



2017-18
IMPACT REPORT

OUR GOALS

Your Green Living Hub



Tracy Hucul (Executive Director) and
Kelly Kuryk (Compost Winnipeg)
Photo credit: The Winnipeg Foundation

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.

"Over the past year, we have been expanding our networks and becoming better at collaborating on the work that we do; recognizing that environmental issues are not isolated issues, but connected to health, poverty, community vitality, and accessibility. What happens to our planet affects everyone; we need to work together to build a strong, sustainable future. We are grateful for your support and your desire to live green and live well. Thank you!"

- Tracy Hucul, Executive Director

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



Met with 50 Winnipeg residents about how they could bring on-site composting to their multi-family buildings. Initiated composting on-site at 2 condominium buildings, representing 230 residents.



Helped 8,766 students in Winnipeg and surrounding area, as well as 718 students and 46 teachers in First Nation communities learn about recycling, climate change, food waste, composting, air quality and more.



Honoured with the 2017 Manitoba Excellence in Sustainability Award for Outstanding Achievement, presented by Manitoba Sustainable Development.

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

[Active & Safe Routes to School](#) | [Community Pathfinders](#)
[Commuter Challenge & Jack Frost Challenge](#) | [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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WASTE REDUCTION

COMPOSTING | ENVIRONMENTAL SPEAKERS BUREAU COMMUNITY PATHFINDERS LIVING GREEN LIVING WELL



Educated 2,000 people about composting through tabling and displays.



Reached 475 people through composting presentations with support from Master Composter volunteers. These energetic volunteers amassed over 300 hours in total.

"Thank you so much for all this information. This makes me feel way more confident in starting up [backyard composting]!" - Nadine



Supported 7 schools to improve, expand or implement composting and increase their waste diversion. Delivered 22 composting presentations in 10 schools and saw 250 students.



Presented *Just Eat It: A Food Waste Story* to a full house followed by a panel discussion with local experts on food waste issues and solutions in our province.

"I've never been this excited about poop before!" boy age 10-12, vermicomposting presentation at summer camp



Delivered 349 environmental presentations in 45 schools and saw 8,516 students, including 5 communities outside Winnipeg. Saw increased interest in environmental topics and more importantly, in concrete actions such as reducing paper use through use of email and individual white-boards.



Visited 8 schools to see 718 students and 46 teachers in First Nation communities. Travel to remote schools can be challenging, but the desire for information about caring for the earth is huge.



Launched the Pathfinders pilot project which supports 4 Manitoba First Nation communities to start or enhance their recycling and waste diversion efforts.



Held the first community public event on recycling and reducing waste at Rolling River First Nation to complement and build on school presentations.

SUSTAINABLE TRANSPORTATION

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



Conducted School Travel Plans at 3 schools as part of a City of Winnipeg project to create a neighbourhood greenway along Ruby and Banning streets. The project looked at options to encourage walking and cycling among people of all ages and abilities.



Wrapped up 2-year, province-wide count which determined that 2 out of 3 children in Manitoba are not active on their trip to school. Full results available in our report: *Making Children Count: A Call to Action to Increase Active School Travel in Manitoba*.

“[T]his was like revisiting the best moments of my career... I think the students completely understood the vision of the healthy streets initiative, and were excited to express their feelings and ideas through their drawings.” – recently retired art educator Joe Halas referring to the Healthy Streets Day when students were able to draw, paint, play, walk, and ride their bikes on Ruby and Banning Streets



Retained Manitoba's top position in the 2017 Commuter Challenge for highest participation. Increased the number of registered workplaces by 70 to a total of 498. Participants logged 575,000 'green' KM thereby avoiding 95,000 tonnes CO2 emissions.



Inspired 365 individuals and 27 workplaces to be active outdoors in the Jack Frost Challenge, racking up 13,250 chilly KM in February. Partnered again with Frosty Face, a photo project about celebrating winter.



Conducted employee/student commuting surveys for University of Manitoba, University of Winnipeg, and Assiniboine Credit Union to help identify current commuting choices along with opportunities to change travel behaviour and reduce GHG emissions.



Partnered with the Downtown Winnipeg BIZ, Winnipeg Regional Health Authority, Public Health Agency of Canada, and Manitoba Health to present Dr. Larry Frank (University of British Columbia) to assist workplaces, public health practitioners, and city planners better understand the connection between health, transportation, and the built environment.

OUR SOCIAL ENTERPRISE



This past year, the Compost Winnipeg team pulled together to deliver a pilot for the Winnipeg Regional Health Authority Regional Distribution Facility. In the dead of winter, we collected up to a tonne of organic waste every morning before 7 a.m. Our client was pleased with initial results and extended the pilot for 6 more months.

Dealing with 243 clients and over 1,000 compost pick-ups per month is no small feat! Our team embraced a new cloud-based system to track clients, organize routing, and ease billing.



"We absolutely love Compost Winnipeg! Being able to include meat and dairy means our trash is down to half a bread bag per week!"
- Osborne Village home compost pick-up subscriber



Organic waste composted to date: **276,000 KG**



Total CO2e avoided to date: **162,840 KG**



Equivalent to:

KM driving.... 624,220

Litres gas..... 69,262

10 yr old trees.... 4,175

OUR NEW RIDEMATCHING APP

GO MANITOBA

Launched in September 2017, GoManitoba's goal is to bring sustainable, healthy commuting options to all Manitobans free of charge. It helps to facilitate carpools, promote public transit use where available, and match bike and walk mentors. Visit www.GoManitoba.ca to create a trip profile and start sharing a ride today (video: vimeo.com/greenactioncentre).

To date, we have 10 custom branded sub-sites for Manitoba employers and organizations, ranging from financial institutions to post-secondary campuses as well as major tourism destinations and communities in the Winnipeg Metropolitan Region. Fees from these sub-sites make GoManitoba possible.



"It's this kind of innovation and sustainable thinking that we encourage and strive for at The Forks day-to-day through our Target Zero initiatives. Our site is a destination, but also a point of connection to neighbouring destinations, which is why partnering on projects like GoManitoba is smart."

- Paul Jordan, CEO of The Forks

Thank you to our GoManitoba sub-sites:

Assiniboine Credit Union | The Forks |
City of Winnipeg | Health Sciences Centre |
Investors Group | Red River College |
St. Boniface General Hospital | University of
Manitoba | University of Winnipeg |
Winnipeg Metropolitan Region

STRATEGIC PLAN UPDATES

We are entering the final year of our 2014-2018 plan and are excited to begin a new cycle of planning. A few updates on this year's activities include:

1 Enhance green capacity of individuals and organizations in Manitoba: increasing organizational and program reach

- Enhanced media skills of staff in a media relations workshop in Fall 2017.
- Increased public involvement through the Winnipeg Chamber of Commerce and LGBT Chamber, including attending events, luncheons and tabling.
- Increased our waste reduction efforts with Indigenous communities across Manitoba.

2 Target policy development and engagement

- Worked with CCEDNet Manitoba to develop a resolution calling for an organics disposal ban for the Capital Region.
- Participated on a number of municipal, provincial and other committees, including OurWinnipeg Review and Winnipeg's Climate Action Plan.

3 Strengthen Green Action Centre's identity as Manitoba's hub for greener living: brand and presence

- Hosted public events such as presentations, webinars, film screening and panel discussion.
- Began developing new program focus on green living and plastic pollution reduction.



POLICY WORK HIGHLIGHTS

Climate and Green Plan Consultation

Attended consultation with Minister Rochelle Squires (Sustainable Development) and David McLaughlin; partnered with other local NGOs* to plan and host a town hall and roundtable discussion; and provided our own detailed submission to the Province.

**Including: Manitoba Eco-Network, Green Action Centre, Wilderness Committee, Prairie Climate Centre, Manitoba Wildlands, and the Manitoba Energy Justice Coalition*

Winnipeg Foundation's Vital Signs

Participated on Advisory Committee, which met throughout the year to provide guidance and advice for the Vital Signs 2017 Report, a first of its kind for Winnipeg, providing a comprehensive view of our city, identifying significant needs and trends, and informing the Foundation's path forward and grant-making priorities.

City of Winnipeg's Climate Action Plan and OurWinnipeg Review

Participated on both committees, providing feedback on the transportation and waste sectors in the Winnipeg Climate Action Plan and on all aspects of the OurWinnipeg Review, which represents the 25-year development plan for the city.

Manitoba Carbon Pricing Coalition

Joined as an inaugural member of the Coalition, which is dedicated to educating the public on the need for and potential benefits of carbon pricing, and the need for urgent action to meet targets in the Pan Canadian Framework.





William Dowie
President



Lynne Skromeda
Vice President



Sarah Neufeld
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Rick Wishart
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**COMPOST
WINNIPEG**
(OUR SOCIAL ENTERPRISE)



Kelly Kuryk
Project Manager



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Compost Courier



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Stuart (Eco-Stu) Irvine
Shop Technician



Michael Jordan
Compost Systems Coordinator



Marshall Wiebe
Compost Courier





Tracy Hucul
Executive Director



Jaret Olford
Office Coordinator



Sylvie Hébert
Composting



Teresa Looy
Composting

OUR STAFF



Justin Quigley (past)
Living Green Living Well

ACTIVE & SAFE ROUTES TO SCHOOL
COMMUTER CHALLENGE / JACK FROST CHALLENGE
COMPOSTING
ENVIRONMENTAL SPEAKERS BUREAU
LIVING GREEN LIVING WELL
COMMUNITY PATHFINDERS
WORKPLACE COMMUTER OPTIONS



Liz Shearer
Commuter Challenge /
Workplace Commuter Options



Mel Marginet
Workplace Commuter Options



Beth McKechnie
Workplace Commuter Options



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Active & Safe Routes to School /
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Sean Carlson
Active & Safe Routes to School



Lea Côté
Active & Safe Routes to School



Jamie Hilland (past)
Active & Safe Routes to School



Shoni Madden (past)
Active & Safe Routes to School

OUR PROGRAM CONTRACTORS



Mary Melnychuk
Environmental Speakers Bureau



Amy Smith
Community Pathfinder



Kimlee Wong
Community Pathfinder

OUR FUNDERS & SPONSORS

Green Action Centre warmly thanks the following funders and sponsors, whose contributions supported our work and enhanced our impact in 2017-18. Thank you also to the many unnamed individual donors!

MAJOR ORGANIZATIONAL FUNDER

Province of Manitoba
Department of Sustainable Development

OPERATIONAL

Winnipeg Foundation
Winnipeg Foundation, Youth in Philanthropy
Payworks

COMPOSTING

City of Winnipeg, Water and Waste
Environment and Climate Change Canada, EcoAction

COMPOST WINNIPEG

Bullfrog Power
Manitoba Composts, Sustainable Development

ENVIRONMENTAL SPEAKERS BUREAU

Southeast Resource Development Council Corp

LIVING GREEN LIVING WELL

Cadillac Fairview, Building Communities Program
Winnipeg Foundation

COMMUTER CHALLENGE 2017

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)
CN (Gold Level Sponsor)
Assiniboine Credit Union (Silver Level Sponsor)
Manitoba Hydro (Silver Level Sponsor)
Manitoba Public Insurance (Silver Level Sponsor)
Metro Winnipeg (Bronze Level Sponsor)
Taylor McCaffrey LLP - Bronze Level Sponsor

ACTIVE & SAFE ROUTES TO SCHOOL

City of Winnipeg, Public Works
EcoCanada
Manitoba Health, Seniors and Active Living
Manitoba Public Insurance

WORKPLACE COMMUTER OPTIONS

Assiniboine Credit Union
Environment and Climate Change Canada, AQHI
Manitoba Community Services Council
Manoverboard (1% for the Planet)



COLLABORATIONS & COALITIONS WITH:

CCEDNet Manitoba | Bike Winnipeg | Bike Week Winnipeg | Cosmetic Pesticide Ban Manitoba Working Group | Downtown Winnipeg BIZ | Green Communities Canada | Manitoba Carbon Pricing Coalition
The W.R.E.N.C.H. | Urban Eatin' Landscapes | Wilderness Committee | Climate Change Connection



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 reduction, 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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