

Canadians, like people throughout the world, are concerned about what's happening to our climate. They want to know more about the links between climate change and some of the severe weather we have been experiencing, and they want to know what they can do to help reduce greenhouse gas emissions. Throughout Canada, governments are undertaking and supporting initiatives intended to inform, educate and build Canadians' awareness of climate change, current and future impacts, and opportunities for personal action.

Enhancing Awareness and Understanding

CLIMATE CHANGE ACTION FUND — PUBLIC EDUCATION AND OUTREACH PROGRAM

The Government of Canada's Climate Change Action Fund: Public Education and Outreach (PEO) Program supports projects that build public awareness and understanding of climate change, and encourage Canadians to reduce their greenhouse gas emissions. The program aims to provide balanced information and to motivate positive changes in behaviour at home, at work and on the road.

The Climate Change Action Fund (CCAF) has funded 137 public outreach projects worth \$16.6 million. Partners have contributed another \$40 million in leveraged funding, resulting in a total commitment of nearly \$56.4 million to increasing awareness and promoting action on climate change. Provincial and territorial governments have been key partners, lending their support through funding and participation in many of the projects. Other partners have included community organizations, businesses, municipalities, and the media. Examples of Public Education and Outreach projects are listed below. A complete summary of projects is available in the publication *Climate Change: Public Education and Outreach*.

www.climatechange.gc.ca
Environment Canada
Nicole Martel, (819) 997-6970,
nicole.martel@ec.gc.ca
Natural Resources Canada
Colleen Paton, (613) 996-0765,
cpaton@nrcc.gc.ca

Youth and Education

- The Active and Safe Routes to School program now reaches more schools and students, through a media campaign to increase awareness of school transportation issues related to climate change, and an action kit distributed to every elementary school in Canada. The Active and Safe Routes organization has also provided schools with a one-time grant to help implement the program and developed resources to help schools and planners address infrastructure issues related to routes to schools.

www.goforgreen.ca
Joy Kinnear, (613) 562-5336, info@goforgreen.ca

- FEESA, an Environmental Education Society, and Destination Conservation have developed an Alberta Pilot for a National Education Initiative on Climate Change to deliver education resources and training to teachers in all provinces and territories. The pilot focuses on producing print resources for use in Alberta classrooms, supporting teacher training, and encouraging action in schools and at home.

www.dc.ab.ca
David Dodge, (780) 433-8711, teachers@dc.ab.ca

- The Association professionnelle des météorologistes du Québec Inc. (APMQ), a non profit group of scientists, will give free Climate Change Presentations to about 15,000 students aged 12 to 15 in Quebec.

www.environet.qc.ca/apmq
Gilles Brien, (514) 990-5338

Enhancing Awareness and Understanding

- The Multimedia Tour on Climate Change, by the Fondation québécoise en environnement, promotes awareness of climate change through tours of 15 universities, 12 colleges, and three trade shows. The project includes an interactive information booth, a bilingual education CD-video, pamphlets, stickers, and posters.

www.generation.net/~enviro
Diane Collard, (514) 849-3323,
enviro@generation.net

- Youth in Media invited 20 youth (aged 16-24) from British Columbia to develop concepts and write scripts for climate change public service announcements at the Gulf Island Film and Television School. Six of the PSAs were selected by CBC for airing in 2000 and can be viewed at the Youth in Media website.

www.youthinmedia.com
Kathryn Molloy, (250) 995-0225,
kathrynmolloy@home.ca

Individuals and Communities

- The Energy Council of Canada's Action By Canadians on Climate Change (the ABC Program) is a national grassroots public education and action campaign designed to engage Canadians in meeting Canada's target under the Kyoto Protocol. In its pilot year, workplace-based training sessions and educational tools were used to educate individuals about the role they can play in reducing Canada's greenhouse gas emissions, and an electronic database to monitor overall progress was created.

www.energy.ca/abc
Sarah Melamed, (613) 952-3316, abc@energy.ca

- The Canadian Institute of Child Health (CICH) will build public awareness and understanding of climate change and its effects on the health of Canadian children in urban and rural areas. CICH will distribute to health professionals a bilingual paper summarizing current information on the health impacts of climate change, convene 15 focus groups of parents from across Canada to determine awareness of climate change health impacts and barriers to behaviour change, and produce a series of information sheets for health professionals, parents and other groups.

www.cich.ca
Sandra Schwartz, (613) 230-8838,
sschwartz@cich.ca

- The Climate Change Calculator, developed by the University of British Columbia, is an interactive software tool designed to raise awareness of greenhouse gas emissions from our everyday activities, and to offer solutions to their reduction. Support material for the calculator is being developed for use with climate change school programs.

www.climcalc.net
Alison Munro, (604) 822-9376,
amunro@sdri.ubc.ca

- Climate Change Solutions is an Internet database of success stories and practical suggestions for reducing greenhouse gas emissions. Developed by the Pembina Institute for Appropriate Development, the site is tailored to meet the practical needs of different sectors, including individuals and families, communities and small municipalities, large companies, agriculture, and heavy industry. Within each sector, users will find detailed how-to information on tools and strategies.

www.climatechangesolutions.com
Janet Sumner, (613) 235-6288,
janets@pembina.org

- Clean Nova Scotia has launched Climate Change 2000 to build knowledge about climate change issues among community groups, and to help them develop and deliver local climate change programs. Workshops increased understanding of the basic science of climate change, the sources of greenhouse gas emissions in the province, the opportunities for reducing emissions, and the role of individuals and communities.

www.clean.ns.ca
Grant MacKenzie, (902) 420-3474,
cns@clean.ns.ca

Science Outreach

- La Fondation des Partenaires de la Biosphère in Montreal opened a new exhibit on June 5, 2000, which will run until April 1, 2001. Attention Climat! addresses climate change science, impacts and adaptation as they relate to water quality and availability in the Saint Lawrence-Great Lakes ecosystem. The more than 100,000 people who visit the facility each year will be able to participate in creative workshops and debates, and learn more through educational material, film, interactive displays and multimedia.

www.biosphere.ec.gc.ca
André Champoux, (514) 496-8295,
andre.champoux@ec.gc.ca





- The Cape Jourimain Nature Centre will create a Climate Change Information Centre at the Cape Jourimain National Wildlife Area, located near the Confederation Bridge in New Brunswick. This resource centre and its activities will include exhibits, personal interpretation programming, workshops, publications, education kits, and web site activity.

Steve Ridlington, (906) 364-5040,
steve.ridlington@ec.gc.ca

- The Climate Change Communications Conference held in June, 2000 was an international conference organized by the University of Waterloo to improve the capacity of the climate change communications community. Academic researchers, government and non-governmental representatives shared their expertise on climate change communications; identified research priorities; and established a communications network.

<http://geognt.uwaterloo.ca/c3confer>
Jean Andrey, (519) 888-4567,
c3confer@fes.uwaterloo.ca

- The International Institute for Sustainable Development (IISD) is producing Inuit Observations on Climate Change, a video which will demonstrate the effect that climate change is having on the traditional lifestyle system of the Inuit on Banks Island in the Beaufort Sea. IISD will communicate the traditional knowledge of the Inuit regarding past changes in climate change, their adaptations in response to those climate changes, and whether such adaptation is still possible today given the current social, economic and political conditions.

www.iisd.ca/casl/projects/inuitdos.htm
Graham Ashford, (204) 958-7791,
gashford@iisd.ca

- Saskatchewan Science Centre in Regina offers a hands-on, interactive exhibit that introduces visitors to the topic of climate change, and what individuals can do to reduce the causes and the impacts. In addition a mobile exhibit; "traveling toolkits" consisting of leaders' guides, materials and equipment; hands-on workshops; and science demonstrations will be used at science fairs, schools, exhibitions and communities throughout the province.

www.sciencecentre.sk.ca
Wayne Hellquist, (306) 791-7900,
whellquist@accesscomm.ca

Transportation

- Sustainable Alberta and the Calgary Commuter Challenge are expanding the Canada Commuter Challenge to become an annual, nationwide event to take place during Environment Week (1st week of June). Currently, Canadians in six major urban centres are challenged each year to leave their cars at home as they head to work.

www.commuterchallenge.net
Kathryn Maier, (403) 283-1387,
leaveyourcar@home.com

- BC Transit's successful GO GREEN Choices Program trains employees from participating workplaces to create and manage a trip reduction program, reducing both the number of single-occupancy vehicles traveling to work and greenhouse gas emissions. Currently available in Vancouver and Victoria, GO GREEN will expand training across BC and eventually across Canada.

www.gogreen.com
Chris Foord, (250) 385-2551,
admin@gogreen.com

- Resource Conservation Manitoba is launching the "Climate Action Now!" project to provide citizens of Winnipeg with information on how they can reduce greenhouse gas emissions. The project includes initiatives to reduce idling and increase transit ridership. It also involves creating a "Green Commuting Handbook". Resource Conservation Manitoba will also act as the provincial hub for the *Canadian Commuter Challenge*.

www.escape.ca/~rcm
Randall McQuaker, (204) 925-3777,
rcm@escape.ca

- The Environmental Coalition of Prince Edward Island has undertaken a Sustainable Transportation Initiative. The initiative includes creating a PEI Ride network to increase ride-sharing; establishing a sustainable energy use clearinghouse; offering energy use assessments of workplaces and vehicles; and carrying out a one-day car emissions testing clinic in Charlottetown.

www3.itas.net/~ecopei
David McKay, (902) 566-4696, ecopei@itas.net

- Transport 2000 Québec's 2000 campaign informed Quebecers about transportation, climate change and clean air issues. New to the 2000 campaign was



participation in the Canada Commuter Challenge. The month long initiative culminated on June 7, Clean Air Day, where activities included highlighting sustainable transportation at information kiosks, and showcasing technological innovations to reduce greenhouse gas emissions.

www.consommateur.qc.ca/t2000qc
Luc Côté, (514) 932-8008

Energy Efficiency

- The Climate Change Action Plan, sponsored by Eco-Action Sudbury (Ontario), is establishing marketing partnerships within the housing industry to target homeowners and encourage them to undergo evaluations under the Government of Canada's EnerGuide for Houses program. These evaluations help homeowners use energy as efficiently as possible, and reduce their greenhouse gas emissions.

<http://ecoaction.isys.ca>
Doreen Ojala, (705) 674-5208,
ecoaction@on.aibn.com

- The Energy Budget Decentralization Program, sponsored by the Commission scolaire de la Rivière-du-Nord aims to realize a 10 percent reduction of greenhouse gases emitted by each of the Commission's 47 schools or buildings. Each building will engage in technical reviews, create an energy budget, implement energy programs and conduct follow-up.

Gérard Molle, (450) 436-6721,
molleg@csrdn.qc.ca

- The Designed for Living project, developed by the Canadian Home Builders' Association, is a social marketing approach to build consumer awareness of energy-efficient housing measures, and focuses on technologies that Canadian home builders have been trained to use. The project targets new housing and new home buyers. Information will be delivered through existing initiatives including the Government of Canada's R-2000 Home Program, EnviroHome and New Homes Month. Collateral benefits of energy efficiency will be emphasized, such as indoor air quality and increased comfort levels.

www.chba.ca
Gary Sharp, (613) 230-3060, gsharp@chba.ca

- The Government of Canada's EnerGuide for Houses program, delivered in Saskatchewan by the Sun

Ridge Group, will be enhanced and expanded in Saskatchewan. The program will also raise awareness and understanding of climate change issues. Sun Ridge will work with members of community-based organizations, First Nations, renovation and real estate groups, and homeowners, to reduce their energy use and greenhouse gas emissions.

David Fetsch, (306) 665-2525,
sun.ridge@sk.sympatico.ca

- The Residential Energy Efficiency Program (REEP) is being implemented by the Faculty of Environmental Studies at the University of Waterloo using the Government of Canada's EnerGuide for Houses energy appraisal system and a community-based social marketing strategy. Approximately 3,500 home energy audits in the Waterloo Region will be completed over two years. The project seeks to build public awareness and understanding of the climate change issue and the link to personal energy consumption.

www.fes.uwaterloo.ca/research/reep
Daniel Scott, (519) 888-4567 ext. 5497,
dj2scott@fes.uwaterloo.ca

Business

- The Clean Annapolis River Project (CARP) is seeking to reduce greenhouse gas emissions and increase carbon uptake on commercial farms, using the diverse agriculture industry of Nova Scotia's Annapolis Valley as a test area. CARP anticipates that the lessons learned in the Annapolis Valley will be transferable to other agricultural and rural areas across Canada.

<http://fox.nstn.ca/~carp>
Stephen Hawboldt, (902) 532-7533,
carp@fox.nstn.ca

- Enviro-RIS's Count-Me-In! program is a two-hour interactive workshop that focuses on actions Canadians can take to reduce greenhouse gas emissions in their homes and on the road. The workshop is delivered in the workplace with company endorsement. The program's first phase targets 30 workplaces, with a potential audience of up to 2,700 employees, while the second phase is a "train-the-trainer" program.

Maria Kelleher, (416) 480-2420 ext. 119,
mkelleher@risltd.com

- Industrial Parks and Climate Change, a project being undertaken by Dalhousie University's School for





Resources and Environmental Studies, will develop strategies and technologies for reducing greenhouse gas emissions in industrial parks. They will use Debert Air Industrial Park in Nova Scotia as a model, providing design guidance and a plan of action. Results will be disseminated via newspaper and journal articles, Internet websites and presentations, to governments, educational institutions, and industrial park promoters, managers, developers and businesses.

www.mgmt.dal.ca/sres/eco-burnside
Ray Côté, (902) 494-1358, rcote@is.dal.ca

- PGF Enviro's Programme pilote Enviroclub is establishing four Enviroclubs, or networks of exporting manufacturers in Quebec, and four-day climate change awareness workshops for club participants. The workshops and follow-up will help participants identify and implement emissions-reduction projects in their factories, while increasing profitability and productivity. The Enviroclubs will reach some 60 small to medium-sized enterprises in different regions of Quebec.

Denis Morin, (819) 378-4911,
denis.c.morin@cegeptr.qc.ca

OUTREACH

Government of Canada

Awareness Initiatives

Through the Climate Change Action Fund, the Government of Canada has undertaken a range of initiatives to raise Canadians' awareness of climate change and of actions they can take to reduce emissions. In November 1999, seven million copies of a newspaper supplement entitled "Our Climate is Changing" were distributed to Canadian households. In addition, print and radio advertising, publications and information kits, a 1-800 number (1-800 O-Canada) and a climate change Web site have all contributed to Canadians' awareness of climate change, its impacts, and how to reduce greenhouse gas emissions.

www.climatechange.gc.ca
Nicole Martel, (819) 997-6970,
nicole.martel@ec.gc.ca

Climate Change Skills and Knowledge Transfer Program

The Soil Conservation Council of Canada delivers this initiative via its "Taking Charge" program, to assist farmers in identifying best management practices

that can reduce greenhouse gas (GHG) emissions. Activities supported by this program include: the coordination and development of "grass-root" provincial teams to raise farmers' awareness of climate change issues; the development of information tools; the holding of provincial workshops on GHG-reducing activities; and a national conference to further their understanding of climate change issues.

Agriculture and Agri-Food Canada,
Soil Conservation Council of Canada
www.agr.ca/policy/environment/home.html
John Brown, (613) 759-7301, brownj@em.agr.ca

Eco-Action Funding Program

Eco-Action provides financial support to non-profit Canadian community-based groups that want to undertake local environmental projects that have measurable, positive impacts on the environment.

Environment Canada, www.ec.gc.ca/ecoaction
Sean Lynch, (819) 997-7321, sean.lynch@ec.gc.ca

Millennium Eco-Communities (MEC)

The Millennium Eco-Communities initiative brings together resources for those interested in making a difference in their local community by improving the environment. MEC is a web site to both find and share information, a comprehensive resource on environmental issues, best practices, tools, tips, and networking opportunities.

Environment Canada, www.ec.gc.ca/eco
Alex Halkett Oberle, (819) 953-1595,
alex.halkett-oberle@ec.gc.ca

Public Information Program

The Public Information Program uses a variety of communication and marketing activities to increase Canadians' awareness of the environmental impact of energy use and encourage Canadians to adopt energy-efficient practices and use alternative transportation fuels.

Natural Resources Canada,
<http://oe.nrcan.gc.ca>
Martin G. Durand, (613) 943-2403,
mdurand@nrcan.gc.ca

Roundtable on Climate Change and Health

The Roundtable will increase the health sector's understanding of the links between air quality and climate change, from a health impacts perspective, and its



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ability to engage and support climate change health-related actions undertaken by federal department and private sector organizations. It will also identify the role of health professionals, associations and academics in informing Canadians and encouraging behavioural modification, and in advocating for action to reduce the negative health effects of climate change. The purpose of the project is to support reductions in greenhouse gas emissions and to promote and protect the health of the public in the context of climate change.

Health Canada, www.cpha.ca
Pierrette Miron, (613) 946-5691,
pierrette_miron@hc-sc.gc.ca

British Columbia

BC Clean Air Day

Since 1992, the Government of British Columbia has proclaimed the Wednesday of Environment Week in June as Clean Air Day. For the past 4 years, the focus has been climate change. In June 2000, communities across BC participated in Clean Air Day events and commuter challenges to promote alternative transportation.

www.elp.gov.bc.ca/epd/epdpa/ar/cad/index.html
Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

BC Climate Change Public Education and Outreach Initiative

British Columbia is working with federal and local governments, industry, and environmental organizations to establish a partnership that will coordinate and facilitate public education and outreach activities in BC.

Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

Environmental Youth Team Program

British Columbia provides financial contributions through its Environmental Youth Team program to various agencies to hire youth to participate in environmental protection and education initiatives, including climate change.

Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

Knowledge Network Television Series

British Columbia is working with Knowledge Network and other partners to produce a climate change television series and a set of half-hour videos.

Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

School Projects

British Columbia is working with partners to develop a climate change support network for social studies teachers, using climate change as a teaching theme, identifying curriculum linkages, teacher training opportunities, and existing teaching resources.

Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

Support to Outside Agencies

British Columbia continues to work in partnership with several BC-based organizations by providing technical advice and support to projects receiving funding from the Climate Change Action Fund, including the Canadian Climate Change Calculator, the Energy Aware Committee, BC Transit's Travel Options program, and Better Environmentally Sound Transportation Off Ramp! Program.

Kathy Goddard, (250) 387-9957,
kathy.goddard@gems3.gov.bc.ca

Alberta

Alberta Reduced Tillage Initiative (ARTI)

ARTI coordinates and presents programs and activities that disseminate quality, practical production information that will lead to the adoption of reduced tillage technology by Alberta producers. The partnership is based on a common philosophy about the benefits of reducing the amount and intensity of tillage. The greenhouse gas benefit is reduced fuel use and increased carbon storage in soil, which helps to reduce net greenhouse gas emissions.

www.agric.gov.ab.ca
Peter Gamache, (780) 427-3361,
peter.gamache@gov.ab.ca

Clean Air Strategic Alliance (CASA) Climatewise

Climatewise is an initiative to reduce greenhouse gas emissions in Canada. The project is being conducted in order to understand the barriers that inhibit Albertans from taking actions to reduce greenhouse gas emissions, as well as stimulate behaviour change that will result in reduced greenhouse gas emissions. The pilot will start in the fall 2000 in four Alberta communities. This project builds on current and planned national and provincial outreach programs. The Count Me In program, climate change trivia tools, and a government employee "in reach" program, CO₂ Diet, are also incorporated into the program.





www.casa-home.org
 Brent Lakeman, (780) 422-8463,
brent.lakeman@gov.ab.ca

Climate Changes

Alberta Environment is a partner with FEESA, an Environmental Education Society, and Destination Conservation in the national education initiative, Climate Changes, developing educational resources on global climate change. These will be delivered through professional development workshops to science and social studies teachers in the Destination Conservation network and other education networks across Canada.

www.feesa.ab.ca
 Jim Martin, martin@feesa.ab.ca

Destination Conservation School Retrofit Program
 Destination Conservation (DC) enrolls school jurisdictions in a retrofit program. Students, teachers and other school staff audit their school's energy consumption and develop plans to reduce consumption through retrofits and lifestyle changes. Students monitor the process. There are currently 973 schools participating in the DC program across Canada.

www.dc.ab.ca
 Bev Yee, (780) 427-5025, bev.yee@gov.ab.ca

Greenhouse Gas Awareness Project

The Alberta Food Processors Association (AFPA) is accelerating adoption of energy efficient practices through the Greenhouse Gas Awareness Project. The AFPA uses case studies to highlight leading-edge energy efficient activities. Funding was provided under the Alberta Environmentally Sustainable Agriculture Program.

www.agric.gov.ab.ca
 Dave Ritchie, (780) 422-2556,
dave.ritchie@gov.ab.ca

Saskatchewan

1-800 Energy Conservation Line

Saskatchewan Energy and Mines is providing energy efficiency and conservation information to Saskatchewan residents through this toll-free telephone service.

www.gov.sk.ca/enertime
 Brenda Maximuik, (306) 787-7662,
brenda.maximuik@sem.gov.sk.ca

Enhance Saskatchewan Environment and Resource Management (SERM)

The objective is to develop additional information on climate change relevant to Saskatchewan for the department's website, in order to improve Saskatchewan citizens' access to Saskatchewan-relevant information.

www.serm.gov.sk.ca/environment/
 Everett Dorma, (306) 787-6127,
everett.dorma.erm@govmail.gov.sk.ca

Quebec

ÉcoGESTe Program

The Quebec program to record voluntary action on climate change (ÉcoGESTe) aims to involve as many people as possible from all areas of activity in taking voluntary action to reduce greenhouse gas emissions to their 1990 level. The Department of the Environment and the Department of Natural Resources are jointly responsible for the program.

www.menv.gouv.qc.ca
 Roberte Robert, (418) 521-3970 ext 4920

Support Service for Low-Income Households

The object of this educational activity of the Agence de l'efficacité énergétique du Québec is to support the efforts made by households to make more efficient use of the energy they consume and thus reduce their energy bills. This is done in partnership with organizations in the community.

www.aee.gouv.qc.ca
 Luc Morin, (418) 627-6379

Support Service for the Municipal Sector

The Agence de l'efficacité énergétique du Québec provides support for municipal authorities to offer education, training and awareness-raising concerning energy efficiency and the technical implementation of research and development and demonstration projects for the purpose of reducing their energy expenditures and the bills paid by their residents.

www.aee.gouv.qc.ca/20/220/page221.htm
 Jean-Marc Robert, (418) 627-6379

New Brunswick

Driver Education

The objective of the Driver Education Program is to encourage the adoption of energy efficiency into the



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driver-training curriculum. The activity involves marketing of curriculum material developed by the Government of Canada to driving schools in New Brunswick.

Public Education

The objective of the public education program is to encourage individuals to undertake actions that reduce energy use and greenhouse gas emissions. Examples of activities include response to public inquiries, support of workshops, seminars, implementation of Destination Conservation, and the public education and outreach strategy.

Rejean Thibodeau, (506) 453-2206,
rejean.thibodeau@gnb.ca

Nova Scotia

Climate Change Action Pack

The Climate Change Action Pack develops and distributes curriculum material on climate change to elementary schools in Nova Scotia. Material has been prepared and tested in workshops with teachers. Teacher kits, complete with lesson plans, curriculum linkages, and materials for classroom use by teachers and students have been prepared and will be distributed to 300 teachers in fall 2000.

Heidi Tracey, (902) 494-2831

Climate Change Public Education

Nova Scotia is seeking to increase public awareness and encourage action on climate change. Various climate change education activities have been implemented including workshops, videos, brochures and media materials. A feasibility study has been conducted on the creation of a climate change hub to co-ordinate and act as a catalyst for action. A pilot hub is expected to be launched in late 2000.

www.clean.ns.ca/programs/cchange.html
Meinhard Doelle, (902) 420-8802 or
1-800-665-5377,
George Foote, (902) 424-8168, gffoote@gov.ns.ca

Yukon

Energy Awareness Month

This education/awareness campaign is held each year in November. The campaign includes speakers, workshops, and articles in various media.

www.economicdevelopment.yk.ca/
Robert Collins, (867) 667-5015,
bob.collins@gov.yk.ca

Vehicle Emission Clinics

This annual clinic provides information to motorists about getting better mileage and reducing emissions of greenhouse gases and other pollutants. The clinic has been conducted annually since 1998; pass/fail results have improved each year (22, 21 and 18 percent failure rate), indicating that Yukon vehicle fleet may be improving in efficiency over time. This may correlate to per vehicle reduction in greenhouse gas emissions but it's not possible to quantify mass reductions or to extrapolate to entire Yukon vehicle fleet.

<http://206.12.26.168/>
Pat Paslawski, (867) 667-5934,
pat.paslawski@gov.yk.ca

Northwest Territories

Establishment of the Arctic Energy Alliance

The Arctic Energy Alliance is a non-profit society established through a partnership of several Government of the Northwest Territories departments, the NWT Power Corporation, NWT Housing Corporation, the NWT Association of Municipalities, and the NWT Public Utilities Board. The mandate of the alliance is to help communities, consumers, producers, regulators, and policy makers to work together to reduce the cost and environmental impacts of energy in the Northwest Territories.

www.aea.nt.ca/
Rob Marshall, (867) 920-3333,
rmarshal@aea.nt.ca

Public Awareness Program

The Public Awareness Program provides information about the wise use of energy to all segments of the population. The program, delivered by the Arctic Energy Alliance, provides energy reduction information in the form of pamphlets, fact sheets, television and radio announcements, displays and presentation.

www.gov.nt.ca/RWED/eps/energy.htm
www.aea.nt.ca/
Lloyd Henderson, (867) 873-7654,
lloyd_henderson@gov.nt.ca
Rob Marshall, (867) 920-3333,
rmarshal@aea.nt.ca