



Clean Nova Scotia
inspiring environmental change

climate change community transportation waste water



annual report
2011-2012

About Clean Nova Scotia

Clean Nova Scotia is proud to be in its 24th year as a not-for-profit organization, focusing on environmental education for all Nova

Scotians. Comprised of a dedicated staff, Board of Directors and a compassionate group of volunteers and members, Clean Nova Scotia is proud to deliver innovative and educational programs to help lead our province toward sustainable and positive change.

Our programs and outreach focus on five core strategic areas including climate

change and energy, health and community, water stewardship, waste reduction and transportation. Through these diverse program areas, we seek to create a cleaner, healthier environment by informing, enabling and inspiring individuals, businesses, government and communities to respect and consider the environment in all of their choices.



A message from the Board Chair

The end of my term as Chair of the Board draws to a close and I appreciate how my perspective of Clean Nova Scotia has diversified and grown. Through education and leadership, Clean Nova Scotia has

been successful in catalyzing positive environmental change across the province. The selection of programs offered reaches out to all Nova Scotians, working to inspire environmental change in everyone.

I send heartfelt thanks to Judy McMullen, our strong Executive Director, the Executive Committee and the Board of Directors for all they've accomplished this year. I look forward to assuming the role of Past Chair for the upcoming fiscal year and continuing to work together. To the committed staff, your zest for our natural environment and its stewardship is the momentum that drives the organization. Thank you for impacting and inspiring people across our beautiful province. On behalf of the Board we express gratitude to our funding partners and sponsors, and congratulate our volunteers on their incredibly hard work.

Our opportunities to educate and take action have grown with the organization. We are established as a respected not-for-profit and take the responsibility to heart. Programs develop, evolving to meet current necessity; however we are eager to diversify further as there is great potential to continue to positively influence our environment.

The greatest challenge Clean Nova Scotia has experienced has been the growth of our organization, which has been especially remarkable over the past five years. Entering into our 24th year, we anticipate continuing to meet this challenge and look to the future for what new opportunities are in store.

Marc Dunning
Chair of the Board



A few words from our Executive Director

Since the inception of Clean Nova Scotia in 1988, it is evident the magnitude of growth that the organization has undergone. We have transformed from a small but mighty few into what is now the largest environmental education organization in Atlantic Canada. And we're continuing to grow...

Over the course of the past year we have witnessed new ideas sprout into fully bloomed programs, while many existing initiatives continue to flourish. Specifically, the Energy Department has continued to experience significant growth by offering programs in more regions provincially, the Climate Change Education Department gave birth to the Carbon Free Thinkers program, and the Great Nova Scotia Pick-Me-Up partnered with a global cleanup movement to yield our most recent program addition, Clean Across Nova Scotia. We are also thrilled to welcome the Nova Scotia Youth Conservation Corps, previously delivered by Nova Scotia Environment, to the spectrum of programs offered and funded by Clean Nova Scotia.

To best manage our growth and help plan for the future, we have created a new program development team. This resource will prove especially valuable as we continue to evaluate our programs and diversify our funding to meet future challenges of this nature.

Continuing down the road, we are planning to use our financial stability to increase program development, increase our investment in youth through programs like the NSYCC and continue to provide additional financial support for valued Clean Nova Scotia programs to enable their continued success.

I send sincere thanks to the Board Chair of Clean Nova Scotia, Marc Dunning, the Executive Committee, the Board, our funding partners, volunteers and our members. We remain a strong not-for-profit organization as a result of your commitment to Clean Nova Scotia and environmental stewardship. It is with much gratitude that I thank our staff; their passion is contagious and is the backbone of our organization.

Judy McMullen
Executive Director

Core staff

Judy McMullen – Executive Director
Gina Patterson – Programs Director
Marlene Parsons – Human Resources Director
Robert Mains – Energy Director
Jill Murphy – Finance Director
Stephanie Vogler – Financial Administrator
Leann Grosvold – Communications Coordinator (current)
Erin Fitzgerald – Communications Coordinator (former)
Denise Crowell – Office Administrator
Anna Haastra – Program Development Manager
Nancy Webber – Program Development Coordinator
Jonathan Hudson – Program Development Coordinator

Program staff

Kate Abriel	John Choptiany	Derek Gillis	Jennifer MacDonald	
Gordon Anderson	Kelly Coolen	Michael Gormley	Craig MacDonell	
Neil Bailey	Taylor Cudney	Michael Grant	Rankin MacEachern	Kari Riddell
Charles Banting	Chris Currie	Billy Hanifen	Heather MacIntyre	Stephen Roberts
Wanda Baxter	Gloria Cull	Jason Harb	Heather MacKenzie	Michael Rogers
Jamie Beckershoff	Andre Dagenais	Robert Harris	Dave McCall	Peter Rogers
Paul Beshley	Ashley David	Keith Harris	Jean McCamon	Kyle Rogerson
Scott Bertram	Lisa Evagelou	Brigitte Houweling	Mark McDonald	Whitney Roy
Therese Bombardier	Steve Fairbairn	Jeritt Houweling	Claire McIntosh	Wendy Russell
Mark Boudreau	Raymond Fisher	Jamie Haynes	Serena McIntyre	Salvador Sanchez
David Brake	Fran Forget	John Hicks	Gary McKegey	Serena Quilty-Kasaboski
Sean Brown	Spencer Fowlie	Alisha Hill	Cheryl Misener	Joanne Shepherd
Tyler Brown	Valerie Francella	Jonathan Hudson	Dale Mitchell	Laura Smit
John-Wiliam Brunner	Eben Fry	Jillian Isenor	Joe Moar	Chad Smith
Gerard Boudreau	Laura Gareau	Peggy Jenkinson	Gregory Osowski	Sonya Smith
Erin Burbridge	Kathy Garrison	Ronalda Johnson	Imelda O'Toole	Aaron Taylor
Donald Calabrese	Amanda Genter	Laura Johnstone	George Parker	Steve Tremblay
Darrell Challoner	Victoria Gerrard	Chloe Kennedy	Julia Pelton	Victor Tomiczek
		Kaelan Keys	Beth Peters	Cathy Trafford
		David Lade	Catherine Peters	Shelby Trafford
		Clifford Lee	Derek Peters	Kristjan Vegsund
		Carl Little	Kelly Peters	Tammy Wagner
		Jessica Lynass	Lisa Privett	Barbara-Ann Wilson
			Ron Reid	Tyler Zmlak

Directors

Board of Directors Executive Committee

Marc Dunning – Chair
Dean Bouchard – Vice Chair
Candace Stevenson – Past Chair
Gracey Southwell – Treasurer
Jason Hollett – Member-at-Large

Christene Almon
Marcus Goodick
Martha Grantham
Linda Gregory
Gerry Isenor
Bernard Jurcina
Katie Lo
Aaron Long
Ross Maybee
Johnny McPherson

Partners and sponsors

ACAP Cape Breton
Adopt-a-Highway
Allstar Rebar Nova Scotia Ltd.
Annapolis Valley Radio
Apple Valley Driving School
Atlantic Canada Electronics
Stewardship
Atlantic Film Festival
Barrett Lumber
Bolland Driving School
Bromoc Printing
Bronson Consulting Group
Canadian Extreme Climate Systems
Cape Breton Regional Municipality
Cape Breton/Victoria Regional School
Board Transportation Department
CarShareHFX
CBS Radio
Century Honda
CFB Halifax
Chronicle Herald
Clarke Road Transport
Clayt's Off Road and Auto
Cole Harbour Parks and Trails
Association
Complete Driving
Conrad Brothers Ltd.
Cummins Eastern Canada
Dalhousie University
Dartmouth Community Gardens
Dartmouth Community Health Board

Department of Community Services
Department of Fisheries and Oceans
Discovery Centre
Ducks Unlimited
Eastern GMC
Ecology Action Centre
Efficiency Nova Scotia
Elizabeth Fry Society
Encana
Environment Canada
Espar Heater Systems
Farnell Packaging Ltd.
Frontier Technologies
GLAD Clorox
Halifax Harbour Bridges
Halifax Regional Municipality
Halifax Water
Harbour Authorities
Heart & Stroke Foundation
HeartWood Centre for Community
Youth Engagement
Hebb's Automotive
Hellmann's
Higbees Berry Farm
Hillcrest Volkswagen
Himmelman Enterprises Ltd.
Hollis Ford Sales Ltd.
HRM SmartTrip
Ideal Car Care
Jeff's Service Centre
Katimavik

Kerr Global Communications
Killiam Properties
Lake City Farm
Lakeland Plant World
Mac Mar Holdings Corp.
Marine Waste Advisory Committee
Maritime Fisherman's Union
Membertou First Nations
Metro Suzuki
Midas Auto, Halifax
Midas Auto, New Minas
Natural Resources Canada
North Preston Community Centre
Nova Scotia Department of
Agriculture
Nova Scotia Department of Energy
Nova Scotia Environment
Nova Scotia Environmental Network
Nova Scotia Fisheries and
Aquaculture
Nova Scotia Power
Nova Scotia Salmon Association
NSLC Adopt-a-Stream
Our Thyme Café
O' Regan's Chevrolet Cadillac Ltd.
O' Regan's Dartmouth Hyundai
O' Regan's Hyundai
O' Regan's Mercedes-Benz
O' Regan's Nissan Dartmouth
O' Regan's Nissan Infiniti
O' Regan's South Shore Toyota
O' Regan's Subaru
O' Regan's Toyota Halifax/ Lexus
Parks Canada
Paul Brown Auto Service Centre
Pictou County Go-Clean Get Green
Portland Estates and Hills Residents
Association

Preston Area Trails Association
RBC Blue Water Community
Grants
RRFB Nova Scotia
Regional Waste Management
Co-ordinators and Educators
Regional Waste Management
Authorities
Sackville Rivers Association
Saint Mary's University
Community-Based Environmental
Monitoring Network
Saltscapes Magazine
Select Nova Scotia
Service One Automotive
Shubenacadie Canal Commission
Simplicity Air
Small Change Fund
Sperry Design
Spirit of Nova Scotia Local
Food Fund
TD Friends of the Environment
Teens Now Talk Magazine
The Coast
The Gaia Project
The Ice Man
Tim Hortons
Town of Lunenburg
Town of New Glasgow
Town of Wolfville
Toyota Evergreen
Union of Nova Scotia
Municipalities
Volunteer Canada
Walmart-Evergreen
Youth Networking Group

“ *Very professionally organised and presented with excellent classroom management. All of the activities met outcomes in science and/or social studies. A+!* ”

[Grade 6 teacher on the Climate Change Education Program]

Clean Nova Scotia scholarship

This year's recipient of the annual Clean Nova Scotia scholarship is Julie Bailey. Pursuing a Doctorate of Interdisciplinary Studies in Environmental Studies and Engineering at Dalhousie University, Julie's studies focus on incorporating energy sustainability into the decision-making of Nova Scotia farms when selecting energy conservation and generation options. Through her studies, she is working to develop and test a framework to blend the competing elements of energy sustainability – economic, social and environmental – to promote responsible energy consumption for Nova Scotia farmers.

Julie's research is in alignment with Clean Nova Scotia's mission to help people consider and respect the environment in all their choices, as well as the organization's direction to ensure businesses will also play a proactive role in climate change and energy solutions. Her research will produce an effective alternative to cost-benefit analysis for evaluating energy conservation and renewable energy options.

About the award: Clean Nova Scotia established a \$20,000 scholarship fund in 2007-2008, in celebration of the organization's 20th anniversary. The award was first presented in spring 2009. An award of \$2,000 will be presented each year to a Nova Scotia graduate student (Masters or PhD) conducting environmental research, until 2019.

A heartfelt thanks to our volunteers and interns

Without the dedication and passion of our many volunteers and interns, we could not have achieved our numerous successes to date. Over the past year, we have been fortunate to have **5,518 volunteers** offer their skills, time and resources as part of the Clean Nova Scotia team, enhancing our organization. In addition to our considerable volunteer support, this has been a significant year for internships within the organization. Our support systems were enriched further through the work of our **seven interns**, bringing developed skill sets and current knowledge from their respective academic programs. Their efforts have proved to be invaluable and we are most appreciative.

Helping to inspire environmental change among Nova Scotians, our volunteers and interns have been busy with events, putting up posters, collecting data, writing reports, picking up litter, educating students and so much more. The entire organization of Clean Nova Scotia would like to thank every volunteer and intern for all that they have contributed during the past year – you are wonderful! We are so grateful for all that you do for us and for the environment.

Become a member

Clean Nova Scotia currently has **180 active members**. Memberships are available for individuals, families, students, seniors and businesses anytime throughout the year. In becoming a member, you are stepping into an integral role on our team. Members support the work Clean Nova Scotia does while enabling us to create innovative new programs, events and ways to better inspire environmental change.

Our members have the opportunity to contribute to our newsletter, attend our Annual General Meeting and help us spread the word about our programs. They can volunteer in the office or for events, and are eligible for positions on our Board of Directors. Clean Nova Scotia looks to our members for suggestions on new directions and opportunities to further our work.

For additional information or to become a member please call (902) 420-3474 or visit our website clean.ns.ca/action/become-a-member/ to access our membership application form, available for download.

Special thanks to our Clean Nova Scotia supporters, sustainers and business patrons:

- Christene Almon
- Cape Breton Highlands National Park, Parks Canada
- Janis Rod
- Rob Sedgwick
- Town of New Glasgow
- Ascenta Health Ltd.

“ I wanted to say what a wonderful job one of your [Direct Install] employees did. He was very knowledgeable, polite and we were happy for him to make our home more energy efficient. He replaced light bulbs, changed our water taps and was very informative. ”

Summary of in-kind contributions

In addition to the annual core and program funding received by Clean Nova Scotia, we are incredibly fortunate to benefit from many generous in-kind donations and the hard work of thousands of dedicated volunteers. Included is a summary of these in-kind donations* to help provide some perspective of the value (and magnitude) of these contributions.

Many thanks to all of our compassionate partners, sponsors and volunteers for all that you do. Your donations and efforts make our work possible.

Volunteer contributions:

Number of volunteers: 5,518
 Number of volunteer hours donated: 14,034 hours
 Cash value of volunteer hours (at \$12/hr): \$168,408

Intern contributions:

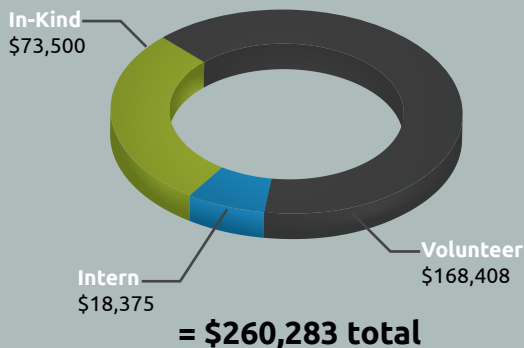
Number of interns: 7
 Number of intern hours donated: 1,225 hours
 Cash value of intern hours (at \$15/hr): \$18,375

In-kind sponsorship contributions:

\$73,500

Total in-kind contributions:

\$168,408 + \$18,375 + \$73,500 = **\$260,283**
 in-kind contributions - thank you!



The Clean Nova Scotia Foundation Statement of Financial Position - March 31, 2012

Assets	2012	2011
Current		
	(\$)	
Cash	1,000,570	1,047,164
Restricted cash	-	39,182
Investments	851,800	601,800
Accounts receivable	1,876,166	819,186
HST receivable	63,102	42,729
Prepaid expenses	-	15,673
	<u>3,791,638</u>	<u>2,565,734</u>
Capital assets		
Equipment/vehicles/building	597,378	659,476
	(\$)	
	<u>4,389,016</u>	<u>3,225,210</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	151,217	141,802
Deferred revenue	150,000	52,421
	(\$)	
	<u>301,217</u>	<u>194,223</u>
Net assets		
Building renovation fund	405,253	305,253
Unrestricted	1,674,726	1,303,816
Investment in capital assets	597,378	659,476
Scholarship fund (restricted)	12,000	14,000
Program development fund	748,442	748,442
NSYCC fund	250,000	-
Program support fund	400,000	-
	<u>4,087,799</u>	<u>3,030,987</u>
	(\$)	
	<u>4,389,016</u>	<u>3,225,210</u>
Statement of revenue and expenditures		
Revenue	7,616,683	5,666,711
Expenditures	6,557,871	5,000,054
Net revenue	1,058,812	666,657

*Please note, these are estimated values.



Community kitchen classes educate about simple, healthy recipes using local and in-season foods



Spencer working in the Dartmouth community garden

Health & Community

Local Food Outreach

With the cost of fossil fuels and food increasing, many people are looking for new ways to grow and prepare their own food. This year, Local Food Outreach explored several ways to educate and inspire Nova Scotians to grow, prepare and preserve local, in-season produce. In doing so, we are helping to create and cultivate community connections, reduce our ecological footprint and support a local living economy.

Cooking Together in Dartmouth is a community kitchen initiative focused on preparing meals together while using healthy and locally sourced vegetables. The pay-what-you-can sessions were an instant success with numbers between **10 to 17 participants** at each of the **15 sessions**. Participants meet weekly to collectively cook a large batch of a healthy meals that can be taken home, frozen and reheated for later consumption.

Since autumn 2011, the *Farms to Schools* project has worked to connect local food producers and school communities to provide healthy options for students. In partnership with Green Schools Nova Scotia and Hellmann's Real Food program, the program directly engaged nearly **1,000 students at six schools** across the province.

Funded by: Heart & Stroke Foundation, Hellmann's, Dartmouth Community Health Board, Spirit of Nova Scotia Local Food Fund.

Nova Scotia Youth Conservation Corps

The Nova Scotia Youth Conservation Corps provides youth, ages 17 to 30, with training and skill building opportunities through environmental work projects over the summer months. NSYCC proudly engages community partners that are not-for-profit organizations, universities, municipalities and other community groups as employers for the youth corps students. The NSYCC program provides 75 per cent of the labour costs for community partner projects which in turn enables the majority of the projects to be successfully implemented. By providing meaningful work experience and paid employment, youth become empowered to earn money toward their future education which also provides an important professional stepping stone for tomorrow's environmental leaders.

Previously delivered by Nova Scotia Environment, the program was transferred to Clean Nova Scotia in September 2011. Over the last 22 years, the NSYCC program has employed over **1,300 youth** completing more than **430 environmental projects** across the province.

Funded by: Clean Nova Scotia, Nova Scotia Environment.

Non-Essential Pesticides Education

Non-Essential Pesticides Education strives to educate homeowners, gardeners and the general public on the provincial legislation surrounding the Non-Essential Pesticides Control Act as well as sustainable lawn care and gardening techniques. Educational information booths were displayed in over **15 locations** in the Central and Northern Regions of the province, engaging over **300 individuals**.

The summer of 2011 marks the sixth year that Clean Nova Scotia has delivered pesticides and sustainable landscaping education programming to Nova Scotians.

Funded by: Nova Scotia Environment.



The Farms to Schools program provides kids with healthy choices like locally-grown apples



Derek briefs MP Robert Chisholm on alternative methods of transportation, like CareShare HFX



DriveWiser 101 in-vehicle training helps to increase fuel efficiency and reduce harmful emissions

“ I’m really into tracking my fuel mileage these days as it dramatically influences driving habits. I am much more aware of fuel and cost per trip and have adapted techniques which reduce [the number of] visits to the pump. ”

[DriveWiser 101 participant]

Transportation

DriveWiser

DriveWiser educates Nova Scotians about how to commute from A to B using the least amount of fuel possible with benefits for the traveler, their wallet and the environment. Since 2006, DriveWiser has delivered education to over **27,000 Nova Scotians** about how to drive, maintain and buy for fuel efficiency.

Highlights from the past year include:

- *DriveWiser 101* in-vehicle training educates commuters and fleet operators about driving for efficiency, averaging **10 to 15 per cent fuel savings**, depending on individual driver habits.
- The annual *Green Check Up* was a success once again with participation from **21 dealerships/service stations**. In total, **70 vehicle check-ups** were performed, with **70 per cent** of clients following up on service recommendations.
- The *Commuter Challenge* is a friendly, national competition that encourages commuters to leave their cars at home and try alternative modes of transport. By logging their daily commute, participants track their fuel, emission reductions and calories burned. In 2011, **50 organizations in 17 cities** across Nova Scotia participated which was four times higher than in 2010. The **574 participants** cumulatively burned **526,729 calories**, saved **3,940 litres of fuel** and reduced nearly **11 tons of CO₂ emissions**.
- DriveWiser welcomed **110 more Idle-Free partners/zones** across Nova Scotia this year.

Funded by: Nova Scotia Department of Energy.

FleetWiser

FleetWiser targets groups of workplace vehicles (fleets) to optimize how they’re managed and operated. The goal is to optimize efficiencies in terms of reducing fuel consumption, emissions, kilometres traveled and cost. The program continues to meet the high demand for fleet and vehicle efficiency programming as currently **13 fleet carriers** are engaged in the program, addressing approximately **1,560 vehicles** and **1,885 drivers/operators**.

Participating fleet managers and operators receive consultation, training and resources to produce measurable efficiency improvements. To date, over **75 fleet managers** and supervisors have participated in fuel management workshops; their organizations are now committed to adopting a full suite of practices aimed at improving fuel efficiency.

FleetWiser’s *Greening the Fleet Incentive program* provides rebates to optimize fleet vehicles and equipment while fostering fleet adoption of idle-reduction and driver training initiatives. The Fleet Incentive program enrolled **nine fleet carriers** to optimize a total of **65 vehicles** in 2011 and aims to engage over **1,000 fleet operators** in 2012.

Funded by: Natural Resources Canada ecoEnergy for Fleets, Nova Scotia Department of Energy.

Bike Valet

Bike Valet is like a secure coat check for your bike and the best place to park your eco-friendly mode of transportation. Clean Nova Scotia will staff the valet for a small fee, while providing warm hospitality and VIP service to people on bikes, boards, skates or strollers.

After successfully accommodating over **180 people** on bicycles at the Atlantic Film Festival and Nocturne: Art at Night in 2011, we’re looking forward to establishing a regular presence at the major events around HRM this summer.

For information and costs associated with booking Bike Valet visit: clean.ns.ca/bikevalet

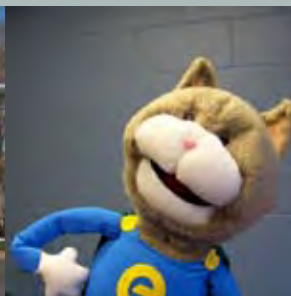
Funded by: Clean Nova Scotia.



Red carpet bike valet drew a crowd at the 2011 Atlantic Film Festival



Community members working together



Eddie, fearless critter-leader of the Litterless Road Tour



Great Nova Scotia Pick-Me-Up participants in action!

Waste reduction

“Clean Across Nova Scotia is the type of event and movement that anyone and everyone can participate in. It’s all inclusive and it’s only side effects are community spirit and a cleaner place to live.”

[participant]

Clean Across Nova Scotia

Building on the ongoing success of the Great Nova Scotia Pick-Me-Up, Clean Nova Scotia took initiative in 2012 to start a new provincial cleanup action, Clean Across Nova Scotia, to take community cleanups to the next level. Acting as an official partner in the first ever *World Cleanup 2012*, Clean Nova Scotia has partnered with an international community of nearly **100 countries** (and growing) to tackle litter and illegal dumping on a global scale, through local action. On June 8 & 9, 2012, we will engage participants province-wide in the **biggest cleanup in Nova Scotia history**.

Funded by: Tim Hortons, RRFB Nova Scotia, Nova Scotia Environment, Atlantic Canada Electronics Stewardship.

Beach Sweeps

Clean Nova Scotia’s Ship to Shore and Great Nova Scotia Pick-Me-Up programs collaborate to facilitate shoreline cleanups across Nova Scotia with the valuable help of participating community groups.

With efforts from over **400 volunteers**, **235 hectares of shoreline** were cleaned this year with over **2,000 kilograms** of litter removed. Of this litter, three quarters originated from ocean/waterway activities including items such as fishing rope, plastic containers, broken metal lobster traps and plastic crates. Additional litter was found to be derived from shoreline recreational activities and illegal dumping.

Funded by: RRFB Nova Scotia, Environment Canada, Tim Hortons, Nova Scotia Environment, Halifax Regional Municipality.

Eddie’s Litterless Road Tour

Eddie’s Litterless Road Tour is an interactive educational presentation geared toward children, grades primary to three. Using music, humour, rhymes and most importantly, puppets (Eddie and Big Foot), children begin to understand the consequences of littering. The success of the presentation comes when children begin to feel for all the “critters” that are affected by litter in their own communities and around the world.

The program is delivered province-wide and has received overwhelmingly positive reviews by both teachers and students alike. In the past year, it was presented **91 times** to **7,417 children** in over **70 locations**. This well exceeded our goal of reaching 5,000 students and surpassed the previous year by 1,119 kids. To sum things up in the words of Eddie himself, *“never litter, never litter, if you do you’ll hurt a critter!”*

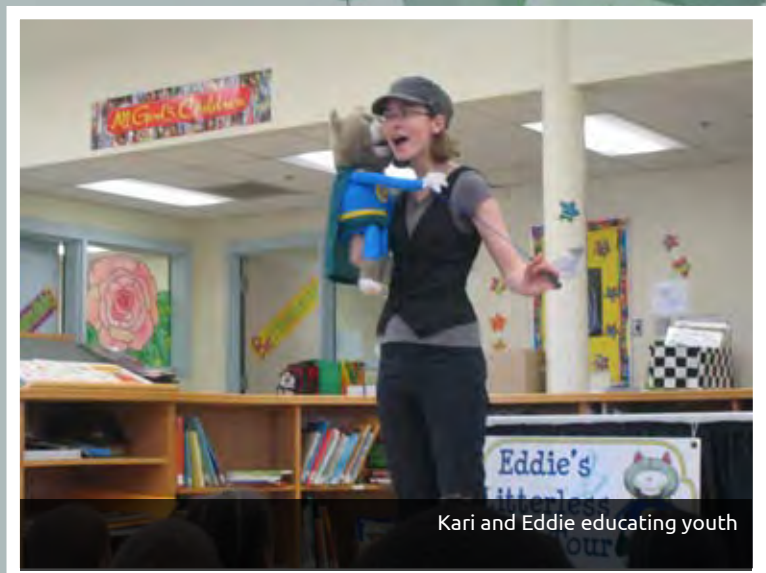
Funded by: Tim Hortons, Nova Scotia Environment, RRFB Nova Scotia.

Great Nova Scotia Pick-Me-Up

The Great Nova Scotia Pick-Me-Up has been the flagship provincial cleanup program since the early days of Clean Nova Scotia. For nearly two decades, Clean Nova Scotia has worked with individuals, government, businesses and communities to facilitate the largest anti-litter program in the province. Supplying communities with the necessary cleanup tools, the Pick-Me-Up program has had a tremendous impact on the amount of waste in our natural environment and has been a significant social benefit to the communities who participate.

Each year, **10,000 to 15,000 Nova Scotians** register to participate in community cleanups through this program. In 2011, **247 cleanups** were registered.

Funded by: Tim Hortons, RRFB Nova Scotia, Nova Scotia Environment, Halifax Regional Municipality.



Kari and Eddie educating youth



Field testing site for the N.S. Fish Habitat Assessment Protocol in Musquodobit, N.S.



Dingwall Harbour, a commercial fishing harbour located in the Cape Breton Highlands, provides a recycling and waste receptacles for users



Field crew working on the restoration of Ellenvale Run, Dartmouth

“ [It’s] great to know tax dollars contribute to these kinds of programs. ”

[in reference to the *Environmental Home Assessment Program*]

Water stewardship

Ship to Shore

Working with commercial fishers and harbours across Nova Scotia, the Ship to Shore program emphasizes the importance of returning waste to shore for proper disposal and recycling/composting in accordance with regional waste regulations.

The campaign “*Garbage. I Bring It Back.*” engaged **284 fishermen** who collectively access over 70,000 hectares of ocean habitat for fishing grounds. Waste assessments were completed at **21 participating harbours** and since, over **3,000 kilograms of waste** has been diverted through harbour recycling and composting initiatives.

With help from filmmaker Martin Hellmich, Ship to Shore launched a 2-minute outreach trailer showcasing fishing industry members who are making strides toward better waste management practices. The full video is expected to be released during summer 2012.

Funded by: RRFB Nova Scotia, Environment Canada.

Stream Restoration

Since 2009, stream restoration structures have been installed and maintained in Ellenvale Run to improve the health of the river and the creatures that depend on it. In the summer of 2011, new digger logs, rock sills and trail stabilization structures were installed by our hard-working summer field crew in Ellenvale Run as well as Russell Lake Brook. Riparian tree planting, garbage cleanups and the restoration of a culvert and addition of a “fish slide” have improved fish passage on Ellenvale Run and into Russell Lake.

Funded by: NSLC Adopt-a-Stream, Department of Fisheries and Oceans, Nova Scotia Youth Conservation Corps, Halifax Regional Municipality Community Grants Program.

Adopt-a-Watershed

Delivering curriculum-linked programs on the function and importance of watersheds, Adopt-a-Watershed successfully educated **1,100 youth** in the Lake Major Watershed area over the past year. Students took part in presentations, riparian planting, litter cleanups, invasive species removal and trail walks that emphasized the importance of taking care of their watersheds. In early 2012, the program underwent further growth and is now being incorporated under an umbrella program, *Discover-a-Watershed*. This larger program will extend beyond the Lake Major Watershed area and incorporate additional projects related to watershed issues including water quality, invasive species and stormwater management.

Funded by: Halifax Water, TD Friends of the Environment, Walmart-Evergreen.

Environmental Home Assessment Program

The Environmental Home Assessment Program provides homeowners who have on-site septic systems and private water supplies, with a free, confidential home visit and visual inspection of their septic system, well head and oil tank. Homeowners receive a rebate on their next septic pumping, samples of local, environmentally friendly cleaning products, valuable tips and reference materials to enhance the performance and longevity of septic systems, oil tank security and water quality from the tap. In addition, partial-grants are available for septic system repair to homeowners who qualify financially and are experiencing a failure of their septic system.

While it is a province-wide program, EHAP has been delivered by Clean Nova Scotia in the Central and Northern regions of Nova Scotia since 2006. In the past year **Clean Nova Scotia delivered 150 EHAP visits in the Central Region and 250 visits in the Northern Region.**

Developed and funded by: Nova Scotia Environment.

Nova Scotia Fish Habitat Assessment Protocol

The Nova Scotia Fish Habitat Assessment Protocol is currently in field testing stages but will ultimately provide a standardized methodology for the assessment of freshwater fish habitat across the province. It works to outline necessary field methods used to assess the health of rivers throughout Nova Scotia, to promote the conservation of fish habitat.

Using a Habitat Suitability Index, the data collected from the field will aid in the restoration and protection of fish habitat across the province. A final version of the manual will be completed in autumn 2012 with training and dissemination planned for spring/summer 2013.

Funded by: Environment Canada.



Chris, Dave and Katie enjoy the first-ever Free Thinkers Festival



Green Schools facilitators Kelly and Chloe at Auburn High School rally to ban bottled water in schools



Environmental Home Assessment Program participants are recommended to test their well water every six months

Climate change and energy

EnerGuide for Houses and ecoEnergy Retrofit

Clean Nova Scotia's team of energy advisors has been busy this year offering **two rebate programs** to provincial homeowners for energy efficient upgrades. In accordance with the 2011 budget, the federal government re-introduced, for a limited time, an opportunity for re-entry into the ecoEnergy Retrofit program and the opportunity to apply for additional rebates. As a result, the number of **initial energy evaluations tripled** from June to July and the number of follow-up evaluations increased substantially. Homeowners with energy audits performed after June 2011, who did not receive a follow up audit, are considered under this program until December 31, 2012.

Efficiency Nova Scotia continues to offer homeowner energy evaluations and financial assistance under their new Home Energy Assessment program.

Funded by: Efficiency Nova Scotia (EnerGuide for Houses), Natural Resources Canada (ecoEnergy Retrofit).

Residential Energy Affordability Program

The Residential Energy Affordability Program educates participants on methods of saving energy and reducing carbon dioxide emissions by providing energy saving upgrades (free of charge) to low-income homeowners.

REAP provides insulation to exterior walls, attics, basement walls and headers, as well as all of the necessary air-sealing to properly draft-proof each home. Programmable thermostats and carbon monoxide detectors can also be provided and in some cases old fridges and freezers are replaced.

The reduction of carbon dioxide emissions, kilowatt hours off the grid and financial savings to the homeowner has been substantial. To date over **850 homes have been audited** with upgrades underway on the majority. The program has been extended until June 2012, providing the opportunity to help even more homeowners across Nova Scotia.

Funded by: Efficiency Nova Scotia.

Direct Install Commercial

Aimed to improve the energy efficiency of small businesses, government facilities, not-for-profits and other community organizations, the Direct Install Commercial program experienced a highly successful year. Clean Nova Scotia's team of experienced installers provided no-cost installations of energy-saving products to various businesses, including a range of compact fluorescent bulbs, LED exit lights, hot water tank wraps and power bars with timers. Through long-standing partnerships with local electrical companies the program has also been able to offer occupancy sensors and programmable thermostat installations.

Over the past year, the team has installed over **160,000 energy saving products** in more than **5,000 businesses and organizations** across the province. These products have helped remove nearly **21 million kilowatt hours** from Nova Scotia's electricity grid, which is **enough to power 2,300 homes for a year**.

Funded by: Efficiency Nova Scotia.

Climate Change Education Department

The former Climate Change Centre has been transformed into the Climate Change Education Department under which new educational programs related to climate change and sustainability will flourish. New to the department this year is the *Carbon Free Thinkers program*, which focuses on youth education and outreach in Nova Scotia. The program was launched at the first annual Free Thinkers Festival 2012; an event focused on engaging youth and the community on current climate change issues.

The department reached **822 young people** through interactive, curriculum-linked, educational workshops on climate change issues and through community events. Presentations and workshops target grades primary to three, grade six, and most recently grade 12.

The department's 16 dedicated volunteers have enhanced the success of the programs contributing nearly \$11,000 through in-kind contributions.

Funded by: Nova Scotia Environment.



Upgrades and retrofits help homeowners save energy and lower costs



Cathy teaching youngsters about the importance of local food



Tammy Wagner, DI Commercial installer, wrapping a hot water tank *Photo credit: Dany Abriel*

Our staff and students seem to be taking a real interest in the [Green Schools Nova Scotia] energy saving program. Not only is it saving dollars on our energy bills, it's showing the young students of today how important it is for them to be aware of the changing climate and the amount of energy that is being wasted in our schools and homes daily. Thanks again!

Direct Install – Low Income Renters

Providing installations of energy efficient products in low-income rental units is the primary goal of the Direct Install – Low Income Renters program. Secondary program objectives included building increased awareness about Efficiency Nova Scotia's residential service programs while educating customers on how they can further conserve electricity and save money on their energy bill through simple actions in the home and at work.

The Direct Install – Low Income Renters program launched in March 2011 and concluded December 31, 2011. The program achieved an **electricity reduction of 3,860 megawatt hours**, exceeding the original program target of 3,355 megawatt hours by 15 per cent. Energy reductions were achieved by **retrofitting 3,780 low-income renter's residences** with ENERGY STAR® qualified CFLs, power bars with timers, CFL floor lamps, LED night lights, hot water tank wraps, hot water pipe wraps, faucet aerators and low-flow showerheads.

Funded by: Efficiency Nova Scotia.

Green Schools Nova Scotia

Green Schools Nova Scotia is dedicated to working with existing (or newly established) green teams/environmental clubs in schools across the province to promote a culture of sustainability, in an effort to engage the greater school community in adopting environmental practices. Green Schools staff connect with schools' green teams to facilitate planning for sustainable initiatives, providing resources, expertise and funding opportunities when applicable. Green Schools has established an active online audience through social media and their website where schools' success stories are shared.

Over the past year, participating schools have worked on initiatives involving local foods; greening of school grounds/growing local produce; energy conservation; waste diversion and recycling; the elimination of bottled water from schools; connecting with local farms; and some have also learned how to tell their sustainability stories using film.

Launched in April 2011, the program originally targeted 16 schools across the province and was to be completed by December 31, 2011. Since January 2012, the program has grown to **26 participating schools** with a goal to target 45 schools by the end of the second pilot year in March 2013.

Funded by: Efficiency Nova Scotia.

Low Income Pilot Program

The Low Income Pilot Program targeted pre-qualified low-income homeowners with a goal of reducing their overall power consumption. Launched in September 2011, the program was successful until its conclusion in February 2012. During this period, the program achieved an **electricity reduction of 4,195 megawatt hours**, exceeding the original program target of 3,830 megawatt hours by 10 per cent¹. These energy savings were achieved by **retrofitting 3,979 residences** with ENERGY STAR® qualified CFLs, CFL floor lamps, electric kettles, LED night lights, hot water tank wraps, hot water pipe wraps, faucet aerators and low-flow showerheads.

Funded by: Efficiency Nova Scotia.

¹ This represents a portion of the 9,300 megawatt hour target shared with the Direct Install Plus Program.

Direct Install Plus Program

The Direct Install Plus Program, launched in mid-October 2011 and extended until June 30, 2012, targeted homeowners who took part in an Energuide for Houses audit. Through the program, an **electricity reduction of 5,475 megawatt hours** was achieved, exceeding the original program target of 5,470 megawatt hours². These energy savings were achieved by **retrofitting 5,287 residences** with ENERGY STAR® qualified CFLs, CFL floor lamps, electric kettles, LED night lights, hot water tank wraps, hot water pipe wraps, faucet aerators and low-flow showerheads.

Funded by: Efficiency Nova Scotia.

² This represents a portion of the 9,300 megawatt hour target shared with the Low Income Pilot Program.

“ [The kids] were empowered and excited to help our environment. I will recommend [Eddie’s Litterless Road Tour] to every school I go to! ”

“ I’m very pleased with the [Direct Install – Low Income Renters] program. Thanks a lot. The installations wouldn’t have been done if this program wasn’t available. ”

Communications

Over the past year, Clean Nova Scotia has revitalized the way we’re viewed online after developing and unveiling a new website in December, 2011. Already it’s proven to be a great tool, better showcasing the numerous programs and resources that we offer. Over the past year we have received 21,361 unique visitors to our website with a notable increase since the launch of our new site. If you haven’t popped by yet, visit clean.ns.ca and take a look around.

Our online presence hasn’t been limited just to our new website though. Over the past few years we’ve burst onto the social media scene and have done well establishing ourselves in the environmental online community. This year has been especially huge for our Twitter presence. At the end of the fiscal year we had earned **1,837 Twitter followers**, a total that has nearly doubled since last year. Our Clean Nova Scotia Facebook page has also experienced considerable growth with **309 “likes”**.

Clean Nova Scotia and our programs have received a remarkable amount of media coverage through print, television and radio broadcast, and online reporting. Coverage was captured from: The Chronicle Herald, CBC News (television, online and radio), Global Maritime News, The Cape Breton Post, Metro News, The Coast and The Coast’s Green Guide, CBC Radio’s Information Morning, CTV Morning Live, marketwire.com, News 95.7, The Register, The Lunenburg County Progress-Bulletin, Halifax Media Co-op, SNAP Halifax and Dartmouth, The Navigator, CKDU and a large spectrum of industry affiliated publications.



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