

Category Information

The Brownie Awards are presented in six categories:

- **REPROGRAM: Legislation, Policy & Program Initiatives** – Projects or programs that
 - Remove barriers and/or facilitate brownfield redevelopment, reinvestment and regeneration
 - Provide models of excellence that can be applied or replicated by provincial, regional or municipal governments
 - Stimulate new investment or facilitate collaborative partnerships to implement vision for intensification and improved ROI for public funds
- **REMEDiate: Sustainable Remediation & Technological Innovation** – Projects or programs that
 - Demonstrate leadership and innovation in environmental soil remediation
 - Promote economic in-situ solutions that avoid broader environmental impacts
 - Incorporate ecological principles through pilots designed to go mainstream
 - Encourage use of innovative, cost-effective technologies that shift perceptions in the marketplace
- **REINVEST: Financing, Risk Management & Partnerships** – Projects or programs that
 - Rely on innovative approaches to obtain capital financing for the purposes of economic and ecological regeneration (i.e. use of public/private partnerships), public incentives to leverage investment
 - Facilitate innovative solutions to mitigating process risk
- **REBUILD: Project Development: Building Scale** – Projects or programs that
 - Demonstrate excellence in site specific responses to public policy initiatives that accelerate the pace of regeneration resulting from development
 - Promote an enhanced public realm; successfully leverage opportunities for collaboration and policy integration across different sectors
 - Combine imaginative adaptive reuse of heritage structures that promote health and well-being
- **RENEW Project Development: Neighbourhood Scale** – Projects or programs that
 - Stimulate neighbourhood-scale reinvestment
 - Use adaptive reuse of heritage and other structures to encourage integrated multi-phased redevelopment
 - Demonstrate high levels of collaboration; inspire many land owners and investors to engage with community support of a shared vision
 - Promote comprehensive neighbourhood transformation by re-envisioning the public realm, and improving functionality, liveability and character
- **REACH OUT: Communications, Marketing & Public Engagement** – Projects or programs that
 - Successfully package municipal reinvestment plans and programs for regeneration and/or brownfields redevelopment in support of a community's competitiveness and long-term sustainability
 - Demonstrate innovative approaches to build support for public/private investment and development designed to achieve intensification through redevelopment, regeneration and other reinvestment strategies
 - Introduce a brand that enhances acceptance and understanding of brownfield redevelopment, regeneration and reinvestment