



4. The (local) environment is becoming more important as a quality of life issue

People are placing a higher value on the local environment in which they live and raise their children.

Implications: A pristine local environment is a community asset.

Strategies to consider:

- a) Identify and develop awareness of local environmental assets (current and potential)
- b) Develop strategies to maintain these assets over the long term and with the collaboration of multiple stakeholders.

Questions to ask:

- a) What are the local environmental assets?

- b) What parts of the local environment are vulnerable or particularly sensitive?
- c) Who are the key stakeholders in local environmental issues?
- d) What groups or organizations provide support for the key environmental assets?
- e) How have other communities and organizations dealt with these environmental issues?
- f) What have been the consequences of the approaches taken by other communities and organizations?
- g) When is the stewardship of the environment an asset, and when is it a constraint on rural economic growth and development?