



*An international network of towns where  
quality of life is paramount*

Our mission is to preserve the unique identity of the Cowichan Bay area and to continually improve the quality of life for residents and visitors by:

- Celebrating our community's history and traditions,
- Promoting craftsmanship and environmental stewardship,
- Maintaining the community's distinct character by avoiding mediocrity, and
- Engaging residents and visitors in creating and sharing a good life.

In 2009 Cowichan Bay became North America's first Cittaslow community, joining over 119 Cittaslow towns in 20 countries. These communities are brought to life by the people who take the time to build community relationships and enjoy a quality of life. They are blessed with quality spaces, shops, inns, historic buildings, farms, nature and unspoiled landscapes.

## *Cittaslow Charter*

A Cittaslow community is one which:

- Celebrates and preserves its **history** and traditions .
- Celebrates and promotes high standards of **hospitality** , encouraging visitors and local people to make the most of all that the town and its hinterland has to offer.
- Celebrates, promotes and uses traditional and environmentally friendly methods for producing and enjoying **food and drink**.
- Celebrates and promotes **local products** rooted in local culture and tradition, highlighting what is unique about the local area and safeguarding traditional ways of making things.

Residents and visitors are encouraged to be in direct contact with and purchase goods from local farms, artisans and producers at local shops, markets, fairs and activities in and around the community.

- Encourages those who work, live, or visit the community, and in particular young people, to develop an **awareness** of the community's quality of life and excellence in food, drink, and conviviality and the value of local traditions, products and production methods.
- Promotes and supports an **infrastructure** that develops and maintains the distinctive character of the surrounding area and the community's quality of life, prioritizing regeneration and re-use over redevelopment and modernization .
- Promotes and supports public gathering places, effective transit, bicycle and pedestrian movement and enhancement of the "**built environment**" that is sensitive to history, tradition, and the needs of the people.
- Promotes **environmental stewardship**, encouraging technologies and approaches that improve the town's facilities and embrace and enhance its quality of life , including improved air and water quality, repurposing and recycling, and reducing the community's carbon footprint .