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**2011 Emerald Awards Judges**

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Leanna Davies, Encana Corporation  
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John Addy, Anonymous, Antonella Bell, Elspeth Berg, Bill Calder, Marilyn Carpenter, David Day, Raquel Feroe, Jill Henry, Ken Kan, Ron Kruhlak, Marjorie Leslie, Paul Manuel, Al Maurer, Bob Mitchell, Dave Mowat, Emmy Stuebing, Dree Thomson-Diamond, Lloyd Visser, Guy West, the students of Kate Chegwin School. In memory of Walter Thomson.

Recognizing, celebrating and inspiring environmental excellence



ALBERTA EMERALD  
FOUNDATION  
ANNUAL REVIEW  
2010-2011



**Executive Director** Emmy Stuebing

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**Vision:** Alberta will be a leader in environmental stewardship.  
**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.



## REFLECTING

### A Message from Guy West, Chair of the Alberta Emerald Foundation

2011 marked a milestone year for the Alberta Emerald Foundation – the twentieth anniversary of the Foundation as well as the 20th Annual Emerald Awards. As much as our province has grown in the past two decades, so has our Foundation.

In that time, we have recognized over 2,000 nominees and presented 221 Emerald Awards. We have worked with eight Ministers of the Environment and 76 extraordinary Board members. We have distributed \$50,000 in youth engagement grants and employed four youth interns. Four Executive Directors have shared their time and talent with the Foundation and hundreds of men, women and children have volunteered. Over 100 corporate sponsors have provided much needed funding for our programs, which includes six Emerald Leaders, and dozens of individual donors have made personal gifts. Two endowment funds were established through The Calgary Foundation and the Edmonton Community Foundation to help ensure our sustainability. And just this year, we were in a position to implement a half-million dollar province-wide communications campaign to share our province's environmental success stories.

While much has been accomplished, we are still working towards our vision of Alberta being exemplary in its environmental leadership. We look forward to a bright future as we continue our work to recognize, celebrate and inspire environmental excellence by continuing to improve the delivery of our existing programs and introducing new initiatives such as our Road Show that will bring an 'Emerald Day' to communities across the province.

On behalf of the Board of Directors, I wish to thank all of our friends who have joined us in our twenty-year journey by sharing their time, resources and talent to help build the Foundation and our Emerald programs. I hope you are as proud as I am of being associated with the Emeralds.



Guy West  
Chair, Alberta Emerald Foundation

## CELEBRATING

### The 20th Anniversary of the Alberta Emerald Foundation

When Ron Kruhlak and his colleagues from McLennan Ross LLP and Deloitte & Touche LLP approached Alberta Environment with an inspiring vision to build upon the existing Alberta Environment Awards, this initiative was embraced by Alberta Environment's Deputy Minister Vance MacNicol, who shared it with an enthusiastic Environment Minister Ralph Klein who immediately saw the benefits of a credible alternative to the government awards program. This is what led to the establishment of the Alberta Emerald Foundation in 1991. The first major program of the AEF was the Emerald Awards recognition program which launched in 1992 with a gala dinner held in June.

Since then, the AEF has grown from a grassroots, volunteer initiative to an established and thriving charitable organization.

In June 2011, the AEF held a special reception to recognize the partners, volunteers and friends who have so generously supported and helped to build the Foundation over the years. This was a special reunion for many and a happy look back at just how far the Foundation has come.

Speakers included AEF Chair Guy West and Past Chair Dave Day, founding members Ron Kruhlak and Jim Dau as well as Environment Minister Rob Renner who shared stories and memories as well as special acknowledgements for partners, donors and volunteers.

## RECOGNIZING

### Environmental Leaders

*"Academy Awards recognize good acting. Emerald Awards recognize great actions."*  
- AEF member and donor, Dr. Raquel Feroe

The Alberta Emerald Foundation was pleased to accept 95 nominations for 20th Annual Emerald Awards program. These nominations exemplified the achievements of Albertans committed to protecting, preserving, enhancing and sustaining our environment, which launched in June 1992 with a gala dinner event.

Our panel of ten expert judges carefully and thoughtfully reviewed every nomination and after much deliberation, identified 28 finalists who were announced at the Emerald Reception which was held on Friday, April 29, 2011 at Edmonton's City Hall and hosted by our Honourary Chair, Mayor Stephen Mandel.

The 20th Annual Emerald Awards were presented on Wednesday, June 15 at the Citadel Theatre in Edmonton. Over 500 guests joined our special guests, His Honour, The Honourable Donald Ethell, Lieutenant Governor of Alberta and Alberta Environment Minister Rob Renner in celebrating our environmental leaders. During the ceremony, Councillor Don Iveson presented a proclamation, on behalf of city council, declaring June 15, 2011 **Emerald Day** in Edmonton.

## CONGRATULATIONS TO OUR 2011 EMERALD AWARDS RECIPIENTS:

### Individual Commitment

Jim Martin  
Don & Marie Ruzicka

### Emerald Challenge Award: Alberta's Oil Sands

Presented by **Government of Alberta** ■  
Energy

Suncor Energy Inc: Tailings Reduction Operation

### Community Group

Off the Creek Landowners

### Business

ION Print Solutions

### Education: Non-Formal

Agrium Inc.: Caring for our Watersheds

### Education: School or Classroom

Linda Wight, Brightview School

### Non-profit Association

Climate Change Central

### Government Institution

City of Edmonton: Capital City Downtown Plan

### Youth

University of Alberta Students' Union: Environmental Coordination  
Office of Students (ECOS)

### Shared Footprints Award

Established by

**Government of Alberta** ■  
Sustainable Resource Development

Presented by

**encana.**  
natural gas

Bighorn Backcountry Monitoring Group, Standing Committee: Bighorn Access  
Management Plan Implementation

## ENGAGING

### Youth in Environmental Excellence

The AEF continues engaging Alberta's young people in the environment. Our Youth Environmental Engagement Grant program continues to grow, with 66 grants and 16 top up grants distributed to schools and community groups in the 2010-11 school year. Projects included community garden, field trips, recycling programs and more.

"Because of the project, we were able to do many follow up activities back at school. The lessons we worked on held so much more interest for the students."

- Audrey Pavelich, a teacher at Crestwood School, after her class spent one week in an outdoor classroom at Police Point Park Nature Centre.

"It is very exciting to see students enjoying the benefits they are creating for themselves and their future."

- Nelene Massey, a teacher at McNally School, after initiating a food composting and recycling program.

"With your assistance/funding, we hosted a very successful Earth Day Celebration. This student-led initiative shared knowledge with students about our environmental impact and highlighted positive environmental practices that students and families can implement at home."

- Sonia Candler, a teacher at Westbrook School on their Earth Day Festivities where students participated in conservation activities.

"We are now looking forward to gardening with our neighbours and building relationships with them! Thank you so much for the grant money, as it's been a great learning experience for our youth group."

- Lori Steed, Group Leader of the Rockyview Alliance Church Youth Group, after helping the group establish a community garden.

Special thanks to ConocoPhillips Canada and the Alberta Beverage Container Recycling Corporation for their generous financial support of this program!

Additionally, the AEF was pleased to employ two interns in 2010 and 2011 thanks to funding from EPCOR and the Alberta Beverage Container Recycling Corporation. We thank Stephanie Wilson and Sabrina Westra for sharing their time and talent with the Foundation as they each served as Emerald Interns.

## SHARING GREEN STORIES

The Sharing Stories communications campaign launched in January 2011 and saw awareness of the Emerald Awards program triple.

Thanks to the financial support of Enbridge, Encana, Global Television and the Government of Alberta, the Alberta Emerald Foundation was able to implement a multi-faceted media campaign in 2011 to share stories from our Emerald Award recipients as well as raise awareness for the program.

Building on existing communications activities, the campaign incorporated televised PSAs on Global Edmonton and Global Calgary, print advertising in community newspapers and Venture magazines, poster advertising through Zoom Media and a unique outdoor advertising campaign through Pattison, where the Emeralds dominated the Churchill LRT Station in Edmonton and the entire exterior and interior of a Calgary C-Train!

Prior to launching the media campaign, the Foundation conducted a poll through Omnibus to measure baseline awareness of the Emerald Awards, which determined 4% of Albertans were familiar with the program. In June, another poll took place, which resulted in 13% of Albertans stating they knew what the Emerald Awards are. This was more than triple our baseline amount and our Board was thrilled with these results.

Our hope is for our Sharing Stories campaign to continue and grow for the coming years.

