

APPENDIX 3

RISE FOR ARCHITECTURE

PROFESSIONAL CONSULTATION REPORT

CONSULTATION OVERVIEW

From 2018-2020, members of the Rise for Architecture steering committee traveled across Canada conducting workshops with members of the architecture profession and associated organizations. In the **25 workshops, over 1,500 individuals (roughly 15% of the profession)** provided their feedback and guidance regarding the Vision of Values framework. The conversations touched on why architecture matters, its potential for achieving better outcomes and what's currently limiting that potential. Participants were drawn together by a **shared sense of frustration that Canada's architecture is being limited in its capacity** to respond to the rapidly evolving needs of Canadian communities.

Enthusiastic Support for Place, People, Prosperity, and Potential Framework

Virtually all participants agreed that when looked at through the lenses of **Place, People, Prosperity, and Potential**, architecture has significant untapped potential to drive positive and necessary social and environmental change. We asked participants to consider **what we could do differently**. We heard that change is urgently needed in response to what was described as an **alarming trend towards the commodification of architecture to the detriment of human and planetary health**. We heard that the full potential of design needs to be empowered through public-interest focused procurement and project commissioning.

We asked participants to think about whether this value framework was complete enough and to consider what individual architects, the profession and public policy and decision-makers do differently to achieve the full potential of architecture for the betterment of the Canadian communities. As well, **all levels of decision makers have a role to play so that the full potential of architecture** as an agent of positive social and environmental change can be realized.

Reconsider the Structure of the Profession's Practices

We also heard that the very structure of professional practice needs to be reconsidered so that it could be **nimbler and more responsive** to the constantly evolving challenges of our time, achieving social and climate justice, **reflecting more diverse, equitable and inclusive communities** and the **health and well-being of people and the planet**. The way that architects are educated, trained, licensed, and regulated needs to be rethought so that it can respond to a **greatly expanded definition of what is in the public interest**.

Key Observations and Changes Needing Critical Support

There is **strong belief that an Architecture Policy for Canada is needed** and that it would have far reaching benefits for all Canadians. Key observations from the consultation feedback within the profession identified the strong support for critical needed changes including, the implementation of an Architecture Policy for Canada that would need to be **integrated into related policies at other levels of government**. We identified an underlying need that our recommendations, as well as any potential architecture policies, recognize the value of **Canada-wide approaches while respecting the strength of regional distinctiveness**.

WORKSHOP LOCATION AND PRESENTATION SCHEDULE

2018

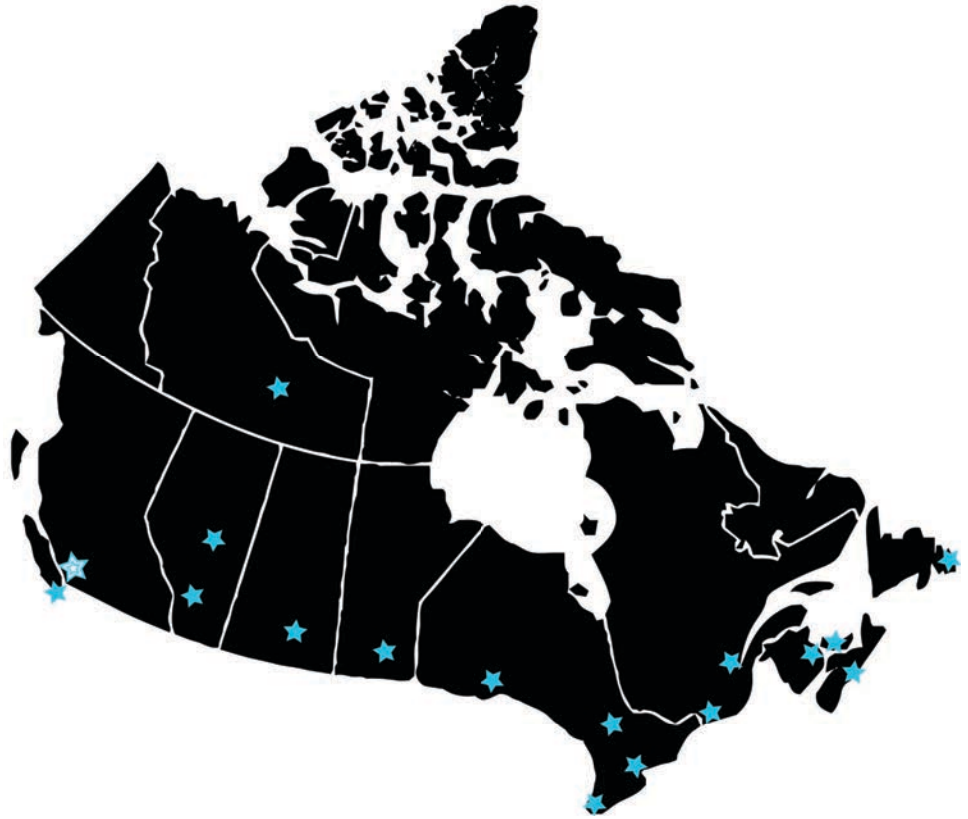
August - **RAIC** Chapter - Vancouver
December - **RAIC** Chapter - Edmonton

2019

April - **CALA** Regulators
May - **SAA** Conference - Regina
May - **AIBC** Confab - Vancouver
May - **OAA** Conference - Quebec City
May - **NSAA** Spring Forum - Halifax
June - Local Host - **Winnipeg**
June - **AIBC** Series (4)- Vancouver
September - **UBC** - Vancouver
October - **AAA** - Calgary
October - **AANB** - Moncton
October - **AAPEI** - Charlottetown
October - **NLAA** - St John's
October - **RAIC** Festival - Toronto
November - **WSOA** - Windsor
November - **NWTAA** - Yellowknife

2020

February - **AIBC** - Victoria
February - **NOSA** - Sudbury
April - **OAA** - Thunder Bay
May - **CSC** Conference - Montreal
June - **RAIC** Conference - Online



DATA ANALYSIS + REPORT STRUCTURE

In undertaking their workshop engagements, the Rise for Architecture steering committee created a collection of note taker booklets and handouts for participants to fill out (see Appendix 2). The materials outlined each of the four themes and their subcategories:

PLACE

context and scale; land and resources;
cultural heritage and vitality; forging community

PEOPLE

health and happiness; memory and meaning;
dignity, inclusion and social justice; engagement,
empowerment, and reconciliation

PROSPERITY

environmental stewardship; sustainable urbanism;
equitable economic development; adaptation and resilience

POTENTIAL

architecture as a creative industry; creative collaboration;
research and innovation; education and the future of architect

For the creation of this report, the feedback from the Vision of Value note taker booklets, and additional workshop handouts was synthesized by the Rise for Architecture steering committee. Further analysis was then later undertaken to review the physical and digital feedback from these booklets and handouts. The feedback was then aligned with the subcategories of the larger frameworks key themes.

Each piece of feedback shared below is **representative of tens, if not hundreds, of similar statements** made by others across the country. Thus, each Vision of Value theme is accompanied by general theme statements that represent significant concepts that emerged from the workshop feedback.

PLACE

This theme focuses on the interdependent conditions such as topography, climate, habitats, Indigenous tradition, infrastructure, regional history, laws and customs, and cultural heritage.

Place focuses on the importance of the land on which a project is built and investigates the importance of respecting its unique geographic and cultural characteristics.

GENERAL THEMES FROM THE WORKSHOPS

Canada-Wide Approach with Regional Distinctions

We identified an underlying need that our recommendations, as well as any potential architecture policies, recognize the value of Canada-wide approaches while respecting the strength of regional distinctiveness.

Rural Focus

There is often a perception that the issues being discussed are more relevant or biased towards more urbanized areas. The importance of 'building' community in remote, rural, and suburban environments is also critical.

Technology

Digital technologies are connecting

VISION OF VALUE FRAMEWORK CATEGORIES

CONTEXT AND SCALE

Workshop Feedback:

- Build understanding of how technology connects and creates a place (SAA)
- Document the national patchwork of regional identities and styles (AANB)
- To craft better regionality, create guidelines to educate decision makers (RAIC)
- PLACE = materiality, sustainability, security & safety (NSAA)
- 50% of built environment not by architects – how do we change, push, and make better houses for people – even if it's at the planning level; setting vision (CALA)
- Consider transportation and its relationship with people and buildings (RAIC)
- Architects must redouble efforts to respect place, context, scale, complexity and fit (AIBC-Victoria)

LAND AND RESOURCES

Workshop Feedback:

- How will the Architecture of the future respond to a slow or no growth paradigm that conflicts with a growth-based capitalism? (NSAA)
- Change procurement / low bid culture (WSOA)
- Emphasize integrated design for city planning, that establishes policies for disaster preparedness, stormwater management, and complete streets (RAIC)
- Overcoming unreasonable regulation to have more creative standards as per our existing situation (AIBC)
- Influence the quality of planning, city building; show quality; design review to include broader aspects such as subdivisions, infrastructure (CALA)

CULTURAL HERITAGE AND VITALITY

Workshop Feedback:

- Diversity of context across Canada (WSOA)
- Multicultural society is a new reality, how does the built environment respond? (NSAA)
- Understanding the spirit of place (RAIC)

people across time and space like never before. Understanding the implication and opportunities provided by technologies can help in the shaping of place, linking the future with the past.

Procurement

Public professional services procurement needs to shift to more value(s) based and public-interest focused procurement systems.

- Celebrating the history of existing buildings and telling the stories of why they are the way that they are (AAPEI)
- Cultural identity developed within the community, not thrust upon it (SAA)
- Spotlighting architecture as a record of history (NLAA)
- Seeing modern architecture as part of our history and working towards preserving more of it (AIBC-Victoria)

FORGING COMMUNITY

Workshop Feedback:

- Address east-west, rural-urban, wealth-poverty, and many other inherent diversities of our large country (AIBC)
- The importance of 'building' community in rural and suburban landscapes (NSAA)
- Inclusive communities where people feel a sense of ownership (WSOA)
- Frame built environment as 'social infrastructure' as something that one can't live without. Holistic value methodology (SAA)
- Connect today's technology that young people are more dependent on, with the face to face experiences of buildings and people (AANB)
- Need to be united as a profession and build up our colleagues within the profession (NLAA)

WORKSHOP SUGGESTIONS + NEXT STEPS

- ★ We are losing vernacular traditions and their deep cultural connections, focus needs to be given to finding ways to connect these traditions with the future (AIBC-Victoria)
 - ★ Create a structure/set of principles that bring together regional adaptation and consultation, that coordinates local zoning and planning, and methods of public consultation (RAIC)
 - ★ Connect with local groups who have similar interests and develop a grassroots network from a variety of professions (OAA)
 - ★ Use of virtual reality to connect people to diversity of place (AANB)
 - ★ Develop a better understanding of your local surroundings to understand global perspectives better (AIBC)
 - ★ Start attaching our names to good buildings...literally and in multimedia (AIBC)
 - ★ Architects must begin to respect each other and their designs, especially when 'renovating' a building, and protecting our collective built heritage (AIBC-Victoria)
 - ★ Work to broaden the definition of public safety and examine the Architects Acts (OAA)
 - ★ Encourage the profession to diversify within other industries and work environments to influence other decision-making outside of "architecture" (CALA)
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PEOPLE

This theme focuses on the way architecture provides safe and suitable settings in which people live, work, and play; it shapes daily life in ways that foster social cohesion and cultural vitality, inspires personal and collective imagination, and stimulates wonder and respect for the complex world we share and must sustain.

GENERAL THEMES FROM THE WORKSHOPS

Responsibility to Indigenous Peoples

That architects play a unique role in continuing the impacts of colonialism on indigenous people and thus all actions need a foundational acknowledgement of issues of reconciliation including a deepening of our understanding of our responsibilities related to building on unceded and all traditional indigenous lands.

Commitment to the Public

Architects need to strengthen their commitment to putting the needs of people (building users as well as the broader community) first.

VISION OF VALUE FRAMEWORK CATEGORIES

HEALTH AND HAPPINESS

Workshop Feedback:

- Look into other disciplines policies who are leading discussions with people (Health Regions, Social Services, Ministry of Education) (SAA)
- Focus on community health (WSOA)
- Become more visible in the health and wellness industry educate people on the importance of that built environment has on individual wellbeing (AIBC)
- Work with educators at an early stage to instill an understanding of the built environment and how it can positively affect their lives (SAA)
- Set minimum acceptable standards for sustainability, safety and quality of materials (AIBC)

MEMORY AND MEANING

Workshop Feedback:

- Provoking people's early memories of places can have an impact on their appreciation of architecture (AANB)
- Actually, speak to topics that affect people's lives! (AIBC)
- Connection to place, spirit of place, to the land can bridge a range of concerns esp. reconciliation, environmental concerns, climate, cultural landscapes etc. (NSAA)
- Build based on broad range of cultures and peoples (NLAA)
- Celebrate successful projects and processes within distinct communities (SAA)
- Tours that allow people to physically see and explain the space/built environment - do this with elementary schools and continue it up with higher grades (SAA)

DIGNITY, INCLUSION, SOCIAL JUSTICE

Workshop Feedback:

- Everyone is an 'architect' but does anyone really comprehend the extent of what we do and the process? How do we empower people? (AANB)
- Strengthen the use of Universal Design methods (RAIC)
- Diversity of context across Canada (WSOA)

Community Engagement

The profession needs a stronger commitment to consistently encouraging and facilitating the involvement of the community in design processes and decision-making.

Equality and Inclusivity

Issues of equity, need to be foregrounded, including a need to strengthen commitments around inclusivity both for the processes and products of design.

- Multicultural society is a new reality, how does the built environment respond? (NSAA)
- Historic context and heritage highlighted, to provide understanding of the planning of places over time (SAA)
- Cultural identity developed within the community, not thrust upon it (SAA)
- Finding more ways for those architecturally trained to be acknowledged to increase public awareness (NOSA)

ENGAGEMENT, EMPOWERMENT, AND RECONCILIATION

Workshop Feedback:

- Design thinking as a universal value (AIBC)
- A broader cross-section of people needs to have input on the program development, and seeing that it is carried through to the project (AANB)
- Pride - important to make members of the public feel engaged and become champions of their communities (SAA)
- Make time to engage the public more effectively through working with municipalities and influencing public policies (AIBC)
- Importance of engaging local populations and indigenous communities (RAIC)
- Lower barriers that may prevent people from actively engaging the profession (AIBC)
- Engagement is more than asking questions and listening, it is involving people in the design of places (RAIC)
- Reconciliation through making present traces of the past indigenous communities which can be a reminder of where we all have come from (AIBC-Victoria)

WORKSHOP SUGGESTIONS + NEXT STEPS

- ★ Use general language that is accessible - move away from "archispeak" (RAIC)
 - ★ As architects, we need to be more approachable to the community. Let people present their ideas, as people like to be heard and want their opinions to matter (OAA)
 - ★ Document needs a foundational acknowledgement of indigenous lands (NWTAA)
 - ★ Architects of the future need to rebrand as 'of the people' as opposed to 'above the people' (NSAA)
 - ★ The architect is skilled in coordinating multiple players and can act as the facilitator in demonstrating the complexity of problems, and can help break down problems. However, these skills need to be focused on in education, so that architects become better communicators and negotiators. Need to develop 'soft skills' for facilitating engagement (AIBC-Victoria)
 - ★ All levels of the profession (students, interns, and architects) need to be implementing Universal Design, so that all people can access the built environment (RAIC)
 - ★ Consult all players - not just the design/construction teams but also the users (SAA)
 - ★ Architects need to act more politically... run for office... interrogate politician running for office...(OAA)
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PROSPERITY

This theme focuses on how a well-designed, resilient, and sustainable built environment enhances society's ability to face the challenges of the 21st century.

Innovative and green technologies are not enough.

A prosperous and resilient Canada also needs political will and public care for the collective well-being of our society and the planet.

GENERAL THEMES FROM THE WORKSHOPS

Climate Commitment

The profession needs to make stronger commitments in response to the climate crisis.

Government Integration

The implementation of an Architecture Policy for Canada would need to be integrated into related policies at other levels of government.

Life-Cycle Costs

The recognition that long-term life-cycle costs and impacts need to be given far greater importance in the decisions leading to new buildings being built.

VISION OF VALUE FRAMEWORK CATEGORIES

ENVIRONMENTAL STEWARDSHIP

Workshop Feedback:

- Governments can lead by example (WSOA)
- Getting involved with politics and committees (AIBC)
- Engage politicians, especially at election time about key issues regarding the built environment (OAA)
- Provide a baseline of understanding and appreciation in the general public to ensure they are demanding great work (SAA)
- Build and strengthen relationships with other industries and municipalities (CALA)
- Consider what architecture can be in the next 200 years (7 generations) (RAIC)
- Develop trackable outcomes and share data (AAPEI)

SUSTAINABLE URBANISM

Workshop Feedback:

- Architects need to engage in policy development to influence the value of architecture and architects (SAA)
- Influence policy development such as restrictive, outdated city bylaws (SAA)
- The importance of the built environment for supporting adaptation especially in hot climates and coastal areas (NSAA)
- Sustainability = durability + adaptability (NSAA)
- Sustainable design and economic prosperity should not be perceived in conflict, but rather architecture bridges the gap (SAA)

EQUITABLE ECONOMIC DEVELOPMENT

Workshop Feedback:

- Need to strengthen language around inclusivity both process for design and use of end result (NSAA)
- Long term thinking, rather than four year or next election cycle (AANB)
- Involve the federal/provincial/municipal governments in developing policy & giving them a stake in the policy & its implementation (AIBC)

Post-Occupancy Evaluation

All involved in commissioning and delivering buildings need to commit to meaningful post occupancy evaluation.

Professional Alliances

Working with other professional groups to create meaningful change in the construction and delivery of buildings.

- Good architecture does not cost more, we need to stop seeing design as an additive process, because beauty can be made out of simple things (SAA)
- Focus on the lifecycle, evidence-based, and true cost/benefits of construction (RAIC)
- Capital projects need to be removed from the political agenda, so they are not handled on an election cycle (AAPEI)

ADAPTATION AND RESILIENCE

Workshop Feedback:

- Responsiveness to technology and the changing times (WSOA)
- Adaptation should include the longer service life of buildings, and the durability of new buildings (AANB)
- Develop a life cycle analysis system (AIBC-Victoria)
- Focus on Social Return on Investment (SROI) (WSOA)
- Define aesthetic and functional quality (SAA)
- Commitment to post occupancy evaluation (NWTAA)
- Develop triple bottom line analysis that focuses on environmental, economic and social criteria (AIBC-Victoria)
- Creating designs that allow for adaptation and retrofitting for future changes in the building code (NOSA)

WORKSHOP SUGGESTIONS + NEXT STEPS

- ★ Creating more conversations about interconnection of architecture, sustainability, and building durability (such as on radio and podcasts) (AANB)
 - ★ Finding ways to integrate knowledge from schools of architecture with local governments and organizations (NOSA)
 - ★ Need a framework for measuring outcomes, e.g., post occupancy, technical (energy) and social (NSAA)
 - ★ Develop metrics and method of measuring the value/success of architecture (AIBC)
 - ★ We always seem to reference Europe as a model to emulate, but we need a Canada-generic policy that works for Canada and its unique culture, climate, etc (AIBC)
 - ★ More architects need to be involved in volunteer boards with the cities (NOSA)
 - ★ Celebrate energy efficient and socially responsible projects of different scales, both small and large (AIBC-Victoria)
 - ★ PROSPERITY needs to be better understood, not just economic or growth based (NSAA)
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POTENTIAL

This theme considers the implications of the future for Canadian architecture and its place in the world. A public conversation about this will inform a better understanding of current, emerging, and future needs and create a renewed vision of the roles architecture can play in Canadian society.

GENERAL THEMES FROM THE WORKSHOPS

Governance Collaboration

Strengthened national voices are needed for architecture, including those for advocacy, regulation, and education.

Cultural Change

The culture within the profession of architecture, and the schools of architecture, needs to evolve to eliminate unhealthy practices and be fully grounded on principles of equity and respect.

Evidence-Based Design

There is a need for evidence-based design aligned with innovative ongoing research including greater collaboration between industry and academia.

VISION OF VALUE FRAMEWORK CATEGORIES

ARCHITECTURE AS A CREATIVE INDUSTRY

Workshop Feedback:

- Students and young architects will bring new ideas, but won't really be decision makers for 20 years, this needs to change (RAIC)
- Promote STEAM not STEM, which brings in the arts and architecture (AANB)
- We have fallen behind as a profession, any document should try and solve this problem by making sure we become and maintain a level of flexibility and adaptation. Our profession needs to be more agile and dynamic to keep up and continue providing value, so that the public can see that value (SAA)
- Encourage critical and negative opinions about the state of architecture in Canada (OAA)
- 'Respect' needs to be shown to previous architects, when designing and renovating existing buildings (AIBC-Victoria)

CREATIVE COLLABORATION

Workshop Feedback:

- Multi-disciplinary and trade collaboration is the way of the future, and needs a more integrative approach (NSAA)
- More national collaboration among provincial associations (international/global, government/public) (AIBC)
- We should engage in politics more with our informed positions. This will require support from our peers, communities, and official organization (AIBC, RAIC) (AIBC)
- Acknowledge the huge efforts from a diverse cast of characters that contribute to a project, like the "end of movie credits" (SAA)
- Need to educate clients, the public, and elected officials about the value of architecture (AAPEI)
- Importance of extending conversations about the future beyond the professional architecture community (Winnipeg)

RESEARCH AND INNOVATION

Workshop Feedback:

- Need to support evidence-based design with good research (NSAA)

Public Architectural Literacy

There was consensus on the need to help raise public literacy around issues of quality and performance of architecture. Importance of educating clients, the general public, and those in positions of power.

Early Education

Broad recognition of the benefit of need for early childhood education about architecture, and the need to advocate for STEAM, not just STEM.

- Become a profession of progressive ideas and a source of innovation (AIBC)
- Invest in research and create a research network for sharing findings (OAA)
- An association to support each other that has a different mandate than the "protection of the public" (AIBC)
- Become visionaries – look to solve the problems of the future – possibly develop a research development division of AIBC or architecture foundation or RAIC (AIBC)
- Connect qualitative research/data with the quantitative data, to demonstrate the value of architecture (AAPEI)

EDUCATION AND THE FUTURE OF ARCHITECTURE

Workshop Feedback:

- Electronic and digital formats in architectural education to reduce "studio" waste (AANB)
- Improve unhealthy culture within the profession and schools (long hours, etc.) (NWTAA)
- Raising public literacy about the 'design' of the built environment (NSAA)
- Promotion of "design based thinking" in education (AAPEI)
- Remove the inner stigma of an architect moving outside of an architecture office (CALA)
- Create and sustain a way for the public to learn what "architecture" is, what is involved in creating it and what architects do (AIBC)
- Architects can't come off as elitist (NOSA)

WORKSHOP SUGGESTIONS + NEXT STEPS

- ★ Speak up! Architects tend to be too reluctant to voice opinions, but our profession won't evolve unless we do (AIBC)
 - ★ Be our own advocates by better defining our "brand" and values (OAA)
 - ★ Teach business/ finance skills in architecture school (SAA)
 - ★ Architects need continuing education on being more collaborative, seeing themselves as equals in the team, and developing their 'soft/people' skills for communication, collaboration, and facilitation (AIBC-Victoria)
 - ★ Education + public engagement go together- educated public is more engaged (NSAA)
 - ★ Educate the public on the role of an architect and start early with youth, high schools, future generations (CALA)
 - ★ Create a grade school education module that every teacher can access to show their students - 30 minute slideshow or video promoting the design process (SAA)
 - ★ The RAIC/AIBC should develop campaigns to engage & educate Canadians through media (TV, magazines, etc), policy, educational programs (elementary & high school programs), presentations, etc (AIBC)
 - ★ Teach 'design thinking' as a framework for iteration and exploration of options (SAA)
-