

2009 POWER SMART  
**FORUM**

OCTOBER 13-15  
VANCOUVER CONVENTION CENTRE

# Doing Business Differently – Water Bucket Website

Showcasing Partnerships, Collaboration,  
Innovation and Integration under the  
Water Sustainability Action Plan for BC

Mike Tanner, Chair  
Water Bucket Website Partnership



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## The story of the waterbucket.ca website

- Launched in 2005
- The website is distinctive
- Key to our communication strategy
- Designed to provide the story

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powersmart



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## The Vision

Provide a resource rich, highly interactive destination location for information and communication related to water sustainability in British Columbia”

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## Networking & Outreach

- Why a community of interest?
- Platform design
- Communities of Practice

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## Capacity-Building

- Website provides a forum
- Content contributors
- Website enhancement benefits everyone

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## Educating & Training

- Online tools
- Promote long-term thinking
- Promote design by nature
- Case studies

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**waterbucket**  
Sustainable Approaches to Water Resources

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## Our success to date

- Showcasing and tracking results
- What we have learned
- Number of visits
- The power of the website

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“The Water Bucket is providing reasons to have the conversation about ‘**why change**’. The resulting awareness of **need** will help us obtain the mandate to implement watershed-based land use planning.”

Marvin Kamenz, Municipal Planner  
Town of Comox  
September 2009

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