

REACHING NEW HEIGHTS

ALBERTA EMERALD FOUNDATION ANNUAL REVIEW

2013-2014



Alberta Emerald Foundation

REFLECTING

A Message from Patricia Leeson Chair of the Alberta Emerald Foundation

This year the Alberta Emerald Foundation celebrated its 23rd anniversary. In keeping with our vision and mission, we believe we have reached new heights in recognizing, celebrating and inspiring environmental excellence in our province.

The Emerald Awards, celebrated in Calgary this year, considered 96 nominees in ten categories. I am proud to say 17 of the nominees received Emerald Awards, a record for the Alberta Emerald Foundation and a reflection of the exceptional quality of our nominees.

Our supplementary programs are well-established and continue to enhance the Awards program. Through Youth Environmental Engagement Grants, Emerald Day community celebrations and our Sharing Stories communications strategy, we are supporting community engagement in our environment all across Alberta.

The Alberta Emerald Foundation continues to fill unique and important niche in our province. To deliver all of our programs, we depend on the support and participation of our many donors, sponsors, partners, volunteers and staff.

When the Foundation started up in 1991, our promise of performance to our founding partners was to encourage and recognize environmental excellence – ultimately raising the bar in this area.

Today, as we reflect on the past year and the contributions of so many individuals, community groups, companies, municipalities and governments, we thank you for helping us reach new heights.



Patricia Leeson
Chair, Alberta Emerald Foundation

INSPIRING

Sharing Environmental Successes

During the 2013-14 school year, the Alberta Emerald Foundation administered over \$20,000 for youth-targeted environmental projects. In total, the Youth Engagement Program distributed 63 Micro-Grants (grants worth \$300) and 32 Top-Up grants (grants worth \$100 that were awarded subsequent to a \$300 grant) for environmental initiatives in 23 Albertan cities and rural communities.

These initiatives include gardening and naturalization projects, environmental awareness programs, composting, recycling and waste management projects, scientific experiments of environmental issues, energy consumption monitoring programs, and field trips to zoos, outdoor classrooms, museums and other environmental education centers.

Altogether, **over 6,000 youth** were estimated to have participated in the environmental projects supported by our Youth Environmental Engagement Program.

These inspiring experiences are made possible thanks to the generous support of our Youth Environmental Grant program sponsors:



This year, we continued our focus on sharing the good news environmental stories that emerge from the Emerald Awards through several initiatives. We continued our partnerships with Global Television and Shaw Television, who broadcast PSA commercials and also aired the Emerald Awards Show. We also grew our partnership with Postmedia, which saw a series of Finalist profiles run in the Calgary Herald and Edmonton Journal for seven weeks leading up to the Emerald Awards show. This partnership includes the creation of a micro-website to house all of the stories (from 2013 and 2014) as well as a social media campaign to promote the stories.

The Emerald Day program was evolving this year and the next Emerald Day event is scheduled to take place on Thursday, October 2 in Fort McMurray!



CELEBRATING

Environmental Leaders

This year saw a record number of Emerald Awards presented at the 23rd Annual Emerald Awards ceremony on June 5, 2014 in Calgary. Before the event, our panel of judges selected 34 finalists from the 96 nominees in the ten categories. We were delighted to welcome Hon. Robin Campbell, Minister of Environment and Sustainable Resource Development as well as Hon. Diana McQueen, Minister of Energy and Hon. Kyle Fawcett, Minister of Jobs, Skills, Training and Labour to join us in our sold-out event. Our judges remarked that this year's nominees were perhaps the most sophisticated and inspiring group yet, making their job to select finalists and recipients extremely difficult.

CONGRATULATIONS TO OUR 2014 EMERALD AWARDS RECIPIENTS:

Community Group or Not-For-Profit Association (3 recipients)

Camp Maskepetoon

Project: Children's Summer Camp

Base: Sherwood Park

The Miistakis Institute

Project: The Miistakis Institute

Base: Calgary

Solar Energy Society of Alberta

Project: Solar Energy Society of Alberta

Base: Edmonton

Public Education and Outreach (2 recipients)

Presented by: 

Ducks Unlimited

Project: Project Webfoot

Base: Calgary

SAIT Polytechnic & Avalon Master Builder

Project: Discovery 5 Net Zero Home

Base: Calgary

Large Business

Statoil Canada

Project: Statoil Understanding Caribou Initiatives

Base: Calgary

Government Institution

Presented by  and 

Office of Sustainability, University of Alberta

Project: Waste In Residence Program

Base: Edmonton

Youth

Presented by 

SLISE at Queen Elizabeth High School

Project: Student Led Initiatives for Sustainable Education (SLISE)

Base: Edmonton

Small Business (2 recipients)

Tannas Conservation Services

Project: Rough Fescue Grasslands Restoration Project

Base: Cremona

Waldron Grazing Co-Operative Ltd.

Project: Waldron Project

Base: Stavelly

Education: School or Classroom

Presented by 

Lacombe Composite High School

Project: EcoVision Projects

Base: Lacombe

Emerald Challenge Award: WATER (2 recipients)

Presented by 

Alberta Lake Management Society

Project: LakeWatch Program

Base: Edmonton

Southern Rockies Watershed Project Team

Project: Southern Rockies Watershed Project

Base: Edmonton

Individual Commitment (3 recipients)

Polly L. Knowlton Cockett

Base: Calgary

Barry Kolenosky

Base: Lac La Biche

Bob Peel

Base: Carstairs

Emerald Certified Shared Footprints Award

Presented by 

Canada's Oil Sands Innovation Alliance (COSIA)

Project: Algar Restoration Pilot Project

Base: Calgary

This year, we were delighted to introduce a new People's Choice Award to the Emerald Awards. This special award was presented to the Finalist group that garnered the most votes through a social media campaign that was managed by The Edmonton Journal. Congratulations to Hillview School in Edmonton for winning the inaugural People's Choice award, along with a cheque for \$1,000 from the ABCRC.


ALBERTA BEVERAGE CONTAINER
RECYCLING CORPORATION

We were also pleased to present the Ron Kruhlak Award for emerging youth project to our top Grant recipient this year. Supported by McLennan Ross LLP, a cheque for \$1,000 was presented to students from Henry Wise Wood School in Calgary.


McLENNAN ROSS
LEGAL COURTESY

THANKING

The individuals, businesses and groups whose support ensures the continuation of the Alberta Emerald Foundation.

Honorary Patron

His Honour, Col. (Ret'd),

The Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD, LLD

Lieutenant Governor of Alberta

Board of Directors 2013-2014

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2014 Emerald Awards Judges

Sarah Aho, Suncor Energy

Brandy Burdeniuk, EcoAmmo

Leanna Davies, Talisman Energy Inc.

Dr. Raquel Feroe, Community Member

Dr. Naomi Krogman, University of Alberta

Nathan Maycher, ConocoPhillips Canada

Dr. Keith McClain, Foothills Research Institute

Jay White, Aquality Environmental Consulting

23rd Annual Emerald Awards Show Producer

Erin Newell-Lupien, ATCO

Executive Director

Emmy Stuebing

Committee Volunteers and Emerald Ambassadors

Toso Bozic, Dean Brawn, Mark Brostrom, Bill Calder, Stu Carter, Stuart Chambers, Neelam Chawla, Cheryl Croucher, Christine Curtis, Dave Day, Cory Doll, Maurice Dransfeld, Eva Fabian Billing, Dani Fialkov, Timothy Haufe, Joveena Holmes, Trina Innes, Lauren Miniuk, Robyn Paddison, Nancy Pollock-Elwand, Shelley Rudiger, Sarah Stuebing, Stacey Schaub-Szabo, Emily Suderman, Dree Thomson-Diamond, Bernice Walton, Sharon Willanen, Lois Wozney, Rose Yee

The Alberta Emerald Foundation has four standing committees (Resource Development, Communications, Finance and Governance) as well as event committees and Emerald Ambassadors, who help encourage nominations. To become involved as an Emerald Volunteer, please contact us at

780-616-1556 or at info@emerald.foundation.ca.

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Emerald Leaders



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In memory of Tom Burns.

In memory of Peter Dickey.

Additional Information

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Mission

Recognizing, celebrating and inspiring environmental excellence

Vision

Alberta Emerald Foundation is a catalyst for inspiring environmental excellence

We Value

Recognition of environmental excellence

Communication and collaboration with others.

Promotion of environmental attitudinal change.

Integrity and credibility of the Foundation.



**Alberta
Emerald
Foundation**