

FOR IMMEDIATE RELEASE

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Pandemic economic recovery work earns gold and silver on international stage for Greater Victoria organization

(Victoria, BC) South Island Prosperity Partnership (SIPP) has received two gold awards and one silver award from the prestigious [International Economic Development Council](#) (IEDC) for its 2020 initiatives to strengthen Greater Victoria's economy and accelerate recovery following the onset of the pandemic.

IEDC received more than 500 global entries for its Excellence in Economic Development Awards, which recognize the world's best economic development programs, partnerships, marketing and influential leaders. SIPP received the following awards:

- The **2021 Gold Award for Innovation Programs & Initiatives** recognizes SIPP's timely efforts to convene 120-plus of the region's leaders across all sectors to develop strategies to boost recovery. This work resulted in [Reboot: Greater Victoria's Economic Recovery Plan \(2020-2022\)](#).
- The **2021 Gold Award for Special Events** recognizes the impact of [Rising Economy Week 2020](#) in rallying Greater Victoria around economic recovery. The inaugural virtual conference in November 2020 featured local and international speakers and drew 1,100 participants to engage in urgent conversations around economic recovery.
- The **2021 Silver Award for Partnerships with Education** recognizes the innovation and success of MicroStartBC, a website and marketing campaign created by SIPP in partnership with the University of Victoria (UVic) and Royal Roads University (RRU). Developed as a response to workforce disruptions caused by the pandemic, MicroStartBC focuses on rapid upskilling for employment in rapidly evolving sectors like healthcare.

"The winners of IEDC's Excellence in Economic Development awards represent the best of economic development and exemplify the leadership that our profession strives for every day," says IEDC Board Chair Tom Kucharski.

"Receiving these IEDC awards isn't just a win for SIPP — the awards are a recognition of our entire region's innovative, collaborative response to the pandemic," says South Island Prosperity Partnership CEO Emilie de Rosenroll. "I particularly want to recognize the members of the Rising Economy Taskforce and its committees and our partners, UVic and Royal Roads, for their vision and innovation. The awards demonstrate how an economy based on resilience, innovation, sustainability and equity resonates across sectors and communities."

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About South Island Prosperity Partnership

[South Island Prosperity Partnership](#) (SIPP) represents a new era of economic development for Greater Victoria. Together our mission is to build a more innovative, diversified, inclusive and sustainable economy for Southern Vancouver Island.

SIPP was formed in April 2016 to bolster the region's economic and social prosperity. This regional economic development alliance comprises ten municipalities, nine First Nations, five chambers of commerce, three post-secondary institutions, and many of the region's non-profits and major employers.

Since SIPP launched six years ago, the organization has grown from 29 to 75 members. SIPP achieves major milestones with a small, agile team and an extensive, engaged network of members and community partners.

About the International Economic Development Council

The [International Economic Development Council](#) (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. From public to private, rural to urban, and local to international, IEDC members engage in the full range of economic development initiatives. Links to the list of 2021 IEDC Awards can be found [here](#).