

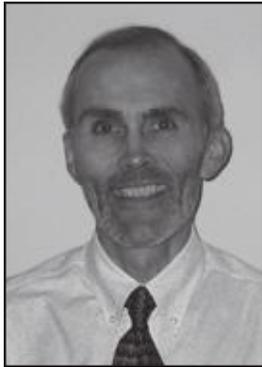
Clean Nova Scotia

# Powered *by* Passion

Annual Report 06-07







# Growing and evolving for new challenges

The past year has seen a rise in the profile of the environment as a matter of concern to many here in Nova Scotia, as it has across our country and in many parts of our world. Others are coming to realize what we at Clean Nova Scotia have known for a long time: that a healthy environment is vital to our existence.

Now approaching our twentieth year as an organization and in my second and final year as Board Chair, I can tell you that Clean Nova Scotia continues to grow and evolve to meet to the ongoing challenge of changing attitudes and behaviours regarding our environment. The breadth and scope of the programs at Clean Nova Scotia, thanks in large part to our creative and hard working staff, is, I believe, impressive, as we endeavour to reach Nova Scotians at various venues and by many means: at home, at work, at schools and universities, in religious institutions, at festivals, carnivals & exhibitions, and in our vehicles. Indeed, you may have seen, heard or read about Clean Nova Scotia, as we have been on radio and TV and in the print media on a regular basis during the past year regarding environmental matters and our programs.

Keeping up with all of the programs and activities at Clean Nova Scotia is a challenge, even for those of us on the Board, but I trust that this Annual Report will give you a good snapshot of all that we do. Other sources of information are our website, [www.clean.ns.ca](http://www.clean.ns.ca) and our vivid and informative on-line newsletter- Clean and Green, which is available by free subscription.

Clean Nova Scotia could certainly not accomplish all that we do without the commitment of our various partners and sponsors... businesses, governments and individuals. We are very appreciative of the contribution that they make to our organization and to our work with Nova Scotians.

Clean Nova's roots lead back to the provincial government which recognized the need for and originally created our organization. Now, almost two decades later, I would like to acknowledge the continuing efforts of the Province on the environmental front with the creation during the past year of Conserve Nova Scotia and the Environmental Goals and Sustainability Act.

Finally, I would like to thank the Board, and especially the Executive, for their contribution to Clean Nova Scotia, and on their behalf, acknowledge and whole-heartedly thank all the staff at Clean Nova Scotia for their strong commitment and hard work at our mission of inspiring environmental change in Nova Scotians.

*Andrew Paton  
Chair, Board of Directors*

## Our Mission:

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

## 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

# Powered by Passion

This report is called “Powered by Passion” because over the last year, that is what has happened with the environment. More and more people are rebelling against our world’s traditional “fuelled by fossils” way of doing things, and are infusing the environmental movement with their passion.

The 2006-07 fiscal year was very successful. Our balance sheet is the kind that makes our financial administrator passionate; the best part is that it reflects the increased program offerings that new funding has allowed. We have increased both the number and variety of program opportunities we offer, moving into new-to-us areas of transportation, stream restoration, and low-income retrofits, while maintaining, refreshing and expanding the core programs that set us apart, such as the Great Nova Scotia Pick-Me-Up, Planet Action Club for Kids, our Home Energy Evaluations, and the Climate Change Centre. Increased funding moves us forward in our mission of helping Nova Scotians achieve cleaner, healthier communities.

This year we focussed on attracting a greater number of passionate people into the Clean Nova Scotia fold. Membership can be a challenging proposition for a non-profit group such as ours. Very often, people encounter the organization through one or another program, and, like the blind men describing the elephant, it is not always easy for members to gain an appreciation of the whole organization. This year, Clean Nova Scotia re-examined our membership program, and worked hard to create new value for our supporters with members-only events and direct contact. We identified a new way to encourage small business participation, through a Business Membership that offers recognition and staff learning opportunities without the pressure of sponsoring an entire program.

Our last strategic plan expired in 2006, and so staff and board have developed a new plan with input from a committed group of advisors, including representatives from industry and all levels of government. The plan reflects a renewed vision, mission and road map of purpose. This new plan will form the basis of next year’s Annual Report.

Within these pages you will find lists of the goals we’ve achieved and unforeseen achievements we have realized this year. We’ve helped Nova Scotians clean hectares of land, and whole bodies of water. We have helped remove tonnes of CO<sub>2</sub> from the atmosphere and through our home energy programs, homeowners have permanently reduced the amount of greenhouse gases they produce. We have achieved cleaner air, water and land, a healthier population, and a greater sense of individual responsibility and community pride.

The passion and dedication of the Clean Nova Scotia board, members, staff and volunteers cannot be overstated. I’d like to take this opportunity to recognize and thank our Board Chair, Andrew Paton, who this spring won a volunteer recognition award from the HRM for his contributions to Clean Nova Scotia.

Now, as we move into our 20th anniversary next year, I invite all past and present Clean Nova Scotia staff, volunteers, board, members or other committed individuals to join us in planning, reminiscing and working together for another 20 inspiring years!



*Judy McMullen*  
*Executive Director*

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## About Us

Clean Nova Scotia was created by provincial legislation, and incorporated as a non-profit organization in 1988. This was an unusual birth for an environmental charity, and has led to a unique organization, balanced between government, private industry and the non-profit sector. Our staff is guided by a Board of Directors with representation from business, academia, government, and our community at large. Over nineteen years of existence, we have evolved into an effective, high profile institution with a broad mandate to work with individuals, government, business, and communities to improve our environment.

We bring business, governments, institutions, communities and individuals together to work toward a common vision: long-term protection of the environment, health, and economic viability. We implement programs that make a real difference toward sustainable long-term prosperity. Our strength is in finding solutions that fit the communities they are intended for, by getting members of the communities involved in a meaningful manner at the early stages.

## Our People

### Board of Directors

#### *Executive Committee*

- Andrew J. Paton, Chair
- Candace Stevenson, Vice Chair
- Brenda MacDonald, Past Chair
- Kim Wood, Treasurer

#### *Directors*

- Meinhard Doelle
- Martha Grantham
- Rob Jamieson
- Billy Joe MacLean
- Tim Olive
- Emile Roach
- Lorrie A. Roberts
- Virginia Soehl
- Ian Wilson

### Staff

#### *Core*

- Judy McMullen, Executive Director
- Debra Hawkins, Finance & Administration Officer
- Maria Cain, Personnel & Program Director
- Charlene Boyce Young, Communications Coordinator

#### *Program staff*

- Aaron Veinotte
- Alex Munroe
- Alison Ross
- Amanda Klarer
- Andrew Hemmens
- Anthony Druhan
- Barry Wright
- Bill Binns
- Cameron Deacoff
- Cathy Benoit
- Cathy Trafford
- Christine Reid
- Caroline MacPherson
- Daisy Kidston
- Damon Conrad
- Dan Borkowski
- Dave McCall
- Debbie Friedli
- Deresa Johnson
- Erin Curry
- Fran Forget
- Gary McKegey
- Gina Patterson
- Graham Noble
- Heather Takerer
- Jason Takerer
- Josh McLean
- Julia Penton
- Julie Cameron
- Kari Riddell
- LaToya Saunders
- Lisa McGrath
- Martina Izzard
- Matt MacDonald
- Meghan Berrigan

- Nancy Webber
- Pam Duggan
- Paul Lewis
- Rebecca Rahey
- Raya Izzard
- Roy Thibault
- Steve Harder
- Steve Sievert
- Steven Boyd
- Steven Hoskins
- Nick Juurlick
- Tina Kane
- Robyn Brennan
- Tracey Pitcher

#### Volunteers

- Aaron Smith
- Aaron Veinotte
- Alison Koper
- Alison Lynes
- Amy Florian
- Bernard Martell
- Brenda Herbert
- Cameron Deacoff
- Carol Morrison
- Catherine Joudrey
- Chad Landry
- Christine Chisholm
- Daniel MacKay
- Danielle LaRamee
- David Hendsbee
- Deb Slaunwhite
- Deborah Adaley
- Eleanor Grier
- Erin Hemmens
- Eugene Jordon
- Graham Noble
- Hannah Takerer
- Heddy Johannesen
- Janelle Frail
- Janice Ashworth
- Jingles Glasgow
- Julie Comeau
- Karen Fulton
- Karen MacTavish
- Katherine Orr
- Kaleigh Trace
- Keith Colwell
- Kyle Bent
- Laura Levy
- Lawrence Kane
- Lesley Perkins
- Madeleine Young
- Margot Metcalfe
- Melissa Weir
- Mike Holmes
- Mike Leonard
- Minh Tan
- Miya Turnbull
- Natalie MacLellan
- Nick LaRamee
- Poppy Riker
- Rachel Derrah
- Romeo Downey
- Sandra Howe
- Sean Roach
- Shelley Armsworthy
- Stephan Dubois
- Steve Harder
- Steve Sievert
- Sue Gertridge
- Vernon Kane

*We gratefully acknowledge program support from our sponsors and funders*

**Diamond**

Over \$100,000

- Conserve Nova Scotia
- NS Department of Energy
- NS Department of Environment & Labour
- Nova Scotia Youth Conservation Corps

**Platinum**

\$50,001-100,000

- Human Resources Development Canada
- Environment Canada

**Gold**

\$20,001-50,000

- ACOA
- Town of New Glasgow
- Tim Hortons
- RRFB
- NS Department of Justice
- Halifax Regional Municipality
- Wal-Mart
- NS Department of Community Services

**Silver**

\$10,001-20,000

- Nova Scotia Power
- McConnell Foundation

**Bronze**

\$5,000-10,000

- TD Friends of the Environment Foundation
- Chronicle Herald
- Encana
- O'Regan's Automotive Centres

**Gemstone**

Up to \$5,000

- Mountain Equipment Co-op
- Youth Employability Project
- Wilsons Fuels
- Credit Union Central
- BOMA
- McInnis Cooper

**In-Kind**

- Bebbington Industries
- Braniac Games Inc.
- Brier Island Lodge
- BroMoc Ltd.
- Canadian Tire, Tacoma
- Chris Brothers Main Street
- Clorox
- Dept. of Transportation-Jim Dooks
- deux fm, Anna Gilkerson
- Earth Magick Creations
- Ecology Action Centre
- Farmer Clem's
- Farnell Packaging
- Five Animal Kung Fu
- Gateway Food Market
- Gift Basket Memories
- Home Depot Dartmouth
- Honeywell
- Janet's Flower Shop
- JazzEast
- Jeanne Aisthorpe-Smith, artist
- Lakeland Plant World
- Liscombe Lodge
- Lorianne Stanley - Tupperware
- LUSH
- Margot Metcalfe, photographer
- Mark Thibeault-Theme Team
- Miya Turnbull, artist
- Mollies Whiskers
- Mountain Equipment Co-op
- My Mechanic
- North Preston Black Youth Fellowship Choir
- Nova Scotia Home Builders Association
- Ocean Concrete
- Prince George Hotel
- Real Canadian Wholesale Club
- Rev. Wallace Smith
- Ron Decker, artist
- Scotia Bank Mic Mac Mall
- Shayne Trewin, Nestle
- Sobeys
- Solar Nova Scotia
- Speedy Print
- Springvale Nurseries
- State Chemical
- Tall Ships Festival
- Tim Oben, photographer
- Wal-Mart

**FINANCIAL STATEMENTS**

*Year Ended June 30, 2007*

**Balance Sheet**

<b>Assets - Current</b>	<b>2007</b>	<b>2006</b>
Cash & short-term investments	\$287,507	\$167,507
Investments	150,000	--
Accounts receivable	312,948	212,286
HST & GST receivable	7,669	3,529
Inventory		
Prepaid Expenses	<u>16,241</u>	<u>14,894</u>
	\$774,365	\$398,216

**Capital Assets**

Equipment/vehicles/building	<u>169,550</u>	<u>173,576</u>
	\$943,915	\$571,792

**Liabilities - Current**

Accounts payable & accrued liabilities	42,465	27,949
Deferred Revenue	526,486	<u>348,108</u>
	588,951	376,057

**Net Assets**

Unrestricted	414	(2,841)
Investments in capital assets	169,550	173,576
Program Development Fund	113,000	<u>25,000</u>
Building Contingency Fund	72,000	--
20th Anniversary Fund	20,000	--
	<u>354,964</u>	<u>195,735</u>
	\$943,915	\$571,792

**Statement of Revenues Expenditures**

Revenue	2,106,434	1,240,173
Expenditures	<u>2,107,205</u>	<u>1,235,336</u>
Net Revenue	(771)	4,837

Cash position beginning of year	167,507	31,866
Cash position end of year	287,507	167,507

**Statement of Investment in Capital Assets**

Balance, beginning of year	173,576	176,422
Purchase of Capital equipment	14,633	15,471
Depreciation	<u>18,659</u>	<u>(18,317)</u>
Balance, end of year	\$169,550	173,576

*We are memberships of:*

- Adopt-a-Highway
- Canadian Environmental Network
- Chamber of Commerce
- Climate Action Network
- EECOM
- Green Communities Canada
- GPI Atlantic
- MCCE
- National Waste Reduction Week Steering Committee
- Nova Scotia Environmental Network
- NSEN's Education Caucus
- Ontario Recycling Council
- Our Healthy Schools
- Saskatchewan Recycling Council
- SENSE

*“Mom, did you know that detergent has scents in it that are dangerous to your health?”*

*– Rebecca Rahey, Tox-Free program officer, NSYCC*



## Health and Environment

Clean Nova Scotia aims to achieve environmentally healthy communities. By this, we mean communities where the citizens enjoy clean air and water and where environmental factors such as toxins and pollution do not adversely affect the health of the population. Many of our programs have implicit health outcomes that underlie their main objective. For instance, our energy efficiency and conservation programs also result in reduced air pollution. In 2006-07, Clean Nova Scotia's programs resulted in cleaner air and water, less hazardous waste, and healthier ecosystems more able to support a diversity of life.

There is another tangent at which health and environment intersect, and that is around the sustainable development pillar of social justice. Some of Clean Nova Scotia's programs also contribute to community development and address social injustices, which outcomes we also regard as belonging in the “health” category.

### Achievements in 2006-07:

#### *Based around water*

☞ The **TOX-FREE** program that concluded in August 2006 reached 250 households in the Eastern Passage and Cole Harbour areas with information about: common household products containing potentially harmful chemicals; the contribution these products made to the harbour pollution problem and to personal toxic loads; and proper disposal of these products, which included cleaning products, health and beauty aids, pharmaceuticals and pesticides. In a follow-up survey of 50 of these households, 68% indicated they felt their behaviour had changed regarding use of products with certain chemicals, and 74% had changed their household hazardous waste disposal practices.

☞ Clean Nova Scotia delivered the **ENVIRONMENTAL HOME ASSESSMENT PROGRAM (EHAP)** in the Central and Northern area for the NS Department of Environment and Labour. The program advises homeowners of required maintenance for septic systems, water wells, and oil tank systems to prevent environmental hazards and the potential for associated health and financial impacts. Among the items received by the homeowner is a well water sample bottle, to underline the importance of testing water for bacteria. The EHAP success statistics combined from both areas include:

- Houses visited: 302
- Number of grant applications distributed: 97
- Number of homeowners claiming \$50 septic tank pumping vouchers: 12
- Total value of septic tank pumping rebate vouchers issued: \$15,100
- Total value of septic tank pumping rebates issued: \$600

☞ The Spring 2007 issue of the **PLANET ACTION CLUB FOR KIDS** newsletter dealt with fresh water, and protection of drinking water. It was sent to over 16,000 elementary students across Nova Scotia.

### Participating in our communities

*We provided advice, insight or in-kind support to the following:*

- Bio-Solids Advisory Committee
- Chapel Island
- Children's Clean Air Network
- Commonwealth Games Bid Committee – Environment
- Consultation – Canada Nova Scotia Skills and Learning Framework
- Consultation – Environmental Committee Deep Panuke Project
- Dartmouth Lakes Protection Committee
- EECOM Conference 2006
- Environment Canada non-profits consultation in Ottawa
- Halifax Pop Explosion
- HRM Community Energy Strategy Consultation
- NSYCC (administrative support)
- PEI anti-litter coalition
- Progressive Conservative Party AGM
- Planning Committee for YWalk-Green Communities

## *Based around air quality*

☞ The “DON’T LET SUMMER ACTIVITIES TAKE YOUR BREATH AWAY” project saw surveys and pamphlets distributed throughout HRM, with a special aim to target senior citizens, children and athletes. The air quality ambassadors visited 10 locations, and engaged 302 people in dialogue. Of these, 287 completed a survey, in which 65% indicated that air quality was a high or very high concern for them. Sixty four per cent of participants indicated they would like to learn more about air quality’s effects on health. Information from the survey will provide a foundation for further air quality programs.

☞ The **DRIVEWISER** program seeks to raise awareness about the part individuals play in how much CO2 and other emissions their vehicles are emitting and ultimately change their behaviours to be less harmful. The health impacts of driving provide one lever or entry point to engage participants. These impacts include pollution and respiratory illness, exercise and heart health, and even stress. DriveWiser is primarily an awareness program, and its successes have included a comprehensive provincial presence, and workshops targetted to disparate groups. Highlights are:

- Delivered the DriveWiser Workshop to community groups, schools and businesses. Over 800 attendees in 7 counties, including Antigonish, Colchester, Kings, Annapolis, Lunenburg, Inverness and Halifax.
- Partnered with NS Auto Dealers Association and Coast Tire (as well as 25 other small, local mechanics) to distribute over 10,000 DW brochures around Nova Scotia.
- Partnered with the Credit Union Atlantic to distribute DriveWiser packages as an extra incentive for CUA’s low interest Green Car Loan.
- Coverage of DriveWiser in 5 media venues.
- 80 members of the public participated in the trivia competition in the newspaper ads. Their success stories appear on the website.
- Website hits of over 7,000 during just the first five months of the program.
- Over 6,000 people have seen the DriveWiser display in 10 counties, including Antigonish, Colchester, Kings, Annapolis, Lunenburg, Pictou, Inverness, Yarmouth and Halifax.

## *Based around community health and development*

☞ The **YOUTH ENVIRONMENTAL SOCIETY** continued to provide meaningful employment opportunities and environmental education and awareness programming in the Preston area, which has a history of youth underemployment. In line with its community development role, the office also coordinated and undertook the creation of a community memorial garden, which was officially opened in October of 2006.

☞ The **YOUTH ENVIRONMENTAL RECLAMATION SERVICE**, based out of the YES office, offers opportunity for youth with community service obligations to work those off in service to the environment, by cleaning illegal dumpsites, and recycling old pallets into garbage boxes to replace the old freezers used in many rural areas.

☞ Through our involvement with the Job Creation Partnership initiative, university and college co-op programs, and the Nova Scotia Youth Conservation Corps, Clean Nova Scotia added to the workforce’s environmental knowledge and created **MEANINGFUL EMPLOYMENT OPPORTUNITIES** for 21 people in the 2006-07 fiscal year.

☞ Through the **GREAT NOVA SCOTIA PICK-ME-UP**, over 377 clean-ups enhanced civic pride, improved habitat, protected waterways, and reduced waste in communities across Nova Scotia. A continued focus on cigarette waste also offered smokers another reason to quit.

**DON'T BE  
NUTS,  
TRASH YOUR  
BUTTS!**



### *Memorial Garden Opening*

*On October 29, the one year anniversary of the tragic deaths of the two young men, the Youth Environmental Society unveiled the Jontia Whynder and Romaine Provo Memorial Garden in the Preston area. Members of the boys' families, community members and YES staff spoke at the event, and the Black Youth Fellowship Choir performed. The YES group had cleaned the site and created the garden in the boys' memory to encourage the community to take pride in what had been a notorious illegal dump site.*

*“The girls... did not stop at three (challenges). They have decided to see how many others they can do—it has now become a challenge for the rest of the year.”*

— Susan Sarty, Guides leader in Halifax, taking part in the Waste Reducer Challenge



## Waste

Clean Nova Scotia seeks to increase this province’s diversion rates significantly through an increased focus on waste reduction. We also work toward litter abatement, since litter represents a wasted resource. Often the composition of litter reflects our convenience-centric, disposable society. Thus, litter can be prevented by healthier, more sustainable lifestyle choices: avoiding overly packaged and processed products; drinking our coffee from reusable mugs or sitting down in the coffee shop; carrying a portable ashtray to serve as a flame-retardant collector of our cigarette waste (or simply not smoking).

### Achievements in 2006-07:

#### *Litter*

- ☞ The **GREAT NOVA SCOTIA PICK-ME-UP** supported 377 cleanups with 25,486 participants from across the province. Thanks to the work of school children, families, community groups and more, 2141.5 bags of garbage and 255 recycling bags were cleared. Top three items found included cigarette filters followed by beverage cups and finally, plastic bags.
- ☞ On Earth Day 2007, Clean Nova Scotia partnered with the Spryfield Community Action Coalition to clean an area around the MacIntosh Run. Over 75 people of all ages came out to clean up including Mark Parent, Minister of Environment and Labour, Councillor Steve Adams and MLA, Michelle Raymond. Program participants in the **YOUTH ENVIRONMENTAL RECLAMATION SERVICES** initiative were also on hand to help remove the larger and more awkward items out of the river and bushes.
- ☞ 121 participants in the **YOUTH ENVIRONMENTAL RECLAMATION SERVICE**, which removed 228 bags of garbage from dumpsites across HRM, and built 40 garbage boxes to replace the old freezers being used by rural residents.

#### *Waste Reduction*

- ☞ **WASTE REDUCTION WEEK** events and programs drew attention to the ongoing need to reduce, reuse and recycle:
  - About 100 guests attended the **MINISTER’S BUSINESS BREAKFAST** to be inspired by Scott Travers of the Minas Basin Pulp and Power Company and the Minister of Environment and Labour, Mark Parent. Costas Halavrasos of CBC Radio emceed the event, titled Business in the Shade of Green.
  - The **JUST BETWEEN FAMILIES** contest welcomed 102 families who entered the contest with 299 participants (both children and adults) in total. Maja van den Hoek of Upper Economy took home the grand prize.
  - Clean Nova Scotia and the regional Waste Reduction Coordinators across the province distributed 2500 reusable **HALLOWEEN TREAT BAGS** to students in 22 schools. Each class received a presentation on the importance of reducing waste.
  - 627 Guides from 44 Guiding groups and 25 different locations across Nova Scotia participated in the **GUIDES WASTE REDUCER CHALLENGE**. The girls had to complete three of 10 suggested activities to receive their Waste Reducer Patch. Articles on the challenge appeared in the Canadian Guider Magazine as well as the 2006 edition of Coastlines.
- ☞ Non-recyclable trash was repurposed into thirty six beautiful fish sculptures by students across HRM in the third annual **FISH WITH FLARE** contest.

*“It’s an eye opener for sure... It’s always good to keep up with the times. Everything now-a-days has to be greener and better.”*

*-Colin MacIsaac, homeowner, during his environmental home assessment*

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## Water

Clean Nova Scotia strives for cleaner water ways, safe drinking water and watersheds that are protected. We encourage homeowners to reduce their personal water use, and to avoid toxic products that may enter the water system. And, we encourage Nova Scotians to care for and clean their shorelines and beaches.

### Achievements in 2006-07:

- ☞ Nova Scotia contributed to the Canadian total in the **TD CANADA TRUST GREAT CANADIAN SHORELINE CLEANUP** with 57 cleanups and over 338 bags of garbage and debris removed from our shorelines. The trash weighed in at nearly 5200 lbs.
- ☞ The **FISH WITH FLARE** contest offered students across the Halifax Regional School Board the opportunity to learn more about ocean creatures and habitat, and combined that with learning about waste reduction. The sculptures created were displayed at the Museum of Natural History in Halifax on World Oceans Day, June 8th, where family, friends and educators gathered to admire.
- ☞ The Spring 2007 issue of the **PLANET ACTION CLUB FOR KIDS** newsletter dealt with fresh water, and introduced valuable watershed protection and conservation principles to over 16,000 elementary students across Nova Scotia.
- ☞ The **ENVIRONMENTAL HOME ASSESSMENT PROGRAM (EHAP)** (see also Health Achievements, above) advised 302 homeowners of required maintenance for septic systems, water wells, and oil tank systems to prevent environmental hazards including contaminated soil, groundwater and drinking water.
- ☞ The **TOX-FREE** program (see also Health Achievements, above) offered 250 households in the Eastern Passage and Cole Harbour areas information about protecting Halifax Harbour through decreasing use of harmful chemicals and increasing proper hazardous waste disposal practices.
- ☞ Preliminary research and work has gone into developing a **STREAM RESTORATION** program at Clean Nova Scotia, with the goals of improving waterways for fish, plant and animal habitat as well as human health and enjoyment.
- ☞ Over 80 copies of the **QUAGMIRE** role-playing game were distributed to teachers across the country this year, with more requested. The resource provides education about wetlands eco-systems, and challenges students to work through a decision making process about development of the wetland. It is curriculum-linked, available for two grade levels, and in both official languages. Clean Nova Scotia has undertaken a process to develop an online version of the game that will still maintain its integrity as a classroom tool. The online game is expected to be unveiled in 2008.



*“I have done the energy efficiency (changes) ... in 2005, I used 2500 liters for heating, and for 2006, I went through 1345 liters right up to Dec 2 2006. I have also done the changeover of lightbulbs and my consumption of electricity has decreased by 25% on my last bill.”*

*-L. Leblanc, homeowner*



## Climate Change

Clean Nova Scotia recognizes that climate change is the most serious environmental issue facing our world today. We emphasize the critical importance of individual responsibility and action in addressing climate change through programs that emphasize energy efficiency and programs that work with small community populations, such as faith communities, First Nations groups and campus groups.

Fossil fuel use is the number one human-generated contributor to climate change, and thus Clean Nova Scotia places much emphasis on our energy efficiency programs such as our Home Energy Evaluations. While the name has changed as incentives, rebates and certification programs offered by the government have evolved over the years, Clean Nova Scotia has been helping Nova Scotians address their energy efficiency issues for over 10 years. The Eco-Energy Efficiency retrofit grant is the latest iteration of the government rebates that have pushed the program to such prominence.

Transportation is another major contributor of CO<sub>2</sub> to the atmosphere. Clean Nova Scotia has dealt with transportation issues in the past through delivery of the One-Tonne Challenge, and in 2006, we were privileged to receive the tender to deliver a new vehicle fuel efficiency program. This project has allowed us to address directly issues of fuel use and our “car culture”.

### Achievements in 2006-07:

- ☞ Clean Nova Scotia's **HOME ENERGY EVALUATION** team of nine advisors performed 962 initial (“A”) audits and 393 follow ups.
  - Despite the federal cancellation of the EnerGuide program, and a lag between that cancellation and its subsequent renewal by first Conserve Nova Scotia and then the federal government, under the brand ‘EcoEnergy Efficiency’, Clean Nova Scotia maintained a positive profile and a high level of community interest in the program, and developed organizational capacity to meet demand.
  - Homeowners receiving follow-up visits achieved, on average, a reduction of 4 tonnes of greenhouse gas emissions, for an overall reduction of over 1500 tonnes per year; heating costs dropped by 30% or more, on average.
- ☞ The **SMALL BUSINESS ENERGY EFFICIENCY SERVICE** resumed offering services after a one-year hiatus, working with businesses, daycare, non-profits and churches who wanted to know how they could save on their energy bills and reduce their ecological footprint
  - performed 18 visits in the 06-07 year
  - made visits and reports more measurable both for clients and funders

*“It’s a rare and wonderful thing when you find the enthusiasm of a child in an adult. The students responded immediately to (Cathy Trafford’s) dynamic personality. Our school is very fortunate to be involved in this initiative.”*

*–Debbie Kavanaugh and Nadine Pridham, teachers at 2007 TaBF school, Smokey Drive Elementary*

✂ **ENERGY EFFICIENCY FOR LOW INCOME HOMEOWNERS** provided energy efficiency retrofits for 30 homeowners whose income might have precluded their ability to retrofit. The homeowners were also offered the opportunity to learn more about home efficiency and participate in the upgrades.

- Participants achieved an average of 30% savings in home heating costs while reducing greenhouse gas emissions by approximately 3.5 metric tonnes per year for each home.

✂ The **ENERINFO LINE** provided energy advice and guidance to over 12,000 callers.

✂ **GETTING THE WORD OUT** carried energy efficiency information to 11 community events and festivals across the province, speaking to more than 1,500 people and distributing more than 3,500 pieces of literature.

✂ **TOWARDS A BRIGHTER FUTURE**'s 15 school teams worked to empower all members of their school community to learn about climate change and practice energy conservation through explorations, hands-on activities and awareness campaigns.

- As part of Towards a Brighter Future, a **“FAMILY POWER”** contest was held, which received entries from over 500 families, extending the message of energy conservation to the wider community. The prize was a complete home set of compact fluorescent lights, and iPods for the students.

✂ Clean Nova Scotia worked with the town in the **NEW GLASGOW ENERGY PROJECT** to help further efforts to achieve milestones under the Partners for Climate Protection initiative. The project's last effort was a calendar outlining 12 Months of Energy Savings.

✂ **DRIVEWISER**, which Clean Nova Scotia delivered for Conserve Nova Scotia, reached more than an estimated 25,000 Nova Scotians with a message to improve fuel efficiency.

✂ The **CLIMATE CHANGE CENTRE** completed its seventh successful year delivering climate change outreach and education to Nova Scotians across the province. Highlights:

- In September 2006, the CCC partnered with a University of King's College freshman group: 100 first year students gave out 606 compact fluorescent light bulbs (CFLs) in lower-income neighbourhoods within Halifax and Dartmouth. 280 homeowners completed surveys: as a result of their switching from an incandescent to a CFL bulb, they will save a total of 19,214 kWh, which will translate into cost savings of \$2209.20. In terms of a reduction in greenhouse gas (GHG) emissions, 14,142 kg of CO<sub>2</sub> will be prevented from being emitted into the atmosphere.
- 22 students from a variety of disciplines participated in the **CAMPUS CLIMATE FRIENDLY LIVING CAMPAIGN**. They were asked to learn about an issue related to climate change and energy, and then teach it to another. Also, they were asked to do a basic, walk-through audit of their home to assess their personal energy efficiency. The most popular topic for students was related to food production and consumption and its connection to climate change. Also, almost every participating student noted that they could reduce their energy use by installing CFL bulbs.
- The CCC visited libraries, classrooms and community centres to offer presentations to approximately 1350 elementary students, as well as junior and senior high school students, and Cubs and Girl Guide groups.
- In January and April of 2007, the CCC co-hosted, with members of the Shaar Shalom Congregation in Halifax, two symposia relating Judaism to climate change issues. A variety of guest speakers were invited to each **CLIMATE CHANGE SYMPOSIUM** and panel discussions were held examining faith, environmentalism, and climate change. Approximately 65 people attended.



# Communications Tools

[www.clean.ns.ca](http://www.clean.ns.ca)

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*Other (program-based) tools: the CCC e-newsletter and Planet Action Club for Kids newsletter.*

*“Keep up this very important and useful work. More and more attention is finally being directed to the type of issues covered by Planet Action. The resources you have provided for so long are being appreciated by more students, parents and teachers all the time.”*

*-Jill Holland, teacher*

Our website, powered by iWeb Suite by immediaC, received over 400,000 page views last year, including nearly 80,000 visitors to the main page. Other popular pages included the Home Energy Evaluations sign up page, the Small Business site, and the DriveWiser pages. Clean Nova Scotia often receives feedback through our website. Here is a sample of messages that came in through the comment form last year:

- “ Received my second results today, which at “72” exceeded the expected potential. My thanks to Jason Takerer for his guidance/encouragement in the process—he certainly went well beyond the call of duty.” (RE: home energy evaluation)*
- “ Jason Takerer conducted my residential energy audit today. I was a little apprehensive about the whole process and its value before he arrived... BUT WOW. This was AWESOME! Although my home seemed quite energy efficient, Jason’s walkaround, and the blower door test showed me where improvements can be made. Definitely worth the \$150. I’m looking forward to getting the report, and using it to help reduce my energy costs.”*
- “ Last year I received a brochure... stating “driving 120 km per hour burns 20 percent more fuel than driving 100 km per hour.” Might it not be a very effective initiative to lobby all levels of Governments in Canada to have MAXIMUM speed limits of 100 km per hour on highways, and to ENFORCE these limits.”*
- “ As a septic pumper in the province of Nova Scotia is there any type of pamphlets available from Clean NS that we could distribute to our customers in regards to their septic systems?”*
- “ David was at our home yesterday, April 16, 2007. He did a wonderful job and we appreciate his efforts greatly.”*
- “ Hi there, I called last week from Judique, NS looking for some bags, etc to host a clean-up day for the community. Just wanted to pass along the message that today I have received the bags and posters. Thank you very much!”*
- “ I read and appreciated Charlene Boyce Young’s article in today’s Chronicle Herald.”*
- “ I have been out and picked up 5 bags of garbage so far along the Cabot Trail. (A mere dent from what I see along the Trail).”*

## Clean and Green

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Clean and Green published four full issues this year, all of which may be accessed online: [www.clean.ns.ca/candg](http://www.clean.ns.ca/candg). Our subscribed readership went from just over 150 to nearly 350 in this period. Along with profiling Clean Nova Scotia events and programs, the newsletter offered a forum for volunteers to write, an opportunity to spotlight research that may lead to programs, and a place to inform our members about environmental issues that affect them.

## Media Relations

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Clean Nova Scotia was successful in getting our stories profiled in various media this year. We also found ourselves responding to more uncourted calls than previously. Among the media featuring stories or interviews this year were the Daily News, News 95.7, Financial Post Business Magazine, CKEC New Glasgow, Chronicle Herald, CTV News, Live@5, Breakfast Television, The Coast, The Chronicle Herald “HOMES”, Green Communities News, CBC Radio News, Mainstreet, Info Morning, Maritime Noon, the Weather Network, CBC-TV, CBC Radio Canada (FR), The Commoner, The Facts (Kings U. TV), The Casket (Antigonish), Eastlink TV, Canadian Wildlife Magazine, Canadian Press, Truro Magazine, The Light (Tatamagouche), NS Business Journal, Peninsula Parent magazine, Novascotia.com, CBC Newsworld (national), Global, HAL-fm, Good Morning Canada, and CBC Vancouver.

Among the topics Clean Nova Scotia was approached to comment on were: energy efficiency, clear garbage bags, fuel efficiency, new legislation, litter, waste reduction, tips to make day-to-day life ‘greener’, and compact fluorescent lights.

# Events

## AGM

In October we held our Annual General Meeting, and welcomed new Board members Martha Grantham of the NS Department of Natural Resources and Dr. Rob Jamieson, a professor in the Water Resources sector at Dalhousie.

## Christmas Open House

Over 70 members, supporters and friends of Clean Nova Scotia attended our annual Christmas Open House held in mid-December.

## Green Communities Canada National Conference: Take It Home & Make It Happen!

Clean Nova Scotia was pleased to host the annual Green Communities Canada conference, which was held at the Delta Barrington Hotel from March 21-24. The conference brought in delegates from as far away as Alberta, and included not just other Green Communities members but also municipal councillors, along with representatives from government and private industry.

The keynote talk by James Hoggan, who had just been announced as the new Chair of the Suzuki Foundation was well-attended. Hoggan's talk focussed on the importance of story, of hope and vision in environmental work.

Conference sessions described successful program case studies such as the Miramichi water conservation and habitat protection program, energy efficiency initiatives, active transportation programs, and more. There were also practical sessions dealing with nuts and bolts business matters like developing policy and getting Googled. Participants were inspired and motivated to take the ideas home and put them into practice.

The conference was sponsored by MT&L Public Relations Ltd, NS Power, Conserve NS and Newfoundland Environment and Conservation.

## Membership

Clean Nova Scotia had 148 members as of the end of June, 2007, and new members continue to join, allowing CNS to offer quality environmental programs to Nova Scotians. Members were treated to two special members-only events in 2006/ 2007. *Home is Where the Heat Is* in February showed members how to properly insulate their homes during the winter with hands-on activities and a tour of the CNS building. Members were also invited to a garden stone-making demonstration on April 26<sup>th</sup>, which was organized by the CNS fundraising committee.

## Rhythm & Roots: The Great Green Get-Down

Clean Nova Scotia's 2007 fundraiser took place at the Mic Mac Amateur Aquatics Club in Dartmouth overlooking beautiful Lake Banook. Guests were treated to the sounds of The Mellotones along with a fun ticket based auction that had several guests taking home an array of valuable prizes. Wilsons and Tim Hortons were our two presenting sponsors and many corporations and government divisions also supported the event by purchasing corporate packages. Money raised assists us in delivering our flagship programming and support us in developing innovative new programs.

## Environment Week Events

Other Environment Week events were our Clean Air Day family fair held at Mic Mac Mall and sponsored by O'Regan's and NS Environment and Labour, and a symposium on climate change and energy held at the Discovery Centre. Finally, Fish With Flare celebrated World Oceans Day with a waste-reducing Art show sponsored by Encana. Also in June, we hosted two workshops themed *Playing it Safe: Children's Health and the Environment*, presented by Myriam Beaulne.

## Are You Ready?

CTV helped Clean Nova Scotia produce a Public Service Announcement this year themed "Are You Ready to Make a Difference?" The PSA, starring our own Kari Riddell and Andrew Hemmens, will continue airing on CTV until spring 2008 and was featured on Nova Scotia Power's website.



## Awards

Board Chair Andrew Paton was recognized with a volunteer award from HRM in April of 2007. Andrew's commitment and dedication are a tremendous asset to our organization.

Clean Nova Scotia was recognized in spring 2007 by the Community Justice Society with a "Certificate of Appreciation Award for continued support in providing meaningful work for our youth". Cathy Benoit, and Tina Kane accepted the award on behalf of Clean Nova Scotia.



From the September, 2007 document *Roadmap to Leadership: A strategic plan for the next 3-5 years*, Clean Nova Scotia presents our new vision, mission and values:

## Vision

*The environment is the primary consideration for all Nova Scotians. Nova Scotia is a world leader in its relationship with and respect for the environment. Environment and sustainability are incorporated into all decisions, from individual behaviour to government policy and programs and business decisions.*

## Mission

*Clean Nova Scotia seeks to create a cleaner, healthier environment by informing, enabling, and inspiring Nova Scotians to respect and consider the environment in all their choices.*

## Values

- ☞ We demonstrate **integrity** by being honest in our dealings with partners, the public and each other in all aspects of our work. We “walk the walk”.
- ☞ We develop new ways of influencing environmental change and anticipating new ways to take action. We seek creative and positive ways to express what is possible to help our province and planet. In this way, we exhibit **innovation** and **leadership**.
- ☞ By **collaborating** with a wide range of partners, we increase effectiveness. Partnerships ensure accountability and help create consensus.
- ☞ As we educate and communicate, we **respect** the viewpoints of stakeholders, experts, participants, funders and members.
- ☞ We seek to make our work available to and **accessible** by all Nova Scotians.
- ☞ By incorporating a sense of **fun** into what we do, we are better able to inspire. We are passionate about what we do, enjoy it, and want to continue.

### Showing by Doing

Clean Nova Scotia is committed to reducing our organization's ecological footprint. We recognize the importance of modelling what we teach, and of being consistent with our values. A case in point is the document you are holding. In the past two years, we have drastically reduced the number of Annual Reports we print, preferring to post online and allow people to download as they wish. We have always sought out papers that are recycled content or FSC-certified, and so it is with the inside pages, which are Rolland Enviro 100, made by Cascades, with 100% post-consumer recycled content. But the cover itself may be puzzling you. We approached the printer with a challenge; collect enough of your wastage, paper that would go to recycling, with one side clean, and use that for our Annual Report cover. So inside this cover is someone else's message, and we are proud to have the opportunity to reuse this paper. When this report has outlived its usefulness, we ask that you please recycle it.

