



Municipalities

Newfoundland and Labrador



**PLACEMAKING FOR SUSTAINABLE
COMMUNITIES
CONNECTING LOCAL ACTION TO
GLOBAL GOALS**

Tomorrow's Summit

Grand Falls-Windsor

August 6, 2025

ROADMAP

- What is Placemaking?
- Why Placemaking Matters for Small Communities
- UN Sustainable Development Goals
- Linking Tomorrow's Towns to the SDGs
- SDG 11
- Local Leadership Makes Global Impact
- Tomorrow's Towns in Action
- Activity





WHAT IS PLACEMAKING?

- Community-driven approach to shaping public spaces
- Focuses on identity, connection, and belonging
- Turns shared spaces into places of meaning and pride
- Reflects local culture, history, and values
- Supports health, inclusion, and sustainability
- Helps small towns revitalize and build resilience



WHY PLACEMAKING MATTERS FOR SMALL COMMUNITIES

- Builds pride of place and strengthens community identity
- Supports local economies through vibrant public spaces
- Enhances health, safety, and social connection
- Encourages youth retention and intergenerational engagement
- Promotes climate resilience and environmental stewardship
- Amplifies community voice in shaping the future

UN SUSTAINABLE DEVELOPMENT GOALS



- 17 global goals adopted by the UN in 2015
- Aim to end poverty, protect the planet, and promote prosperity
- Local governments are key to achieving the goals
- Many municipal priorities already align with the SDGs
- A framework for connecting local action to global impact
- “Think global, act local” in a practical way

LINKING TOMORROW'S TOWNS TO THE SDGS



Tomorrow's Towns connects local placemaking with global goals



Each focus area aligns with specific UN Sustainable Development Goals



Strengthens municipal leadership in sustainable development



Demonstrates how small towns can drive big change

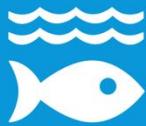


Makes global priorities real, local, and achievable

15 LIFE
ON LAND



14 LIFE
BELOW WATER



13 CLIMATE
ACTION



11 SUSTAINABLE CITIES
AND COMMUNITIES



1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE





Goal 11: Inclusive, safe, resilient and sustainable places for all

- ✓ Affordable housing & upgraded public services
- ✓ Accessible, environmentally-friendly transportation
- ✓ Inclusive planning with community participation
- ✓ Preserve local cultural & natural heritage
- ✓ Disaster resilience and essential services protection
- ✓ Clean air, proper waste systems & reduced environmental impact
- ✓ Green, public spaces accessible to all
- ✓ Supports regional planning, integration & local governance

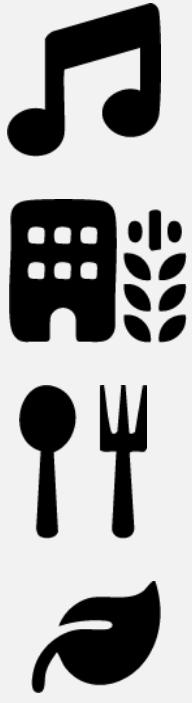


- Municipalities are closest to people's daily lives
- Local decisions shape health, equity, and sustainability
- Municipal actions directly influence SDG outcomes
- Community-driven projects ripple beyond local boundaries
- Small towns can lead by example and inspire others
- Tomorrow's Towns proves rural communities are global players



- Community-led placemaking projects across NL
- Each project reflects one or more of the five focus areas
- Local priorities guide the work—not one-size-fits-all approach
- Partnerships with municipalities, organizations, and residents
- Projects support SDGs through real, measurable action
- Building momentum toward more inclusive, resilient communities

YOUR TURN: CONNECTING IDEAS TO ACTION



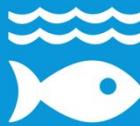
- Think of **one placemaking idea** for your town or region
- Identify which **Tomorrow's Towns stream(s)** it supports
- Link your idea to one or more **UN Sustainable Development Goals**
- Write it down—take 10 minutes to reflect and plan
- Be ready to **share** your idea with the group



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Questions?



QUESTIONS AND REFLECTIONS

- What's already happening in your community?
- What challenges or opportunities do you see?
- How can we help you overcome those challenges or take advantage of the opportunities?

THANK YOU

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