



green
ACTION
centre

2018-19
IMPACT REPORT

Executive Director & Board Chair Note



Lynne Skromeda, Board Chair

The 2018-19 year was one of continued growth for Green Action Centre. It was also a time of increased urgency. The International Panel on Climate Change (IPCC) report in fall of 2018 told us that we have 12 years to avoid climate catastrophe. This doesn't mean we have 12 years until we act—it means we have to act now and our actions must be bold. This has set us on a path beyond our traditional positive green messaging and into the ring with others to raise the alarm and mobilize Manitobans to avoid a climate crisis. We are still focused on helping people live green and live well but we are also now concentrating on preparing Manitobans for a fundamental shift in how we live, work and play, helping them better prepare for climate resilience.

We've expanded our partnerships and collaborations, understanding that we cannot succeed in this critical work alone. We've also expanded our support of waste reduction efforts in Manitoba's Indigenous communities, and our programs and messaging have reached more Manitobans this year than ever. Internally, we've been diversifying our revenue base and we are providing a more structured focus on organizational development and wellbeing, including launching a workplace health and benefits program at the start of 2019.



Tracy Hucul, Executive Director

We thank everyone we've worked with over the past year including all three levels of government, the Winnipeg Foundation, our corporate sponsors and other stakeholders from the business and non profit sector, volunteers, donors, students, and teachers. In addition, of course, our diligent board of directors and incredibly dedicated and inspiring staff who walk the walk on their path toward increased environmental sustainability. Whether we're enabling you to find more sustainable alternatives to driving alone, preparing you to use less plastic, rethink the purchases you make and products you use, or teaching you how to compost and reduce your food waste, every action matters — every choice, every day.

Over the next 3-5 years we will ensure we remain focused on the most effective use of our resources, carry on with efforts to strengthen organizational capacity for long term sustainability, enhance and refine what we already do—including Compost Winnipeg's services—and we will continue to engage our hearts and our minds to help Manitobans act and create a more sustainable, low carbon future.

A handwritten signature in black ink, appearing to read 'Lynne Skromeda'.

Lynne Skromeda,
Board Chair

A handwritten signature in blue ink, appearing to read 'Tracy Hucul'.

Tracy Hucul,
Executive Director

Your Green Living Hub

MISSION: We promote green and better living by sharing practical solutions and advocating for change

VISION: All Manitobans living green, living well

GREEN ACTION CENTRE VALUES

WE ACT ON FACTS // We rely on research, evidence and best practices to create meaningful change.

WE MAKE CHANGE HAPPEN // We respond to issues and encourage others to take action.

WE ARE PASSIONATE ABOUT WHAT WE DO // We love our work; we walk the talk and lead by example.

WE DO WHAT WE SAY // We are dependable and responsible; you can count on us to get the job done.

WE INVITE EVERYONE // We collaborate with others and welcome all Manitobans to join the conversation about positive green solutions.

WE BREAK DOWN BARRIERS // We work together to help people overcome challenges. We recognize that change isn't easy, but we will help you get there.

WE ARE HOPEFUL // We are optimistic that with a positive message and by working together, humans can live in harmony with the Earth.



Strategic Plan Renewal

Based on input from stakeholder consultations, including in person focus groups, interviews, an online survey, and a full day board and staff retreat, we developed the following goals and objectives which will provide a framework for annual operational planning over the next several years:

1. Deliver programs that enhance individual and workplace capacity of Manitobans
2. Assess and prioritize potential new initiatives that respond to an identified need
3. Undertake policy work and develop position statements that support sustainable living at a systems level
4. Increase reach and presence of Green Action Centre
5. Continue to strengthen organizational stability
6. Increase internal capacity

"They're practical, proactive and seem very legitimate. They walk the walk. It doesn't feel like they're guilty. Their approach seems positive and empowering... I like that about them"

– Strategic Planning Focus Group Participant

OUR WORK



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

Green Action Centre programs include:

- Workplace Commuter Options
- Jackfrost Challenge & Commuter Challenge
- Active and Safe Routes to School
- Composting & Food Waste Reduction
- Environmental Speakers Bureau
- Living Green, Living Well

Compost Winnipeg, a Social Enterprise of Green Action Centre

2018-2019 HIGHLIGHTS

- Claimed the national Commuter Challenge title once again, for Manitoba
- Tripled the amount of organic waste Compost Winnipeg collects each month
- Increased focus on plastic reduction, including developing resources for individuals and businesses and promoting Plastic Free July
- Started moving our focus beyond food waste diversion to food waste reduction
- Launched GoManitoba's Single-Trip Matching and Emergency Ride Home features
- Presented to 16 First Nation communities about recycling and climate change, reaching 1272 students and 93 teachers



POLICY UPDATES

It was another busy year on the policy front with contributions from Green Action Centre in a number of key environmental areas, including:

Draft Framework for Zero Plastic Waste Submission to the Canadian Council of Ministers of the Environment on the draft framework for a Canadian zero plastic waste strategy, with a recommendation for more restrictions on single use plastics and an increased focus on plastic reduction at the source.

Manitoba Climate and Green Plan Waste Sector and Transportation Sector Working Groups Attended numerous sector working group meetings to discuss and review prospective climate actions according to select criteria, and provided feedback and recommendations to the Department of Sustainable Development's Climate and Green Plan Implementation Office and Expert Advisory Council.

Mayoral Forum Partnered with 12 other local environmental NGOs in September 2018 to host an all-candidate Mayoral Fast Pitch and Forum on the 'Environmental Needs of Winnipeg' Eckhardt Gramatté Hall.

Climate Action Team Developed the Road to Resilience project, a collaborative effort with Climate Change Connection, Wilderness Committee Manitoba, Canadian Centre for Policy Alternatives, and Manitoba Energy Justice Coalition, to urge bold climate action and support the shift necessary for a low carbon future.

Portage and Main Engaged Winnipeggers on the issue of road design prioritizing the movement of cars over the movement of people. Encouraged the City, and all citizens, to put the safety and comfort of those walking, rolling, biking and taking transit above the convenience of motorists—thus, heartily supporting removal of the barricades at Portage and Main and redesigning the intersection so that it is truly accessible.

Green Action Centre and Red River Co-op food stores Partnered to assist Red River Co-op stores reduce the number of single use plastic bags they distribute in Manitoba by 50% within the first year.



WASTE REDUCTION



Master Composter Course



A Plastic Tide Documentary Screening



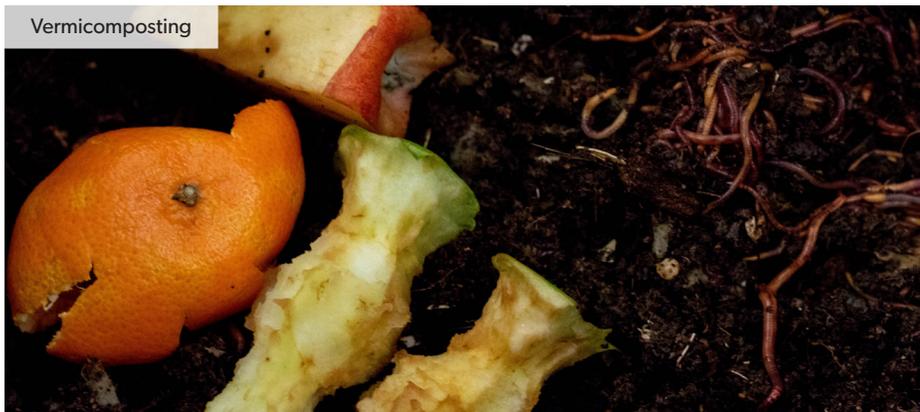
ESB Presentation to Students

- 17 new Master Composters trained and 280 Master Composter volunteer hours logged.
- Educated 1,100 people about composting through tabling and displays.
- Reached 445 people through composting presentations with support from Master Composter volunteers.
- Supported 12 schools and 1 daycare to improve, expand or implement composting. Delivered 28 composting presentations, reaching 880 students.
- Hosted two documentary screenings about waste reduction: *A Plastic Tide* and *Riverblue* reaching 130 people.
- Reached over 40,000 people with plastic reduction messaging through tabling, events, social media, blogs and presentations.
- Delivered 330 environmental presentations in schools reaching 7575 students and 75 staff in and around Winnipeg.
- Visited 16 schools in northern, remote First Nation communities.
- Brought together 38 participants from Manitoba First Nations (representing 19 schools and 14 communities) for RISE: a teachers' conference on waste reduction.
- Supported Peguis First Nation to remove 900 vehicle tires, 2 tubskids of old paint cans, 6000 litres of used oil, 140 bags of used oil containers and 5 semi loads of household recycling bales from the community.
- Held events on the 4Rs (Respect, Reduce, Reuse, Recycle) in 4 First Nation communities with 195 community members.

"It feels good to participate in waste reduction and contribute to the compost site for future earth nutrients." - Master Composter

"Ms. Mary (ESB Coordinator) is always bringing new, interesting, innovative information and materials to enhance the value of her presentations." - Teacher

Vermicomposting



SUSTAINABLE TRANSPORTATION



Clean Air Day for Schools



Jackfrost Challenge Try It Out Day



Winter Cycling in the Exchange

"Tracking emission otherwise consumed is very useful for me. Personally, it encouraged me to bike more." - GoManitoba User

"This was the first year I heard about the Jackfrost Challenge, and I really enjoyed participating! It made me more mindful about my activity, and encouraged me to be outdoors commuting despite cold weather conditions." - Jackfrost Challenge Participant

- Partnered with the City of Winnipeg to provide 32 schools in Winnipeg with secure bike parking.
- Expanded Jackfrost Challenge to include schools, with Winter Walk Day and Winter Bike to School Day. 18 schools participated.
- Facilitated the establishment of a coalition advocating for independent play for children under the age of 12.
- 403 workplaces and 6,878 individuals registered for Commuter Challenge.
- 587,585 sustainable transportation kilometres were logged for Commuter Challenge, equating to 99,729 KG CO₂ emissions avoided.
- 177 teams (580 individuals) registered for Jackfrost Challenge, logging 15,117 total kilometres of outdoor winter activity.
- For the 10th consecutive year, ACU contracted the Workplace Commuter Options program to conduct their annual commuting survey.
- Single-trip matching feature added to GoManitoba allowing people anywhere in Manitoba to organize carpools for one-time excursions, from festivals to beach trips, or any short trip.
- 1,900+ students from seven schools in the Seven Oaks School Division participated in the Bicycle Education and Skills Training (BEST) Program, learning on-road cycling and basic bike mechanics.
- 500 students from eight schools across three school divisions participated in the third annual Clean Air Day event for schools.

Commuter Challenge



OUR SOCIAL ENTERPRISE



- With financing from ACU, we acquired a dump truck adapted with a hydraulic bin lifter, which greatly expanded our capacity.
- Worked with 122 businesses, 324 households and many events, providing compost collection services.
- Tripled amount of compost collected.



"We are loving having this service! - Residential Client

"Just wanted to let you know how friendly and professional the compost collectors are! Each week, they come and go with a smile and make our day." - Commercial Client



Organic waste composted to date: **927,679KG**



Total CO2e avoided to date: **834,911KG**



Equivalent to:

KM driving..3,200,493

Litres gas.....355,121

Tree seedlings..21,408

FIRST NATIONS WASTE MINIMIZATION

Green Action Centre is humbled and honoured to support the efforts of Manitoba First Nations to reduce waste and increase diversion in their communities. Starting five years ago with school presentations, our support has grown to include development of a Recycling Toolkit, delivering community events on the 4Rs (Respect Reduce Reuse Recycle), hosting a teachers' conference, and launching a first-of-its-kind Pathfinders project, which provides direct assistance to landfill operators. Pathfinders Amy Smith and Kimlee Wong primarily focus on the communities of Peguis, Fisher River and Bloodvein, while also creating useful resources for First Nations across the province.

In February, 38 members of Manitoba First Nations gathered in Winnipeg for the RISE (Recognizing Indigenous Sustainable Education) Teachers' Conference, representing 19 schools and 14 communities. Participants came together to increase their knowledge about recycling, composting, food waste and food security, and to learn from each other.



Bloodvein landfill

Participant comments after RISE Teachers' Conference:

"Instead of using plastic utensils, why not pick up the real thing from thrift stores and, yes, learn to wash them after each use. Who knows, maybe real glass glasses instead of Styrofoam."

"I would like to start our own green team at our school to discuss how we can work together to make our school green."

2018-2019 GREEN ACTION CENTRE BOARD OF DIRECTORS



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Chair



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2018-2019 GREEN ACTION CENTRE STAFF



Tracy Hucul
Executive Director



Jaret Olford
Office Coordinator



Sylvie Hébert (past)
Composting



Kristen Malec
Composting



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Composting



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Active & Safe Routes to
School /
Composting



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Active & Safe Routes to
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Commuter Options



Nicole Roach
Commuter Challenge /
Workplace Commuter
Options



Mel Marginet
Workplace Commuter
Options



Beth McKechnie
Workplace Commuter
Options



Sean Carlson
Active & Safe Routes to
School



Denae Penner
Active & Safe Routes to
School



Bethany Daman
Living Green Living Well

**COMPOST
WINNIPEG
OUR SOCIAL ENTERPRISE**



Kelly Kuryk
Project Manager



Derrick Cundy
Field Coordinator



Michael Jordan
Systems Coordinator



Stuart (Eco-Stu) Irvine
Shop Technician



Marshall Wiebe
Compost Courier



David Arial (past)
Compost Courier



Cody Buhler
Compost Courier



Tyrell Benton
Compost Courier

**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 2018-19. 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
United Way
Manoverboard (1% for the planet)

COMPOSTING

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

COMPOST WINNIPEG

Bullfrog Power
UNA-Canada, Canada Green Corps

ENVIRONMENTAL SPEAKERS BUREAU

Southeast Resource Development Council Corp

FIRST NATIONS WASTE MINIMIZATION

Southeast Resource Development Council Corp
Indigenous Services Canada

COMMUTER CHALLENGE 2018

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

WORKPLACE COMMUTER OPTIONS

Assiniboine Credit Union
Manitoba Community Services Council

LIVING GREEN LIVING WELL

Cadillac Fairview, Building Communities Program

We collaborate and partner with:

the WRENCH / MPI / Bike Winnipeg / Canadian Centre for Policy Alternatives / Manoverboard / Climate Change Connection / Manitoba Energy Justice Coalition / Wilderness Committee / Red River Co-op / Take Pride Winnipeg / Winnipeg LGBT Chamber / Winnipeg Chamber of Commerce / Downtown Winnipeg Biz / Seven Oaks School Division





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

303 Portage Ave, 3rd Floor
Winnipeg, MB R3B 2B4

w: greenactioncentre.ca
e: info@greenactioncentre.ca
t: (204) 925-3777

