

TALENTED PEOPLE ARE NURTURING OUR FOUNDATION

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Producer: Paul Manuel, Syncrude

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Chair (July – December): Ken Kan, GE Canada
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Sorab Gill, Terragold Group
Ken Kan, GE Canada
Ron Kruhlak, McLennan Ross
Lloyd Visser, ConocoPhillips Canada Ltd.

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Christina Siedel, Recycling Council of Alberta
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In memory of Mr. L. Day

VISION

Alberta will be a leader in exemplary environmental leadership

MISSION

Recognizing, celebrating and inspiring environmental excellence

VALUES

Recognition of environmental excellence

Communication and collaboration with others

Promotion of environmental attitudinal change

Integrity and credibility of the Foundation



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GROWING TOGETHER 2009

A YEAR IN REVIEW



Alberta
Emerald
Foundation

RECOGNIZING, CELEBRATING AND INSPIRING ENVIRONMENTAL EXCELLENCE

A MESSAGE FROM DAVID DAY, CHAIR OF THE ALBERTA EMERALD FOUNDATION

In my 2008 message from the Chair, I spoke about the pause that AEF had taken to re-structure itself, and the breath of fresh air that Board members felt with the selection of Emmy Stuebing as our new, full-time Executive Director. In my final message to Emerald friends, my theme has to shift from a breath of fresh air to "life in the fast lane". The past year has been marked by significant accomplishments by our organization as we have "grown" the Emerald family in several significant ways.

The addition of a special new Emerald "Challenge" Award allows AEF to support efforts by individuals, government, industry and NGO's by recognizing excellence and leadership to "green" the oil and other products flowing from Alberta's Oil Sands. We've also joined forces this year to support an initiative by Alberta Sustainable Resource Development to recognize leadership in Integrated Land Management, including addressing cumulative impacts of land use development. In a unique agreement, AEF judges will apply an arms' length evaluation of candidate projects, some of which may also be submitted for consideration in existing Emerald Award categories. This initiative strengthens an area of environmental leadership that had previously been difficult to categorize in the Emerald Awards family.

Also in 2009, our Youth Program moved from paper to reality with the launch of our Youth Environmental Engagement Grant Program. A tip of the hat is warranted here to ConocoPhillips Canada for providing seed funding for this program and to the Alberta Beverage Container Recycling Corporation for adding to this fund.

In a challenging year for Alberta business, Emerald supporters have confirmed their dedication to the importance of recognizing environmental leadership and excellence. Our list of Emerald Leaders has grown to embrace ABCRC, ConocoPhillips, Enbridge, EPCOR and Alberta Energy, while support for Youth Programs, and the Emeralds Award programs has remained strong. I welcome Dave Mowat and Lloyd Visser to our Board of Directors and thank our outgoing members, Deena Clayton and Michael J. Smith, whose support has been essential to our purpose.

Finally, a last tip of the hat to Guy West who has stepped up to take the helm of our organization, and to all the Board members, new and old, who supported me over the past two years. A special sentence must be reserved for thanks to Emmy Stuebing whose enthusiasm and energy is matched by accomplishment – Emmy, life with you is certainly in the fast lane! It was a real honour to be Chair in 2009 and also see the City of Calgary's 20 years of effort on the Mayors Environmental Expo recognized with the Emerald Award in the Education category. All in all, being the Board Chair has been a marvellous experience and a year or two in the "fast lane".



David L. Day
Chair, Alberta Emerald Foundation

2009 EMERALD AWARDS

The Alberta Emerald Foundation was very pleased to accept 104 nominations for the 18th Annual Emerald Awards. These nominations exemplified the achievements by Albertans committed to protecting, preserving, enhancing and sustaining our environment.

Our panel of expert judges carefully and thoughtfully reviewed all of the nominations and after much deliberation, identified 25 finalists who were announced at the Emerald Reception which was hosted in Edmonton on Thursday, April 23, 2009 by our 2009 Honourary Chair, Mayor Stephen Mandel.

The 18th Annual Emerald Awards took place on Tuesday, June 16, 2009 at the Shctor Theatre in Edmonton. Over 500 guests joined our special guests, His Honour, the Honourable Norman L. Kwong, Lieutenant Governor of Alberta and Alberta Environment Minister Rob Renner in celebrating our environmental leaders.

CONGRATULATIONS TO OUR 2009 EMERALD AWARDS RECIPIENTS:

Business

Lafarge's Lafarge Meadows Enhanced Gravel Site Reclamation LOGical Creations Ltd's TREECYCLE: Making Protecting Nature LOGical

Community Group

River Valley Alliance's Capital Region River Valley Park

Education: Non-Formal

City of Calgary's Mayor's Environment Expo

Education: School or Classroom

Calgary Zoo's Groundworks

Government Institution

EcoTeam's Calgary Board of Education EcoStewardship Initiative

Individual Commitment

David Manz, P.Eng, P.Ag's Biosand Water Filter
Jill and Basil Seaton's Lifetime of Environmental Commitment and Advocacy

Not-for-Profit Association

Alberta Birds of Prey's Alberta Birds of Prey Centre

Youth

Eco-Air's Edmonton's Children's-Organized Anti-Idling Recruiters.

The 18th Annual Emerald Awards could not have happened without the positive environmental efforts that each and every one of our nominees, finalists and recipients put forward. You are all shining examples of environmental leadership.

The Alberta Emerald Foundation gratefully acknowledges the outstanding support we receive from our sponsors and donors, allowing us to showcase environmental excellence in Alberta, setting an example for others to follow.

We are also excited to announce a new Emerald Award category that was developed in 2009 – **the Emerald Challenge Award**. This category features a topic of current importance to the well-being of Alberta's environment, as selected by the AEF Board of Directors. The selected topic provides many challenges to all involved parties and requires inspired environmental leadership.

The inaugural theme for the Emerald Challenge Award will be Alberta's Oil Sands, recognizing excellence and leadership related oil sands development in our province. Individuals, groups, organizations and businesses who are working to address environmental challenges relating to Alberta's Oil Sands are encouraged to nominate their work.

Special thanks to Alberta Energy for supporting the introduction of this award, which will debut at the 2010 Emerald Awards.

EMERALD INTERN PROGRAM

Launched in 2008 with seed funding from EPCOR and the Alberta Beverage Container Recycling Corporation, the Emerald Intern Program allows for a mentoring and employment position for a post-secondary student. This training and learning experience not only benefits the Intern, it also helps by building capacity within the AEF. Presently, our Intern program runs for nine months of the year, with our Intern starting their tenure on a part-time basis in January each year and then shifting to full-time work from April until September.

Special thanks to our 2009 Emerald Intern, Mr. Jordan Elias, who shared his enthusiasm, insight and technical skills with the Foundation.

TARGETED COMMUNICATIONS STRATEGY

As the Alberta Emerald Foundation works to build its communications efforts – sharing stories that will inspire environmental excellence, we partnered with McRobbie Optamedia in developing a strategic communications plan in late 2009. A major component of our new communications plan includes targeted communications to Alberta's youth, which includes the following activities:

Educational Videos that share the stories of our finalists, bringing the projects to life, rather than just text describing a project. Since 2008, nearly sixty videos have been created thanks to the generous support from Enbridge Pipelines Inc. These videos can be viewed through our website as well as on YouTube.

Website Upgrades will make the AEF website more user-friendly as well as interactive. A total website redevelopment, including improvements to our online searchable database as well as the addition of an interactive "share your story" component started in 2009 and will launch in 2010.

YOUTH ENVIRONMENTAL ENGAGEMENT GRANT PROGRAM

With start-up funds from ConocoPhillips Canada and an additional boost from the Alberta Beverage Container Recycling Corporation in 2009, the AEF has developed a program that supports and encourages the grassroots examples of environmental excellence that are taking place in schools, classrooms, clubs and organizations throughout the province. This program launched in the autumn of 2009, and provides micro-grants of up to \$400 to youth-led and youth-targeted environmental projects. Presently, funds are in place to provide up to 100 micro-grants throughout the province each year, and we are working to grow this fund.

The Alberta Emerald Foundation has developed a solid recognition program through the annual Emerald Awards, which recognize environmental excellence at all levels in our province.

As additional categories cannot always be introduced to the existing Emerald Awards program, the AEF has developed an Emerald Awards Certified process. This provides an opportunity for the Alberta Emerald Foundation to administer new recognition programs on behalf of our partners.

We were thrilled to introduce our first Emerald Awards Certified partnership in 2009 through a service agreement with Alberta Sustainable Resource Development. The resulting Shared Footprints Awards recognize excellence in Integrated Land Management and will be presented in June 2010.

