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# BACKGROUND

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## Climate Change Action Fund Public Education and Outreach (PEO) Projects



Funding for the 33 projects announced on November 16, 1999, comes from the Public Education and Outreach (PEO) component of the federal government's \$150-million Climate Change Action Fund (CCAF). The CCAF was established in the 1998 federal budget to assist efforts to meet Canada's commitment to reduce greenhouse gas emissions. PEO provides funding to projects that increase public awareness and understanding of climate change and provide Canadians with the information they need to take action to reduce greenhouse gas emissions. These projects are an excellent opportunity to work toward these goals in a cost-effective manner.

### NATIONAL PROJECTS

#### ***“Development of an Education Strategy on Climate Change”***

Learning for a Sustainable Future will build on the “Inquiries” series on sustainable development, currently used by teachers to educate student from grades five to eight. *The Climate Change Inquiries* will raise awareness and understanding of climate change while helping students make informed decisions for themselves and for their community. The series will include information on science, transportation, energy and the economy in both English and French and will be posted on the LSF Web site on Schoolnet. Other activities will include the organization of a series of 12 workshops for teachers across Canada and activities for students on climate change and sustainability, and production of a “Teacher’s Guide” on these activities.

**Recipient:** Learning for a Sustainable Future

**Total budget:** \$232,000

**CCAF contribution:** \$100,000

**Key partners:** The Kahanoff Foundation, The Simon Foundation, DuPont Canada Inc., Cascades Inc., CIBC and the Bank of Montreal.

#### ***“Canadian Communities and Climate Change: Tools for Action”***

Through its Building Sustainable Societies Program, the Harmony Foundation will provide innovative training and resource materials for community leaders and educators. *The Tools for Action* project consists of a Climate Change Leadership Training Session that will prepare community group leaders and educators to plan and deliver Community Action Workshops.

**Recipient:** **Harmony Foundation** is a charitable organization.  
**Total budget:** \$282,940  
**CCAF contribution:** \$183,911

### ***“National Bill Insert Campaign”***

The Canadian Gas Association (CGA) will develop and produce customer bill inserts that will provide natural gas customers with factual background information on climate change, as well as energy efficiency tips to reduce their greenhouse gas emissions. The campaign is estimated to reach 3.5 million Canadians.

**Recipient:** **Canadian Gas Association** is a national trade organization for Canada’s gas industry.

**Total budget:** \$587,000

**CCAF contribution:** \$135,750

**Key partners:** BC Gas Utility, Canadian Western Natural Gas, Centra Gas Alberta, Centra Gas BC, Centra Gas Manitoba, Enbridge Consumer’s Gas, Gaz Métropolitain, SaskEnergy, Northwestern Utilities, Union Gas.

### ***“Greening Schoolgrounds (Trees for Kids)”***

Tree Canada Foundation provides leadership and promotes awareness, education and community action for the planting and care of trees in urban and rural Canada. *Greening Schoolgrounds (Trees for Kids)* is public outreach program that will provide educational materials and will help school boards across the country, plant trees, shrubs, etc. in school yards. It will demonstrate to teachers, students, and their communities that trees are an important part of climate change solutions. Schools and communities must match Tree Canada funding.

**Recipient:** **Tree Canada Foundation** is a national not-for-profit, charitable organization.

**Total budget:** \$500,000

**CCAF contribution:** \$175,000

**Key partners:** Shell Canada, Environmental Fund, Telus, Epcor, BC Hydro, TransCanada Pipeline and others.

### ***“Canadian Alliance on Climate Change”***

Earncliffe Research and Communications will conduct a feasibility study and partner with industry to determine the viability of developing the Canadian Alliance on Climate Change. The Alliance will communicate the plans, efforts and results of the commercial and industrial sectors to reduce their greenhouse gas emissions and will demonstrate to Canadians through various communications activities that government and industry programs have achieved significant results and will encourage others to take action on climate.

**Recipient:** **Earncliffe Research and Communications** is a private sector business.

**Total budget:** \$319,000

**CCAF contribution:** \$240,000

**Key partners:** Petroleum Communications Foundation, Canadian Pulp and Paper Association.

### ***“Climate Change Education Program”***

This pilot education program is a comprehensive package of instructional resources on climate change that will be used by Canadian secondary school teachers and students. The program will address the basic concepts of global climate change and the associated scientific, political, economic, social, national and international issues. It too, will encourage critical thinking by students to develop strategies to respond to climate change. It will be available in both official languages and will include videos, transparencies and a teacher’s resource guide to a Web site and CDROM.

**Recipient: The Society, Environment and Energy Development Studies Foundation**

**Total budget:** \$365,263

**CCAF contribution:** \$200,000

**Key partners:** Canadian Association of Petroleum Producers (CAPP), Small Explorers and Producers Association of Canada (SEPAC) and Canadian Energy Pipeline Association (CEPA).

## **ATLANTIC PROJECTS**

### ***“Climate Change Action: The Job Begins at Home”***

*Climate Change Action: The Job Begins at Home* is a pilot project that will deliver Home Green Up visits to 7,200 households conducted by seven Conservation Corps Newfoundland & Labrador youth-driven Green Teams. These home visits are based on the Green Communities model used in other provinces and will demonstrate to residents how they can reduce greenhouse gas emissions and energy and water consumption, divert waste from landfill and make informed transportation choices in their homes and communities.

**Recipient: Conservation Corps Newfoundland & Labrador:** is a charitable, not-for-profit voluntary organization

**Total budget:** \$1,076,845

**CCAF contribution:** \$325,000

### ***“Home Tune-Up Program”***

*The Home Tune-Up Program* will help homeowners identify areas and actions they can take on climate change in their homes and communities through greater energy efficiency, water conservation, more environmental transportation choices and other decisions that will help reduce the amount of solid waste they generate. Clean Nova Scotia will deliver 2,000 Home Tune-ups in the Halifax Regional Municipality over two years. The two-hour home assessment is designed to identify opportunities to reduce emissions and overcome barriers to action.

**Recipient: Clean Nova Scotia-Halifax Regional Municipality** is a non-profit environmental organization.

**Total budget:** \$438,000

**CCAF contribution:** \$224,854

**Key partners:** Nova Scotia Housing and Municipal Affairs, Nova Scotia Natural Resources, Halifax Regional Water Commission, Garden Visions Consulting, Earth Cycle Opportunities Society, EcoAction Community Funding and Green Communities.

### ***“Halifax Transportation Options Program”***

The *Halifax Transportation Options Program* is a comprehensive transportation program that includes a public awareness campaign that will increase understanding of climate change and greenhouse gas emissions issues in the Halifax Regional Municipality. The employer-based pilot projects will target the reduction of single occupancy automobile trips through incentives.

Employee pledges will identify barriers to change and will provide this information to municipal planners, community organizations and employers.

**Recipients: Ecology Action Centre** is a not-for-profit organization.

**Total budget:** \$184,375

**CCAF contribution:** \$122,300

**Key partners:** Halifax Regional Municipality.

### ***“Annapolis Atmosfarm Outreach Pilot Project”***

The *Annapolis Atmosfarm Outreach Pilot Project* is part of an environmental management plan developed by Clean Annapolis River Project (CARP). The Atmosfarm Project aims to reduce greenhouse gas emissions and increase carbon uptake on commercial farms. As a result of using the uniquely diverse agricultural industry of the Annapolis Valley, CARP anticipates that methodologies and tools they develop will be transferable to other agricultural and rural areas across Canada.

**Recipient:** Clean Annapolis River Project is a charitable, community-owned corporation.

**Total budget:** \$180,200

**CCAF contribution:** \$116,600

**Key partners:** Agriculture and Agri-Food Canada, Nova Scotia Department of Agriculture and Marketing, Technical University of Nova Scotia, Acadia Centre for Estuarine Research, Nova Scotia Department of Natural Resources, Nova Scotia Home Builders Association, Annapolis County Federation of Agriculture, Atlantic Pollution Prevention Centre, Nova Scotia Organic Growers Association.

### ***“Sustainable Transportation Initiative”***

As the only province without a public transportation system, the Environmental Coalition of Prince Edward Island has developed the *Sustainable Transportation Initiative*. The initiative will identify barriers to alternative modes of transportation; develop materials to raise awareness of transportation issues; encourage the use of alternative methods of transportation; establish a PEI ride sharing network; offer Island businesses energy use assessments of workplaces and vehicles and provide recommendations on the reduction of energy use; and hold a one-day car emissions testing clinic in Charlottetown.

**Recipient:** The Environmental Coalition of Prince Edward Island is a not-for-profit community group

**Total budget:** \$115,890

**CCAF contribution:** \$ 74,540

**Key partners:** PEI Environmental Network, Environment Canada, Charlottetown Display & Design Agency PEI, Badeque Bay Environmental Management Assoc.; Regional Cooperative Development Centre, Island Radio, Virtual Art.

### ***“Retrofitting for Climate Change”***

*Retrofitting for Climate Change* will focus on reducing greenhouse gas emissions and energy use via housing retrofits. The Annapolis Valley Homebuilders Association will carry out 300 energy audits and provide information to homeowners on the benefits of energy efficiency retrofits as well as alternative energy options. For every energy audit that is completed, 20 trees will be donated to local reforestation programs to replace the estimated number of trees that go into building an average house and to demonstrate the benefits of trees in carbon uptake. The Association will also carry out a public awareness campaign, which includes interactive computer displays that will be shown at home shows and workshops, as well as newspaper articles, television programming, and a web site.

**Recipient:** Annapolis Valley Homebuilders’ Association represents builders and renovators in Nova Scotia’s Annapolis Valley.

**Total budget:** \$217,800

**CCAF contribution:** \$ 70,200

**Key partners:** Nova Scotia Power Inc., Nova Scotia Department of Natural Resources, Canada Mortgage and Housing Corporation, Access Connections.

## QUEBEC PROJECTS

### ***“Bilingual Television Clips on Climate Change”***

A series of two-minute film clips on the various aspects of climate change including science and technology developments will be created for television networks, speciality cable and community stations. Over a three-year period, the clips are expected to reach eight million Canadians weekly.

**Recipient:** **Fondation québécoise en environnement**

**Total budget:** \$958,290

**CCAF contribution:** \$200,000

**Key partners:** Ministère de la culture et des communications du Québec, RDI (SRC) and Newsworld (CBC), MétéoMédia, the Weather Network, Télé-Québec.

### ***“A Fragile Climate”***

*A Fragile Climate* is a bilingual travelling exhibition designed to inform and educate Canadians about climate change and the importance of individual actions in reducing greenhouse gas emissions. The exhibition is scheduled to visit museums and exhibition centres across Canada over two years and reach an estimated 500,000 Canadians.

**Recipient:** **Musée du Séminaire de Sherbrooke** is a not-for-profit natural sciences museum.

**Total budget:** \$270,000

**CCAF contribution:** \$160,000

**Key partners:** Ministère de la Culture et des communications du Québec, l'Association de climatologie du Québec, host museums.

### ***“Pilot Project for a Community-based Energy Efficiency Program”***

The City of Laval, Quebec, in collaboration with Négawatts Production Inc., will develop and implement a community-based energy efficiency program targeting the residential sector. The pilot project will consist of an information program for community groups and schools, and home visits that will inform people about energy efficiency measures and transportation issues. The results of the pilot will be used to refine the model for delivery of the program to the entire community.

**Recipient:** **City of Laval**

**Total budget:** \$516,000

**CCAF contribution:** \$156,000

**Key partners:** Agence de l'efficacité énergétique du Québec.

### ***“Ma Planète”***

Fondation québécoise en environnement will develop, produce and distribute *Ma Planète*, a bilingual educational kit on climate change, geared to secondary school students. The Kit will use an interactive CD-ROM format and will be supported by a Web site. The design of the CD-ROM is based on a virtual reality scenario featuring time travel where students, on a mission to fight against climate change, become heroes and at the same time gives them the knowledge to better understand climate change.

**Recipient:** **Fondation québécoise en environnement**

**Total budget:** \$500,500

**CCAF contribution:** \$150,000

**Key partners:** Ministère de l'environnement et de la faune du Québec, Société de développement des entreprises culturelles du Québec (SODEC), ZAQ Technologies Inc.

### ***“Decentralizing Energy Budgets to Educational Institutions”***

The goal of the Commission scolaire de la Rivière-du-Nord is to decentralize their energy budget as a means to realize a 10 percent reduction of greenhouse gases emitted by each of the Commission’s 47 schools or buildings. Each building will be engaged in technical reviews, creation of an energy budget, implementation of energy programs and retrofits.

**Recipient:** Commission scolaire de la Rivière-du-Nord

**Total budget:** \$212,801

**CCAF contribution:** \$105,000

### ***“Éco-collectivité - Green Home Visits”***

*Éco-collectivité - Green Home Visits* is a pilot project geared to helping homeowners in the Montérégie area identify measures they can take to reduce their greenhouse gas emissions. The project includes 350 home visits, installation of energy and water saving devices that will reduce energy and water consumption in these homes, and reduce wastes destined for dump sites.

**Recipient:** Nature-Action Québec is a not-for-profit organization.

**Total budget:** \$225,699

**CCAF contribution:** \$ 48,157

**Key partners:** Millennium Bureau of Canada, EcoAction 2000, Emploi-Québec, Human Resources Development Canada, Merck Frosst, Direction de la Santé Publique, École le Tremplin, Green Communities Assoc. of Ontario

### ***“Educational Tour on Climate Change”***

Meteorologists from the Association professionnelle des météorologistes du Québec inc. (APMQ) will give 500 presentations on climate change to 15,000 students aged 12 to 15 years in Quebec schools. Activity books will be distributed at the presentations, which will also be made available to community and youth organizations.

**Recipient:** Association professionnelle des météorologistes du Québec inc. is a non-profit association of atmospheric scientists who promote and educate people about meteorology and the atmosphere.

**Total budget:** \$172,000

**CCAF contribution:** \$ 50,000

**Key partners:** Environment Canada, la Société pour la promotion de la Science et de la technologie (SPST), commissions scolaires du Québec, Association des professeurs de science du Québec, Association des Institutions d’enseignements privés secondaires du Québec, Association Canadienne française pour l’avancement des sciences.

### ***“Transportation and the Environment Summit”***

The *Transportation and the Environment Summit* comprises a series of round table discussions and lectures for individuals, organizations, associations and private companies on a variety of transportation and environmental issues, including reduction of greenhouse gas emissions. The information collected from these discussions will form the basis of a summit on transportation and the environment in May 2000.

**Recipient:** CREDDO (Conseil régional de l’environnement et du développement durable de l’Outaouais) is a non-profit environmental organization.

**Cost of project:** \$161,200

**CCAF contribution:** \$ 45,000

**Key partners:** Agence régionale de mise en valeur des forêts privées outaouaises, Ministère de Transport du Québec, Regroupement des associations pour personnes handicapées de l’Outaouais (RAPHO), Société de transport de l’Outaouais, Transport 2000.

### ***“Towards Viable Communities”***

Vivre en Ville organized *Towards Viable Communities* an international colloquium and regional forum in Quebec City that was held November 3-6, 1999. The objective of the colloquium was to raise awareness of the links between sustainable planning and development and greenhouse gas emissions, by exchanging ideas among experts, decisions makers, municipalities, governments, researchers, professionals and environmental groups. They explored barriers to change, identified solutions for Quebec City’s development policy, and presented success stories from North American cities that have used alternative development practices.

**Recipient:** *Vivre en Ville* is a national environmental non-government organization

**Total budget:** \$75,316

**CCAF contribution:** \$37,500

**Key partners:** Conseil régional de l'environnement - Région de Québec, Public Works and Government Services Canada, Heritage Canada, Société canadienne d'hypothèques et de logement (SCHL), Ministère de l'environnement du Québec, Agence de l'efficacité énergétique, Ministre responsable de la région de Québec, Société d'habitation du Québec, Ministère d'État aux Affaires municipales et à la Metropole, Ministère des Transports du Québec, Ministère des Ressources Naturelles du Québec, Conseil régional de concertation et développement de la région du Québec (CRCDQ), Communauté urbaine de Québec, Fondation Bronfman, Canadian Federation of Municipalities (FCM), Société du Port de Québec, Ville de Québec, SOPREMA.

### ***“Energy Efficient Neighbourhoods”***

Eco-Action will conduct workshops, telephone surveys and public information sessions to educate the residents of Montreal on the impacts of using fossil fuels on the environment and their health. Eco-Action will also conduct 400 home visits where they will provide recommendations to residents on reducing their household’s energy and water consumption.

**Recipient:** *Eco-Action* - applied urban ecology institute - is a not-for-profit organization that takes on projects with an ecological focus

**Total budget:** \$233,548

**CCAF contribution:** \$23,683

**Key partners:** *Eco-Action*, Agence de l'efficacité énergétique Québec, Le ministre de la Solidarité sociale, Green Communities, Option consommateurs, Gaz Métropolitain.

### ***“Pilot Project - Planting Trees in Schoolyards”***

*Plantation d'arbre...les cours d'école* is a pilot project that will encourage students and schools to plant trees in their school yards and communities and will use the opportunity to demonstrate the benefits tree planting has on air quality and climate change for individuals and their communities. The project offers technical support, such as establishing planning committees, and distributing tasks and work plans for integrating the project into the teaching curriculum.

**Recipient:** *Société de l'arbre du Québec* is a not-for-profit organization that promotes and coordinates tree planting projects.

**Total budget:** \$197,550

**CCAF contribution:** \$65,000

**Key partners:** École l’Odyssée, Saint-Nicolas, Parc-École Jean XXII, École de l’Apprenti-Sage, Parc-École St-Eugène, Mont-Laurier, École Beausoleil, Beauport, École d’Youville-Lambert, St-Joseph-de-Beauce, École Notre-Dame-des-Bois-Francis, Victoriaville, École vertes Bruntland, Fondation Yves Rocher, Fonds de l’environnement de Shell.

## **ONTARIO PROJECTS**

***“Combining Green Home Visits, Community Based Social Marketing and Transportation Demand Management to Reduce Greenhouse Gas Emissions”***

This project, developed by the EnviroCentre, aims to reduce greenhouse gas emissions by engaging people in activities that result in more resource-efficient, healthier homes and communities throughout the Ottawa region. By raising awareness and understanding of cost-effective transportation demand management and social marketing techniques in residential and workplace settings, they EnviroCentre will develop and distribute information to encourage individuals to adopt alternative modes of transportation. The results of this integrated community program will be a Catalogue of Social Marketing Tools for Energy Conservation in Canada and a Social Marketing Manual for Green Home Visits and Transportation Demand Management Programmes to be used by other communities in Canada.

**Recipient:** EnviroCentre is a community based not-for-profit organization working with government, local organizations and the private sector

**Cost of project:** \$125,000

**CCAF contribution:** \$75,000

**Key partners:** Region of Ottawa-Carleton, corporate sponsorship and others.

***“Connecting Climate Change to Local Environments Along the Great Lakes”***

The Lake Huron Centre for Coastal Conservation will develop an education kit and Web site on climate change and the possible impacts to the Great Lakes. The kit is designed to help elementary school teachers bring climate change into their classrooms and illustrate the relevance of the issue at the community level.

**Recipient:** The Lake Huron Centre for Coastal Conservation is a non-profit organization committed to the conservation and restoration of Lake Huron’s coastal environment.

**Total budget:** \$109,230

**CCAF contribution:** \$65,030

**Key partners:** Environment Canada, Avon Maitland District School Board, Pinery Provincial Park, Maitland Valley Conservation Authority, Saugeen Valley Conservation Authority, Bluewater District School Board, Lambton-Kent District School Board, St. Clair Catholic School Board, Bruce-Grey Catholic School Board, Huron-Perth District School Board.

***“No Energy to Waste”***

The *No Energy to Waste* project will pilot energy management initiatives at the store level with approximately 15 Toronto neighbourhood retailers. Energy audits will be conducted and retailers will be encouraged to act on the energy management options that are recommended from the audit. The project includes facilitating the development of incentives, services and programs to address and overcome barriers to retailer participation in energy management initiatives and to promote “atmosphere-friendly” environmental citizenship.

**Recipient:** Greenest City is a not-for-profit organization working in partnership with and within FoodShare Toronto’s charitable structure.

**Total budget:** \$103,850

**CCAF contribution:** \$17,000

**Key partners:** Toronto Atmospheric Fund, Toronto Hydro.



### ***“Climate Change Information and Awareness Workshop”***

In April of 1999 a public awareness workshop was held for communities throughout the Bay of Quinte region to inform participants of the possible impacts of climate change on the local ecosystem. Areas of impacts include municipal infrastructure, agriculture production, industry, commerce and the general public.

**Recipient: Quinte Watershed Cleanup** is the public advisory component to the Bay of Quinte Remedial Action Plan.

**Total budget:** \$5,000

**CCAF contribution:** \$3,500

### ***“Climate Change: Meeting the Challenge”***

*Climate Change: Meeting the Challenge* is a two year project that will publish seven new articles and teaching activities about climate change in Green Teacher magazine and update existing climate change articles. These articles along with the updated versions of previously issued articles will be published together in a new curriculum guide that will be available in English and French. Every school in Canada will receive a copy of the guide.

**Recipient: Green Teacher** is a quarterly not-for-profit environmental educational magazine.

**Total budget:** \$218,313

**CCAF contributions:** \$157,688

**Key partners:** ERE Éducation

## **PRAIRIE PROJECTS**

### ***“Climate Change Interpretive Centre”***

The Fort Whyte Centre is creating the *Climate Change Interpretive Centre* and will develop education programs and interactive demonstration projects to help youth and adults understand issues surrounding climate change for individuals and their communities. They expect to reach 50,000 students and 100,000 general public visitors annually.

**Recipient: Fort Whyte Centre:** is a Winnipeg-based non-profit environmental education facility

**Total budget:** \$1,699,528

**CCAF contribution:** \$300,000

**Key partners:** The Winnipeg Foundation, International Advisory Committee, Manitoba Hydro, Manitoba Energy and Mines, Manitoba Environment, Forest Industry Association of Manitoba, Fort Whyte Centre Volunteers, Global Television, Fort Whyte Foundation.

### ***“Going to Extremes!”***

*Going to Extremes!* is a collaborative project between Sierra Club and the Evergreen Theatre. It is an interactive theatre presentation designed to motivate students to take action individually and in their communities to reduce greenhouse gas emissions. The production will be presented throughout Alberta and will target about 16,000 students in grades 7 to 9.

**Recipients: The Prairie Chapter of the Sierra Club of Canada and Evergreen Theatre,** a not-for-profit organization dedicated to environmental science theatre

**Total budget:** \$169,060

**CCAF contribution:** \$80,000

**Key partners:** Pembina Institute for Appropriate Development, Health Canada, Alberta Environmental Network, Toxics Watch Society of Alberta, Destination Conservation.

### ***“Carbon Emissions Reduction and Trading in Alberta’s Forest Products Industry”***

The Boreal Wood Centre and the Forest Products Association collaborated to develop a seminar and information program to increase awareness of carbon emissions trading opportunities among forest industry executives and managers of national and provincial climate change processes. The seminar was held in June 1999.

**Recipients:** Boreal Wood Centre provides environmental education and technical skills development in Alberta’s northern Boreal Forest/**Forest Products Association** an organization representing 67 member companies

**Total budget:** \$23,275

**CCAF contribution:** \$9,000

**Key partners:** Alberta Forest Products Association, TransAlta Utilities and MWA Consulting.

## **BRITISH COLUMBIA PROJECTS**

### ***“Environmental Investment Fund”***

With assistance from the CCAF, an *Environmental Investment Fund* will be established based on voluntary annual contributions from B.C.-based motorists and fleets. The fund will be used to invest in transportation-related and other projects that reduce greenhouse gas emissions.

**Recipient:** Climate Partners Inc. is a non-profit organization

**Total budget:** \$650,000

**CCAF contribution:** \$360,000

**Key partners:** British Columbia Automobile Assoc.

## **NORTHERN PROJECT**

### ***“Climate Change Poster for the Western Northwest Territories and Yukon Territory”***

Aurora College in Inuvik, NWT will develop a poster that provides information on climate change and will highlight issues specific to the biophysical and socio-economic environments of the western Northwest Territories and Yukon Territory. The poster will highlight information on actions to adapt to potential impacts and reduce greenhouse gases. It will be available in English and French and major Aboriginal languages of that region and will be distributed to secondary schools, local governments and community groups and will also be available on request.

**Recipient:** Aurora College

**Total budget:** \$103,000

**CCAF contribution:** \$40,500

**Key partners:** Aurora Research Institute, Environment Canada, Department of Indian Affairs and Northern Development, Natural Resources Canada, Department of Fisheries and Oceans, Agriculture and Agri-Food Canada, Health Canada, Government of Northwest Territories, Yukon Government.