

Green Action Centre  
**IMPACT REPORT**

2020-2021



green  
**ACTION**  
centre

# EXECUTIVE DIRECTOR & BOARD PRESIDENT NOTE

The fiscal year 2023-2024 brought continued growth and new opportunities for impact at Green Action Centre. We expanded our facilities, we welcomed 12 new staff members (six at Compost Winnipeg and six at Green Action Centre), three new volunteers to the Board of Directors, and added four new committees. As our communities continue to face substantial political, economic, and environmental challenges, we realized that our work towards a greener future was a piece of the puzzle that was needed more now than ever before.

One of the main indicators of our new reality is the exponential demand from urban and rural businesses, schools and communities for assistance in addressing our climate crisis. Green Action Centre heard the call and have fully embraced the ambitious challenge. We initiated key revisions to support us answering the call - like the development of a 5-year strategic plan, a new user friendly website, and our Equity, Diversity, Inclusion, Indigenization and Accessibility (EDIIA) plan. We implemented an intersectional review of Green Action Centre programs to provide a holistic approach to our work while exploring new project areas. Some of the most exciting of those projects were a mobility fair for older adults, a mini-urban forest in a West End elementary school, helping the Backhaul program (waste backhauled on winter roads), improving organic collection in multi-family buildings, and supporting rural communities to develop their own climate action plan.

We believe people's voices need to be heard, that's why we launched a campaign in support of curbside compost pick-up for all communities in Winnipeg. Over 3800 emails were sent to City of Winnipeg elected officials in support of a green bin program. We did it, Winnipeg - Because of everyone's work, the City Council said YES to a curbside compost collection system! We also believe in the power of collaboration with other organizations to achieve common goals and reach new audiences. Amongst the most recent collaborators we include: Transportation Options Network for Seniors (TONS), West End Resource Centre (WERC) and Educators for Climate Action (ECA).

In March of 2024, we celebrated the restoration of provincial funding for several environmental non-profits, including Green Action Centre. As this renewed funding is essential for GAC to grow, operate, and deliver our valuable work, we believe building strong institutional relationships gives us the opportunity to better work with governments, businesses, and all our partners and supporters to help us achieve our Vision: all Manitobans living green, living well. In that regard, we continue to recognize the interconnectedness of the impacts of climate change on health, education, mobility, and affordability, and that's why GAC continues to strive for equitable services amongst underserved communities.

Over the past year, we have faced intense amounts of work, yet our journey has been deeply rewarding. With our passion and commitment stronger than ever, we are more inspired for the future. Thank you for joining us in this important work. We deeply appreciate your trust in our fight for our communities, our environments, and our planet. Stay tuned, as there is a lot of great progress to come!



*David Klein*  
David Klein,  
Board President



*Josep Seras Gubert*  
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
- Green Infrastructure Projects
- Sustainability Projects
- First Nations Waste Minimization
- Compost Winnipeg, a Social Enterprise of Green Action Centre

## 2024-2029 STRATEGIC DIRECTIONS

- 1 | Evaluate and refine our programs and policy efforts to ensure collective green impact
- 2 | Purposefully cultivate equity, diversity, inclusion, Indigenization, and accessibility (EDIIA) across all levels of the organization
- 3 | Enhance organizational capacity and stability within the staff and volunteer team
- 4 | Strengthen financial sustainability through reliable and consistent funding source

# HIGHLIGHTS

## 2023 - 2024

- The First Nations Waste Minimization (FNWM) team began to take over responsibility for the winter road backhaul program this year. What an honour to be trusted with such a critical and complex project! In January - March 2024, four communities backhauled nine semi-truck loads of material. In total, 1,080 tires, 80 lead batteries, 36 bales of cardboard, 38 mega totes of residential recycling, six pallets of electronic waste, five boxes of household batteries, 24 boxes of fluorescent lights, and 70,894 lbs of scrap metal or appliances were hauled out of the north for recycling.
- We reached a new demographic of Manitobans this year through hosting Winnipeg's First Mobility Fair for Older Adults - teaming up with the Transportation Options Network for Seniors (TONS). We provided information, choices and resources about accessible sustainable transportation options to older adults, people with disabilities, children of older adults, caregivers, and occupational therapists. The feedback received from attendees was overwhelmingly positive.
- In partnership with Cadillac Fairview, we led a clean up around Omand's Creek in Winnipeg. We collected 30 bags of garbage and 10 bags of recycling. Joining us in the clean-up were Mayor Scott Gillingham and Adrian Sala, MLA for St. James.
- We launched our Clean Air Day Handbook! This comprehensive resource is designed to empower educators, administrators, and community leaders in promoting clean air initiatives all across Canada. The handbook is also available in French.
- Green Action Centre won a Stronger Together Award from CCEDNet. The intention of the award is to annually recognize and honor past and present CCEDNet members who have advanced Community Economic Development by working to strengthen and advance sustainable and equitable local economies or made outstanding contributions to CCEDNet.
- In the 3rd annual Pumpkin Drop, Compost Winnipeg helped divert 21,270 kilograms of pumpkins (yes, once again, we weighed them!) out of the landfill.



# POLICY HIGHLIGHTS

# 2023 - 2024

Green Action Centre remained active on policy issues throughout the past year, with support and contributions from various program staff, other partnering community groups and Peter Miller, who has represented Green Action Centre in interventions and meetings with Manitoba Hydro and Efficiency Manitoba since 2002.

**Policy outreach to Manitoba Hydro and Efficiency Manitoba.** Manitoba Hydro published its first Integrated Resource Plan (IRP) in July 2023. They engaged stakeholders, including Green Action Centre, several times over 3 years, through April and May 2023. The Integrated Resource Plan is not itself a development plan for Manitoba Hydro projects, but a framework for creating such plans by understanding the energy and climate context and projected energy needs and resources under various scenarios. The plan can be found at <https://www.hydro.mb.ca/corporate/planning/>

Efficiency Manitoba engages stakeholders in an Energy Efficiency Advisory Group (EEAG). In April to June 2023, the Energy Efficiency Advisory Group met for final comments on a proposed 2024-2027 plan to be reviewed by the Public Utilities Board, but that plan was delayed for a year by the new NDP government.

Noteworthy is that three appointees to the new Efficiency Manitoba Board are also on the Board of our ally, Sustainable Building Manitoba, and a fourth is former Green Action Centre Indigenous Programs Outreach Coordinator, Chantel Henderson. Peter recommends that Green Action Centre continue to look for ways to partner with Efficiency Manitoba.

**City of Winnipeg curbside compost collection system.** In May 2023 Green Action Centre launched a campaign in support of curbside compost pick-up for all neighborhoods in Winnipeg. Over 3,800 emails were sent to City of Winnipeg elected officials in support of a green bin program. We did it, Winnipeg! City Council said YES to a curbside compost collection system!

**Multi-Material Stewardship Manitoba (MMSM) advisory committee.** Green Action Centre was invited by Minister Tracy Schmidt, Minister of Environment and Climate Change, to participate on the advisory committee for Multi-Material Stewardship Manitoba's transition to full extended producer responsibility advisory committee. The Green Action Centre representative attended five advisory committee meetings to give input and share thoughts on various aspects of the transition plan proposed by MMSM. The plan will now be modified by MMSM and submitted to the Environment and Climate Change department for review and approval.

### **Manitoba's Climate Action Team (CAT).**

Key policy activities from our very active year included:

- Launching the "Consider Climate, Manitoba" campaign alongside 100+ volunteers to encourage enhanced climate action at the provincial government level.
- Collaborating with numerous environmental and climate organizations in Manitoba to plan the "2023 Environment and Climate Change Election Forum" in fall 2023.
- Launching the "Road to Resilience: Policy Solutions report" to provide a framework and climate solutions for policy makers in Manitoba.
- Launching a research study related to inter-community transportation in Manitoba after receiving feedback from hundreds of Manitobans through webinars, interviews and surveys.

# WASTE REDUCTION



Newcomer Community Composting Project



Red River Co-op Waste Audit



Newcomer Community Composting Project



Homeowners Composting

- Two Red River Co-op Grocery stores participated in a pilot project to explore ways to reduce food waste and educate staff and customers on prevention strategies. This included store waste audits, webinars for customers, in-store signage, and recommendations for the stores going forward.
- We launched a Newcomer Community Composting Project in collaboration with Caring For Our Environment Manitoba (CEM) and the Rainbow Community Garden. Rainbow Community Garden received a three-bin compost system, 7 homeowners were provided with free compost tools and language-appropriate composting workshops, and resources were delivered to the project participants.
- Reaching out: 1300+ Manitobans participated in our composting and waste reduction workshops and events. We delivered hands-on vermicomposting workshops to 185+ youth across the province.

Feedback from students who attended our “Change the World With Worms Workshop” at the Climate Action Youth Forum:

“Cool to learn about composting and that you can use worms.”

“I had a lot of fun with the worms. Even though I didn't touch the worms I did learn a lot.”

“I liked the trivia game about the worms and looking at how they move.”

*“Before our collaboration with Green Action Centre, we did not know how to compost; so we used to pile up everything together, and ended up having garden waste and other biodegradable waste that did not turn into compost ready to be used when we needed it. For example, we used to dump all our garden waste into the pile without chopping the corn, sorghum or other sunflower stems which are hard and do take time to get rotten. After Green Action Centre’s presentation at the garden site, we had learned that those types of waste must be chopped, and that we should use some basic composting techniques to successfully compost. We have followed that advice since May, and the first waste that we put into the bins in May has already been used by the family on their plots for next year’s gardening.”*

*- Raymond Ngarbou, the coordinator of Rainbow Community Garden*

# SUSTAINABILITY PROJECTS

- As part of a two-year project to help Canadian communities become more resilient, vibrant, and healthy places to live, Green Communities Canada selected Green Action Centre as one of the 11 groups to receive funding from their Living Cities Canada Fund. To develop the community-led, equity-focused green infrastructure initiative where it is most needed in Winnipeg, the first year of the project concentrated on tools, training, and organized processes. Greenway School in Winnipeg's West End was chosen for a tree-planting initiative during this procedure. Year two will focus on organizing and conducting the tree plant. Stay tuned for details!
- A follow-up waste audit at École River Heights School was conducted to see how the kids were composting, and discussed ways to ensure composting in their classrooms was a continued success. In one year the students have diverted 1,395 kg of organic waste from the landfill. Well done École River Heights School!
- We supported Manitoba's Climate Action Team (CAT) with 3 community building Green Audits (Brandon, Altona and Swan Lake First Nation), and provided the communities with tools to conduct their own Green Audits going forward.
- Our promotional materials for Green Audits got a fresh look with a new webpage, brochure and re-styling of the presentations and reports. New services were also introduced, including sustainability coordination for events, virtual green audits, and a guide to self deliver green audits.



Ideas to Actions Meeting at Swan Lake First Nation



Ecole River Heights Composting Session



Earth Team Meeting for the Brandon Friendship Centre

*"This past year we had a local earth team, together with the Manitoba Green Action Centre, do a study on the Millennium Exhibition Centre itself. One of the things they determined was our previous Zamboni was producing just under 7-metric tonnes of carbon dioxide a year into the facility, into the air. By going to an electric Zamboni, we can reduce our greenhouse gas emissions by 3.5 to 4 per cent."*

*- Eric Hildebrand, Town of Altona Recreation Services Manager*

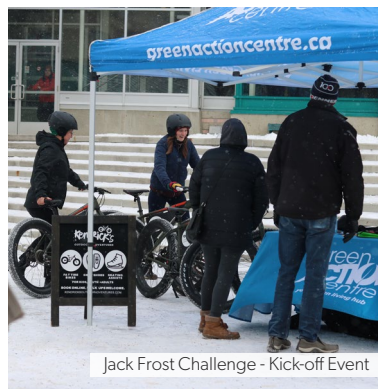
# SUSTAINABLE TRANSPORTATION



Bike to Work Day Pit Stop



Art city event for Bike Everywhere Month



Jack Frost Challenge - Kick-off Event



GoManitoba

- Students at 13 schools learned about bike safety through our Bicycle Education & Skills Training (BEST) program.
- We reached a total of 18,899 students through Bike Everywhere Month, Clean Air Day, Walktober, and the Jack Frost Challenge for Kids.
- The Active And Safe Routes To School (ASRTS) Parents Night provided parents, teachers, administrators, and superintendents with education and resources to help kids walk or roll to school.
- Had the opportunity to reach high school students through workshops and presentations, an age group that we would like to connect with more.
- Completed a Campus Commuting survey and recommendations for RRC Polytech for the first time.
- With our ridematching tool, Go Manitoba, we switched our online platform to Rideamigos to make the website more user friendly. We also secured provincial funding to cover this year's operational costs of GoManitoba which will help us attract new organizations and businesses to participate.
- Commuter Challenge saw 334 workplaces, and 3,316 individuals registered.. A total of 319,257 sustainable transportation kilometers were tracked and these activities avoided 61,861 Kg of Co2 from going into the atmosphere! 19 community sponsors helped make the 2023 Commuter Challenge possible.
- In the 2024 Jack Frost Challenge, 666 individuals (178 teams) participated collectively tracking 21,606 kilometers of outdoor physical activity.

*"I like how it's an incentive to get businesses to think about being more sustainable in their employees' commute when in office work is needed."*

- 2023 Commuter Challenge Participant

*"Events like these are important as we get to widen our reach and connect with the public in new ways. Provides great opportunity to have longer conversations and ask our own questions which allows us to improve the quality of our offerings"*

- Mobility Fair 2023 (The WRENCH)

*"We will definitely sign up again next year. Students enjoyed looking at their neighborhood with a different lens."*

- 2023 Walktober Participant



# OUR SOCIAL ENTERPRISE

In 2023 / 2024, Compost Winnipeg continued to expand our services, programs and advocacy to divert organic waste from the landfill.

Highlights from the year include:

- Providing collection service to 1,100 residential customers, 270 commercial customers, and many events such as farmers markets, community celebrations, conferences and the 2023 Folk Fest.
- Providing education and compost collection to 8 new multi-family buildings (550 residents) through the City of Winnipeg Compost Support Grant.
- Advocating for a City of Winnipeg residential green cart program.
- Introducing 3 free community compost drop-off locations, reducing the financial barrier to composting.
- Improving efficiency and reducing fleet emissions by upgrading 600 customers to larger bins and changing to bi-weekly collection during the winter months.

Compost Winnipeg Impact by the Numbers:

- Total of 1,439,190 kgs diverted in 2023 / 2024
- Organic waste diverted to date: 6,315,200 kg
- Total CO2e avoided to date: 5,683,680 kg

Equivalent to:

- Litres gasoline saved: 2,420,960 L
- Tree seedlings grown for 10 years: 93,980



*"We have found composting with Compost Winnipeg to be very easy, and satisfying. The wide range of material that can be sent to be composted is really incredible. We have received lots of support from the staff at Compost Winnipeg, including promotional materials, answering questions, and encouragement! It's satisfying to know that we are a small part of a great effort to help our planet."*

- Trish, Wayne, & Abe, Condo Board, Henderson Landing Condos

# FIRST NATIONS WASTE MINIMIZATION (FNWM)

The First Nations Waste Minimization (FNWM) 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.

- **White Goods Pilot** - In late 2023, The First Nations Waste Minimization (FNWM) team started a pilot project to safely remove legacy white goods (fridges/freezers) from First Nation communities. To date, we have visited three communities, prepared 341 appliances for shipment, recovered approximately 30 lbs of refrigerant gas, and over 9,000 lbs of scrap appliances were sent for recycling.
- **Waste Coordinator Meetups** - The First Nations Waste Minimization (FNWM) team coordinated two First Nation Waste Coordinator Meetups this past year in April and October. The events were attended by 17 waste management staff from nine communities and 16 waste management staff from 10 communities, respectively. Attendees enjoyed and appreciated the days together to be able to share updates from their communities, and discuss the many needs/challenges at waste management facilities. The group toured Mother Earth Recycling and Exner E-waste recycling facility.
- **Black River Bike Repair** - In July, the First Nations Waste Minimization (FNWM) team and staff from Winnipeg Trails visited Black River First Nation to participate in a 'Bike Rodeo' event, as part of the community's Treaty Days celebrations. The Winnipeg Trails team led a bike repair workshop, while Pathfinders organized fun and competitive races. Approximately 20 bikes were fixed over the course of the workshop. Excess bike parts and tools were left at the recreation centre for community members to use as needed.
- **Mattress Pilot** - In mid-October, First Nations Waste Minimization (FNWM) team members traveled to Pine Creek First Nation to remove mattresses from their waste transfer station. A total of 55 mattresses and 11 box springs were transported to Winnipeg where they were processed at Mother Earth Recycling. Big thanks to staff at the transfer station for taking the time to pick, sort and pile the mattresses for easier loading!



*"Thanks for the gathering, it was helpful and informative and I still want to learn more"*

*- Waste Coordinator Meetup Participant*

# OUR PEOPLE



# GREEN ACTION CENTRE BOARD OF DIRECTORS 2023 - 2024

## Current Board Members:



**Grant Calder**  
Vice President



**David Klein**  
President  
Vice President (former)



**Jessy Klassen**  
Secretary  
Treasurer (former)



**Brayden Dueck**  
Treasurer  
Director (former)



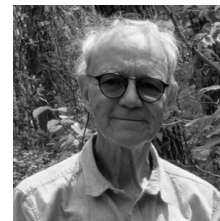
**Neil Richard**  
Director  
President (former)



**Nicola Garrett**  
Director



**Elona McGrifford**  
Director



**Peter Charles Feaver**  
Director



**Audra Taylor**  
Director



**Cindy Labaty**  
Director



**Alec Soriano**  
Director

## Former Directors:



**Lawrence Bird**  
Secretary



**Mariciel Nuyda**  
Director

# OUR SOCIAL ENTERPRISE COMPOST WINNIPEG TEAM 2023 - 2024

## Current Staff:



**Amanda Wolfe**  
General Manager



**Karrie Blackburn**  
Sales + Customer  
Service Lead



**Joel Friesen**  
Operations Supervisor



**Tracy Thomas**  
Accounts Assistant



**Manisha Netheti**  
Office Coordinator



**Cody Finley**  
Maintenance Lead



**Garrett LeBlanc**  
Compost Courier



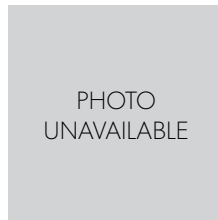
**Max Hrytsenko**  
Compost Courier



**Oleg Grytsenko**  
Compost Courier



**Scott Donald**  
Compost Courier



**Perry Blackburn**  
Compost Courier



**Lea-Ann Backlin**  
Compost Courier

## Former Staff:



**John Jowett**  
Operations Supervisor



**Cody Thomas**  
Compost Courier



**Justin Paredes**  
Compost Courier



**Westyn  
Schellenberg**  
Compost Courier



**Nataliya  
Bednarska**  
Compost Courier

# GREEN ACTION CENTRE TEAM

## 2023 - 2024

### Current Staff:



**Josep Seras Gubert**  
Executive Director



**Nikole Sawatzky**  
Office Coordinator



**Kristen Malec**  
Senior Compost + Waste  
Reduction Coordinator



**Nick Portengen**  
Green Audits Project  
Assistant



**Ashtyn Nauffts**  
Green Audits Project  
Assistant



**Sarah Reid**  
Climate Action Team  
Program Coordinator



**Sharee Hochman**  
Active & Safe Routes to  
School



**Mel Marginet**  
Workplace Commuter  
Options



**Ariel Desrochers**  
Commuter Challenge +  
Jack Frost Challenge



**Amy Smith**  
Lead Community  
Pathfinder, FNWM



**Harrison Briand**  
Community Pathfinder,  
FNWM



**Mohamed  
Crossman-Serb**  
Indigenous Program  
Outreach, FNWM



**Jordan Guiboche**  
Community Pathfinder,  
FNWM

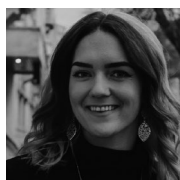


**Cesar Flores**  
Community Pathfinder,  
FNWM

### Former Staff:



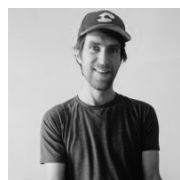
**Beth McKechnie**  
FNWM Program  
Coordinator + Interim  
Executive Director  
(Former)



**Colleen Ans**  
Living Green, Living Well



**Sean Birkett**  
Sustainability Projects  
Assistant



**Jesse Matas**  
Commuter Challenge +  
Jack Frost Challenge



**Durdana Islam**  
Program Manager, Climate  
Action Team



**Haven Saunders**  
Community Pathfinder,  
FNWM

# OUR FUNDERS & SPONSORS

Green Action Centre is grateful for the following funders and sponsors, whose contributions supported our work and enhanced our impact in 2023-24. Thank you also to the many unnamed individual donors!

## OPERATIONAL

- Government of Canada's Community Services Recovery Fund
- Province of Manitoba
- The Winnipeg Foundation
- Green Communities Canada
- Assiniboine Credit Union

## COMPOSTING + WASTE REDUCTION

- City of Winnipeg, Water and Waste
- Province of Manitoba
- Red River Co-op
- Eco Canada Employment Program
- Cadillac Fairview, Building Communities Program

## SUSTAINABILITY PROJECTS

- Province of Manitoba
- The Winnipeg Foundation
- Eco Canada Employment Program

## TRANSFORM STREAMS - GREEN INFRASTRUCTURE

- Green Communities Canada

## OUR SOCIAL ENTERPRISE - COMPOST WINNIPEG

- City of Winnipeg - Water and Waste
- Daniel McIntyre / St Matthews Revitalisation Inc. (DMSMRI)

## FIRST NATIONS WASTE MINIMIZATION

- Indigenous Services Canada
- Province of Manitoba

## COMMUTER CHALLENGE 2023

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

## JACK FROST CHALLENGE 2024

- City of Winnipeg, Public Works
- Red River Mutual

## ACTIVE + SAFE ROUTES TO SCHOOL

- City of Winnipeg, Public Works
- Province of Manitoba
- Health Canada
- Manitoba Public Insurance

## WORKPLACE COMMUTER OPTIONS

- Government of Canada's Community Services Recovery Fund

We collaborate and partner with:

*Bike Week Winnipeg / Bike Winnipeg / The WRENCH / Canadian Centre for Policy Alternatives / Climate Change Connection / Manitoba Energy Justice Coalition / Wilderness Committee / Manitoba EcoNetwork / Sustainable Building Manitoba / Winnipeg Trails / Fort Whyte Alive / Functional Transit Winnipeg / Green Communities Canada / Greenpeace Winnipeg / Manoverboard / Planet Pantry / Winpak / University of Manitoba / Red River College Polytech / RBC Convention Centre / Assiniboine Park Conservancy / Magellan / Red River Co-op / Seven Oaks School Division / Traffic Injury Research Foundation / First Unitarian Universalist Church of Winnipeg / Green Action Committee / Green Kids / Trees Winnipeg / West End Resource Centre / Green Drop / Educators for Climate Action / Winnipeg Chamber of Commerce / Winnipeg LGBT Chamber / Transportations Options Network for Seniors / The Forks / Save On Foods (St. James) / Producer Responsibility Organizations*

# 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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