



**2016-17 IMPACT REPORT**

# OUR GOAL

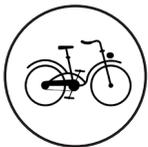
## Your Green Living Hub



1. Promote greener and better living by sharing practical solutions and advocating for change.
2. Through education and action, strive to help Manitobans implement down-to-earth solutions to live green and live well at home, at work and at school.

*We are grateful for your support and your desire to live green and live well. Thank you!*

We deliver community programming and education on sustainable transportation, waste reduction, and green living.



Brought together 38 representatives from 20 workplaces to gain inspiration and ideas from a keynote speaker and from each other on how to reduce the number of employees driving alone.



Delivered 66 food waste presentations to 1,420 students at 8 school divisions in Winnipeg and rural Manitoba, and developed promotional tools to secure a wait-list for another full school year.



Helped 13,660 students in and around Winnipeg, 1,710 students in First Nation communities, and 710 in rural communities learn about recycling, climate change, food waste, compost, air quality, and more.

Our reach extends into communities across Manitoba through our programs, services and events:

[Active & Safe Routes to School](#) | [Commuter & Jack Frost Challenges](#)  
[Composting](#) | [Compost Winnipeg](#) | [Environmental Speakers Bureau](#)  
[Living Green Living Well](#) | [Workplace Commuter Options](#)

# OUR WORK



Credits for icons from the Noun Project used in this report:  
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Design | bus and ice skating by Claire Jones | kid running by  
Gan Khoon Lay | carpool by Eric Milet | recyclable by Adrien  
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# WASTE REDUCTION



## COMPOSTING ENVIRONMENTAL SPEAKERS BUREAU LIVING GREEN LIVING WELL



Supported 20 schools to improve, expand or implement a compost system and increase their waste diversion.



Launched ON SITE multi-family composting pilot project and set up the first 8-unit condo with all of the resources for backyard composting.



Trained a new class of 12 Master Composters. Over 400 Master Composter Volunteer hours were completed this year alone!

***“The Master Composter course had a HUGE impact on my teaching! Also, it has impacted my personal life in that I now compost at home. As well, many members of my family now compost at their homes.” - Melissa Fry (Master Composter class of 2017, Steinbach)***



Delivered 465 presentations in 50+ schools in and around Winnipeg, 48 presentations in 9 First Nation communities, and 37 presentations in 9 schools in rural communities.



Learned from follow-up with teachers and students that the classroom presentations led to more recycling, compost bins, and water and energy conservation – both at the school and at home.

***“Fantastic! The kids were very interested and the information touched upon was exceptional - unlike any other presentation we’ve had.” - Lori Zagrobelny, Polson School***



Completed final year of Waste Reduction Road project, reaching 18 schools over 3 years with 46 waste audits and 1,370 kg of waste sorted.

***“I definitely think about [garbage] a lot more than I used to. Every time I throw something out I think about where it will end up.” - Grade 3 student, Pacific Junction School***

# SUSTAINABLE TRANSPORTATION

## Active & Safe Routes to School Workplace Commuter Options Commuter Challenge | Jack Frost Challenge



Partnered with the Downtown Winnipeg BIZ to present Mizraim Cordero from the Denver Metro Chamber of Commerce on their approach to reducing the number of employees driving alone.



Worked with large employers to bring one centralized ridematching program (RideShark) to Manitoba that will increase everyone's likelihood of finding a carpool match or a mentor to help bus or bike for first time.

***"Many of us are facing similar challenges and it helps to get our heads together to brainstorm solutions." - Sara MacArthur, Manager of Sustainability, Red River College***



Helped Manitoba win the 2016 Commuter Challenge for highest participation with Winnipeg placing as top performing city. Manitoba's 6,446 participants at 427 workplaces accounted for one-third of Canada's total.



Recorded highest participation ever in the Jack Frost Challenge: 388 people at 114 workplaces clocked over 16,000 KMs outdoors embracing the cold and fun of winter. Partnered with Frosty Face Winnipeg, a photo project about making the most of winter.



Represented the National Working Group for Active & Safe Routes to School programs in Canada on the newly formed Active Transportation Alliance, which is seeking federal support to develop a National Active Transportation Strategy.



Launched BEST (Bike Education and Skills Training) program – the first of its kind in North America. Pilot project trained over 700 students at 4 schools in grades 4-8 on safe road riding skills, in partnership with MPI, Bike Winnipeg, and The W.R.E.N.C.H.



Presented "What's Hiding in our Air?" to more than 1,200 students in grades 1-6. Using high tech tools, students measured air quality around their school and learned how their everyday actions affected the environment, with a focus on active transportation.

## OUR SOCIAL ENTERPRISE



The launch of our home compost pick-up service was a particular highlight this year. We knew some residents were eager for the City of Winnipeg to start a curbside organics pick-up program. Given that, on December 6, 2016 we shared a Facebook post to gauge community interest in home compost pick-up services for \$25.00/month. If we could attract at least 15 households in a neighbourhood that we were already servicing for commercial compost pick-up, then we could also service households in that area and grow our social enterprise.

The interest we generated greatly exceeded our expectations. Within a matter of days, the post on our Green Action Centre Facebook page had reached 15,945 people (a record for us), had 91 shares and 143 'likes'. Our Compost Winnipeg Project Manager received over 200 email enquiries in the first 48 hours after a CBC Radio interview and a CBC online article had over 4,000 shares. We were also profiled on the front page of the Uniter, on CJOB Radio, and in the Winnipeg Sun.



Officially launched Compost Winnipeg on Earth Day, April 22, 2016.



Launched residential compost pick-up service in January 2017, which was wildly popular.



Experienced exponential growth of our clientele from 12 to 200 in the first year through a mix of residential and commercial clients.

Responsibly composted 84,000 kilograms of organic waste since August 2015!



***"It's so convenient and we've noticed a drastic reduction in what we're putting in the garbage!"***

***- Osborne Village home compost pick-up subscriber***

***"We have been LOVING the composting program! I'm so happy with how much waste we are able to divert away from the landfill this way!"***

***- South Osborne home compost pick-up subscriber***



Photo credits: Daniel Crump (The Uniter)



## STRATEGIC PLAN

### Progress on our 2014-2018 strategic plan includes:

#### 1. **Enhance green capacity of individuals and organizations in Manitoba: (1.1) increasing organizational and program reach**

Revisited and updated the Composting program workplan and metrics, including a planning session, and have expanded our focus to address food waste.

Reworked a number of our Environmental Speakers Bureau resources for schools, giving them a fresh look and feel.

#### 2. **Target policy development and engagement**

Prioritized policy work based on Green Action Centre's program areas, including organics, carbon emissions, and cosmetic pesticides.

Launched 'Policy Flying Squad' for more timely responses to issues and/or engagement opportunities.

#### 3. **Strengthen Green Action Centre's identity as Manitoba's hub for greener living: (3.1) brand and presence**

Refreshed our e-newsletter template.

Increased our use of social media as a marketing tool, including testing the impact of paid ads through Facebook.

Developed an engagement plan to help focus weekly/monthly content.

***"We have built momentum as an organization and we're excited to have new programs and tools that allow more Manitobans to reduce their waste and choose healthy and green transportation." - Tracy Hucul, Executive Director***



# POLICY WORK HIGHLIGHTS

## Organic disposal ban

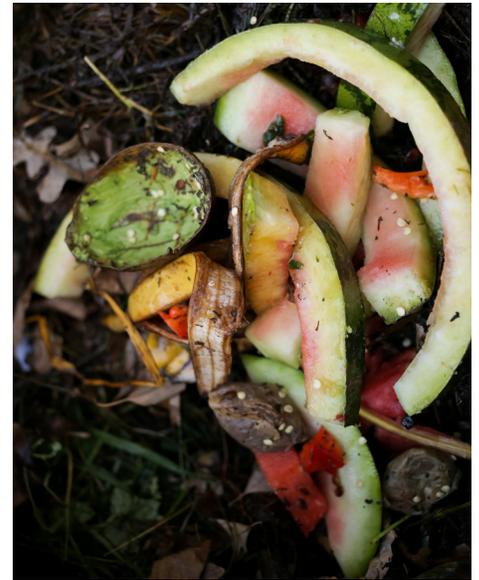
Developed a policy resolution recommending the Province adopt a 2020 ban on organics in landfills in the Capital Region, which was endorsed by CCEDNet Manitoba. Green Action Centre is the lead in promoting the resolution.

## Federal review on environmental assessments

Co-sponsored a #EARReview workshop and town hall on revising Canada's environmental laws. Green Action Centre also made a submission to the expert panel.

## Manitoba's Climate and Green Plan

Participated in a carbon pricing workshop and other meetings with government to present our views on carbon pricing, revenue recycling, and other measures to meet our provincial climate obligations.



William Dowie  
President



Denis De Pape  
Vice President



Sarah Neufeld  
Treasurer

## OUR BOARD



Whitney Crooks  
Director



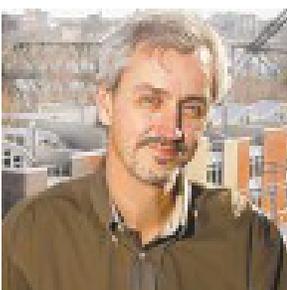
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Executive Director



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Environmental Speakers Bureau



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ESB / Compost Winnipeg



**Kelly Kuryk**  
Compost Winnipeg

**OUR STAFF**



**Sylvie Hébert**  
Composting



**Teresa Looy**  
Composting



**Bo van der Midden**  
Composting



**Justin Quighley**  
Living Green Living Well



**Neil Bailey**  
Living Green Living Well (past)

ACTIVE & SAFE ROUTES TO SCHOOL  
COMMUTER / JACK FROST CHALLENGES  
COMPOSTING  
COMPOST WINNIPEG  
ENVIRONMENTAL SPEAKERS BUREAU  
LIVING GREEN LIVING WELL  
WORKPLACE COMMUTER OPTIONS



**Beth McKechnie**  
Workplace Commuter Options



**Mel Marginet**  
Workplace Commuter Options



**Jessie Klassen**  
WCO (past)



**Liz Shearer**  
Commuter Challenge



**Heather Mitchell**  
Active & Safe Routes to School / WCO



**Shoni Madden**  
Active & Safe Routes to School



**Lea Coté**  
Active & Safe Routes to School



**Jamie Hilland**  
Active & Safe Routes to School

# OUR FUNDERS & SPONSORS

Green Action Centre warmly thanks the following funders and sponsors, whose contributions supported our work in 2016-17. Thank you also to the many unnamed individual donors!

## MAJOR ORGANIZATIONAL FUNDER

Province of Manitoba  
Sustainable Development

## ACTIVE & SAFE ROUTES TO SCHOOL

City of Winnipeg, Public Works  
Heart & Stroke Foundation of Manitoba  
Manitoba Healthy Living and Seniors  
Manitoba Public Insurance

## LIVING GREEN LIVING WELL

Canadian Beverage Container Recycling Association  
Environment Canada, EcoAction

## COMPOSTING

City of Winnipeg, Water and Waste  
The Winnipeg Foundation  
ECO Canada

## COMMUTER CHALLENGE 2016

Province of Manitoba - Government Partner  
City of Winnipeg - Government Partner  
Winnipeg Transit - Government Partner  
Great West Life - Gold Level Sponsor  
Investors Group - Gold Level Sponsor  
Manitoba Hydro - Gold Level Sponsor  
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## ENVIRONMENTAL SPEAKERS BUREAU

MTS Future First  
Southeast Resource Development Council Corp

## OPERATIONAL

MTS  
Payworks



## COMMUNITY PARTNERS

Cadillac Fairview | CCEDNet Manitoba | Bike Winnipeg | Cosmetic Pesticide Ban Manitoba Working Group | Downtown Winnipeg BIZ | Manoverboard | The W.R.E.N.C.H. | Urban Eatin' Landscapes

Green Action Centre is a non-profit, non-governmental organization based in Winnipeg and serving Manitoba. We are a registered charity, governed by an elected community board.

We promote greener living through environmental education and encourage practical green solutions for households, workplaces, schools and communities.

Our primary areas of focus are green commuting, composting and waste, sustainable living, and resource conservation.

Programs and outreach are supported by government and community grants, corporate sponsorships, individual donations, and through our consulting and compost collection services.

### **Green Action Centre**

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Photo credit: Daniel Crump (The Uniter)