

2022-23

IMPACT REPORT



Executive Director & Board Chair Note

The 2022-2023 fiscal year was full of exciting changes at Green Action Centre. We moved to a new office, welcomed nine new staff members to our diverse team, and added four new volunteers to the Board of Directors. On the leadership front, Compost Winnipeg welcomed a new General Manager in late summer 2022, and Green Action Centre welcomed a new Executive Director at the beginning of 2023. Needless to say, things have been busy while we navigate post-pandemic life and respond to new challenges.

The physical return to the office and delivering our programming in-person has been so rewarding. Live interaction with partners and stakeholders continues to inspire us. Human interaction connects us in a unique way, and our amazing team knows and acknowledges that. It is great to be back!

With no doubt, this was a year of consolidation and growth. We were able to expand several programs including First Nations Waste Minimization (FNWM) and Sustainability Projects. We delivered projects in areas relatively new for us, including green infrastructure and food security. In collaboration with the Climate Action Team, a coalition of environmental organizations in Manitoba, we provided four rural communities (two settlers and two Indigenous) with an empowering program to create their own community climate action plans. In Sustainable Transportation we hosted a sold-out “Transportation for a Strong Town” event, where powerful conversations led by Charles Marohn of Strong Towns ignited our community. Finally our social enterprise, Compost Winnipeg, continued to increase its number of clients, staff and trucks to deliver their mission across Winnipeg. All of these achievements are thanks to an amazing and cohesive team full of great ideas, creativity and hard work.

Our mandate is to promote greener living through environmental education and real climate action to all Manitobans. These last three words - to all Manitobans - resonate with us every day. The partnerships and relationships we build with organizations strongly rooted in underserved communities expose us to a reality we cannot ignore. Those who are facing the biggest economic and social challenges are, at the same time, the most impacted by the effects of climate change. Supporting and providing services to these communities is imperative in our fight for climate justice.

Floods, food insecurity, wildfires, heat waves – we saw climate change coming, and here it is! Now more than ever we need tangible climate action to provide resilience and ensure sustainable, healthy communities for the future. We acknowledge that, collectively, there is still much work to be done by our society to protect our environment now and for future generations, but Green Action Centre remains inspired to act as an agent of change for Manitobans.

We could not complete this report without acknowledging two incredible leaders and humans: Tracy Hucul, former Executive Director, whose legacy has had a profound impact on the success of our organization, and Beth McKechnie, former Interim Executive Director and Program Coordinator at the FNWM program, who selflessly stepped up to steer us through leadership transition and stabilization.

To the entire staff of Green Action Centre and Compost Winnipeg, the Board of Directors, our volunteers and our members, thank-you for your passion and commitment to a greener future for all Manitobans.

Let’s keep up the good work, folks!



Neil Richard,
Board Chair



Josep Seras Gubert,
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
- Sustainability Projects
- 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

2022 - 2023 HIGHLIGHTS

- The number of Manitoba First Nation communities supported by the Pathfinders keeps growing! This past year we worked with the following 11 communities: Black River First Nation, Buffalo Point First Nation, Bunibonibee Cree Nation, Fisher River Cree Nation, Garden Hill First Nation, Little Saskatchewan First Nation, Peguis First Nation, Pine Creek First Nation, St. Theresa Point First Nation, Tataskweyak Cree Nation, and Wasagamack First Nation.
- Held the speaker event: Transportation for a Strong Town, featuring Charles Marohn who spoke about his book "Confessions of a Recovering Engineer" to a sold out audience.
- Performed a Waste Reduction Program for École River Heights School, which involved conducting a waste audit with the entire school; 18 classes with a total of 450 students.
- Delivered a Composting and Waste Reduction Pilot for provincial government buildings to assess the effectiveness of staff education and implementation of Compost Winnipeg pickup in reducing the Provincial government's carbon footprint.
- Submitted the summary of Green Action Centre's Indigenous Accord goals and progress since becoming a partner and signatory to the Winnipeg's Indigenous Accord in 2021.
- Increased social media following by 12% across all platforms!



green
ACTION
centre

POLICY HIGHLIGHTS

Green Action Centre remained active on policy issues throughout the year, with support and contributions from various program staff, policy volunteer Peter Miller, and other partnering community groups.

Efficiency Manitoba's Energy Efficiency Advisory Group (EEAG) - Participated in six meetings to provide input on Efficiency Manitoba's 2024 to 2027 plan, which will be reviewed by the Public Utilities Board later this year.

Manitoba Climate and Green Plan's Second Carbon Savings Account Report - Responded to a survey and submitted a brief to the [Expert Advisory Council](#) (EAC) for the creation of its [Second Carbon Savings Account report](#). Of note, the Climate Action Team (of which we are one of the five member organizations) was one of the bodies consulted in developing the report and Green Action Centre was one of two organizations, besides government departments, to submit a brief (the other being Keystone Agricultural Producers).

Manitoba Hydro's Integrated Resource Plan (IRP) - Participated in periodic focus group meetings over the past year. Key inputs from Green Action Centre on the three consultations listed above have been: (a) GHG reduction from alternative transportation modes, waste reduction, and conservation measures, and (b) the electrification of heating and transportation to displace fossil fuels.

Transportation and Land Use Coalition (TLUC) - Staff member Mel Marginet played a key role in the development and launch of [The Anatomy of a Pothole](#) project. This

series of essays looks at the larger issues concerning where the City of Winnipeg's priorities lie: our patterns of urban & suburban growth, investment in transit, and addressing environmental and climate challenges.

Standing Policy Committee on Infrastructure Renewal and Public Works (IRPW) - Presented in support of the Neighbourhood Greenway Project to permanently reduce the posted speed limit to 30 km/h on neighbourhood residential streets that were part of the pilot project, which also included traffic calming measures such as new signage, barricades, speed humps, and enhanced pedestrian crossings.

Manitoba Environment and Climate's Revised Draft [Transition Plan for Multi-Material Stewardship Manitoba \(MMSM\)](#) - The First Nations Waste Minimization team submitted feedback on the revised version of MMSM's plan to transition to a fully industry-funded model for recycling residential blue bin materials in the province.

Manitoba's [Climate Action Team](#) - CAT team members worked diligently on key policy recommendations. More to come in the 2023-24 report!



WASTE REDUCTION



Seed Bomb - Earth Day Event



Omand's Creek Cleanup

- Over 1000 people reached through our program events and workshops in the past year.
- Over 150 Master Composter Volunteer hours in our community.
- Delivered both virtual and in-person workshops and events, including new and exciting ones such as a discussion about green burials, Indigenous approaches to composting and gardening, and WasteEd: A Community Compost Drop-off Event (in partnership with Compost Winnipeg).
- Hosted a Food Waste Forum with IRCOM to explore the challenge of food waste among underserved communities in Winnipeg. Representatives from organizations serving these communities were invited to discuss the challenges they see and to look for opportunities for solutions and partnerships.
- Helped see Red River Co-op's success in eliminating plastic grocery bags in their stores during our fourth year of partnership.
- Diverted over 300 articles of clothing from the landfill through a Clothing Swap held for Plastic Free July.
- Launched a quarterly newsletter and a revamped toolkit titled "How to Reduce Waste: A Toolkit for Manitoba First Nations and Northern Communities"

"We look forward to continuing our work with Green Action Centre to further be better stewards of the environment and bring our customers and members along for the journey through educational opportunities."
- Chantal Lacoste, Red River Co-op

Seed Bomb



SUSTAINABILITY PROJECTS



Depave Event (Rossbrook House)



Skillbuilding for Newcomers Program at IRCOM



Waste Reduction program at Ecole River Heights School

The Sustainability Projects area helps enhance the capacity of organizations from a climate change and climate adaptation perspective, with a holistic approach and by working together to find better, less carbon intensive ways to operate and deliver services. Some of the programs delivered are:

- Depave Paradise at Rossbrook House removed 58m² of impermeable pavement, planted 218 plants, and involved 70 community members.
- Skill-building program for newcomers about sustainable transportation and waste reduction, through hands-on workshops with more than 200 participants.
- Community Building Green Audits in 4 rural communities in Manitoba, two Indigenous - Swan Lake First Nations and Sioux Valley Dakota Nations - and two settlers - Altona and Brandon. This is a project developed by the Climate Action Team.
- Green Audit at Manitoba Arts Council.

"The waste audits were really fun and hands on and I think it was very interesting to actually see how much of our garbage and recycling was in the wrong bin. Also now we have compost bins!"

- Channah, grade 8 student École River Heights School

"We all know that there is global warming. And we often feel powerless in the face of it. Working with Green Action Centre was an eye-opening experience. They provided an excellent overview, then drilled down with great detail and data to help us understand climate-related problems more fully. And then they worked with us and provided inspiration on how we could create solutions and take action in our organization. The green audit assessment of our office and operations was especially illuminating; made me feel more hopeful."

- Cathleen Enns, Program Consultant, Manitoba Arts Council

SUSTAINABLE TRANSPORTATION



Commuter Challenge



Jack Frost Challenge



Speaker Event

- The GAC Sustainable Transportation team was recognized with a member statement by Lisa Naylor - MLA for Wolseley - in the Manitoba Legislative Assembly for Walk to School Month in October 2022.
- Green Action Centre's first in person Clean Air Day event post pandemic was a success with 433 students from 5 schools attending.
- Visited rural communities including Altona, Manitou and Swan Lake First Nation to deliver sustainable transportation presentations to school aged kids.
- Jack Frost Challenge 2023 saw 1,126 registered participants, 254 teams, 38,927 km logged, 25 communities in Manitoba, 8,081 kg of emissions avoided!
- Commuter Challenge 2022 saw 3,053 registered participants, 339 teams (with 182 of those in Winnipeg alone), 322,556 km of active or sustainable trips were completed and these activities avoided 65,013 Kg of Co2 from going into the atmosphere!
- Bike Everywhere Month 2022 saw over 3000 registrations and reached over 200 Active and Safe Routes to School facilitators.
- Assisted with University of Manitoba's campus commuter survey.

"This event is a great idea to put some enthusiasm into being outside for the winter."

- 2023 Jack Frost Challenge participant

"Thank you so much for organizing. Definitely brings awareness and opportunity for lasting behavior change!"

- 2022 Commuter Challenge participant

"It was pretty neat to learn about the amount of carbon emissions reduced and money saved. For me, I like to commute to work through walking, biking, or e-scooter to save money (don't have to buy a bus pass during the warm months of the year), but seeing the facts presented that way was great!"

- GoManitoba user Survey

OUR SOCIAL ENTERPRISE



Compost Bins + Pails

During 2022-2023, Compost Winnipeg provided organic waste collection to more than 900 residential and 250 commercial customers! We welcomed new staff members, a new truck to our fleet and many new customers including the Bruce Oak Recovery Centre and Real Love Summer Festival. We worked with Green Action Centre to develop our strategic plan including mission, values and goals, and an exciting project to recruit multi-family dwellings to composting service. For the first time, we were able to provide our residential customers with a bag of premium organic compost, in partnership with Enviroclean Agriculture. The results were many healthy plants and gardens.

The community support for composting continues to grow, which was evident at the annual pumpkin drop, with over 1,100 people attending and 33,555 kg of pumpkins diverted from the landfill! From restaurants to film sets, schools and restaurants, we look forward to expanding our services and helping our customers reduce their carbon footprint.



New truck with collection unit



Organic waste composted to date **4,878,216 kg**



Total CO₂e avoided to date **4,390,390 kg**



Equivalent to:

Litres gasoline saved **1,870,080**

Tree seedlings **72,595**

"Our food store teams have received valuable compost education and logistical advice. Compost Winnipeg has been very adaptable to the needs of our food stores, in addition to being very professional and assisting us with the scheduling of pick-ups. Their team offers a high level of customer service and timely communication. Essential to our environmental governance reporting, they provide weekly reports on waste diversion and impact measurements."

- Red River Coop, Kelly Romas, Director of Marketing

"The Manitoba film industry has been relying on the services of Compost Winnipeg for the last few years. As our industry strives to embrace more sustainable practices, Compost Winnipeg has been instrumental in helping us achieve those goals. Compost Winnipeg has provided excellent service and we sincerely appreciate their flexibility when it comes to adapting to our demanding way of working. Their staff is always friendly, and they respond to last-minute requests quickly."

- The Porter" Tv Series, Phoebe Chard, Assistant Location Manager

FIRST NATIONS WASTE MINIMIZATION



The First Nations Waste Minimization team supports First Nation communities in Manitoba to minimize and divert waste out of their community, and enhance the health of the land, air, water, humans, and wildlife.

- Co-hosted two in-community regional trainings for waste management staff. One in Bunibonibee Cree Nation and one in Peguis First Nation. The two trainings combined included 26 participants from 10 First Nations. This move away from training in an urban center allowed participants to learn in a context similar to their own and build connections with waste management staff in other communities.
- Shared school presentations with the Southeast Collegiate Climate Change Warriors, Black River First Nation elementary school and St. Theresa Point First Nation middle school to a total of approximately 220 students.
- The 2022/23 backhaul collaboration between First Nation communities, Producer Responsibility Organisations, and First Nations Waste Minimization, saw 11 trucks of divertable material hauled out of winter road communities. This included tires, scrap appliances, vehicle batteries, residential recycling, aerosol containers, electronic waste, and more!



"Thank you again for the invite. Me, Leonard and Trenton really appreciate it. The meals were awesome and the people were great. The training gave us more insight on many things and gave me many ideas. It was a good trip."
- Armand Halkett
BCN Safety First participant

Training in Peguis



2022 - 2023 GREEN ACTION CENTRE BOARD OF DIRECTORS



Neil Richard
Chair



Lynne Skromeda
Chair (former)



David Klein
Vice Chair



Rick Wishart
Vice Chair (former)



Lawrence Bird
Secretary



Jessie Klassen
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Cindy Labaty
Director



Nicola Garrett
Director



Elona McGrifford
Director



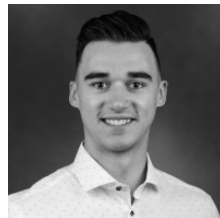
Peter Charles Feaver
Director



Mariciel Nuyda
Director



Audra Taylor
Director



Brayden Dueck
Director

2022-2023 COMPOST WINNIPEG TEAM

OUR SOCIAL ENTERPRISE

Current Staff:



Amanda Wolfe
General Manager



Karrie Blackburn
Sales + Customer
Service Lead



John Jowett
Operations Supervisor



Tracy Thomas
Administrative Assistant



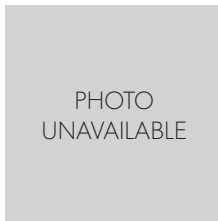
Manisha Netheti
Office Coordinator



Cody Finley
Maintenance Lead



Garrett LeBlanc
Compost Courier



Cody Thomas
Compost Courier



Scott Donald
Compost Courier



Oleg Grytsenko
Compost Courier



Justin Paredes
Compost Courier



Max Hrytsenko
Compost Courier

Former Staff:



Robin Bryan
General Manager



Alyssa Wolfe
Administrative Assistant



Van Luu
Accounts Assistant



Ty Benton
Maintenance Lead



Leif Johnson
Compost Courier



Roman Okis
Compost Courier



Lily Pulliam
Compost Courier

2022-2023 GREEN ACTION CENTRE TEAM



Josep Seras Gubert
Executive Director



Tracy Hucul
Executive Director
(Former)



Deborah Clark
Executive Director
(Former)



Nikole Sawatzky
Office Coordinator



Colleen Ans
Living Green, Living Well



Kristen Malec
Composting



Lea Côté
Composting
(Former)



Ariel Desrochers
Commuter Challenge +
Jack Frost Challenge



Sharee Hochman
Active & Safe Routes to
School



Mel Marginet
Workplace Commuter Options



Beth McKechnie
Program Coordinator + Interim
Executive Director (Former)



Amy Smith
Lead Community Pathfinder



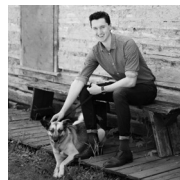
Harrison Briand
Community Pathfinder



Kris Kuzdub
Commuter Challenge +
Jack Frost Challenge
(Former)



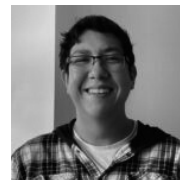
Kathryn Loewen
Active & Safe Routes to School +
Workplace Commuter Options



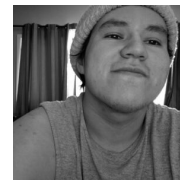
Cameron Mackay
Active & Safe Routes
to School
(Former)



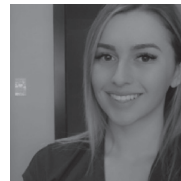
**Mohamed
Crossman-Serb**
Indigenous Program Outreach



Jordan Guiboche
Community Pathfinder



Haven Saunders
Community Pathfinder



Nicole Cook
Community Pathfinder
(Former)



Cesar Flores
Community Pathfinder
(Former)



Chantel Henderson
Indigenous Program Outreach
(Former)



Sean Birkett
Sustainability Projects Assistant



Ashtyn Nauftts
Sustainability Projects
Assistant, Katimavik Future
Perfect Program (Former)



Durdana Islam
Program Manager, Climate
Action Team

OUR FUNDERS & SPONSORS

Green Action Centre is grateful for the following funders and sponsors, whose contributions supported our work and enhanced our impact in 2022-23. Thank you also to the many unnamed individual donors!

OPERATIONAL

- The Winnipeg Foundation, Youth in Philanthropy
- The Winnipeg Foundation, Adapt Grant
- Payworks
- Manoverboard (1% for the Planet)

COMPOSTING

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

COMPOST WINNIPEG

- City of Winnipeg (Government Partner)
- Tripwire (Compost support program for multi-family dwellings educational video)
- Polo Park, Red River Coop, Tall Grass Prairie, David's Tea (Pumpkin Drop sponsors)
- Bullfrog Power

FIRST NATIONS WASTE MINIMIZATION

- Indigenous Services Canada

WORKPLACE COMMUTER OPTIONS

- The Winnipeg Foundation
- Manoverboard contributing through 1% for the Planet

COMMUTER CHALLENGE 2022

- City of Winnipeg (Government Partner)
- Winnipeg Transit (Government Partner)
- IG Wealth Management (Gold Level Sponsor)
- Access Credit Union (Gold Level Sponsor)
- Assiniboine Credit Union (Silver Level Sponsor)
- Tire Stewardship Manitoba (Silver Level Sponsor)
- Manitoba Hydro (Silver Level Sponsor)

JACK FROST CHALLENGE 2023

- Red River Mutual

ACTIVE & SAFE ROUTES TO SCHOOL

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

LIVING GREEN LIVING WELL

- Cadillac Fairview, Building Communities Program
- The Winnipeg Foundation

SUSTAINABILITY PROJECTS

- Green Communities Canada
- The Winnipeg Foundation
- ECO Canada Employment Program

We collaborate and partner with:

ACE Project Space - RRC Polytechnic / Bike Week Winnipeg / Bike Winnipeg / Canadian Centre for Policy Alternatives / Climate Change Connection / Fort Whyte Alive / Functional Transit Winnipeg / Green Communities Canada / Greenpeace Winnipeg / Health Canada / IRCOM / Manoverboard / Manitoba Energy Justice Coalition / MPI / Planet Pantry / Prairie Climate Centre / Red River Co-op / Rossbrook House / Seven Oaks School Division / Traffic Injury Research Foundation / The Unitarian Church Green Action Committee / The WRENCH / Wilderness Committee / Winnipeg Chamber of Commerce / Winnipeg LGBT Chamber / Winnipeg Trails

Thank You!



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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