



Inspiring Environmental Change

My second year as Chair has taught me, more than ever, that Clean Nova Scotia (CNS) excels at meeting its strategic goals and taking advantage of emerging environmental opportunities. I know I speak for all the Board when I say how pleased and impressed we all have been by the achievements of the past year.

It was a short year due to the change of our fiscal year end. In spite of the abbreviated fiscal period, our dedicated staff appear to have accomplished a year's worth of activities in a nine month period. In addition, we continue to have strong financial health, excellent management and caring, knowledgeable staff.

CNS has just completed the second year of its strategic plan, A Roadmap for Leadership, and I am pleased to report that we are on-track in attaining our goals. However, new, emerging areas of environmental concern also require the organization to evaluate and adapt to allow CNS to be forward-thinking and innovative in its program delivery. This proactive approach allows us to continue to work with government, other community organizations, business and citizens to help preserve and protect Nova Scotia's environment.

The first of our 10-year scholarship program recipients has been selected by the Scholarship Committee and the award will be presented to Janice Ashworth at the 2009 Annual General Meeting. Ms. Ashworth is a Dalhousie University student working to complete her Masters degree in Environmental Studies. Her research focus is on identifying knowledge gaps that are barriers to community-based renewable energy developments in Nova Scotia and how these obstacles can be overcome. We wish Janice all the best in her academic endeavours.

Of course CNS's success would be not possible without our funders, sponsors, volunteers, members, partners and all levels of government that contribute to Clean Nova Scotia's many environmental initiatives. It is so encouraging to see the level of commitment and continued support that the Nova Scotia community provides.

I want to thank my fellow Board Members for their contributions during the past year, our Executive Director, Judy McMullen, for her inspired leadership, and all the CNS staff members for their dedication and hard work throughout the year. Without them we would not succeed.

The indications are that, more and more, Clean Nova Scotia has become a "household name," associated with "inspiring environmental change" throughout our province. We look forward to facing the challenges ahead with optimism and commitment.

Candace Stevenson
Chair, Board of Directors

Our Mission:

To work with Nova Scotians through education and action to achieve environmentally healthy communities.



Emerging Opportunities

My reflections on this abbreviated fiscal period have made me realize how fast the environmental agenda keeps evolving and expanding, creating ever more challenging issues that demand constant examination. Each day I witness how well the staff of Clean Nova Scotia (CNS) adapt to this constant flux, finding new and creative ways to promote the Vision, Mission and Values of CNS as each emerging opportunity presents itself.

For example, we identified an emerging need to begin education in the area of Marine Solid Waste Management. In February 2009, we introduced an initiative designed to engage the fishing industry in the critical area of ocean conservation and protection by encouraging fishers to bring solid waste to shore. We accessed our Program Development Fund to support a new program which is being developed to raise awareness and educate youth about the emerging environmental issue of Food Security.

Opportunities also presented themselves this past year to undertake project-specific initiatives such as the cigarette litter abatement "Kick Butt Campaign." The associated publicity for this project greatly increased awareness of this severe environmental problem. Also, when CNS found out that the water level of Lake Banook was to be lowered by six feet as part of the installation of the Harbour Solutions sewer line, CNS organized and implemented the "Muscles Moving Mussels" campaign and "Lake Banook Clean Up."

Without intervention, a significant number of native freshwater mussels would have perished and subsequently damaged the ecological integrity of Lake Banook. CNS staff and volunteers moved these species into deeper water during the construction period and returned them when water levels were restored. Phase two of this project entailed a clean-up of the newly exposed shoreline. CNS identified the required resources, secured sponsorship, organized community partners to carry out the event, and arranged for it to be widely publicized.

These are just a few examples of the multiplicity of initiatives and programs that CNS champions to respond to the ever emerging opportunities concerning environmental issues. I invite you to read the rest of this report to learn more about the depth and quality of our programs and the impact they make on our communities.

I offer my sincerest appreciation for everyone who contributes to this vibrant organization. I would like to thank the Chair of Clean Nova Scotia, Candace Stevenson, the Executive Committee, the Board, our funding partners, volunteers, business members and individual members. Last but certainly not least, there is not enough that can be said about the many talents, perseverance and expertise of CNS staff, without whom taking advantage of these emerging opportunities would not be possible.

More and more people are recognizing CNS as a respected leader in educating the populace of Nova Scotia in environmental stewardship through research, dissemination, education, community action and professional practice.

Judy McMullen,
Executive Director



Our Core Values:

Innovation

We seek out new ways of influencing environmental change

Environment

All that we do considers the impact we have on the environment

Relationship Building

Partnerships mean increased effectiveness

Respect

As we educate and communicate, we respect the viewpoints of others

Excellence

Is sought in strategy, execution, evaluation

Fun

It is essential that we are passionate about what we do, enjoy it, and want to come to work

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About Us

Clean Nova Scotia (CNS) is a not-for-profit, registered charity founded in 1988. Guided by a non-partisan Board of Directors with representation from business, academics, government, and the community at large, CNS considers the environment to be the primary issue facing all Nova Scotians today.

During the last 21 years, CNS has become an effective, high profile institution with a broad mandate to work with individuals, government, business, and communities to help achieve a sustainable, environmentally-healthy society through education and collaboration. Our strength is in finding solutions to fit the specific needs of our communities and engaging the members of those communities in a meaningful way. Consequently, we are able to implement programs that make a real difference toward long-term prosperity, economic viability and environmental sustainability.

Our People

Board of Directors

Executive Committee

- Candace Stevenson, Chair
- Martha Grantham, Vice Chair
- Andrew J. Paton, Past Chair
- Kim Wood, Treasurer

Directors

- Bill Lahey
- Billy Joe MacLean
- Brenda MacDonald
- Emile Roach
- Jason Hollett
- Johnny McPherson
- Kevin Brooks
- Marc Dunning
- Natalie MacLellan
- Rob Jamieson

Program Staff:

- Adam Grant
- Amanda Klarer
- Andrew Hemmens
- Anna McCarron
- Anthony Druhan
- Ashley David
- Barbara Ann Wilson
- Barry Wright
- Calvin Thompson
- Catherine Joudrey
- Cathy Trafford
- Charles Banting
- Cyndi Fraser
- Daisy Kidston
- Dave McCall
- Elissa Gollan
- Fran Forget
- Gary McKegney
- Gina Patterson
- Gordon Anderson
- Imelda Otoole
- James Corkum
- Janelle Frail
- Jasmine Wongus
- Jennifer West
- Jessica Budgell
- John Hicks
- Jonathan Boyd
- Julia Pelton
- Kari Riddell
- Kathryn Lavigne
- Keith Harris
- Kevin Harrison
- Kristy Williams
- Leslie Smith
- Lisa Kretz
- Lisa Privett
- Lise Charbonneau
- Lucy Tran
- Martina Miklos
- Mike Gale
- Nancy Webber
- Paul MacNeil
- Rachel Delhoughery
- Rebecca McQuaid
- Richard Vroom
- Robert Mains
- Roxanne Laybolt
- Ryan Skinner
- Scott Lawrence
- Shawn Blair
- Steven Boyd
- Tasha Farmer
- Tracey Boutin
- Troy MacKay

Staff

Executive Director

- Judy McMullen

Administrative Staff

- Debra Hawkins,
Finance & Administration Officer
- Theresa Redmond,
Payroll Accounting Clerk
- Natasha Sider,
Communications Coordinator
- Aaron Veinotte,
Communications Officer

Volunteers

Clean Nova Scotia has many committed volunteers who support our numerous programs. First off, we would like to thank our 26,798 Great Nova Scotia Pick-Me-Up volunteers for their hard work removing litter from our communities and shorelines throughout the year. It is through their continued support that this litter abatement program is so successful. Volunteers have also been a great help to many program coordinators who have needed assistance with administrative duties, research and information distribution. We would like to thank each of our volunteers for their time, dedication, and commitment to helping us to inspire positive environmental change.

We gratefully acknowledge program support from our sponsors and funders

Diamond

- Conserve Nova Scotia
- Halifax Regional Municipality
- Nova Scotia Department of Energy
- Nova Scotia Environment
- Nova Scotia Youth Conservation Corps
- Service Canada
- Oland Brewery

Platinum

- Clean Air Foundation

Gold

- Imperial Oil Foundation
- RRFB Nova Scotia
- Tim Hortons
- Wal-Mart

Silver

- EnCana
- Environment Canada

- Halifax Port Authority
- McConnell Foundation
- Nova Scotia Power

Bronze

- Chronicle Herald
- Halifax Water
- Waste Management

Gemstone

- Ducks Unlimited

In-Kind

- Apple Valley Driving School
- Bebbington Industries
- The Chronicle Herald
- Clorox
- Dalhousie University
- Environment Canada
- Farnell Packaging Ltd.
- Halifax Marriot Harbourfront
- Holiday Inn Harbourview
- Liscombe Lodge
- Nova Scotia Community College
- The Theme Team
- Tim Hortons
- Tupperware
- Young Drivers of Canada

Membership

Clean Nova Scotia (CNS) would like to thank all of its members and supporters for their financial contributions, helping us to continue to deliver educational programs to Nova Scotians on a year round basis. CNS had 49 active members between July 1, 2008 and March 31, 2009. Memberships are available anytime of the year and include a membership card, discounts on events and a copy of our quarterly Clean and Green newsletter. CNS introduced its first Business Membership opportunity in 2007. The Business Membership offers Nova Scotia businesses the opportunity to advise their customers that they support an environmental organization and are committed to environmental stewardship. A list of benefits and a description of all our current Business Members can be found on the CNS website.

Business Members

- Bebbington Industries
- Canadian Petroleum Products Institute
- Credit Union Atlantic
- Envirowater Technologies
- Farnell Packaging Ltd.
- Mountain Equipment Co-op
- MT&L

FINANCIAL STATEMENTS

Year Ended March 31, 2009

Balance Sheet

Assets - Current	2009	2008
Cash	\$515,436	\$684,630
Investments	600,000	450,000
Accounts receivable	828,999	439,040
HST receivable	3,740	13,379
Prepaid expenses	<u>11,465</u>	<u>17,672</u>
	1,959,640	1,604,721
Capital Assets		
Equipment/vehicles/building	<u>176,089</u>	<u>190,283</u>
	\$2,135,729	\$1,795,004
Liabilities - Current		
Accounts payable & accrued liabilities	120,027	52,471
Deferred revenue	<u>944,239</u>	<u>912,100</u>
	1,064,266	964,571
Net Assets		
Unrestricted	16,215	<2,387>
Investments in capital assets	176,089	190,283
Program development fund	348,442	188,500
Building contingency fund	<u>530,717</u>	<u>454,037</u>
	<u>1,071,463</u>	<u>835,207</u>
	\$2,135,729	\$1,795,004
Statement of Revenues Expenditures		
Revenue	\$3,003,025	\$2,871,302
Expenditures	<u>2,761,995</u>	<u>2,415,833</u>
Net Revenue	\$241,030	\$455,469

Individual Sustainers

- Bob Fulton
- Dana Atwell
- Duncan Cross

We are members of:

- Adopt-a-Highway
- Canadian Environmental Network
- Climate Action Network
- Dartmouth Area Watershed Network (DAWN)
- Environmental Education Council of Marin (EECOM)
- Halifax Chamber of Commerce
- National Waste Reduction Week Steering Committee
- Nova Scotia Environmental Network (NSEN)
- NSEN's Education Caucus
- Ontario Recycling Council
- Our Healthy Schools
- Saskatchewan Recycling Council
- Sustainable Education in Nova Scotia for Everyone (SENSE)

* For more information about our memberships and other funding opportunities, please visit the Clean Nova Scotia website at www.clean.ns.ca.

Health and Environment



Air! Food! Water! These three things are critically and inextricably linked to the health of our communities. Most of what CNS does through its education programs and other environmental initiatives is ultimately aimed at achieving outcomes that produce clean air to breathe, pure water to drink and food that is produced in an environment free from toxins and other polluting substances. Health and environment also intersect directly with sustainable economic development and social justice. A significant role for CNS continues to be making the public aware of the connection between good health and a clean environment. Although any of our programs and environmental initiatives can be linked to benefiting air, water and food, only three are featured in this section - The Environmental Home Assessment Program, Pesticides and the Air Quality Health Index.



The Environmental Home Assessment Program (EHAP Central & Northern)

Clean Nova Scotia delivers the Environmental Home Assessment Program (EHAP) in the Central and Northern regions of Nova Scotia. Developed and funded by Nova Scotia Environment, the EHAP is a free, confidential education program for homeowners with on-site septic systems, private water supplies and oil tanks. The program elements are educational outreach, in-home visits, advertising and promotion.



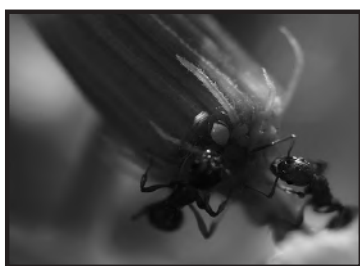
From July 1, 2008 to March 31, 2009, outreach included information displays at seven community shows and 18 community presentations. Trained assessors conducted 462 EHAP in-home visits to teach homeowners how to maintain their septic, water systems and oil tanks. Homeowners with malfunctioning systems were informed about the opportunity to apply for a septic repair grant through Nova Scotia Environment. Program advertising and promotion included numerous submissions for newsprint, radio, and television media coverage. One of the highlights was a four segment skit related to septic and well maintenance, groundwater pollution and water conservation which was broadcast on ASN's Breakfast Television to the Atlantic Provinces. In the Northern Region, EHAP was effectively promoted through community newspapers and reporter interviews.

Pesticides

Clean Nova Scotia successfully delivered the Pesticide Program on behalf of the Halifax Regional Municipality (HRM), providing education and processing permits for the HRM Pesticide By-Law (P-800). There were 444 pesticide permit applications received from June 25 to October 17, 2008 with 240 (54%) approved and 204 (46%) rejected.



In 2008, the very successful Green Yards Program was delivered to 137 homes across HRM. This free program provides sustainable landscaping education as well as a detailed report specific to each homeowner's property. Educational outreach around the potentially harmful effects of pesticides on human health and the environment is a large part of the pesticides program. Knowledgeable staff responded to 341 calls on The GreenLine about weed control, permitted products and general lawn maintenance. Pesticide staff gave several interviews to various media. Following the European Fire Ant information bulletin and media release distributed on July 10, interviews were given about identification, control and monitoring of the ants to eight different media outlets.

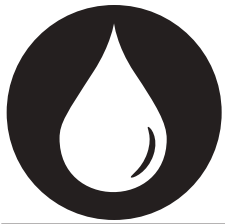


Staff also held in-store displays; delivered "lunch and learn," sessions; and distributed fact sheets about sustainable landscaping and landscape pest control. Staff also held a very successful conference with 39 HRM retailers and delivered eight retailer staff-training sessions about the pesticide bylaw and safe alternatives.

Air Quality Health Index

The Air Quality Health Index (AQHI) is a scale designed to help individuals understand and make decisions about air pollution and its effects on their health. Developed by Health Canada and Environment Canada in collaboration with the provinces (including Nova Scotia), the AQHI also provides advice on actions we can take to reduce air pollutant emissions to help improve the quality of the air we all breathe.

Nova Scotia Environment (NSE) is leading the implementation of the AQHI in Nova Scotia in partnership with Nova Scotia Health Promotion and Protection and other organizations, including CNS. The AQHI for the HRM became available in November 2008 and will be activated for Kentville and Sydney in April. CNS partnered with the Lung Association of Nova Scotia to deliver public outreach and promotion of the AQHI in the HRM. Additional sites will come on line through 2010. The AQHI is available at www.airhealth.ca as well as from Environment Canada's Weather Office website at www.weatheroffice.gc.ca.

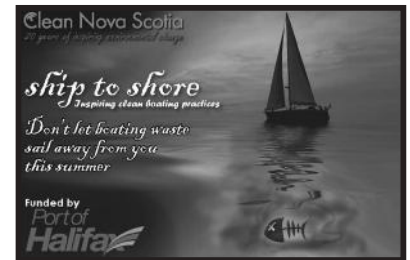


Water

Water is one of the world's most vital natural resources and the environmental issues surrounding it continue to grow as one of the major concerns of this age, locally, nationally and internationally. Canada holds the world's largest supply of fresh water and this resource is being threatened on so many fronts – wasteful practices, chemicals, pesticides, personal and industrial pollution, and commercialization as a commodity - to name a few. Clean Nova Scotia continues to recognize the great importance of conserving and protecting water. Our programs are dedicated to addressing the causes of degradation of all water ecosystems and to protecting and conserving the quantity and quality of water resources in Nova Scotia.

Ship to Shore

Ship to Shore is sponsored by the Halifax Port Authority, DSS Marine and Helly Hansen. It is an educational program meant to encourage recreational boaters to bring their waste to shore. This past summer, the focus was on solid, organic and hazardous waste. Five yacht clubs were visited multiple times, 11 presentations were delivered to youth and eight boating events were attended. Various media outlets highlighted the program, including three feature articles in Boating News magazine. Funding was secured for the 2009 season which will begin in June.



Quagmire

Quagmire, a simulation game for wetland decision making, is an interactive role-playing game for grades 5 to 12 that is offered nationally to teachers in both English and French. Between July 1, 2008 and March 31, 2009, Clean Nova Scotia filled 87 requests for Quagmire. The program was advertised through Facebook, in teacher magazines, through listservs, and during a province-wide conference for science teachers.



Adopt-A-Watershed

Adopt-A-Watershed is a program designed to educate and engage youth in becoming stewards of their local watershed. A pilot program that ended in June 2008 far exceeded project requirements and demonstrated the demand that exists for such information in the public school system. Based on this success, funding was secured for the 2009 fiscal year's program, which will focus on the areas of North Preston, East Preston, Cherry Brook and Lake Loon with funding from the Halifax Water, the South Eastern Community Health Board and Unilever.





Marine Waste Resource Management Project

The Marine Waste Resource Management (MWRM) Project is an exciting new program that seeks to eliminate disposal of waste at sea. The program promotes management of waste on land through awareness, education, infrastructure, and program support for the Harbour Authorities and harbour users throughout Nova Scotia.

Sustainable fishing practices and a clean marine environment are essential for the continuation of thriving fisheries and for the health and functioning of marine ecosystems. This program creates partnerships among environmentally concerned parties including Harbour Authorities, government, fishermen and industry to ensure the protection of our marine environment. Funding partners are the Resource Recovery Fund Board (RRFB), Environment Canada (Environmental Damages Fund) and Small Craft Harbours (DFO). In Phase I of this pilot program, CNS program staff are working with 21 Harbour Authorities, focusing on providing solutions to properly manage the marine waste generated by the fishing industry.

Stream Restoration Projects



In summer 2008, two Nova Scotia Youth Conservation Corps students worked on stream restoration projects through the Nova Scotia Salmon Association's Adopt-a-Stream Program. The students improved the habitats of four streams located in Dartmouth Crossing and Cole Harbour. Cole Harbour Heritage Museum Directors volunteered their time to assist in the clean up of leftover wood-waste and debris from Hurricane Juan which was obstructing flow within the waterways and impeding access to the streams. The Youth Corps also created an educational pamphlet to promote the protection of watersheds which was distributed to local residents.

Dartmouth Area Watersheds Network (DAWN):

DAWN is made up of representatives from government, provincial organizations, community-based groups and residents of Dartmouth. This steering committee has been working with CNS to develop a web site and framework for a watersheds management plan to conserve and protect watercourses in the Dartmouth area. Below are the highlights of DAWN's activities in 2008/09:



- An educational/networking web site, www.dawnnovascotia, was launched in October 2008 and has had over 280 visits from 167 visitors
- The Dartmouth Watersheds Management Plan Framework was drafted and presented for review to over 25 stakeholders
- DAWN held a meeting in April 2009 with 15 attendees from the community representing groups including the Shubenacadie Canal Commission, Portland Estates and Hills Residents' Association, Russell Lakes Residents' Association, CBCL Consulting and the Cow Bay Watershed Network
- DAWN members helped to organize CNS's Mussel-Moving initiative that was sponsored by EnCana. Over 150 native Nova Scotia mussels were moved to safer areas of Lake Banook by more than 50 volunteers when water levels were lowered to allow for the installation of a new sewer line.

Project Webfoot

Through Project Webfoot, a Ducks Unlimited Program, CNS continues to promote to youth, the wonder of the natural environment. The program teaches them about the value of wetlands. Classes in grades 4 - 6 receive curriculum-linked classroom materials and take field trips where the students learn through fun, interactive activities. In fall 2008, CNS delivered wetland field trips to twelve elementary classes in HRM.





Energy & Climate Change

In February 2009, the Intergovernmental Panel on Climate Change (IPCC) revised its 2007 prediction that summer ice in the Arctic would disappear by 2100. It is now believed this could happen as early as 2015. Without question, climate change has become the most significant environmental issue facing planet Earth today. The potential impacts for Nova Scotia as a coastal community are alarming. Developing strategies to address impacts, mitigation and adaptation to climate change are essential to protecting our communities. CNS continues to deliver a series of programs to address the issue of climate change, encouraging energy conservation and other environmental best practices to help reduce green house gas emissions in Nova Scotia.

EnerGuide

Clean Nova Scotia's EnerGuide for Houses Program is supported and funded by Conserve Nova Scotia and Natural Resources Canada (NRCAN) through the ecoEnergy Retrofit Program. The EnerGuide Program helps homeowners learn how they can conserve energy, save money on heating bills and help the environment. Rebates and incentives are offered to home owners who achieve energy efficient upgrades. During our shortened fiscal year, our team of 17 energy advisors carried out 1350 initial ("D") audits and 538 follow-up ("E") audits. The popular Federal ecoEnergy Retrofit Program is constantly growing to meet demand.



Residential Energy Affordability Program (REAP)

Through the 2008/2009 fiscal year, CNS's REAP team provided full energy retrofits to 156 homes under the Conserve Nova Scotia-funded REAP. This created an average reduction in energy consumption of 35% for home owners. The program provides for all necessary air sealing and insulating in basements, headers, walls and attics as well as water saving measures. A phase III was added this year, introducing retrofit efficiency measures services through a partnership with Nova Scotia Power Inc. This partnership provides for replacement of incandescent bulbs with CFL's; insulation of water heaters and water pipes; introduction of power bars to reduce phantom power usage; upgrading of electric kettles and CFL compatible lamps and fixtures where required. As well, the testing of refrigerators and freezers for electrical consumption and replacement of heavy energy units were popular features of the program.



Furnace Efficiency Assessment Project (FEAP)

In partnership with Imperial Oil Foundation and Oland Brewery, Clean Nova Scotia offered \$100 rebates toward professional furnace check-ups to the first 250 Nova Scotia homeowners who applied between September 16 and December 31, 2008. FEAP encouraged homeowners to have their furnaces professionally serviced annually to save money on heating costs, reduce emissions, and ensure safe, efficient operation.

Towards a Brighter Future

Towards a Brighter Future (TABF) is a student-driven energy conservation educational program that raises awareness about climate change and energy efficiency. It targets students, teachers, principals, caretakers, facility management staff and parents through their children. The main component of the program is the development of educational campaigns designed and implemented by students. Through the Halifax Regional School Board, 575 students formed TABF energy teams in 25 schools to educate some 8300 peers and 200 staff about energy conservation. Activities included poster campaigns, skits, songs, energy-tip mailboxes, and





school 'energy team' web sites. Through the Carbon Footprint Contest, nearly 1000 families pledged to change at least one energy-wasting habit. Seaside Elementary won the contest prize of \$1000 towards the purchase of an energy efficient fridge for their cafeteria.

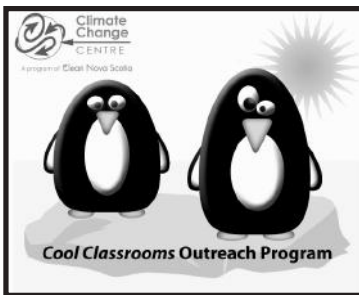
EnerInfo Line

From July 1, 2008 to March 31, 2009, the toll-free ENERinfo line received 10,128 calls from the public. The majority of callers inquired about the EnerGuide for Houses Program (EGH) and available rebates or grants. The greatest majority of remaining calls were related to the Zero-Interest EnerGuide Loan and the Energy Efficient Furnace Incentive. The latter two programs were announced as part of the Heatsmart initiative through Service NS and Conserve NS. The ENERinfo line is available to answer all energy efficiency-related questions received mainly from home owners and small businesses. The ENERinfo line contract has been extended until September 30, 2009.



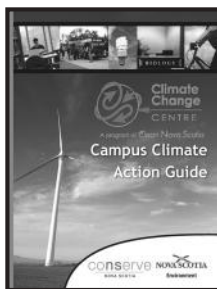
Cleaner, Greener, Brighter Campaign

From September 27 to December 15, 2008, Nova Scotia Power Inc. sponsored a campaign to install free, energy efficient light bulbs in Nova Scotia's small business sector. Summerhill Group led the overall campaign with CNS coordinating the direct install portion of the project. CNS hired four call center representatives to solicit small business participants. Summerhill hired 19 direct installers to facilitate the light bulb exchange initiative throughout the province. The program tripled its original goals and reached 1,073 businesses. A total of 44,123 CFLs and 6,996 LEDs were installed saving a total of 7,487 MWh. Participants included retailers, charities, churches, senior's homes, community facilities and others.



Climate Change Centre (CCC)

The Climate Change Centre Program, funded by Nova Scotia Environment and Conserve Nova Scotia, enjoyed another successful year undertaking a variety of projects and expanding its provincial outreach.



- Over the summer, the Cool Classrooms Outreach Program (CCOP) was developed, creating curriculum-linked programs for Grades P-3, 4-6, and 7-9. Each program includes a pre-presentation activity, presentation and booklet of optional teacher-led follow-up activities (available for download on the CCC website). About 4,800 students in 40 schools through HRM and 410 students in four First Nation schools participated. Principals and school board members of Mi'kmaw Kina'matnewey, a provincial Mi'kmaw education organization, also received a CCOP presentation.
- Outside the classroom, 25 educators were reached through presentations at conferences, professional development days and university courses.
- The CCC published a Campus Climate Action Guide for post-secondary students to engage in action projects on climate change within their campus communities. The Guide is available for download on the CCC web site.
- Seven post-secondary presentations were given on such topics as: "how to chose climate-related & action-oriented research projects"; "home energy efficiency"; and "the how & now of climate change."
- Sixty people in ten communities were interviewed, four community outreach events attended, and three key recommendations made as a result of the Sea-level Rise Coastal Communities Resource Needs Inventory.
- The March Break "Power Changers" event at the Nova Scotia Museum of Natural History reached 3,300 people at 41 presentations. During the project, 700-900 "Pledges-to-Action" were gathered and 350 volunteer hours were logged!
- About 450 people (mainly from Faith communities; Scouts; Rotary clubs; and members of the business and professional communities) were reached through non-solicited community outreach as well as 2,000 plus people at information booths.



DriveWiser

DriveWiser has received national recognition for its innovative, hands-on approach to driver awareness about fuel efficiency. Funded by the Office of Energy Efficiency at Natural Resources Canada and Conserve Nova Scotia, the program continues to grow with increased support, research, academic work, publicity and advice given by volunteers and partners. Highlights from the past year:

- DriveWiser partnered with Dalhousie faculty and students, Environment Canada, and NS Youth Conservation Corps students to lead a research study in downtown Halifax to help identify the impact drive-thrus have on CO₂ and CO emissions. The study found that idling vehicles waiting at drive-thrus in a subsection of the HRM urban core produced 280.55 kg of these gases per hour. Refer to the Natural Resources Canada web site for a full report.
- The DriveWiser Idle-Free Campaign helped businesses, schools and others to encourage the idle-free message to their audiences. Currently, there are 50 program participants and idle-free signs in 277 locations around Nova Scotia.
- This year, 705 adults participated in DriveWiser presentations and 72% (422) of them made personal pledges to adopt fuel efficient behaviours.
- Thirty driving schools in the province are currently using DriveWiser Education Tool Kits as a resource for teaching students about fuel efficiency. Almost 900 youth participants took part in the workshops.
- The web site generated over 8000 hits per month. During a four-week, province-wide radio ad campaign, hits increased by 3,890.
- DriveWiser staff introduced a Facebook page to hold contests, make announcements and engage its 700 members in transportation-related topics.
- The Chronicle Herald Wheels section now features a biweekly column, "Pump It Green," covering DriveWiser messages and other topics related to fuel efficiency.



Retire Your Ride (RYR)

RYR is a national vehicle recycling program that is being delivered by CNS for the province. Funded by Environment Canada, RYR will run until March 31, 2011. Two incentive partners joined the program in first quarter of 2009. For retiring a ride, Kings Transit offers six months of free transit passes valued at \$540, while CarShareHFX offers a year membership for one or two individuals plus up to \$175 of driving credit hours. There is also a \$300 cash reward available for participants. The national RYR web site with on-line registration went live in February 2009. By March 31, thirteen NS participants registered for RYR.



Waste

Increasing awareness about the importance of litter abatement continues to be a priority for Clean Nova Scotia. It is so important to both our health and the environment to keep our communities clean. Reducing, reusing or recycling solid waste is something that not only creates increased economic viability as well as sustainability of our resources, but also positively increases Nova Scotia's waste diversion rates. Waste management is an evolving opportunity that has expanded from solid materials to include the management of fuels, water and energy. Clean Nova Scotia programs and literature consistently deliver the message that it is important for every Nova Scotian to become involved in good waste management practices.

Waste Reduction Week (WRW)

Each year, CNS presents a series of events in celebration of Canada's WRW (www.wrwcanda.com). The program reaches schools, businesses, individuals and municipalities with educational materials and resources that help us all learn to reduce our impact on the environment. In October 2008, the national WRW



Steering Committee introduced Oscar the Grouch as our official spokes-Muppet, creating a new relationship with Sesame Street. Oscar was featured on all national materials and a logo was created to be included on all provincial materials as well. To celebrate WRW in 2008, Clean Nova Scotia presented the following events:

- **Reduce Reuse Rockout in partnership with The Songwave Society**
This one-time fundraising concert took place at the Garrison Brewery. The goal was to help up and coming musicians receive recognition while kicking-off WRW. Musical guests Ian Sherwood, Chelsea Nisbett, Human, Remedy and MIR were featured.
- **Minister's Business Breakfast**
The Minister of Environment, the Honourable Mark Parent, and Joan McArthur Blair, President of the NS Community College, were featured speakers. The theme was the role of education for current and future environmental plans and business practices. Costas Halavrezos was our emcee and Chair, Candace Stevenson, helped welcome the crowd of 154 people at the Halifax Harbourfront Marriott.
- **Environmental Superhero Contest**
Over 200 kids ages 5-8 entered this new, province-wide contest. They were asked to design their own pollution-battling superhero. Eight locally-made superhero capes (made by seamstress, Joan Smith) and three professional comic book character renderings of the top entries (by artist Dave Howlett) made-up the prizes.
- **Girl Guides Waste Reducer Challenge**
Sparks, Brownies, Guides and Pathfinders from across the province selected and completed three waste reduction challenges to earn a Waste Reducer Patch from CNS. Over 415 participating girls and their leaders produced very creative crafts, posters and skits about waste reduction practices.
- **Scouts Waste Reducer Challenge**
Scouts Canada was invited to take part in a challenge similar to the Girl Guides. Over 240 boys from Nova Scotia communities completed three waste reduction challenges as listed on the CNS web site to receive a Waste Reducer Badge. The challenge was listed on the Scouts Canada website.
- **Big Foot Learns a Lesson**
A play written by program coordinators Kari Riddell and Rebecca McQuaid was performed at Shannon Park Elementary School in Dartmouth with the help of Minister of Environment, the Honourable Mark Parent, and Principal Jim King. A cast of superheroes and a puppet taught children that wasteful behaviour and littering are harmful to all creatures. It featured environmental super hero puppet, Eddie (Kari Riddell, puppeteer), Captain Wasteless (Rebecca McQuaid), Captain Litterless (Minister Mark Parent) and Big Foot (Principal Jim King). Children and teachers alike embraced the positive message. Each child received a Halloween Treat Bag thanks to the generosity of Waste Management.
- **Halloween Treat Bag Campaign – FEATURING BIG FOOT**
Each year CNS works with regional waste reduction coordinators to present deserving elementary school students with a reusable cotton tote bag. This year, 2800 students selected for their year-round reduction efforts received the tote bag that featured Big Foot.

Great Nova Scotia Pick-Me-Up

The Great Nova Scotia Pick-Me-Up (PMU) is Clean Nova Scotia's long standing litter abatement program. Free litter cleanup kits are sent out to Nova Scotians that want to clean up their community or favourite beach. In 2008, 245 data cards revealed that 8403 garbage bags were collected along with 587 recycling bags. A total of 26,798 people participated in this program amongst 467 groups. In addition, a special clean up of Lake Banook was organized by CNS in November in partnership with Encana.

Nova Scotia Youth Conservation Corp (NSYCC)

A program of Nova Scotia Environment, CNS's NSYCC Coordinator took on three youth to tackle and better understand the effects of cigarette butt litter. The Kick Butt Campaign had many components including research, cigarette butt cleanups, surveys, media training, event planning, literature creation/distribution and more. The Youth Corp held a successful media event on Citadel Hill where they posted 27 characters to spell out the message 'Cigarette Butts Are Litter Too!'. Each of the 27 large characters contained in the message represented 1000 of the 27,000 butts the Youth Corp managed to collect and count from selected locations in HRM.

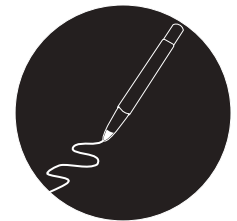


Eddie's Litterless Road Tour

Thanks to the generosity of lead sponsor, Tim Hortons, as well as Nova Scotia Environment and RRFB Nova Scotia, this new program for children in grades primary to three, was implemented in the New Year. The aim of the program is to send a litter prevention message to kids across the province through puppets, humour, rhyme and song. Two puppets, Eddie the cat and Big Foot (who embodies a large environmental footprint) were purchased. Presentations will be delivered to schools by the Program Coordinator beginning in April, 2009.



Communication Tools



Clean and Green and The CCC Gazette

Clean and Green continues to profile CNS's programs, events and staff, offering insightful tips for Nova Scotians to better understand how to reduce their impact on the environment. Two issues of the Clean and Green newsletter were published during this abbreviated fiscal period and the subscriber base grew to almost 480. The quarterly newsletter may be accessed online at www.clean.ns.ca/candg. The Climate Change Centre continued with another year of publishing its own newsletter, The CCC Gazette. Two issues were published during this fiscal period and distributed to a subscriber base of 205. All issues can be accessed online at www.clean.ns.ca/ccgazette.



www.clean.ns.ca

The CNS web site received over 349,966 hits between July 1, 2008 and March 31, 2009. Popular pages included the Home Energy Evaluations sign up page and the DriveWiser pages. CNS often receives positive feedback through the web site regarding our programs and environmental endeavors throughout the province.

Media Relations

This year, Clean Nova Scotia received more media coverage, both solicited and unsolicited, than ever before. Over the year, many positive stories and interviews surrounding CNS programs, events and staff were featured by both provincial and national media outlets such as CBC's The National, CBC News at 6:00, CTV News, Live at 5, Global TV, Breakfast Television, CBC's Living Halifax, the Chronicle Herald, Metro, The Coast, Chatelaine magazine, Atlantic Boating News magazine, CBC Radio, CBC Information Morning, CBC Mainstreet, News 95.7, CJCH, Radio-Canada, and many more.

Congratulations Janice Ashworth!

Clean Nova Scotia is pleased to announce its first scholarship recipient, Janice Ashworth. Ms. Ashworth is currently working toward her Masters Degree in Environmental Studies at Dalhousie University with a research focus on identifying knowledge gaps that are barriers to community-based renewable energy developments in Nova Scotia. CNS hopes to inspire the leaders of tomorrow through its \$20,000 scholarship fund. Each year until 2019, one \$2,000 scholarship will be awarded to a Nova Scotia graduate student conducting research in the area of environmental studies.