

green
ACTION
centre
2019-20
IMPACT REPORT



Executive Director & Board Chair Note

The past year was challenging for Green Action Centre, working in a constrained environment due to uncertainty around provincial funding, then experiencing operational impacts from COVID-19. Despite this, we have an extraordinary number of things to celebrate! We remain on solid ground and are genuinely excited about the year ahead.

In 2019-20, we continued to grow our social enterprise, Compost Winnipeg, expanding our residential and commercial services, finding a new home for staff and our fleet of vehicles, and with support from the Winnipeg Foundation we acquired our first heavy duty commercial truck. We also continued to work with all three levels of government on our well-regarded waste reduction and sustainable transportation programs; built new partnerships with groups such as Telpay, Red River Co-op Food Stores, CAA Manitoba and a number of Youth Agency Alliance members; and maintained collaborations with key stakeholders and many longstanding corporate sponsors and community groups. With this growing list of allies, and the constant commitment of our awesome board and staff, we educated, advocated and worked with others to take bold climate action to support the shift necessary for a low carbon future. Thank you all for supporting our efforts and for the commitments you've made to improve our environment and community.

On September 27, 2019, we closed our office doors and our employees took to the streets to participate in the global climate strike alongside the Manitoba Youth for Climate Action and the 10,000-12,000 others who marched. Youth have shifted the conversation and the sense of urgency around the climate crisis, creating the largest coordinated climate action the world has ever seen. At Green Action Centre, we will continue to work with and support youth in their efforts to place climate change action at the top of everyone's priority list.

We realize there is no environmental justice without social justice as they are undeniably intertwined; those most vulnerable to climate change impacts are largely those least responsible for it. Part of our commitment over the next several years will include enhancing our efforts to support and amplify marginalized and Indigenous voices and responding to the Truth and Reconciliation Commission's (TRC) Call to Action #92, specifically to "commit to meaningful consultation and building respectful relationships" and to "provide education for management and staff on the history of Aboriginal peoples" through training in intercultural competency, conflict resolution and anti-racism. We know there is much more to do on a number of other levels since building climate resilience requires equity across multiple sectors and communities – recognizing we are all interconnected with nature and with each other.

Despite the many unknowns in the year ahead, we will continue to take a positive, hopeful approach as Manitoba's green living hub, encouraging Manitobans to focus on doing what they can in their homes, schools, workplaces and communities to live greener, reduce GHG emissions and build climate resiliency.

Thank you again for your trust and support.



A handwritten signature in blue 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

OUR 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.

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
- First Nations Waste Minimization
- Compost Winnipeg, a Social Enterprise of Green Action Centre



CURRENT STRATEGIC GOALS

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

2019-2020 HIGHLIGHTS

- Received the Winnipeg Chamber of Commerce's 11th annual Spirit of Winnipeg "Environment and Energy" Award
- Piloted an organic waste diversion project in 2 provincial government buildings for the month of March, reaching 454 staff and diverting 200 kg of organic waste
- Continued work with Red River Co-op to divert over 3 million plastic bags in the span of 12 months – a 54% reduction from the previous year
- Claimed the national Commuter Challenge title for Manitoba for the 15th year in a row
- Tripled the uptake for Jack Frost Challenge for Schools, with over 10,000 students participating and 62 registered schools and classes
- Partnered with Downtown Winnipeg BIZ to bring in parking management expert, Dr. Donald Shoup



NEW: SUSTAINABILITY AUDITS



Strengthening and enhancing the capacity from a climate adaptation perspective, Green Action Centre's Sustainability Audits assist Winnipeg's youth serving agencies to find better and less carbon intensive ways to operate and deliver services. The assessment and implementation plan processes aim to empower youth, working together to analyze the following areas:

Building & energy
Grounds & naturalization
Water
Waste

Transportation
Food practices
Programming
Training

"First and foremost, I just wanted to say WOW, and then Thank You!! What an incredible outcome to all the data collected, you did a phenomenal job generating your final report... those pages included well thought out diagrams and over all great visual aids to support your information delivery. I think you covered all your bases and due to our conversations and data, we are on the same page in terms of expectations... This has been a great partnership thus far so I really hope we can continue."

- Program Coordinator, Broadway Neighbourhood Centre

Completed audits:

- Rossbrook House
- Art City
- Broadway Neighborhood Centre

In progress:

- Boys and Girls Clubs
Winnipeg (12 locations!)

POLICY HIGHLIGHTS

Our policy efforts over 2019-20 focused on a variety of key areas and issues, with contributions by staff, policy committee members, and a number of collaborating organizations.

Forum for our Future – Manitoba Leaders Debate on Climate Change and the Environment Partnered with Bike Winnipeg, Wilderness Committee Manitoba, Manitoba Eco-Network, Sustainable Building Manitoba, Canadian Centre for Policy Alternatives, Manitoba Energy Justice Coalition, and Manitoba Youth for Climate Action to develop and host a provincial environmental debate featuring each party's plan for protecting our environment and responding to the climate emergency.

Your Health: The Risk and Realities of Climate Change Co-hosted a vital conversation with the Winnipeg Foundation, featuring the Prairie Climate Centre and the Canadian Association of Physicians for the Environment (CAPE), on the risks and impacts climate change can have on your health. The event shared insights on adaptation, mitigation and options such as choosing healthy transportation.

Self-supervised Kids Developed a one-page fact sheet on self-supervised kids, to advocate for laws and policies that encourage outdoor play and increased access for children to active transportation.

Reduced Residential Speed Limits Educated key stakeholders and residents about 30km/h speed limits as an important safety intervention and necessary step towards sustainable and equitable transportation in Winnipeg. Coordinated community meetings, worked with advocacy groups and school divisions, presented to City Council, and submitted "Reduced Speed Residential Streets in Winnipeg" policy resolution as part of CCEDNet Manitoba's 2020 Public Policy Roadmap document.

The Future of Feasting Worked with our Manitoba Climate Action Team partners to host a sold-out event focused on how we will feed ourselves locally and in a zero-carbon world. This event included a variety of workshops, panel discussion and a sustainable family style meal.

Manitoba Alternative Provincial Budget 2020: Change Starts Here Contributed to the Canadian Centre for Policy Alternative's alternative budget document which challenges Manitobans to think differently and integrate environmental priorities with priorities for equality, healthcare, education, employment and more.

Plastic Pollution Reduction Efforts Consulted with Manitoba Conservation and Climate and other key stakeholders on how to move forward with the government's commitment on managing plastic bags in the province; presented as part of the Panel Session "the Ongoing Plastics Conundrum" at the Manitoba Association of Regional Recyclers Forum in Winnipeg.

Building an EV Strategy for Manitoba Submitted a written brief by Peter Miller on behalf of Green Action Centre to the Expert Advisory Council for Manitoba's Climate and Green Plan, on building an electric vehicles strategy that promotes electrification in Manitoba's transportation sector, such as electrification of Winnipeg Transit, and advocates for more efficient and low carbon options like electric vehicles when other active transportation options and transit do not suffice for freight and personal transport. EV brief presented to Efficiency Manitoba and the Public Utilities Board.

WASTE REDUCTION



Master Composter Course



Plastic Free July Kick-Off



First Aid Training Participants

- 🔦 9 new Master Composters trained and 300+ Master Composter volunteer hours logged.
- 🔦 Educated 1,300 people about composting and 924 people about green living and waste reduction through tabling and displays.
- 🔦 Supported 11 schools to improve, expand or implement composting. Delivered 22 composting presentations, reaching 1,148 students.
- 🔦 Promoted food waste reduction in 5 schools through the Food Waste Erased Program.
- 🔦 Executed 40+ interviews with the media on waste reduction, composting and sustainability topics.
- 🔦 Reached over 100,000 people with waste and plastic reduction messaging through tabling, events, social media, blogs and presentations.
- 🔦 Hosted 2 documentary screenings & discussions: *Plasticized* and *Food Waste: How much waste do supermarkets throw away?* with a total of 72 attendees.
- 🔦 Delivered 63 presentations to 12 schools in Winnipeg, covering a variety of waste reduction topics and reaching over 1500 students and 73 teachers.
- 🔦 Facilitated a 2-day First Aid training and networking event to 12 landfill staff in 6 First Nation communities, plus 2 environmental coordinators with Keewatin Tribal Council.
- 🔦 Held multiple events in Fisher River Cree Nation on the 4Rs (Respect, Reduce, Reuse, Recycle) with a total of 111 community members and a community waste habits survey (61 participants).

"Really well done, my fears were preventing me from composting and now I feel like I know enough to start!"
- Backyard composting 101 presentation attendee"

[After Food Waste Erased]" we realized we have a lot of power to implement change, even if we are kids!"
- Teacher at H.C. Avery Middle School

"Expertly led and extensively researched, the presentation was equal parts informative and engaging."
- Waste Reduction Week Documentary Screening attendee



SUSTAINABLE TRANSPORTATION



Clean Air Day for Schools



Dr. Shoup on Stage



Jack Frost Challenge Try It Out Day

"I found a match to carpool in a small town close to my rural area. So now we meet at an intersection in the country where I leave my car. A new friend made!" - GoManitoba User

"What a wonderful experience to give our students. January and February can be the hardest times of the year for mental health challenges. Physical activity and being outdoors are two amazing strategies to help us through these hard times. Healthy body, healthy mind!"

- Teacher at Elwick Community School, Jack Frost Challenge for Schools 2020 Participant

- ❶ Distributed 22 bike racks and 75 bike locks to schools who demonstrated a need through the Loan-A-Lock and Bike Parking projects.
- ❷ Partnered on ModeShift, a sustainable transportation conference in Winnipeg – participated in a healthy independence panel discussion and organized 2 events.
- ❸ Encouraged students to walk and bike through signature events: Bike to School Month (52 schools representing 21,000+ students), Clean Air Day in June (over 750 participants from 9 schools), and Walktober in October (32 schools and 6500+ students).
- ❹ Delivered 11 bike blender, 40 *What's Hiding in Our Air* and 8 photovoice healthy built environment presentations and workshops for teachers, administrators and students.
- ❺ 456 workplaces and 6,381 individuals registered for the Commuter Challenge, logging 487,689 sustainable transportation kilometres and avoiding 79,581 kg CO₂ emissions.
- ❻ 222 teams (1,430 individuals) registered for Jack Frost Challenge, logging 28,504 total kilometres of outdoor winter activity.
- ❼ Introduced the Community Coordinator program to widen the reach of Jack Frost Challenge across Manitoba (a total of 28 communities participated).
- ❽ Conducted commuting surveys for Assiniboine Credit Union, the University of Manitoba and the City of Winnipeg.
- ❾ Continued to focus on and encourage the use of GoManitoba, acquiring 839 new registered users.
- ❿ Presented Dr. Shoup, the world's leading expert on parking management, to speak with senior city staff, councillors and others on an invitational trolley tour. Over 140 people attended his public talk the next day on parking minimums, parking benefit districts and pricing.

GoManitoba - Bikes & Buses



OUR SOCIAL ENTERPRISE

This year, Compost Winnipeg implemented a new staffing structure and are redeveloping the business plan to support future growth and increased operational efficiency. New data management technology is being explored to better collect and track waste diversion and greenhouse gas reduction, giving customers real time updates. We are excited to announce that the shop on Henry Avenue is now fully set up to support growing activity in the years ahead.

Compost Winnipeg collected nearly as much compost in April 2019 - 2020 as the total of all previous years combined!



Organic waste composted to date: **1,746,652 kg**



Total CO₂e avoided to date: **1,571,987 kg**



Equivalent to:

Km driving...6,025,951

Litres gas.....669,550

Tree seedlings...40,307

"We have been extremely happy with the service we receive, all of our contact with you, and all of our pickups. We understand that it has been challenging making changes amid COVID-19. Thanks for keeping connected with us!"

- Residential Client



"The Compost Winnipeg team has been influential in getting the program off the ground and to where it is today. They have always been great at communicating and service has gone on with no hiccups. They are adaptable, open to change and always willing to go the extra mile."

- Uof M Office of Sustainability

FIRST NATIONS WASTE MINIMIZATION



Green Action Centre is humbled and honoured to continue supporting Manitoba First Nations to reduce waste and increase diversion in their communities. During 2019-20, the Pathfinders (Amy Smith, Cesar Flores, Kimlee Wong) continued to primarily support Peguis, Fisher River, and Bloodvein with waste reduction and diversion. It was very exciting to see the hard work of landfill staff to divert the items listed below.

Peguis First Nation: 3,736 kg of household hazardous waste / 12 boxes CFL bulbs / 11,440 kg e-waste / 888 tires / 4,000L used oil / almost 600 oil containers / 101 tonnes of household recycling / 45 propane tanks / 83 tonnes of scrap metal

Bloodvein First Nation: 604 tires and 2.5 tonnes of household recycling. In addition, staff demonstrated their commitment by painting and insulating the landfill office.

To grow our support in education for sustainability, Chantel Henderson joined Green Action Centre in the position of Indigenous Education Outreach Coordinator. She has been working to plan the next RISE (Recognizing Indigenous Sustainable Education) Teachers' Conference and revamp the environmental presentations for First Nation schools.

Top 3 highlights from landfill staff:

"Multiple certificates attained. All of the different work experience. Working with GAC and the awesome people they have. Thanks for the opportunities." - Peguis First Nation

"Community clean-up. Learning different things to recycle. Helping out others." - Bloodvein First Nation

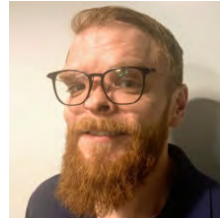
2019-2020 GREEN ACTION CENTRE BOARD OF DIRECTORS



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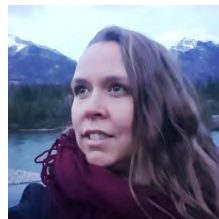
COMPOST WINNIPEG OUR SOCIAL ENTERPRISE



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Kelly Kuryk (past)
Project Manager



Karrie Blackburn
Customer Service Lead



Tracy Thomas
Administrative Assistant



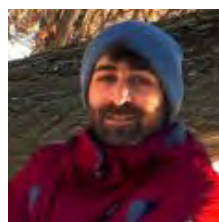
Derrick Cundy
Field Coordinator



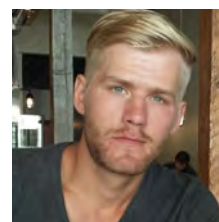
Tyrell Benton
Compost Courier



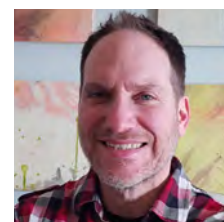
Cody Buhler
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Omid Ershad
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Marshall Wiebe
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2019-2020 GREEN ACTION CENTRE STAFF AND CONTRACTORS



Tracy Hucul
Executive Director



Nikole Sawatzky
Office Coordinator



Jaret Olford (past)
Office Coordinator



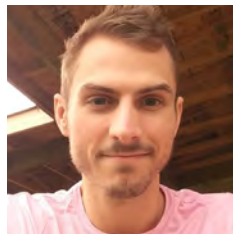
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Composting



Teresa Looy
Composting



Lea Coté
Composting



Sean Carlson
Active & Safe Routes
to School



Denae Penner
Active & Safe Routes
to School



Heather Mitchell (past)
Active & Safe Routes to School /
Workplace Commuter Options



Nicole Roach
Commuter Challenge /
Workplace Commuter Options



Mel Marginet
Workplace Commuter
Options



Beth McKechnie
Workplace Commuter Options /
First Nations Waste Minimization



Chantel Henderson
First Nations
Waste Minimization



Amy Smith
Community Pathfinder
First Nations Waste Minimization



Kimlee Wong (past)
Community Pathfinder
First Nations Waste Minimization



Cesar Flores
Community Pathfinder
First Nations Waste Minimization



Mary Melnychuck (past)
Environmental Speakers
Bureau



Josep Seras Gubert
Sustainability Projects



Jane Roussak
Living Green Living Well



Bethany Daman (past)
Living Green Living Well

OUR FUNDERS & SPONSORS

Green Action Centre is grateful for the following funders and sponsors, whose contributions supported our work and enhanced our impact in 2019-20. Thank you also to the many unnamed individual donors!

MAJOR ORGANIZATIONAL FUNDER

Province of Manitoba,
Conservation and Climate

OPERATIONAL

Winnipeg Foundation
Winnipeg Foundation, Youth in Philanthropy
Payworks
Manoverboard (1% for the Planet)
Assiniboine Credit Union

COMPOSTING

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

COMPOST WINNIPEG

Winnipeg Foundation
ECO Canada

FIRST NATIONS WASTE MINIMIZATION

Southeast Resource Development Council Corp
Indigenous Services Canada

WORKPLACE COMMUTER OPTIONS

Winnipeg Foundation

COMMUTER CHALLENGE 2019

Province of Manitoba (Government Partner)
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CN (Gold Sponsor)
Assiniboine Credit Union (Silver Sponsor)
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JACK FROST CHALLENGE 2020

Manoverboard
Festival du Voyageur
CAA Manitoba
Stantec

ACTIVE & SAFE ROUTES TO SCHOOL

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

LIVING GREEN LIVING WELL

Cadillac Fairview, Building Communities Program
ECO Canada

We collaborate and partner with:

The WRENCH / MPI / Bike Winnipeg / Bike Week Winnipeg / Canadian Centre for Policy Alternatives / Manoverboard / Climate Change Connection / Manitoba Energy Justice Coalition / Wilderness Committee / Red River Co-op / Prairie Climate Centre / Winnipeg LGBT Chamber / Winnipeg Chamber of Commerce / Downtown Winnipeg Biz / Seven Oaks School Division / Greenpeace Winnipeg / U of M Sustainability Office / RRC Sustainability Office / The Unitarian Church Green Action Committee / Functional Transit Winnipeg / Winnipeg Trails / Coop Vélo Cité

Jack Frost Challenge Bikes & Brews Tour





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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Master Composters on the EcoCentre Rooftop