	15
The way my local government responds to community needs	16	16	16	16	16	16	16	16	16	16	16

Notes: <sup>a</sup> Rankings are based on the mean score of satisfaction with various aspects of wellbeing based on the CIW framework. The aspect ranked first was the one with which residents were *most* satisfied and aspect ranked last was the one with which residents were *least* satisfied. Statements are listed based on the results for the entire province. Rankings should be interpreted with caution as differences in mean scores may be quite small.

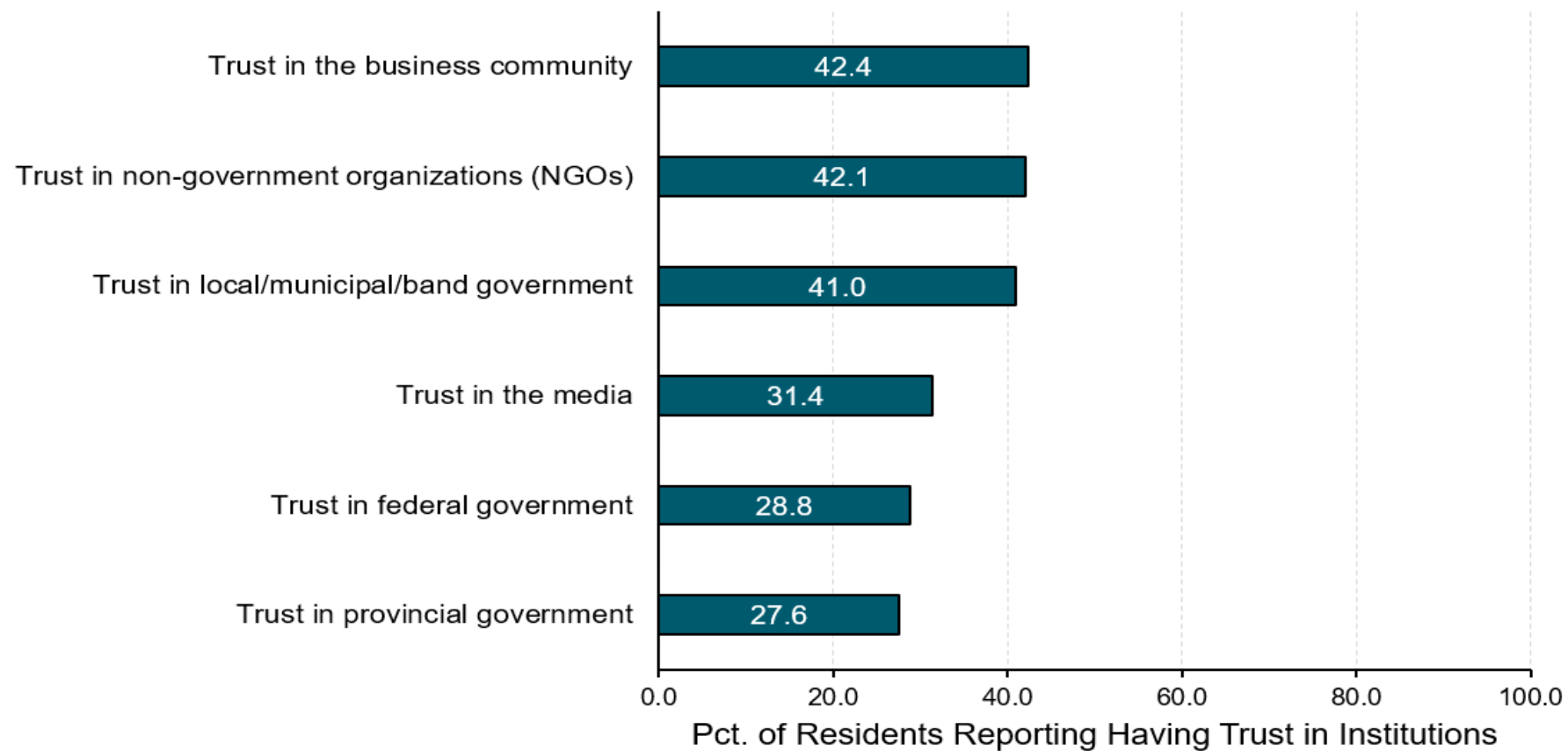
 Rank in region is notably *higher* than province overall

 Rank in region is notably *lower* than province overall

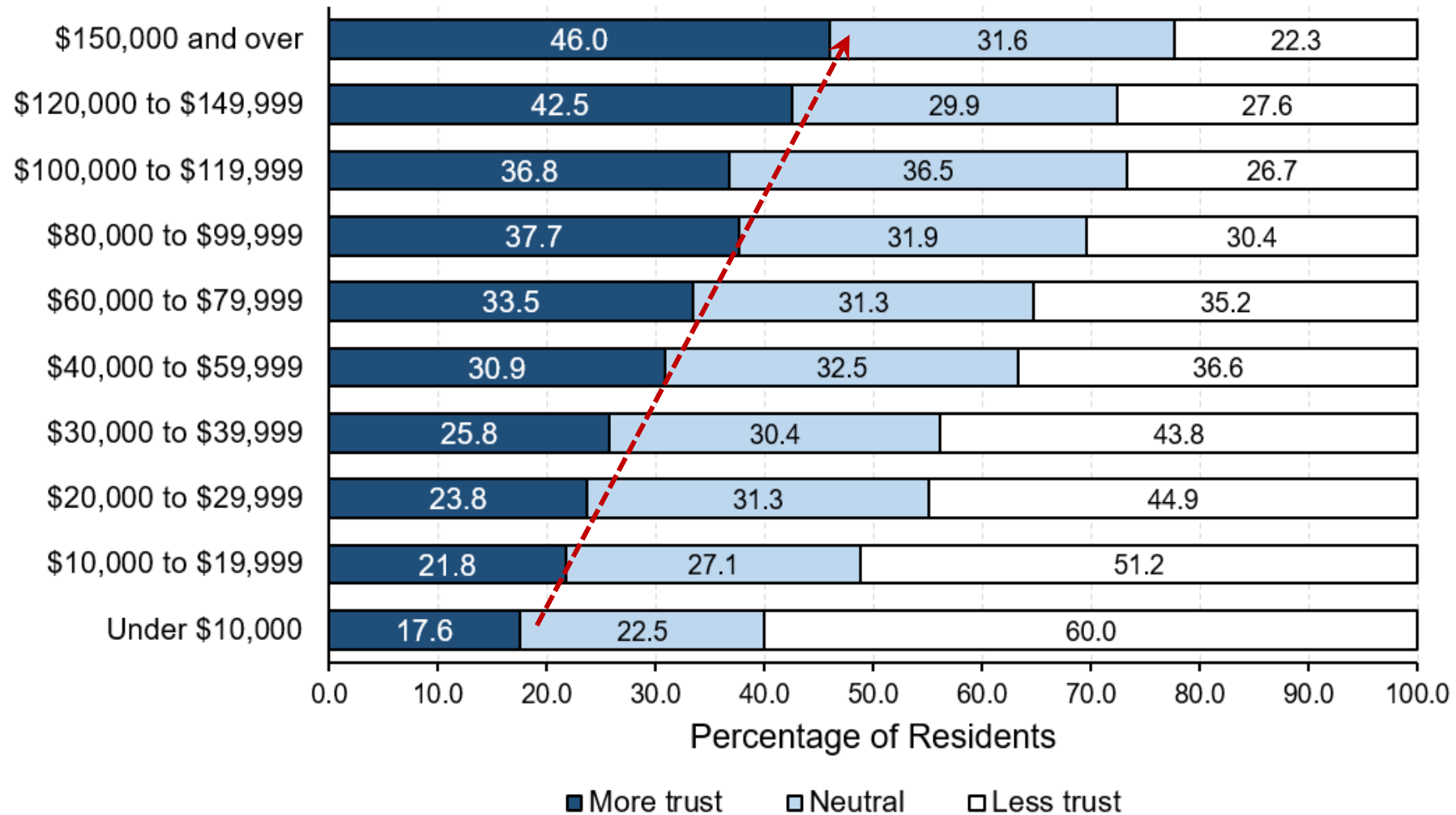
# Overall interest in politics



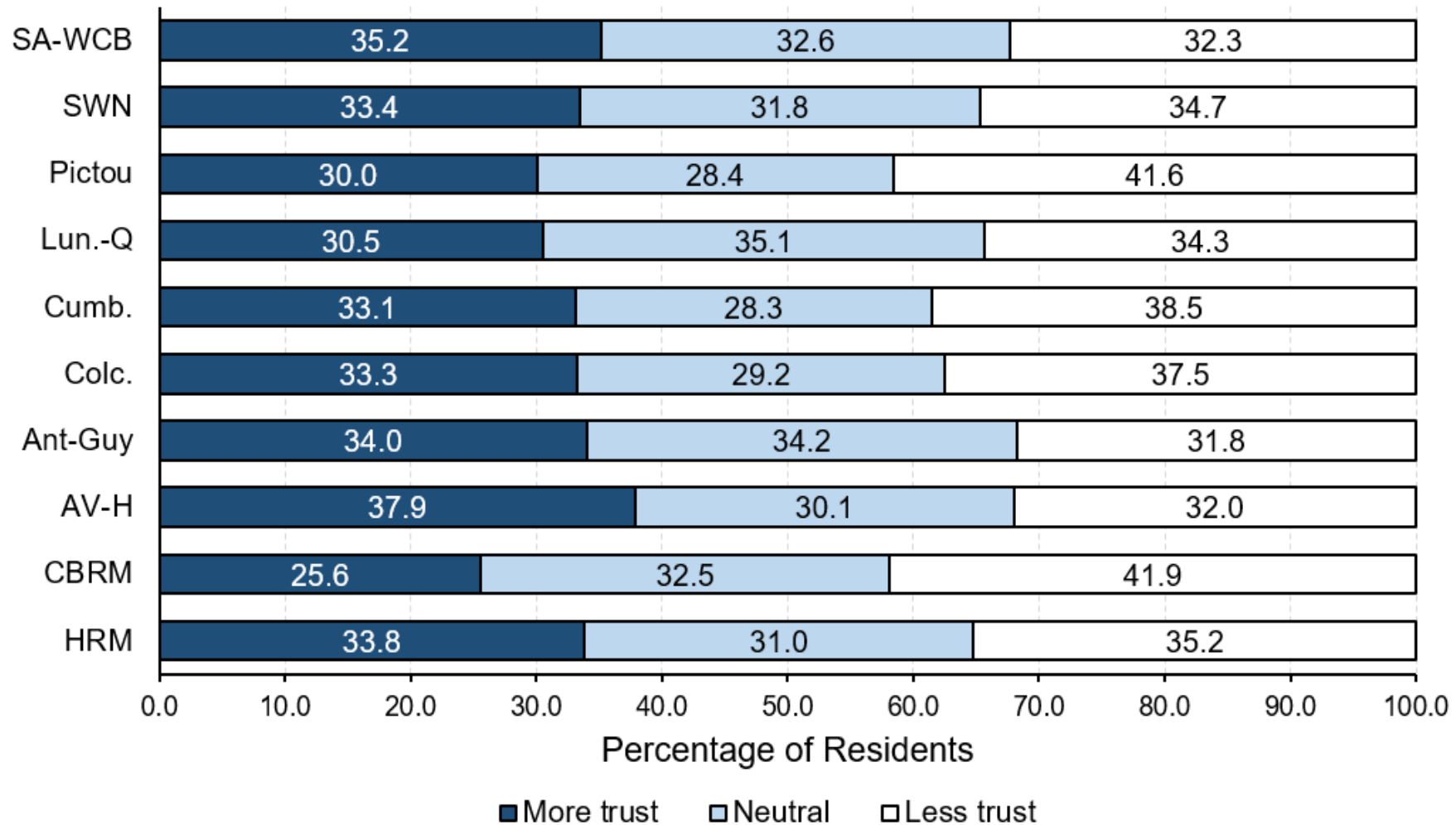
# Trust in institutions



# Trust in institutions *by income*



# Trust in institutions *by region*



# Critical issues for selected groups

Social isolation	Sense of community	Feelings of trust	Experience of discrimination	Poverty	Health
Women	Men	Men	Men	Women	Women
Single	Single	Single	Single	Single	Single
Younger	Younger	Younger	Younger	Younger	Younger
Low income	Low income	Low income	Low income	Low income	Low income
Living with a disability or chronic illness	Living with a disability or chronic illness	Living with a disability or chronic illness	Living with a disability or chronic illness		Living with a disability or chronic illness
Single parents	Single parents			Single parents	Single parents
Adults sharing accommodation	Adults sharing accommodation	Adults sharing accommodation	Adults sharing accommodation		
Adults living alone		Adults living alone	Adults living alone	Couples with children	

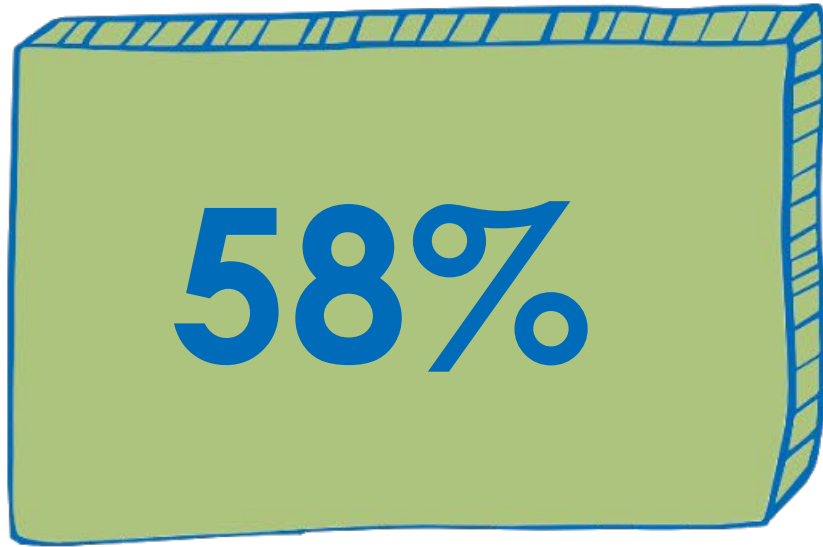
# Wider Context

**The pandemic is incubating conditions for potential broad social, economic and personal change**

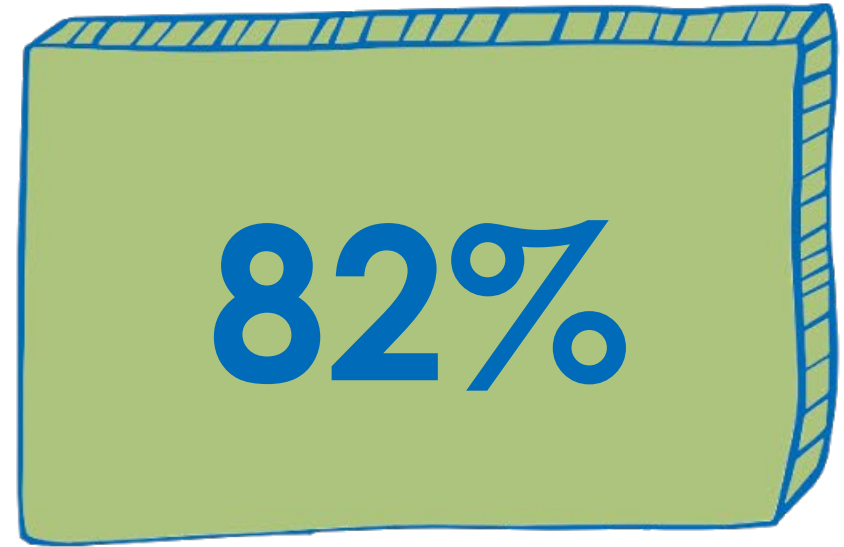
- Society may be more ready to act on festering racial, social, and economic inequities.
- Discussions are surfacing about “What Matters Most?” - as individuals and societies.
- Improving Quality of Life matters to Nova Scotians

# August 2020 Polling:

How should we measure success?



Growth in our **economy**



Improvement in our **quality of life**

# A New Advantage for Nova Scotia?

- Young talent are choosing a place to live first and then finding a job (Gallup).
- 70 percent of young college graduates decide where to relocate based on quality-of-life factors (AIER).
- The move to “online” creates advantages for jurisdictions that get quality of life right.
- Rural communities generally record higher “life satisfaction”.
- The relationship between community attachment and talent attraction and retention is surfacing as a global priority.



## Examples of what other governments are doing?

- New Zealand (Wellbeing Budgets)
- Scotland (National Performance Framework)
- OECD - Nov. 25, 2020 - Launch of Centre on Well-being, Sustainability and Equal Opportunity (WISE)
- Government of Canada - Quality of Life Framework (Dec. 3, 2020 Atlantic Canada Consultation)

# At a Global Level National Wealth Correlates Highly with Quality of Life *(UN Global Happiness Report)*

Top 10 Happiest Countries 2019	
Rank	
1	Finland
2	Denmark
3	Norway
4	Iceland
5	Netherlands
6	Switzerland
7	Sweden
8	New Zealand
9	Canada
10	Austria

Least Happiest Countries 2019	
Rank	
147	Haiti
148	Botswana
149	Syria
150	Malawi
151	Yemen
152	Rwanda
153	Tanzania
154	Afghanistan
155	Central African Republic
156	South Sudan

# On Closer Examination, Inclusive Economies Correlate with Life Satisfaction

*(World Economic Forum)*

Life Satisfaction	
1	Finland
2	Denmark
3	Norway
4	Iceland
5	Netherlands
6	Switzerland
7	Sweden
8	New Zealand
9	Canada
10	Austria

Inclusive Economies	
1	Norway
2	Iceland
3	Luxembourg
4	Switzerland
5	Denmark
6	Sweden
7	Netherlands
8	Ireland
9	Australia
10	Austria
17	Canada

# Questions to consider and discuss:

- What is the opportunity for your organization?
- What needs to happen next?
- What ideas does this spark for you?
- What is unclear?



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