



# Alberta Emerald Foundation

## 2016 - 17 ANNUAL REPORT

### AEF BOARD & STAFF

#### CHAIR

Andy Etmanski  
Principal, Millennium EMS Solutions Ltd

#### PAST CHAIR

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Partner, Borden Ladner Gervais, LLP

#### TREASURER

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Tourmaline Oil

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#### Resource Development Committee

Erin Newell-Lupien - ATCO

#### Governance Committee

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Lee Funke - Torque Communications  
Ken Kan - GE Energy  
Peter Koning - ConocoPhillips Canada  
Jason Proche - City of Calgary  
Robert Stokes - Alberta Environment & Parks  
Katherine Rogers

#### AEF STAFF

Executive Director  
Carmen Boyko

#### Communications & Outreach Manager

Gregory Caswell

#### MISSION

To recognize environmental excellence.

#### VISION

Alberta Emerald Foundation inspires environmental excellence and improvement.

#### VALUES

Promoting environmental leadership.  
Communicating and collaborating with others.  
Ensuring the integrity and credibility of the Foundation.  
Engaging the next generation.

### A MESSAGE FROM ANDY ETMANSKI, BOARD CHAIR

The Alberta Emerald Foundation has continued the renewal process initiated after the success of our first 25 years. We have maintained our reputation as Alberta's premier celebration of environmental excellence with a very successful year.

The 26th Annual Emerald Awards, held at the old Royal Alberta Museum, featured another amazing array of finalists and recipients. The stories and achievements from all 12 categories served to inspire the audience. As part of the Foundation's renewal process, we have heard clearly from our supporters that they wanted the Emerald conversation to be much more than a one day event - the Awards. To accommodate this, and with the generosity of our supporters, we focused our energies on the very popular Emerald Days and Youth Environmental Engagement Grant programs.

We have also focused our overall communications to showcase the Emerald Award recipients. In this way, and supported by our very popular Emerald Speakers Series where we highlight our EcoHero's, the vision of the Foundation to recognize and celebrate achievements and stewardship in Alberta is a yearlong conversation. Through this, we believe that the Foundation will continue to establish many examples of excellence for all to follow and to, ultimately, inspire change.

The Board continues to evolve and change and is focused in 2017-18 on providing a diverse and rich environment where many voices can be heard. This past year, we were pleased to welcome new Board members to the Foundation who have already added a diverse energy and new voices to the Foundation. This process will continue in the upcoming year.

As in the past, the Foundation is blessed with amazing sponsors, volunteers and staff. Carmen Boyko and Gregory Caswell continue to provide energetic and professional service to the Foundation. Both have been key leaders in the successes in 2016-17. I thank them for their dedication and passion.

- Andy Etmanski

### COMMUNICATIONS & OUTREACH COMMITTEE

MEMBERS: PAUL MANUEL (CHAIR), LEE FUNKE, KATHERINE ROGERS, GREGORY CASWELL, CARMEN BOYKO

As Alberta's good news storytellers for the environment, the Communications & Outreach Committee (COC) is constantly evaluating how best to engage audiences while showcasing our province's environmental success stories. The COC implemented a strong balance of both print and digital media, and amplified the importance of social media as a communications channel.

The COC also saw value in focusing their communications efforts on profiling the work of the Emerald Award recipients post-Awards, extending media agreements into the following year's nominations period. This year, the AEF published feature in Avenue Magazine (Edmonton and Calgary), Metro (Edmonton and Calgary), Corporate Knights (national), and Alberta Views. The committee was also pleased to see the kickoff of the Emerald Speakers Series, a TEDTalk inspired video series featuring the Emerald Award recipients and finalists, marking the start of a new era of in-house content.

In the year ahead, the COC continues to look for new partnerships and opportunities to elevate the Emerald Awards and other AEF programs. Already launched are The EcoHero Blog Series, written by Emerald Award recipients, the Green Medium, and a new media agreement with Maclean's and Canadian Business Magazine, and a new podcast is in the works.

### FINANCE COMMITTEE

MEMBERS: ALEX SIMPSON (CHAIR)

Over the last year the AEF has continued to navigate the challenging economic environment in Alberta and we are very proud of the results achieved. The last several years have dramatically changed the landscape of corporate sponsorship in Alberta and as a result the foundation has had to adapt to these changes. Diversifying and adding to our sponsor base will continue to be a priority as well as maintaining cost control to getting the most of every dollar. The foundation enters 2018 in a strong financial position with the ability to continue growing our existing programs and outreach. There are signs the economy is starting to turn around and we are excited about the opportunities that will bring.

### RESOURCE DEVELOPMENT COMMITTEE

MEMBERS: ERIN NEWELL-LUPIEN (CHAIR), CHERYL DE PAOLI, KEN KAN, JASON PROCHE, CARMEN BOYKO (EX-OFFICIO)

The Alberta Emerald Foundation, along with many other not for profit organizations continued to see a struggle with securing funding this past year. Alberta's economy is still undergoing a transition with the environment being top of mind as an important pillar in economic security.

This past year, the RDC worked with the Alberta Emerald Foundation staff to strengthen our relationships with our current supporters. Our focus moving forward will continue to form new partnerships with organizations from a diverse range of industries that share our mission of celebrating our province's dedication to environmental excellence and innovation. We look forward to diversifying our funding base and providing a sustainable future to the Alberta Emerald Foundation.

### GOVERNANCE COMMITTEE

MEMBERS: TRINA INNES (CHAIR) STUART CHAMBERS, ALAN ROSS

With new leadership and a dedicated team, the Governance Committee developed a prioritized list of policies for the AEF and gained board approval for each. The list of policies includes Board Recruitment, Capitalization, Code of Conduct, Complaints, Conflict of Interest, Financial Overview, Human Resources, and Privacy.

The committee looks forward to continuing their work developing new policies in 2018, and nearing their goal of helping the AEF meet the goal of becoming Imagine Canada certifiable.

### BOARD COMMITTEE REPORTS

## 26TH ANNUAL EMERALD AWARDS RECIPIENTS

**Community Group & Not-for-Profit Association:**  
Grassroots  
Decentralised Energy Canada  
Calgary

**Small Business**  
presented by City of Calgary and CN  
Bullfrog Power  
Calgary

**Education: School or Classroom**  
presented by ABCRC  
Aspen Heights Microsociety  
Red Deer

**Education: Post-Secondary**  
presented by ConocoPhillips Canada  
NAIT - Alternative Energy  
Technology Program  
Edmonton

**Community Group & Not-for-Profit Association:**  
Large Organization  
presented by Synchrude Canada  
Cerebral Palsy Association in Alberta - Recycling Without Limits  
Calgary

**Large Business**  
Fairmont Chateau Lake Louise  
Sustainability Program  
Lake Louise

**Public Education & Outreach**  
presented by Government of Alberta  
Alberta Council for Environmental Education  
Advancing Environmental and Energy Education in Alberta  
Canmore

**Government Institution**  
City of Edmonton  
Root for Trees  
Edmonton

**Emerald Challenge: Innovation**  
Cuku's Nest Enterprises Ltd  
The Mosaic Centre for Conscious Community and Commerce  
Edmonton

**Shared Footprints**  
presented by Alberta Real Estate Foundation  
Foothills Stream Crossing  
Partnership  
Hinton

**Youth**  
presented by Shell Canada  
The Green Medium  
Edmonton

**Individual Commitment**  
Ann Smreciu - Wild Rose Consulting Inc.  
Edmonton



**26TH ANNUAL EMERALD AWARDS**  
Albertans are passionate about balancing the development of our province's rich resources with environmental stewardship.  
The Emerald Awards, AEF's signature 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 only awards program of their kind in Canada, the Emerald Awards inspire environmental excellence by showcasing the hard work and dedication of over 300 recipients and 800 finalists.  
The 26th Annual Emerald Awards were presented on June 6, 2017 at the old Royal Alberta Museum in Edmonton. Hosted by Albertan theatre artists Jana O'Connor and Chris Bullough, the celebration featured special performances by Dallas Arcand Jr., Lindsey Walker, and an original poem by Poet Laureate Pierrette Requier. The event was attended by the Lieutenant Governor of Alberta, the Honourable Lois Mitchell.

- 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.
- Michael Barbero**  
Legal Counsel, McLennan Ross LLP
  - Aaron Dublenko**  
Innovate Coordinator, Argyle Centre & Queen Elizabeth High School
  - Dr. Lee Foote**  
Professor & Director, University of Alberta Botanic Garden
  - Francis Gough**  
President Western Canada, SuperGreen Solutions
  - Darren Graff**  
Sales Representative, Plastic-Fab
  - Robyn Jacobsen**  
Principal & Lead Facilitator, Robyn Jacobsen Consulting
  - Christine Lambert**  
Environmental Analyst, Enbridge Pipelines Inc.
  - Mayor Ralph Leriger**  
Town of Westlock
  - Teresa Meadows**  
Meadows Law
  - Kelcie Miller-Anderson**  
Founder, MycoRemedy
  - Garry Scrimgeour, Ph. D**  
Executive Director, Environmental Monitoring and Observations Branch, Environmental Monitoring and Science Division, Environment and Parks, Government of Alberta
  - Ryan Smith**  
Senior Environmental Planner, Shell Canada Ltd.
  - Barry White**  
Director, Forest Management Branch, Alberta Agriculture and Forestry

**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 the generous support of our sponsors, Emerald Day events are free to attend.  
This year, Emerald Days were held in Fort McMurray and Drumheller. The AEF invited junior high and high school students to see a live showing of the Emerald Speakers Series, and to participate in EcoPitch.  
The Emerald Speakers Series, our version of TEDTalks, provides past Emerald Award Recipients with a new platform on which to share their award-winning project and/or an inspiring environmental message. Speakers this year included Kristin Arnot, from City of Edmonton's Reuse Centre, Leor Rotchild from DIG | Do It Green, Connor Tapp from Green Calgary, and Debbie Rheinwein from Captain Nichola Goddard School. The presentations can be viewed at [emerald.foundation.ca/emerald-speakers-series](http://emerald.foundation.ca/emerald-speakers-series).



## YOUTH ENVIRONMENTAL ENGAGEMENT GRANTS



This past fiscal year, the Alberta Emerald Foundation (AEF) funded 101 youth-led and youth-targeted environmental projects and initiatives through the Youth Environmental Engagement Grant (YEEG) program. Over 10,000 young people aged 25 years and under from 33 Albertan cities and rural communities participated in a YEEG-funded project, including 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.  
New to the YEEG program this year was the introduction of five unique granting categories supporting different areas of environmental engagement: Green Builders, Green Scholars, Green Energizers, Green Guardians, and Green Caretakers. The AEF also integrated their new database with their website, allowing applicants to submit grant applications and follow-up reports online. The AEF increased marketing of the program to include print ads in teacher-targeted magazines, collaborations with other environmental groups, and postcards.  
The Ron Kruhlak Award at this year's Emerald Awards, an additional \$1,000 to their future initiatives. The AEF also launched EcoPitch as an extension of the YEEG program. Inspired by the popular television show Dragon's Den, EcoPitch invites students to present their environmental dream project live to a panel of "eco-celebrity" judges for the chance to receive a \$1,000 grant to bring it to life. This year, \$2,500 was granted to successful EcoPitches at Emerald Day events in Fort McMurray and Drumheller.

**ACEE - ADVANCING ENVIRONMENTAL EDUCATION IN ALBERTA**  
PUBLIC EDUCATION & OUTREACH RECIPIENT

**ANN SMRECIU**  
INDIVIDUAL COMMITMENT RECIPIENT

**BULLFROG POWER**  
SMALL BUSINESS RECIPIENT

**ASPEN HEIGHTS MICRO SOCIETY**  
EDUCATION: SCHOOL OR CLASSROOM RECIPIENT

**DECENTRALISED ENERGY CANADA**  
COMMUNITY GROUP OR NOT-FOR-PROFIT ASSOCIATION RECIPIENT

**CUKU'S NEST ENTERPRISES LTD. - THE MOSAIC CENTRE FOR CONSCIOUS COMMUNITY AND COMMERCE**  
EMERALD CHALLENGE: INNOVATION RECIPIENT

**FOOTHILLS CROSSING PARTNERSHIP**  
SHARED FOOTPRINTS RECIPIENT

**CITY OF EDMONTON - ROOT FOR TREES**  
GOVERNMENT INSTITUTION RECIPIENT

**THE GREEN MEDIUM**  
YOUTH RECIPIENT

**FAIRMONT CHATEAU LAKE LOUISE - SUSTAINABILITY PROGRAM**  
LARGE BUSINESS RECIPIENT

**NAIT - ALTERNATIVE ENERGY TECHNOLOGY PROGRAM**  
EDUCATION: POST-SECONDARY RECIPIENT

**CEREBRAL PALSY ASSOCIATION IN ALBERTA - RECYCLING WITHOUT LIMITS**  
COMMUNITY GROUP OR NOT-FOR-PROFIT ASSOCIATION: LARGE ORGANIZATION RECIPIENT

**THANKS TO PAUL MANUEL**  
2017 marks the departure of one of our board members, Paul Manuel.

"I am proud to have continued Synchrude's long-term involvement in supporting the aims of the AEF, both as the awards show producer for four years and as a Board member," says Manuel. "The accomplishments of which I am most proud are those of our deserving Emerald Award recipients; and the Committee's efforts to raise public awareness of their work so as to inspire others toward similar achievements—so many great stories of commitment, leadership, creativity & collaboration that are worth sharing. The great team that is the AEF Board and Staff has kept this organization relevant and forward-looking over more than 25 years, and I know this will continue."

The AEF would like to thank Paul for his service and his immense contributions to the success of the Foundation over the years.

CARMEN BOYKO AND PAUL MANUEL

**COMMUNITY PARTNERS**

Alberta Government of Alberta, abcrc, ATCO, Calgary, Alberta Real Estate Foundation, CN, ConocoPhillips, Edmonton, Shell, Synchrude

**CONTRIBUTING SPONSORS**

Bullfrog Power, GE Canada, Details Convention & Event Management, Kingston Ross Pasnak, E.L. Audio, McLennan Ross LLP, Hoopla Media, ...and many individual donors.

For more information on our programs, or to make a donation, please visit [emerald.foundation.ca](http://emerald.foundation.ca)