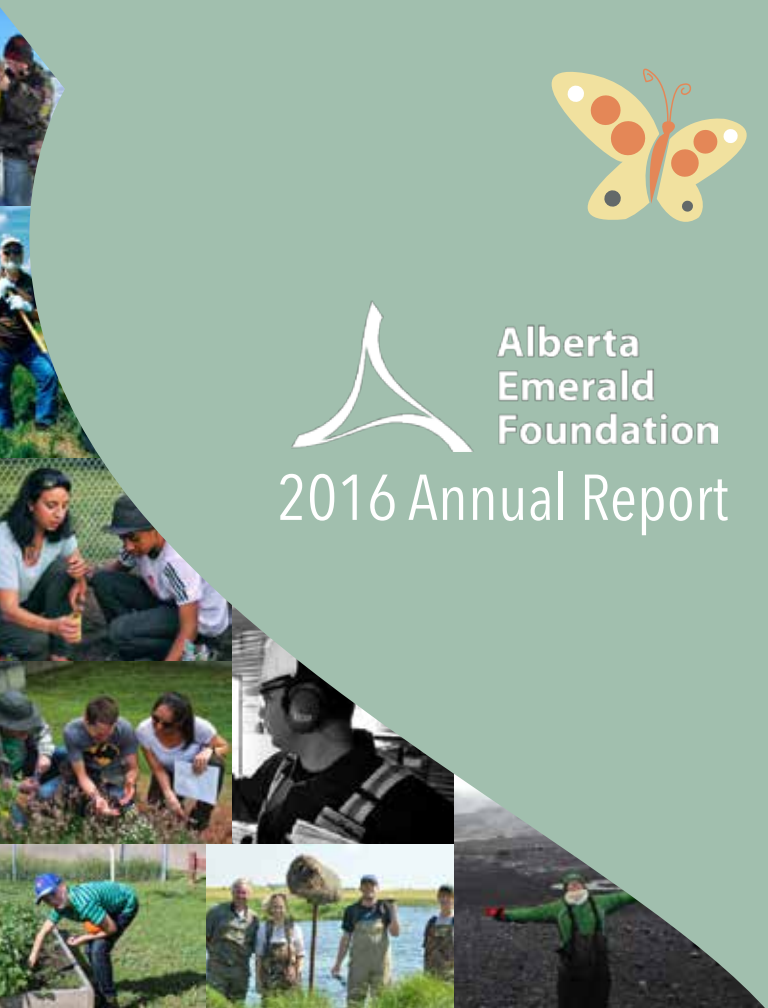




Alberta
Emerald
Foundation

2016 Annual Report



Mission

To recognize environmental excellence.

Vision

Alberta Emerald Foundation inspires environmental excellence and improvement.

We Value

Promoting environmental leadership.

Communicating and collaborating with others.

Ensuring the integrity and credibility of the Foundation.

Engaging the next generation.



2015 – 16 Board of Directors

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Jason Proche, City of Calgary

AEF Staff

Executive Director

Carmen Boyko

Communications & Outreach Manager

Gregory Caswell

Communications & Outreach Committee (COC)

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

The COC in 2016 continued to support the execution of the AEF's strategic plan, in particular, its emphasis to engage Albertans about the Foundation's programs, the achievements of our Emerald Award recipients, and to encourage those who may themselves do award-worthy environmental work to submit their projects for consideration for an Emerald Award. It did so by reviewing 2015 communications activities and approving a 2016 communications plan. The Foundation's recent addition of a full-time communications and outreach manager has enabled the COC to up its game on social media and digital platforms; the way in which people use these tools to "share" and "like" our messages provides immediate and welcome feedback about how well they resonate with Albertans and also expands our reach among intended audiences. The committee guided the AEF's work to publicly commemorate its 25th anniversary through special magazine and newspaper supplements; these reached a wide swath of Albertans with inspiring stories about the many ways their fellow citizens actively support environmental excellence and improvement. The AEF's Emerald Day events continue to gain traction and attract larger audiences thanks to a combination of increased engagement with host communities, better programming and timely promotion. The Committee thanks outgoing Chair Jim Dau for his leadership of our group over many years, and his successful efforts to grow its functional capability.

Resource Development Committee (RDC)

Members: Cheryl DePaoli (Chair), Ken Kan, Erin Newell-Lupien, Jason Proche,
Carmen Boyko (ex-officio)

Alberta's economy is undergoing a transition with the environment being top of mind as an important pillar in economic security. This past year, The RDC worked with AEF staff to establish a database that will better track our partnerships and funding history. Our focus moving forward is 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 AEF.

Governance Committee (GC)

Members: Mitch Cammidge (Chair), , Stuart Chambers, Trina Innes
Alykhan Nurani, Carmen Boyko (ex-officio)

The GC undertook 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 revised versions of each will be brought forth for approval in January 2017.

Financial Committee (FC)

Members: Alex Simpson (Chair)

In 2016 the AEF celebrated its 25th anniversary and also celebrated another strong year financially. The economic environment continues to be challenging which has made increasing the diversification of the AEF's sponsorship base even more important as well as having an emphasis on making every dollar go farther. These two factors have helped the AEF maintain the funding level from last year and also to reduce expenditures in the current year. The addition of a full-time Communications Manager has enabled us to take several core activities in-house and to better leverage social media to increase the foundation's outreach.

For the coming year we will continue to have a strong focus on cost control, monitoring our financial position and meeting our budget. The foundation's goal is to be cash-flow neutral for 2016-2017 while also continuing to grow our existing programs and outreach. The AEF continues to be in a strong financial position and we are looking forward to another successful year.







25th 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 nearly 300 recipients and 800 finalists since 1992.

The 25th Annual Emerald Awards were presented on June 8, 2016 at Telus Spark in Calgary. Hosted by Albertan theatre artists Jana O'Connor and Chris Bullough, the celebration featured special presentations by the Tsuut'ina Nation, former Poet Laureate Derek Beaulieu, and past Emerald Award Recipient Kelcie Miller-Anderson. Providing greetings from the City of Calgary and Province of Alberta were Deputy Mayor Ward Sutherland and Minister of Environment Shannon Phillips respectively. The event was also attended by the Lieutenant Governor of Alberta, the Honourable Lois Mitchell.



25TH ANNUAL EMERALD AWARDS

Large Business

presented by Enbridge

ConocoPhillips Canada for
*Implementing and Sharing
Energy Efficiency Innovation*

Small Business

presented by ConocoPhillips Canada

Echo-Logic Land Corporation for
Echohaven

Public Education & Outreach

The Royal Canadian
Geographical Society for
The Classroom Energy Diet

Community Group & Non-Profit: Large Organization

presented by Syncrude

Green Calgary

Community Group & Non-Profit: Grassroots

Electronic Recycling
Association

Government Institution

presented by ATCO

City of Edmonton, Utility
Services Branch for
Reuse Centre



Education: School or Classroom

presented by ABCRC

Clandonald School for
Warriors of the Rainbow

Education: Post-Secondary

University of Alberta –
Augustana Campus for
*University-based Community
Service – Learning for the
Environment*

Youth

presented by Shell Canada

Hayley Todesco

Individual Commitment

Jerry Brunen
Western Sky Land Trust Society

Emerald Challenge: Innovation

*presented by CN, GE Canada, and
Nexen*

Town of Banff for
Solar PV Incentive Program

Shared Footprints Award

*presented by Alberta Real Estate
Foundation*

ALUS in Alberta



25TH 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. The AEF appreciates the commitment and experience our judges bring to recognizing excellence in environmental preservation, protection, enhancement and sustainability.

AARON DUBLENKO

*INNOVATE COORDINATOR, ARGYLL CENTRE &
QUEEN ELIZABETH HIGH SCHOOL*

CHRISTINE LAMBERT

*ENVIRONMENTAL ANALYST,
ENBRIDGE PIPELINES INC*

DARREN GRAFF

SALES REPRESENTATIVE, PLASTI-FAB

EMILY DIETRICH

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SERVICES, CITY OF EDMONTON*

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MAYOR RALPH LERIGER

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ROBYN JACOBSEN

*PRINCIPAL & LEAD FACILITATOR, RJ
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RYAN SMITH

*SENIOR ENVIRONMENTAL PLANNER,
SHELL CANADA LTD*

TERESA MEADOWS

PARTNER, SHORES JARDINE LLP



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Youth Environmental Engagement Grants

From July 1, 2015 to June 30, 2016, the Alberta Emerald Foundation (AEF) administered \$33,750 to 76 schools and 17 community groups for their youth-targeted environmental initiatives through the Youth Environmental Engagement Grant (YEEG) program.

In total, the Youth Environmental Engagement Grant program distributed 93 micro-grants worth \$300 each and 47 follow-up grants worth \$100 each for environmental initiatives in 29 Albertan cities and rural communities. The Alberta Emerald Foundation also awarded a \$1,000 cash prize to the Ron Kruhlak Award recipient at the Emerald Awards.

These initiatives include 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.

Altogether, over 16,000 youth were estimated to have participated in the environmental projects supported by the YEEG program funded by ConocoPhillips. We are also pleased to report that we formed partnerships with the University of Alberta's Office of Sustainability and ConocoPhillips Canada's School Environmental Quest program to extend the reach and impact of our YEEG program.

We are pleased to report that all available grants were distributed this year. We attribute this to marketing, partnerships, and community allies promoting the program to their colleagues.

Emerald Day

Emerald Day community 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, Emerald Day events are free-of-charge for all participants and guests.

This year, Emerald Days visited Camrose and Fort McMurray. Local communities were invited to take part in youth activities, an environmental tradeshow, and a BBQ. Emerald Award finalists also presented inspirational talks, and we screened the Pixar classic, *WALL-E*.

Emerald Days has provided the opportunity to bring two new programs to life in 2016-17: the Emerald Speakers Series (inspiring TEDTalks-inspired presentations by past Emerald Awards finalists and recipients) and EcoPitch (an opportunity for youth to present their environmental dream project to a panel of judges for the chance to win \$1,000 to help make it a reality).





Thanks to Jim Dau

Jim Dau was the Government of Alberta's signatory on the AEF's articles of incorporation 25 years ago, and has been a supporter ever since. "There isn't enough good news being shared about the great work being done in Alberta," says Dau, Past Chair of the COC. "The Foundation has always struggled to get publicity for Emerald Awards finalists and recipients (good news doesn't sell newspapers), but the recognition they receive from the Foundation has indeed raised the bar on environmental performance in this province, and I know that will carry on many years into the future."

We thank Jim and recognize his immeasurable contributions as a volunteer since the very early days of the AEF.





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...and many individual donors.



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BN 133800771 RR0001