

# 2015 Annual Report

## LEGACY LEADER



## EMERALD LEADERS



## SUSTAINING PATRONS



## MEDIA PARTNERS



## CONTRIBUTING SPONSORS

Alberta Agriculture & Rural Development  
Capital Power Corporation  
Cut + Paste Design Inc.  
Details! Convention & Event Management  
E.L. Audio  
Frame 30 Productions  
General Electric Canada

Keyera  
Kingston Ross Pasmak  
McLennan Ross LLP  
Prismatic Group Inc.  
Reworks Upcycle Shop  
Sherritt  
...and many individual donors

### 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.

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## A Message from Alan Ross Board Chair



As we find ourselves entering a landmark year for the Alberta Emerald Foundation (AEF), our 25th anniversary, we take great pride as we reflect on our accomplishments of our 24th year.

The 2014-15 fiscal year was one of transition for our Foundation. We welcomed new leadership with Executive Director, Carmen Boyko, and solidified our commitment to being Alberta's environmental good-news storytellers with the development of a new full-time Communications & Outreach position, filled by Gregory Caswell. We also welcomed new members to our board, each with their own unique skillset that will contribute to the future growth and strength of the AEF.

These transitions have brought renewed vision to the AEF and our programs. Through another successful Emerald Awards celebration in June, where we recognized the best in sustainable innovation and environmental stewardship in our province, as well as our Youth Environmental Engagement Grant program and our Emerald Day events, the AEF continues to elevate and inspire environmental excellence in Alberta.

As we celebrate our 25th anniversary, we focus on the future of our Foundation by ensuring our financial health and the strong relevance of our programs. In doing so, we ensure the AEF's longevity so that we can continue to be a catalyst for positive change in our province, and beyond, for years to come.

We could not be more grateful to our sponsors, donors, volunteers and supporters who, year after year, play a crucial role in helping us achieve our mission of recognizing and celebrating environmental excellence.

Here's to the success of the past year, and to the next 25!

## Board of Directors 2014-15

**Chair:** Alan Ross, Partner, Borden, Ladner Gervais  
**Vice Chair:** Andy Etmanski, Principal, Millenium EMS Solutions Ltd  
**Past-Chair:** Patricia Leeson, Associate General Counsel & Assistant Corporate Secretary, Capital Power Corporation  
**Treasurer:** Alex Simpson, Tourmaline Oil

### Committee Chairs

**Communications Committee:** Jim Dau, Partner, Prismatic Group Inc  
**Resource Development Committee:** Simon Farbrother, City of Edmonton  
**Finance Committee:** Alex Simpson, Tourmaline Oil

### Directors

Ken Kan, GE Energy  
Paul Manuel, Syncrude Canada  
John Van Ham, ConocoPhillips Canada  
Cheryl DePaoli, Alberta Real Estate Foundation  
Sharon Young, City of Calgary  
Barb Zach, Consultant

### AEF Staff

**Executive Director (July 2014 - October 2014):** Emmy Stuebing  
**Executive Director (March 2015 - present):** Carmen Boyko

**Communications & Outreach Manager:** Gregory Caswell

*The AEF would like to thank Dree Thompson-Diamond, ACFRE, for her dedication and expertise during our transition as our Interim Executive Director.*

*The AEF would also like to thank the many volunteers who, through their donation of time and talent, contributed invaluable to the success of our many initiatives this year.*

## In memory of Patricia Leeson

Patricia Leeson joined the AEF board in 2011, became Vice Chair in 2012, and Chair in 2013. Through her tremendous leadership and guidance, Patricia was committed to strengthening the AEF from the inside out. She played an invaluable role in the current success of our Foundation, and will be remembered fondly for her tireless dedication, kindness, poise and grace.

## Communications & Outreach Committee (COCC)

Jim Dau (Chair), Paul Manuel, Andy Etmanski, Gregory Caswell, Carmen Boyko (ex-officio)

In the last fiscal year, the COCC helped develop and approve the AEF's first formal strategic communication plan. This facilitated decision making on communications initiatives that both matched the AEF's overall strategic plan and the organization's resources. The plan is highlighted by targeted communications activities designed to improve the nomination process for the Emerald Awards and enhance the AEF's role as "Alberta's environmental good news storyteller".

The COCC also reviewed and updated the AEF's visual identity program, acted as advisors on the redesign of our new website and on 25th Anniversary initiatives, and developed a strategy for crisis communications.

Our 25th anniversary is a significant opportunity for the AEF to profile recipients and finalists who have truly made a lasting difference in Alberta and from our committee's perspective, to "spread the word" of Alberta's hard work and dedication to our positive environmental record.

## Governance Committee (GC)

Barb Zach (Chair), Stewart Chambers, Trina Innes, Carmen Boyko

With a new Executive Director, the GC was able to undertake an audit of all the programs and activities of the AEF, including a review of our Articles of Association, Policies and Board and Committee Terms of Reference. The upcoming year will be a busy and important one for the GC as they complete an in-depth review of all items, with a completion date of November 2016.

## Resource Development Committee (RDC)

Simon Farbrother (Chair)

After going through transition during the 2014-15 fiscal year, RDC has renewed its focus for the upcoming year to engage with current sponsors while creating new partnerships. With the challenge of Alberta's current economic climate, RDC is committed to finding a good balance between community investment and corporate sponsorship.

RDC is also developing a database to better track past and current funders and supporters. By collecting an organizational history of AEF's funding, we will be able to better inform our future decisions and strategies, ensuring the financial well-being and longevity of our Foundation.

## Financial Committee

Alex Simpson (Chair)

Despite Alberta's current economic climate, the AEF celebrated another successful financial year with contributions received in excess of \$500 thousand - an amount that is even more impressive as the Foundation did not receive any funding from one of their pillars, the Government of Alberta.

Next year, we will have a strong focus on cost control and diversifying our sponsorship base. The addition of a full-time Communications Manager in 2014-2015 also allowed us to bring several core activities of the Foundation in-house, as well as improved our advertising and outreach. The goal for the 2015-2016 budget is to be cash-flow neutral; however, in the event of a funding shortfall, our strong cash position will allow the AEF to maintain normal operations and will not impact the Emerald Awards 25th Anniversary.

## 24th Annual Emerald Awards

Albertans are passionate about balancing the development of our province's rich resources with environmental stewardship. The Emerald Awards, AEF's flagship program, recognize and celebrate outstanding environmental achievements across all sectors, including large and small business, individuals, not-for-profit associations, community groups, youth and governments. The Emerald Awards are the only awards program of their kind in Canada, inspiring environmental excellence in Alberta and beyond by showcasing the hard work and dedication of over 250 recipients and 400 finalists since 1992.

The 24th Annual Emerald Awards were presented on June 4, 2015 at the Citadel Theatre in Edmonton. The celebration, produced by volunteer Erin Newell-Lupien, was hosted by local theatre artists Jana O'Connor and Chris Bullough, and featured performances by award-winning Toy Guns Theatre and Nuella Charles, as well as Sturgeon County Choir and Poet Laureate Mary Pinkoski. The AEF shared the inspiring stories of the Emerald Awards through multiple cross-provincial media agreements, videos, social media, and website, as well as welcoming recipients and finalists to take part in 2015-16 Emerald Day events.

### 24th Annual Emerald Awards Judges

Each year, the AEF recruits an independent panel of judges for their breadth of understanding and knowledge of environmental issues and challenges. Committed to recognizing excellence in environmental preservation, protection, enhancement and sustainability, the AEF appreciates the expertise and time our judges bring to the process.

**Sarah Aho**  
Sr. Hydrologist, Water Resources  
Suncor Energy

**Nathan Maycher**  
Manager, Sustainable Development  
ConocoPhillips Canada

**Dave Day**

**Keith McClain, PH. D., R.P.F.**  
Program Lead, Mountain Pine Beetle  
Ecology & Social Economics Programs  
Foothills Research Institute

**Jennifer Isbister**  
Community Involvement Advisor  
Encana

**Ryan Smith**  
Senior Environmental Planner  
Shell Canada Limited

**Dr. Naomi Krogman**  
Professor and Academic Director  
of the Office of Sustainability  
University of Alberta

**Jay White**  
Principal  
AQUALITY Environmental Consulting

## Recipients

### COMMUNITY GROUP & NOT-FOR PROFIT ASSOCIATION

**presented by Syncrude**  
Camrose Wildlife and Stewardship Society for  
Camrose Wildlife and Greenspace Stewardship Project

### LARGE BUSINESS

**presented by Enbridge**  
Syncrude Canada Ltd for  
Sandhill Fen Watershed Research Initiative

### SMALL BUSINESS

**presented by ConocoPhillips Canada**  
Verge Permaculture

### EDUCATION: SCHOOL OR CLASSROOM

**presented by ABCRC**  
Captain Nichola Goddard School for  
Green Commuting Hubs

### PUBLIC EDUCATION & OUTREACH

**presented by Shell Canada Ltd**  
ConocoPhillips Canada for  
School Environmental Quest/Destination Conservation Program

### GOVERNMENT INSTITUTION

**presented by ATCO Gas & ATCO Electric**  
City of Edmonton for Designing for  
Wildlife Passage in an Increasingly Fragmented World

### EMERALD CHALLENGE: WATER

**presented by Encana**  
Nature Alberta for Living by Water  
and  
Trout Unlimited for Yellow Fish Road (tie)

### INDIVIDUAL COMMITMENT

**presented by Alberta Real Estate Foundation**  
Dr. Bonnie Shapiro, Professor, Werklund School of Education

## Youth Environmental Engagement Grants (YEEG)

The AEF believes in inspiring the next generation of eco-heroes by supporting Alberta's youth in their environmental efforts. With funds from sponsors and individual donors, the AEF provides micro-grants of up to \$400 to youth-led and youth-targeted environmental projects across the province through the YEEG program.

YEEGs have been awarded to initiatives such as gardening and naturalization projects, environmental awareness programs, composting, recycling and waste management projects, scientific experiments focused on environmental issues, energy consumption monitoring programs, and field trips to zoos, outdoor classrooms, museums and other environmental education centres. This past fiscal year, the Alberta Emerald Foundation administered \$22,800 for 63 schools and 13 community groups in 26 communities across the province. The AEF also presented Junior Achievement of Northern Alberta and the Northwest Territories with the Ron Kruhlak Award at the 24th Annual Emerald Awards, recognizing the organization's outstanding commitment to developing environmental stewardship in youth with a \$1,000 cash prize.

In the upcoming year, the AEF is improving communications and recognition around the YEEG program, as well as collaborating with external granting programs to broaden engagement and awareness. The Alberta Emerald Foundation strives to allocate over 100 YEEGs this year.

## Emerald Day

Emerald Day events visit cities and towns across Alberta to share environmental success stories and to discuss the opportunities and challenges in each region. Thanks to funding partners from the hosting community, and our presenting sponsor Syncrude, Emerald Day events are free-of-charge for all participants and guests.

Emerald Day visited Fort McMurray's MacDonald Island Park on October 2, 2014, welcoming students and community members to gather for a day of learning. The day featured a Youth Event with special guest speaker Simon Jackson, and a community reception.

The AEF recently modified the Emerald Day format to appeal to families and the community at large. Beginning in the 2015-16 fiscal year, the AEF is piloting a program that includes a youth activity, trade show, Emerald Award Speaker Series and a showing of Disney/Pixar's timeless environmental classic WALL-E.

