

## Research team profile

# Measuring Success

## Indicators for Strategic Approaches to Sustainable Community Planning

Blekinge Institute of Technology, School of Engineering  
Masters in Science – Strategic Leadership Towards Sustainability  
Karlskrona, Sweden



**Alaya Boisvert** was born in Sechelt, British Columbia, Canada. She recently graduated with an MSc in Strategic Leadership towards Sustainability at the Blekinge Institute of Technology, Sweden. Prior to her Masters studies, Alaya was employed in the Marine Conservation Program at the David Suzuki Foundation. She has worked in both corporate and non-profit sectors and has amassed extensive experience in overseas project implementation. Her interests in human rights advocacy led her to Guatemala where she worked with a local grassroots organization supporting indigenous community leaders. In 2003, Alaya received a first class honours degree in International Development Studies and Environmental Studies from McGill University. A results-driven social entrepreneur, her diverse skills include marketing, communications, public engagement, curriculum development, and community economic development. A natural leader with an adventurous spirit, Alaya looks forward to employing her management and strategic organization skills to help facilitate sustainable community development around the world.



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**Sarah Cheevers** was born in Vancouver, British Columbia, Canada. She graduated with distinction from the University of Victoria with a double major in Geography and Environmental Studies. She received her Bachelor of Education from the University of British Columbia and has taught high school for two years. She has worked at all levels of government on a variety of planning, policy, inventory and communications projects. She has written First Nations water rights reports for the Ministry of Environment as well as worked on strategic land use plans and was the public communications contact for Vancouver Island Resource Targets Report. The diversity of her work and educational experience is a result of her curiosity and care for both social and environmental issues and their interrelationship. Sarah intends to combine her skills as a facilitator, artist and educator with her expertise of the Framework for Strategic Sustainable Development to facilitate partnerships in co-creating a dynamic and healthy environment with a shared vision of sustainability.

**Erin Romanchuk** has a strong desire to influence the direction our world takes on sustainability issues. Her undergraduate degree is in Communication Studies with a minor in Sociology from the University of Calgary. Prior to studying in Sweden, Erin worked for a small municipality in southern Alberta, Canada. She began as a part-time Community Education Assistant with the Environmental Services Division and quickly worked her way to become the Environmental Services Coordinator. Erin has hands on experience with community-based social marketing, program development, and project management. She has also gained experience with policy development and public consultation. Erin has been an active member of grass roots environmental groups, and has a deep appreciation for active community members who engage locally in a constructive and productive capacity. Erin plans to work in Europe to influence real change for sustainability. Specifically her interests lie in sustainable community development, and public engagement in both the private and public sectors.



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**Karen Stroebel** was born in South Africa, but spent most of her life as a Canadian citizen living on the vibrant Canadian west coast. In completing her Master's in Strategic Leadership towards Sustainability, Karen specialized in Community-Based Social Marketing, community planning, and process indicators. She is currently based out of Fredericton, New Brunswick, as a sustainability consultant with a leading environmental consulting company, Jacques Whitford. In this role, she works with communities and organizations to help them design and monitor sustainability initiatives. A dynamic member of the Jacques Whitford sustainability practice, Karen has also been involved with the internal development of the organization's national sustainability initiative. This has involved contribution to the development and implementation of a comprehensive GHG emissions inventory and reduction plan, to strategic planning, and to designing indicators for measuring movement towards sustainability goals.

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