

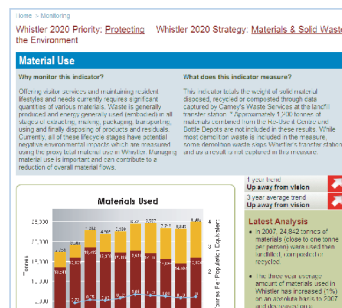
case study

Resort Municipality of Whistler

The Resort Municipality of Whistler (RMOW) is a forward-looking community with a vision to grow responsibly. The Whistler “Towards 2020” Initiative involves local people, businesses and government in developing effective programmes to protect the resort from environmental damage and overuse. The resort typically attracts 2 million visitors a year, but as host for the 2010 winter Olympics, they anticipate significant growth in a short time.

challenges

The vision of “Towards 2020” encompasses a broad and multi-faceted view of the future, striving to meet the needs of individuals, businesses and the environment. The data critical to tracking and managing their progress was diverse and disparate, derived from different systems and largely collected manually. RMOW approached credit360 to assist in the collation, management and, most critically, communication of progress against targets.



the solution

In late 2005, credit360 began working with RMOW, quickly identifying requirements for their success. “Towards 2020” needed a detailed yet easy-to-use and manageable website that would allow all stakeholders to access sustainability information and track progress against stated targets.

credit360’s solution combined existing credit360 modules with custom-built developed modules and a new website specifically designed to meet Whistler’s needs. The external website enables Whistler to update publicly available data in real time, adding to the Initiative’s transparency and sense of urgency. To accomplish this, credit360:

- Built a new ‘Actions’ module designed to tie overall business strategy to specific projects and actions. This allows Whistler to track its progress against key initiatives and link with qualitative data recorded in the core credit360 system. The ‘Actions’ module is now available to all credit360 clients.
- Built and powered a public facing website (see the “2020 explorer” at www.whistler2020.ca) to allow stakeholders to access and query the objectives and initiatives of RMOW. This website is now in daily use by stakeholders who can easily investigate Whistler’s progress in sustainable operations and participate in the 2020 initiative.

key benefits delivered to Whistler:

- streamlined data analysis and collection for external communication
- real-time data on the website reduces personnel administration time
- easy, transparent data accessibility to all stakeholders

The system built by credit360 has been a key management tool for the 2010 winter Olympics sustainability strategy, in addition to helping Whistler in its campaign to ensure the long-term environmental and social sustainability of the resort.

