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David Day  
Ron Kruhlak  
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Emmy Stuebing  
Dree Thomson-Diamond  
David Lewin  
United Way of Calgary - Donor Choice Program

### VISION

Alberta will be a leader in exemplary environmental stewardship

### MISSION

To enhance environmental awareness and celebrate 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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# 2008... A YEAR IN REVIEW

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

After several years of remarkable growth and advancement, in late 2008, the whole world paused to take a breath. The Alberta Emerald Foundation also paused to take a breath, however, ours was a breath of fresh air.

2008 was a year to position ourselves for the future, and I am pleased to report that we are poised for excellence. We celebrated the 17th Annual Emerald Awards with a bolder, more appealing image, coupled with an inspirational tribute to Alberta's own Martha Kostuch. The Alberta Emerald Foundation is brimming with energy, excitement and hope!

Much of the excitement has been surrounding our emerging youth program. 2008 saw the release of a report that the Alberta Emerald Foundation commissioned relating to strategies for engaging the youth of our province, inspiring them to make environmental excellence an everyday occurrence.

In response to the report, the youth committee developed several projects in 2008, including our Emerald Intern program, the Youth and Media project as well as the School Grants Program. You can learn more about these programs by reading ahead in this annual report, or by visiting our website.

The 2008 Emerald Awards saw our major recognition program reach a new level of entertainment and education. More than five hundred guests joined Alberta Environment Minister Rob Renner and gathered at the Citadel Theatre in Edmonton to celebrate environmental leadership in thirteen categories ranging from individual commitment to education to business

as well as a special achievement award in honour of Dr. Martha Kostuch's lifetime commitment to the environment.

In the autumn, we welcomed Emmy Stuebing to the Alberta Emerald Foundation as the new, permanent Executive Director. Her energy, experience and enthusiasm are a welcome addition to our organization.

On the heels of an eventful year, the Alberta Emerald Foundation reached a new level of organizational maturity in 2008. A sharpened vision, new three-year plan and budget, new Youth initiative, and exciting Emerald events all speak to a future full of promise.

No annual message would be complete, however, without once again recognizing the dedication and tireless achievements of our many volunteers, sponsors and supporters. Thank you for your commitment and support.

Sincerely,



David L. Day  
Chair, Alberta Emerald Foundation

## 2008 EMERALD AWARDS

On June 3, 2008 at the Citadel Theatre in Edmonton, the Alberta Emerald Foundation was pleased to honour 12 Emerald Award recipients. These individuals and organizations have demonstrated a level of environmental excellence that sets an example for others to follow.

In addition, a special achievement award was presented to the family of Dr. Martha Kostuch in recognition of her lifetime of environmental leadership in Alberta. Dr. Kostuch passed on April 23, 2008, but her legacy of personal integrity and commitment will affect generations of environmental activists to come. She worked tirelessly as a volunteer, always focusing her efforts on the content and the issue rather than the person. This gave her credibility and respect, even from those who didn't always agree with her. She will be dearly missed.

VIP guests to Awards celebration included Mayor Stephen Mandel, Honorary Chair of the 2008 Awards, as well as Alberta Environment Minister Rob Renner.

As one participant noted, "The Emerald Awards provide a fantastic opportunity to meet a broad spectrum of environmentalists and to hear and see inspirational summaries of their work. The venue is exciting and the awards bring deserved glitter to the sometimes tireless, plodding and under-recognized work of many brilliant minds."

### CONGRATULATIONS TO THE RECIPIENTS OF 2008 EMERALD AWARDS:

**Canadian Parks and Wilderness Society Calgary/Banff Chapter**  
Category: Education: Other Organization Project: CPAWS Environmental and Action Education Program

**Clean Calgary Association**  
Category: Not-For-Profit Association Project: The Calgary Materials Exchange

**County of Vermilion River Natural Gas Utility**  
Category: Climate Change Project: Heavy Oil Well Vent Gas Gathering Project

**David Thompson High School**  
Category: Education: School or Classroom Project: River Stewardship Project

**Dr. William (Bill) Daniel Gunter**  
Category: Research & Innovation Project: Carbon Capture and Storage

**EPCOR & Associated Engineering**  
Category: Business: Large Project: E.L. Smith Water Treatment Plant Upgrade

**Edmonton Naturalization Group**  
Category: Community Group Project: Conserving and Celebrating Edmonton's Native Plants

**Emma Gilchrist**  
Category: Youth Project: Calgary Herald Green Guide

**Mountain Equipment Co-op Calgary**  
Category: Business: Small Project: Sustainability Program

**Peter Sherrington**  
Category: Corporate or Institutional Leadership Project: Rocky Mountain Eagle Research Foundation

**Rob Macintosh**  
Category: Individual Commitment Project: Going the Distance to Make a Difference

**The City of Calgary**  
Category: Government Institution Project: Water Centre

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

## POISED FOR EXCELLENCE: ENGAGING ALBERTA'S YOUTH

Seeking to determine the most effective role it can play in supporting and encouraging youth involvement in environmental excellence, the Alberta Emerald Foundation conducted a series of interviews, surveys and stakeholder meetings that resulted in a report released in 2008 outlining opportunities for engaging Alberta's youth. To view the full youth report, please visit the AEF website under the Program tab.

The key message from the report was that Alberta needs more youth engagement in environmental action.

The Alberta Emerald Foundation is taking steps to engage youth in our province through several programs developed in 2008:

### EMERALD INTERN PROGRAM

Thanks to funding from the Alberta Beverage Container Recycling Corporation and EPCOR, the Alberta Emerald Foundation was able to provide a training and learning experience for a post-secondary student. Through this employment and mentoring position, the Alberta Emerald Foundation was also able to build its capacity, providing a "win-win" situation.

### YOUTH IN MEDIA

Enbridge is the first major sponsor to support a new Youth in Media program, which aims to reach youth throughout the province by sharing dynamic videos of Emerald Award nominated projects through the AEF website. Videos featuring the finalists from the 2008 Emerald Awards have been uploaded to the online searchable database, providing an enhanced experience for those individuals who wish to learn from these examples.

### SCHOOL GRANTS PROGRAM

In an effort to support and encourage the grassroots examples of environmental excellence that are taking place at schools throughout the province, ConocoPhillips has partnered with the Alberta Emerald Foundation to administer a granting program to provide funding in recognition of the efforts of so many young people in our province. With the groundwork laid in 2008, the program will launch in 2009. Stay tuned for more on this.

