



green  
**ACTION**  
centre

**2020-2021**  
**IMPACT REPORT**



# Executive Director & Board Chair Note

Throughout 2020-21 our staff continued to work from home to keep each other safe during the pandemic. We raced to move our programs online, creating virtual events where we'd normally engage with Manitobans face-to-face. Bike to School Month was redesigned as Bike Everywhere Month, Manitoba Earth Week Online provided daily climate-related topics with our partners at the Climate Action Team, an interactive online Composting Workshop series for Compost Awareness week was developed, the Recognizing Indigenous Sustainable Education (RISE) conference was turned into a successful webinar series, and much more.

The year started rough. We experienced a significant decrease in sponsorship revenue and our social enterprise, Compost Winnipeg, had a revenue drop of over 40% some months. These losses, coupled with the Province cutting \$200,000 in long-term annual funding, would have had a devastating impact on our ability to operate were it not for the Federal Wage Subsidy Program and the critical support The Winnipeg Foundation provided for the nonprofit sector during this time. We cannot thank them enough. This support, alongside a growing demand for our Compost Winnipeg service mid-way through the fiscal meant we ended our year in a positive financial position.

At the onset of the pandemic, we reflected on how the world needs a new normal. We need a world where we've figured out how to live within our means, and where we support and build local community capacity. No one imagined we'd still be here, over a year later, struggling through the global health crisis that has caused hardship and sorrow around the world. Despite that, the urgency of the climate crisis has not slowed. To address the global crisis we will need continued collective effort where we keep talking about and taking action on climate change.

For us as an organization, COVID-19 has also illuminated the need to drive positive societal change through the environmental work we do, applying our skills and passion to incorporate diversity, equity, and inclusion into our programming, partnerships, and our workforce. We started to dig deep into what Truth and Reconciliation means and why it matters, building our cultural competency with diversity discussions at every biweekly staff meeting, a half-day group Indigenous Inclusion learning session, and signing onto the City of Winnipeg's Indigenous Accord. We also sought out and received support for new projects focused on working with the newcomer community and with Indigenous communities outside of Winnipeg. We are committed to maintaining this journey.

Public opinion surveys show that most Canadians now say that climate change is an important issue that needs to be addressed. However, the understanding of the issues and demand for climate action is still much lower than the stated concern. This shows that we need to keep educating, engaging, and facilitating action. Green Action Centre will continue to help lead the way through use of our GoManitoba rideshare app which helps lower transportation emissions, diversion of organics from the landfill with our Compost Winnipeg organics collection service, and by leading organizations through green audits that result in achievable, recommended climate actions.

We continue to thrive because of your support and contributions. Let's keep working together to build a more sustainable and resilient Manitoba.

With gratitude for your trust and support,



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

Lynne Skromeda,  
Board Chair



A handwritten signature in purple 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
- Living Green, Living Well
- First Nations Waste Minimization
- Sustainability Audits
- 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

# 2020-2021 HIGHLIGHTS

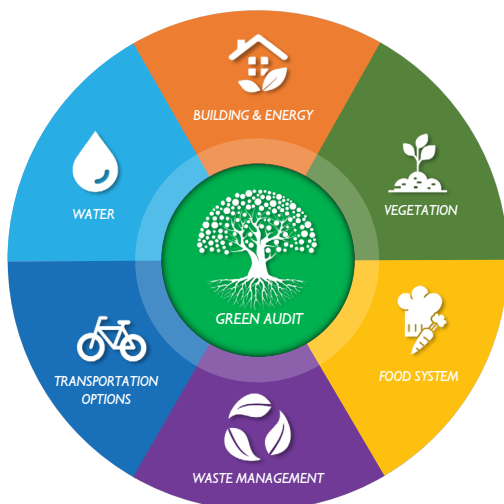
- Increased online community engagement with a Get to Know Green Action Centre video on our website and social media, reaching over 5,000 people
- Launched Canada's first School Street at Isaac Brock School
- Continued to work with Red River Co-op to divert plastic bags from the landfill (despite the uptake of single-use plastic throughout the pandemic)
- Doubled Jack Frost Challenge participation with over 503 teams registering during the coldest week of the year
- Partnered with Greenpeace Winnipeg to host a virtual documentary screening and panel discussion on plastic waste during Plastic Free July
- Launched "Manitoba's Road to Resilience: A Community Climate Action Pathway to a Fossil Fuel Free Manitoba," in partnership with Manitoba's Climate Action Team



## SUSTAINABILITY AUDITS

We assist Winnipeg agencies in finding less carbon intensive ways to operate and deliver services

- Environmental education.** We created content, resources, and programming to reinforce the need for climate action now.



- Green Audits.** We strengthened the audit process by delivering virtual, informative sessions using interactive tools. This resulted in the creation of climate action plans with practical solutions to reduce climate impacts from participating organizations' operations and services.

"The steps for organizations/individuals to take to combat climate change mirror steps needed globally. There are ways to break down something that is large and unwieldy into actionable items."

- The Winnipeg Foundation (Green Audit Participant)

- Green Audits for Business.** We are focussed on collaborating with the corporate sector to deliver green audit services to local companies.



# POLICY HIGHLIGHTS

The past year we worked on numerous policy issues, consultations, and collaborations. A special thanks to key volunteer policy committee members Peter Miller, Carolyn Garlich, Harvey Stevens, and John Sinclair, as well as to contributing staff and board members.

**Green Action Centre signed onto the Just Recovery For All** – In spring 2020 we endorsed the principles for a just transition so we can all #BuildBackBetter from the impacts of the COVID-19 pandemic. These principles put the health and wellbeing of all peoples and ecosystems first and aim to build a more equitable, resilient, and sustainable society.

**Municipal Consultations: Winnipeg's Complete Communities 2.0 Survey and OurWinnipeg 2045 Draft Plan** – We undertook a comprehensive review of both draft plans and submitted detailed feedback through an online meeting and a written submission. This included recommendations and key concerns to help strengthen and guide the plans and ensure opportunities for alignment between the two strategies and their implementation.

**Launched Manitoba's Road to Resilience: A Community Climate Action Pathway to a Fossil Fuel Free Future** – The pathway was developed in partnership with Manitoba's Climate Action Team with input from subject matter experts. There are seven chapters including: Buildings, Transportation, Food & Agriculture, Energy, Human Impacts, Economy & Green Jobs, and Natural Space/Wilderness.

**Canada's Zero Plastic Waste Strategy** – We submitted a written brief supporting the introduction of a single-use plastics ban in Canada in response to public consultation on Environment & Climate Change Canada's proposed Integrated Management Approach to Plastic Products. The focus on banning or restricting the use of single-use plastics like straws, plastic bags, stir sticks, beverage carrier rings, cutlery, and take-out food containers is part of the Government of Canada's plan to achieve zero plastic waste by 2030.

**Expert Advisory Council Consultation on Manitoba Transportation Strategy** – We participated in a virtual engagement session with the Province and other stakeholders as well as provided a brief online presentation, giving feedback on a provincial strategy about green transportation and infrastructure to support a low carbon economy.

**Manitoba's Waste Diversion and Recycling Framework review** – We contributed to Manitoba Conservation and Climate's online stakeholder review to help modernize the regulatory and programming framework for waste diversion and recycling in Manitoba. This included submitting a follow up written brief outlining our recommendations and concerns related to Manitoba's continued emphasis on recycling instead of focussing on reducing and eliminating waste. Manitoba continues to dispose of more waste than most other provinces and the amount of waste we send to landfills continues to be above the national average.

**Joint Letter to Mayor Bowman asking the City of Winnipeg to take urgent action to provide a connected network of cycling and walking routes** – Fifteen organizations came together to recommend affordable, healthy, and sustainable travel for everyone in Winnipeg using "pop-up" infrastructure for pedestrian and cycling routes while developing plans to make safe and connected routes permanent with infrastructure stimulus funding. (Organizations included Green Action Centre, Winnipeg Trails Association, Safe Speeds Winnipeg, Bike Winnipeg, Pembina Trails School Division, Louis Riel School Division, Fearless R2W, University of Winnipeg Sustainability Office, IRCOM, OURS-Winnipeg, Glenelm Neighbourhood Association, Chalmers Neighbourhood Renewal Corp, Central Neighbourhoods Winnipeg, and Bike Week Winnipeg.)

# WASTE REDUCTION



- ❶ Pivoted the Compost Awareness Week presentations to livestreamed webinars and reached an audience of over 1,250 households
- ❷ Reached over 2000 people through green living and waste reduction blog posts, social media, and resources during Waste Reduction Week
- ❸ Provided consultations and resources to Club Té-Vert through our Composting program to create community compost bins in St. Boniface
- ❹ Hosted a digital film screening of “The Story of Plastic” and panel discussion with Greenpeace Winnipeg, reaching 159 households
- ❺ Executed 20+ interviews with the media on waste reduction, composting, and sustainability topics
- ❻ Reached over 300,000 people with waste and plastic reduction messaging through virtual events, social media, blogs, and presentations
- ❼ Launched and provided 20+ activities and resources to expand families' sustainability skills within their home through the Prairie Dog Projects page, reaching 10,000+ households
- ❽ Delivered virtual presentations to seven schools and organizations in Manitoba, covering a variety of waste reduction topics
- ❾ Increased following on social media by 20% across Facebook, Instagram, Twitter, and LinkedIn
- ❿ Launched a new section on Green Action Centre’s website devoted to waste reduction and diversion in Manitoba First Nations – at the landfill, at school, and in the community
- ⓫ Master Composters across Manitoba logged 228 hours providing compost education and helping maintain community compost sites

“Really well done! My fears were preventing me from composting and now I feel like I know enough to start!”

- Compost with Confidence series attendee

“Thank you so much for ‘The Story of Plastic’... it really touches me and helps me learn more about [the problem of plastic].”

- Plastic Free July Panel Discussion attendee

Prairie Dog Projects





# SUSTAINABLE TRANSPORTATION



Delivering the signed letter to the Mayor's office



Commuter Challenge



GoManitoba Carpool

*"I love participating in the Commuter Challenge, challenging myself to choose my bike over my car more often. Thanks for the motivation!" - 2020 Commuter Challenge Participant*

*"A wonderful addition to environmental teaching themes in the classroom especially during this time of distance learning where we can all individually access lessons and activities while collectively sharing an experience."*  
- Teacher, Clean Air Day

- Worked with four city councillors to get input from families in their wards about school travel, resulting in 2019 survey responses
- Implemented the School Streets Pilot Project at Isaac Brock School which created space for students and parents to walk, bike, and roll to school safely (the 2-month pilot was a success and got extended until the end of the school year)
- 86 teachers & 226 families registered a total of 15,500+ students for Bike Everywhere Month
- 5,000+ kids registered for Clean Air Day
- 10,000+ students registered and eight presentations delivered during Walktober
- 16,393km of sustainable travel completed by 188 parents & teachers and over 10,500 students during Jack Frost Challenge for Kids
- Delivered Commuting Post-Pandemic webinar to 41 registrants
- Gathered 18 signatories on a letter to the Mayor requesting a connected walk/bike network during COVID-19
- 296 workplaces and 2,868 individuals registered for the Commuter Challenge, logging 298,353km of sustainable transportation and avoiding 62,699 kg of CO<sub>2</sub> emissions
- 503 teams (1,605 individuals) registered for Jack Frost Challenge, logging 50,775km of outdoor winter activity and avoiding 11,387 kg of CO<sub>2</sub> emissions

*"JFC is a reminder that when dressed properly you CAN get out and be active in freezing temperatures."*

- Jack Frost Challenge 2021 Participant





# OUR SOCIAL ENTERPRISE

Over the past year, Compost Winnipeg has overcome major pandemic-related headwinds to continue expanding its client base and grow its impact. In the process it has implemented wide sweeping improvements to operational efficiency and has made it's collection routes up to 30% more efficient. We have a lot to celebrate including major progress toward developing a fully customized suite of customer and data management software, a complete refresh of graphics, and the launching of a marketing campaign. We are looking forward to continued growth, improvement, and big opportunities for 2021-22!



*"By collecting organic . . . waste from our staff room, they help us better-manage our solid waste footprint and contribute to a more environmentally sustainable economy.*

*Their service people are courteous and respectful."*

- Terry Shaw, Executive Director, Manitoba Trucking Association



Organic waste composted to date: **2,250,000 kg**



Total CO<sub>2</sub>e avoided to date: **2,025,000 kg**

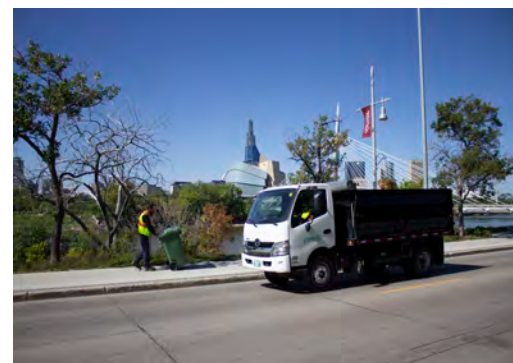


Equivalent to:

**Km driving...7,762,502**

**Litres gas.....862,500**

**Tree seedlings...51,922**



*"Compost Winnipeg staff worked with our team to develop a safe collection protocol, and they continue providing us with reliable weight data essential for our environmental reporting practices."*

- Joseph Wasylycia-Leis, Campus Sustainability Coordinator, University of Winnipeg

## FIRST NATIONS WASTE MINIMIZATION

### Green Team Presenting to Early Years Students



Flora and Robert Rideout presentation, 2021 RISE Webinar Series

**Recognizing Indigenous Sustainable Education (RISE)** highlighted Indigenous speakers and communities through a series of 6 webinars on a variety of topics. The 2020 series involved 7 speakers, 114 registrations, and 484 YouTube views in 12 months. The 2021 series saw 15 speakers, 155 Registrations, and 273 YouTube views in just two months.

Despite the many challenges brought on by COVID-19, the Pathfinders were able to maintain relationships with community partners. We are humbled and honoured to work with Peguis First Nation, Fisher River Cree Nation, and Buffalo Point First Nation on waste reduction and diversion. It is always encouraging to see community champions continue to actively engage their communities in waste reduction.



Fisher River compost bin

**Peguis First Nation** collected and shipped

- 525 tires
- 200 kg of aerosols
- 12 propane tanks
- 1250L of paint
- 5 semi truck loads of scrap

**Fisher River Cree Nation** collected and shipped a total of 50 refrigerators and freezers for proper refrigerant removal and recycling.

### Participants' comments from the 2021 RISE Webinar Series:

*"All of your work is so inspiring. I really enjoyed listening to all of you...Thanks again for sharing the Indigenous perspective."*

*"Amazing!! Miigwech! Beautiful stuff guys!"*

Pathfinders worked with language experts in Fisher River Cree Nation and Peguis First Nation to create bilingual Cree/English and Ojibway/English landfill signs.



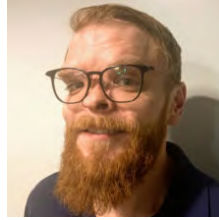
# 2020-2021 GREEN ACTION CENTRE BOARD OF DIRECTORS



Lynne Skromeda  
Chair



Rick Wishart  
Vice Chair



Neil Richard  
Treasurer



David Klein  
Secretary



Lawrence Bird  
Director



Morrisa Boerchers  
Director



Nicola Garrett  
Director



Cindy Labaty  
Director



Elona McGifford  
Director

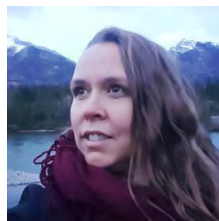


Pepper Pritty  
Director

## COMPOST WINNIPEG OUR SOCIAL ENTERPRISE



Robin Bryan  
General Manager



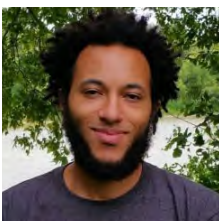
Karrie Blackburn  
Customer Service Lead



Tracy Thomas  
Administrative Assistant



Derrick Cundy (past)  
Field Coordinator



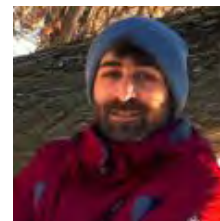
Tyrell Benton  
Compost Courier



Cody Buhler (past)  
Compost Courier



Alyssa Wolfe  
Compost Courier



Omid Ershad  
Compost Courier

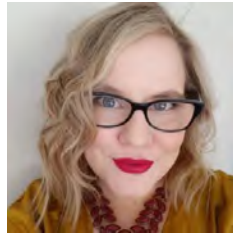


Joel Friesen  
Compost Courier

# 2020-2021 GREEN ACTION CENTRE STAFF AND CONTRACTORS



**Tracy Hucul**  
Executive Director



**Nikole Sawatzky**  
Office Coordinator



**Lea Coté**  
Composting



**Kristen Malec**  
Composting



**Teresa Prokopanko**  
Composting



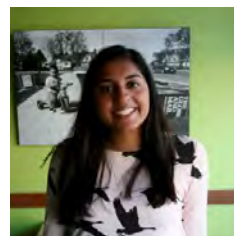
**Mel Marginet**  
Workplace Commuter  
Options



**Denae Penner (past)**  
Active and Safe  
Routes to School



**Kris Kuzdub**  
Jack Frost Challenge/  
Commuter Challenge



**Sankranti Patel**  
Active and Safe  
Routes to School



**Nicole Roach (past)**  
Commuter Challenge /  
Workplace Commuter Options



**Beth McKechnie**  
Workplace Commuter Options /  
First Nations Waste Minimization



**Chantel Henderson**  
Indigenous Programs Outreach  
First Nations Waste Minimization



**Cesar Flores**  
Community Pathfinder  
First Nations Waste Minimization



**Amy Smith**  
Community Pathfinder  
First Nations Waste Minimization



**Josep Seras Gubert**  
Sustainability Projects



**Colleen Ans**  
Living Green Living Well



**Jane Roussak (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 2020-21. Thank you also to the many unnamed individual donors!

## MAJOR ORGANIZATIONAL FUNDER

Canada Emergency Wage Subsidy

## OPERATIONAL

The Winnipeg Foundation, Stabilization Fund  
The Winnipeg Foundation, Youth in Philanthropy  
Payworks  
Manoverboard (1% for the Planet)

## COMPOSTING

City of Winnipeg, Water and Waste  
Red River Co-op

## COMPOST WINNIPEG

The Winnipeg Foundation  
Government of Canada, Investment Readiness Program  
ECO Canada Employment Program

## FIRST NATIONS WASTE MINIMIZATION

Southeast Resource Development Council Corp  
Indigenous Services Canada

## WORKPLACE COMMUTER OPTIONS

The Winnipeg Foundation

## COMMUTER CHALLENGE 2020

City of Winnipeg (Government Sponsor)  
Province of Manitoba (Government Sponsor)  
Winnipeg Transit (Government Sponsor)  
IG Wealth Management (Gold Sponsor)  
Assiniboine Credit Union (Silver Sponsor)  
Crosstown Civic (Silver Sponsor)  
Manitoba Hydro (Bronze Sponsor)

## JACK FROST CHALLENGE 2021

Access Credit Union  
Manoverboard  
Red River Mutual  
HTFC Planning & Design  
Safe at Home Manitoba  
Dillon Consulting  
CAA Manitoba

## ACTIVE & SAFE ROUTES TO SCHOOL

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

## LIVING GREEN LIVING WELL

ECO Canada, Digital Skills for Youth  
CF Polo Park, CF Building Communities Program  
Safe at Home Manitoba

*We collaborate and partner with:*

*The WRENCH / MPI / Bike Week Winnipeg / Bike 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 / Fisher River Cree Nation / Peguis First Nation / Buffalo Point First Nation / Four Arrows Regional Health Authority / Isaac Brock School / Fort Whyte Alive / Health Canada / Youth Agencies Alliance / U of W Campus Sustainability Office*



Jack Frost Challenge for Kids Grade 4/5 Class from West St Paul



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](http://greenactioncentre.ca)  
e: [info@greenactioncentre.ca](mailto:info@greenactioncentre.ca)  
t: (204) 925-3777

