

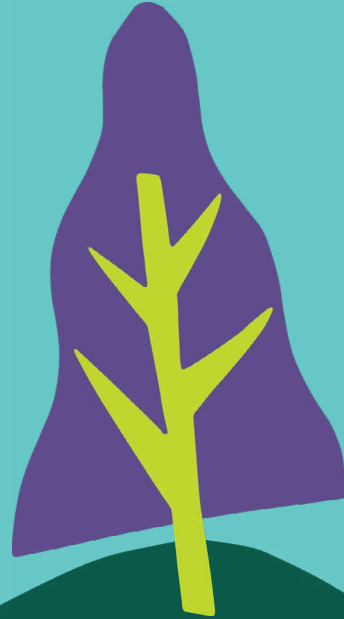


**Alberta
Emerald
Foundation**

Showcasing, inspiring, and empowering
Alberta's environmental achievements.

Annual Report

2021-2022



emeraldfoundation.ca



Mission

To showcase, inspire, and empower Alberta's environmental achievements.

Vision

Through our actions, we contribute to a more sustainable future for all.

Values

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

We're Alberta's environmental good-news storytellers!

We're committed to providing year-round programming that engages, informs, and empowers environmental stewardship in our province. What began as the Emerald Awards in 1992, our flagship program, has evolved into a 12-month conversation.

Through our programming we showcase our province's leaders who are raising the bar in addressing environmental and climate change issues, inspiring others in their own journeys towards environmental stewardship

We acknowledge and honour that we operate on Treaty 6, Treaty 7, and Treaty 8 territories, of which we have been beneficiaries since their signing. We extend our hands in peace and friendship to all Indigenous peoples who have made these places their homes since time immemorial.

We honour the fundamental value and dignity of all individuals. We believe in embracing diversity, equity, and inclusion within our organization and welcome those from all walks of life, regardless of race, colour, gender identity, sex, ancestry, religion, ethnicity, sexual orientation or expression, age, marital status, or disability.



Thank you to our sponsors

Telling Alberta's environmental good news stories wouldn't be possible without the support of our sponsors who are dedicated to creating a bright future for our province and our planet!

Major Sponsors



The logo for the city of Edmonton, consisting of the word "Edmonton" in white text on a dark blue square background.



Annual Sponsors



Category Sponsors



Program Sponsors



Our Programs

The Emerald Awards

Since 1992, the Emerald Awards have showcased almost 400 recipients and 900 finalists who are raising the bar in addressing environmental and climate change issues. These environmental awards celebrate excellence across all sectors, making them unique not only in Alberta but also in Canada.

Sharing Stories

Our Sharing Stories program tells the stories of the organizations, projects, and individuals across Alberta who are working to protect our environment and take action against climate change. By telling these stories, we hope to educate and inspire people within and outside of Alberta to take action in their own lives and help create a more sustainable planet!

Emerald Youth Grants

Our Emerald Youth Grant Program empowers youth in Alberta to make their dream environmental projects a reality!

Tell Your Story

Over the last 30 years, we've established ourselves as Alberta's environmental good-news storytellers. Tell Your Story shares our advice, experience, and connections to help strengthen our province's environmental voice.

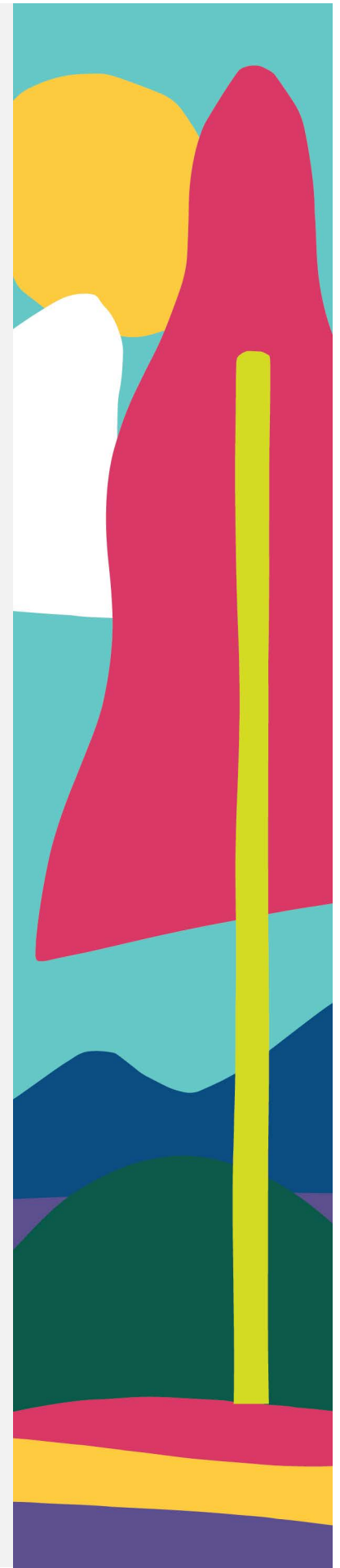


Table of Contents

Board & Staff

Board Reports

Emerald Awards

Sharing Stories

Tell Your Story

Emerald Youth Grants





Board & Staff

Executive Committee

Chair

Lee Funke
*Presidnet, Torque
Communications*

Treasurer & Finance Committee Chair

Rebecca Grant
Finance Advisor, LNG Canada Pipeline

Communications Committee Chair

Jen Silverthorn
*Environmental Management Leader,
City of Calgary*

Past Chair

Mark Brostrom

Governance Committee Co-Chairs

Trina Innes
*Executive Director, Municipal Climate Change
Action Centre*
Katherine Rogers
Graduate Student, University of Alberta

Resource Development Committee Chair

John Parkins
*Professor, Environmental
Sociology, University of Alberta*

Directors

Patrick Jones

*Sustainability Manager
& Capital Projects
Coordinator, Fairmont
Jasper Park Lodge*

Che-Wei Chung

*Director of Operations
at Alberta Recycling
Management Authority*

April Moon

*Director, Asset
Performance Liquids
Pipelines, Enbridge*

Debbie Rheinstein

*Teacher for Calgary Board
of Education*

Christine Hornung

*MSc & BFA, SomeArtyGirl
Studios*

Staff



Marisa Orfei
Executive Director



Sabrina Huot
*Communications
& Engagement
Specialist*



Board Reports

Lee Funke, Board Chair



It has been an eventful year for the Alberta Emerald Foundation (AEF). In early 2022 we said goodbye to our former Executive Director, Gregory Caswell, and then began the search for new leadership for our organization. In February we were excited to welcome our new Executive Director, Marisa Orfei, who joined with our Communications and Engagement Specialist Outreach Manager, Sabrina Huot, to implement our programs.

During these challenging economic times, the AEF team has streamlined our programs, elevated our presence within the community, and continue our efforts at being our province's environmental good-news storytellers. This has required an extra focus on reducing costs but maintaining our commitment to quality programming and delivering our awards ceremonies. I commend both our staff and board for rising to these challenges and ensuring that AEF has emerged from difficult challenges that the COVID-19 pandemic has presented.

After two years of virtual awards ceremonies, we were very excited to once again be able to join in person with our award nominees, sponsors, partners and guests at 31st Annual Emerald Awards. The event was held at the beautiful Calgary Public Library and featured an amazing group of finalists and recipients. I am always humbled to hear the inspiring stories of innovation, dedication, hard work and achievements from our recipients. I am confident that many others came away from our awards with renewed energy and desire to protect and improve our environment.

With our commitment to continuous improvement, the AEF is reaching out to our sponsors and partners to get their feedback on how we can improve our programming in the years ahead. This input, both positive and constructive, is an essential process for our organization to ensure we maintain the relevance and value with our AEF programming.

As we look ahead, I wish to thank our sponsors, donors, and funders for your continued commitment to the AEF. I am excited by the year ahead and our ability to continue showcasing the amazing environmental achievements of so many Albertans and inspire others to become environmental stewards in their daily lives.

Rebecca Grant, Treasurer & Finance Committee Chair



This past year has presented a lot of learnings for Alberta Emerald Foundation. With a new Executive Director in place it has brought positive perspectives and growth opportunities to the Foundation.

We are looking at opportunities and our cost with a new lens. A lens that is challenging our expenses and if our spend is value add. As a result of this challenge, the Foundation's expenses came in under budget. Sponsorship revenue was not as strong as previous years and this is a clear reflection of the external market. This is an area that needs to have a lot of focus going forward to ensure the long term success of the foundation. However, with that said the Foundation has a very strong asset portfolio and with that is developing and working with external stakeholders to secure sponsorship.

The Foundation's cost-conscious mentality will be carried forward into the 2022/2023 fiscal year. This is evident with the Foundation creating a strong bottom-up budget to understand the climate and ensure all revenue and expenses are realistic. Going forward, the Foundation will need to find sustainable sponsorship. We look forward to seeing the future success of the Foundation and its growth opportunities.

Jen Silverthorn, Communications Committee Chair



Because the AEF is Alberta's environmental good-news storyteller communication is at the heart of what we do, making our committee a stepping stone to the Foundation's success. Over the year, the committee provided guidance and support as needed, particularly prior to the 31st Annual Emerald Awards, which was the first in-person award ceremony since June 2019, resulting in the need for adjustments to the communications strategy from previous years.

Overall, the AEF's communications and outreach strategy proved to be fruitful, as can be seen through the quantitative data provided throughout this year's annual report.



Board Reports

Trina Innes & Katherine Rogers, Governance Committee Co-Chairs



As per the annual review schedule, the Governance Committee compiled and updated a prioritized list of AEF terms of reference and policies over the past year.

This past year saw the following policies created, reviewed or updated: Complaints Policy, Risk Management Matrix, Risk Management Policy, Executive Director Annual Review, Executive Committee Terms of Reference, Consolidated Fundraising Policy, AEF Delegation of Authority Matrix, and Membership Policy.



The committee is currently reviewing and updating governance and operational policies: Resource Development Committee Terms of Reference, Communications & Outreach Terms of Reference, Youth Grants Policy, Privacy Policy, Human Resources Manual, and Finance Committee Terms of Reference.

The committee will continue to update or develop new policies over the 2023 year with the goal of positioning AEF to be aligned with Imagine Canada recommendations by 2024.

John Parkins, Resource Development Committee Chair



This was a year of changing leadership for the AEF, and the Resource Development Committee also went through a change in leadership. New members worked hard to understand the history of resource development within the Foundation and build on this legacy with a renewed sense of purpose and urgency.

One area of development over the past year was to establish a broader set of connections to potential donors in more diverse sectors of the economy, including agriculture, forestry and technology. Specifics and organizations were identified, with an emphasis on umbrella organizations that provide oversight and leadership for an entire sector, such as a commodity group, or an agriculture commission. Our committee members reached out to several new and potential donors, and these connections led to new relationships that we will continue to foster in the months and years ahead. One particularly important connection was established with the Alberta Forest Products Association. This relationship has also led to a new board membership from the AFPA and a deeper relationship with the forestry sector as we work together to identify and celebrate environmental achievements in the province.

The second area of focus involved leadership from Marisa Orfei and Sabrina Huot, who worked diligently to update our sponsorship packages and sponsorship levels. These revisions to our sponsorship materials highlight and clarify the value proposition for potential donors, and also give potential donors a wider range of options in terms of financial support for the Foundation.

In addition to maintaining relationships with stable and ongoing sponsors, the committee continues to seek a wider range of sponsors to reflect the diversity of our province in terms of geography and economic activity. By doing this work, we hope to support the mandate of AEF to identify and celebrate environmental achievements across the province.





31st Annual Emerald Awards

About the Emerald Awards

Since 1992, the Emerald Awards have showcased over 350 recipients and 850 finalists who are raising the bar in addressing environmental and climate change issues. These environmental awards celebrate excellence across all sectors, making them unique not only in Alberta but also in Canada.

Nominations for the 31st Annual Emerald Awards were open between November 2021 and February 2022.

Emerald Awards Judging Session

Each year, the Emerald Awards shortlist and recipients are chosen by a third-party panel of volunteer judges. These judges bring expertise from various sectors across Alberta, helping to ensure a fair and equitable process.

45 nominations were received for the 31st Annual Emerald Awards and were distributed to our judges to be evaluated and scored. Once each nomination was reviewed, our judges met for two full days to determine the nominations to appear as part of our shortlist, and which of those would be named the recipients at the awards ceremony on June 1, 2020 at the Calgary Central Library.

Emerald Awards Shortlist Announcement

On March 25, 2022, we shared the 31st Annual Emerald Awards Shortlist with the public through a live virtual announcement, allowing individuals and nominees from across Alberta to attend. 44 people from across the Province joined us for the virtual presentation.

Our announcement was recorded and later shared on our website, emeraldfoundation.ca, and our YouTube channel. As of November 8, 2022, the video has been viewed 129 times and reached over 1,700 people.



31st Annual Emerald Awards

The Emerald Awards Event

The 31st Annual Emerald Awards was our first in-person awards ceremony since the 28th Annual Emerald Awards in 2019 and was held in the Patricia A. Whelan Performance Hall at the Calgary Central Library. Emerald Awards Shortlisters, Alberta Emerald Foundation board & staff, and members of the public were delighted to be able to gather in-person to celebrate Alberta's environmental achievements. To add to the excitement, this year's Emerald Awards were the first in Alberta Emerald Foundation history to be recorded live for those who weren't able to make to the in-person event.

The Awards opened with a teaching from indigenous elder Ira Provost, after which the mic was handed over to Emerald Award host Gordie Lucius, an Edmonton-based comedian, creator, and writer. The Awards also featured a performance by Walter MacDonald White Bear, Singer-songwriter, educator, and motivational speaker.

After the awards were handed out we gathered in the reception space of the performance hall for cocktail hour to celebrate and connect with one another. The cocktail hour featured Hors d'oeuvres and drink service by Devour Catering, who worked with the AEF to incorporate food and drinks from local business and Emerald Award shortlisters.

Over 200 people joined us at this year's Emerald Awards, many of which travelled from across the province to attend. After the awards the live-recording was shared on our YouTube channel and as of November 9, 2022 it has been viewed 4,000 times by viewers across the globe and has reached 69,300 people.

31st Annual Emerald Award Judges

Thank you to our incredible panel of judges who volunteered over 300 hours between them to review and evaluate all nominations and determine the Emerald Award shortlist, finalists, and recipients. We couldn't tell Alberta's environmental good-news stories without them!



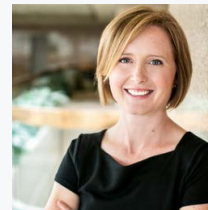
Monique Dietrich

*Watershed Adaptation and Resilience Branch,
Alberta Environment & Parks*



Kathryn Wagner

*Program Director
Inside Education*



Sarah Fulton

*Senior Advisor, Environmental and Social Risk Management
Export Development Canada (EDC)*



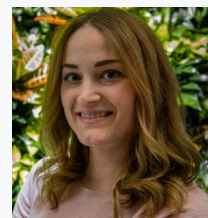
Katie Kohlenberg

*Project Manager
EcoAmmo Sustainable Consulting*



Bradley Peters

*Executive Director
Alberta Lake Management Society*



Melissa Radu

*Sustainability Manager
Explore Edmonton*



Mortimer Capriles

*Director of Sustainability and Innovation
Goodwill Industries of Alberta*



Wendy Coons

*Sustainability Performance Specialist
Cenovus Energy*



Kelsey Dokis-Jansen

*PhD Student
Faculty of Native Studies,
University of Alberta*



Michael Nemeth

*Senior Advisor, Agricultural and Environmental Sustainability
Nutrien*



31st Annual Emerald Award Recipients

Project/Initiative Categories

Showcasing the Albertan environmental projects and initiatives that have addressed and mitigated the effects of local, regional, and global environmental issues by achieving excellence aligned to current environmental priorities.



Air

Bike All Winter Program, Canmore
Community Cruisers
Canmore



Land

presented by *The Alberta Real Estate Foundation*
The Edmonton Urban Farm
Edmonton



Water

presented by *The Government of Alberta.*
The Riparian Web Portal, The North
Saskatchewan Watershed Alliance
Edmonton



Wildlife & Biodiversity

presented by *The Alberta Forest Products Association*
The Plant Biodiversity Lab, The University
of Calgary (Dr. Jana Vamosi)
Calgary



Waste Management

presented by *Alberta Recycling Management Authority*
Blenderz Garment Recyclers
Edmonton



Public Engagement & Outreach

presented by *The City of Calgary*
WILD Outside and Canadian
Conservation Corps, Canadian Wildlife
Federation
Calgary & Edmonton



31st Annual Emerald Award Recipients

Legacy Categories

Celebrating an organization or individual's legacy of environmental excellence in addressing and mitigating the effects of local, regional, and global environmental issues.



Business

presented by Edmonton Community Foundation

Zeno Renewables Inc.

Calgary & Edmonton



Community Group or Non-Profit

presented by Syncrude Canada Ltd.

Newo Global Energy

Camrose



Education

*presented by Alberta Beverage Container
Recycling Corporation. & Beverage Container
Management Board*

Alberta Tomorrow Foundation

Cochrane



Youth

presented by Capital Power
The Alberta Youth Leaders for
Environmental Education

Alberta-wide



Lifetime Achievement

presented by Dow Canada

Steve McIsaac

Edmonton



Government

The Municipal District of Ranchland
No. 99 - 25 Years of Environmental
Achievements

**Learn more about the
recipients and finalists!**



Sharing Stories Content

This year, we were pleased to create the third seasons of our sharing stories content and release them through virtual launch events for each. These events served as an opportunity to gather as a community and to build excitement for our content.

Emerald Documentary Series

The third season of the Emerald Documentary Series features the 30th Annual Emerald Award recipients in their own documentary short created by Hoopla Media. The series was launched through a virtual event on zoom on January 13, 2020.

The premiere of the third season of the documentary series was attended by 119 people, all eager to learn more about Alberta's environmental good-news stories.

The videos are available on our website and YouTube channel, and as of November 9, 2022 have been viewed a total of 4,669 times to date and have reached over 19,000 people.

Emerald Speakers Series

In our version of TED Talks, the Emerald Speakers Series invites our Emerald recipients to share an inspiring presentation based on their award-winning work with a live audience.

To celebrate Earth month we premiered Season Three of the Emerald Speaker series on Zoom and offered a live Q&A session with the presenters. This event was attended by 20 viewers from across Alberta.

These pre-recorded speaker series videos are available on our website, Facebook, and YouTube channel and as of November 9, 2022 have been collectively viewed 565 times and reached 5,375 people.

What On EARTH Can We Do?

2021-2022 marked the launch of season three and the beginning of season four for our podcast, What On EARTH Can We Do? (WOECWD).

WOECWD features candid conversations with Alberta's environmental leaders to unpack various environmental topics and figure out how we can combat climate change as individuals.

As of November 9, 2022 we have released 21 episodes and received a total of 3,515 listens.

Check out our content!






Tell Your Story

2021-2022 marked the second year of our Tell Your Story (TYS) program, which shares our advice, experience, and connections to help strengthen our province's environmental voice. It features tutorials, webinars, partnerships, and community building.


This year we hosted three webinars:

1. Naheyawin: Practical, Sustainable, and Indigenous Solutions - 30 attendees
2. "The Social Media Rage Machine": What To Do if Your Business Attracts Negative Attention Online - 23 attendees
3. Creating Climate Language That Brings Us Together - 30 attendees

Each webinar was recorded and posted on our YouTube channel to ensure that the knowledge gained by attendees could also be gained by the general public. As of November 9, 2022 these three webinars have been viewed 220 times and have reached 3,662 people.

NAHEYAWIN  Alberta Emerald Foundation

Naheyawin: Practical, Sustainable, and Indigenous Solutions
With Hunter Cardinal



CREATING CLIMATE LANGUAGE THAT BRINGS US TOGETHER
A Tell Your Story webinar With Laura Hughes of the Pembina Institute



**"THE SOCIAL MEDIA RAGE MACHINE":
WHAT TO DO IF YOUR BUSINESS
ATTRACTS NEGATIVE ATTENTION ONLINE**

Kaden Arie  Alberta Emerald Foundation





Emerald Youth Grants

Sponsored by:



The AEF believes in supporting Alberta's young people in their environmental education and efforts. In order to help support these efforts. This grant program empowers students and youth (under 25) to make their dream environmental projects a reality through a \$750 grant.

This year, with the support of our sponsors, Syncrude Canada Ltd. and Gibson Energy,

we distributed a total of \$15,750 in grants to youth-led and youth-targeted environmental projects across the province.

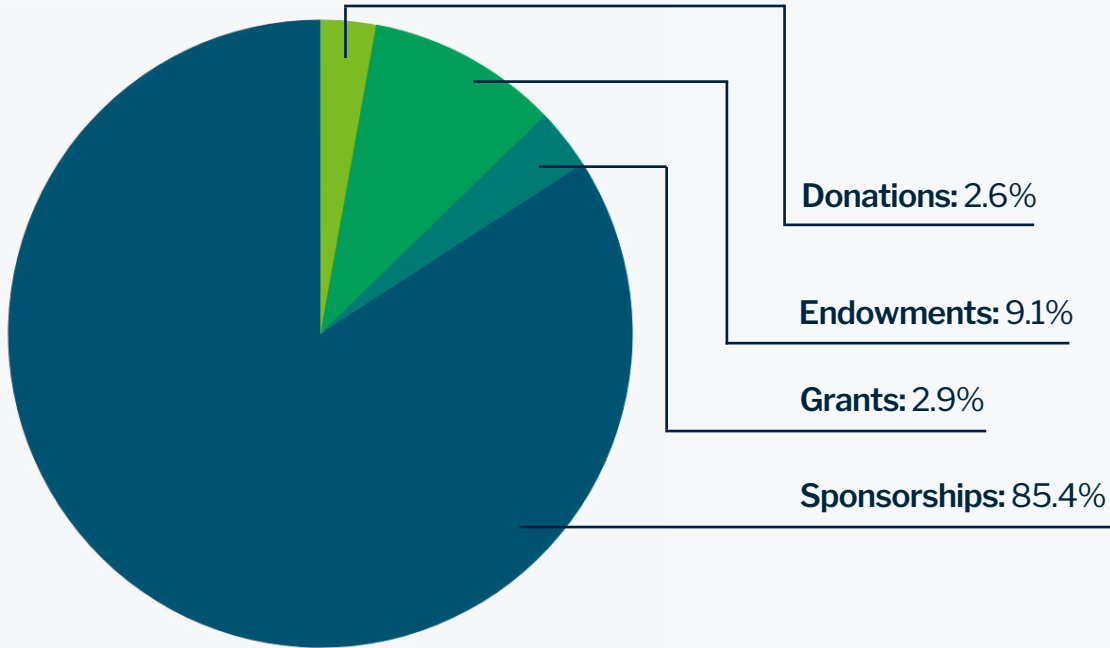
Some examples of the projects we helped to fund include pollinator gardens, indoor grow towers for vegetables, and hands-on classroom education on renewable energy.



Financials

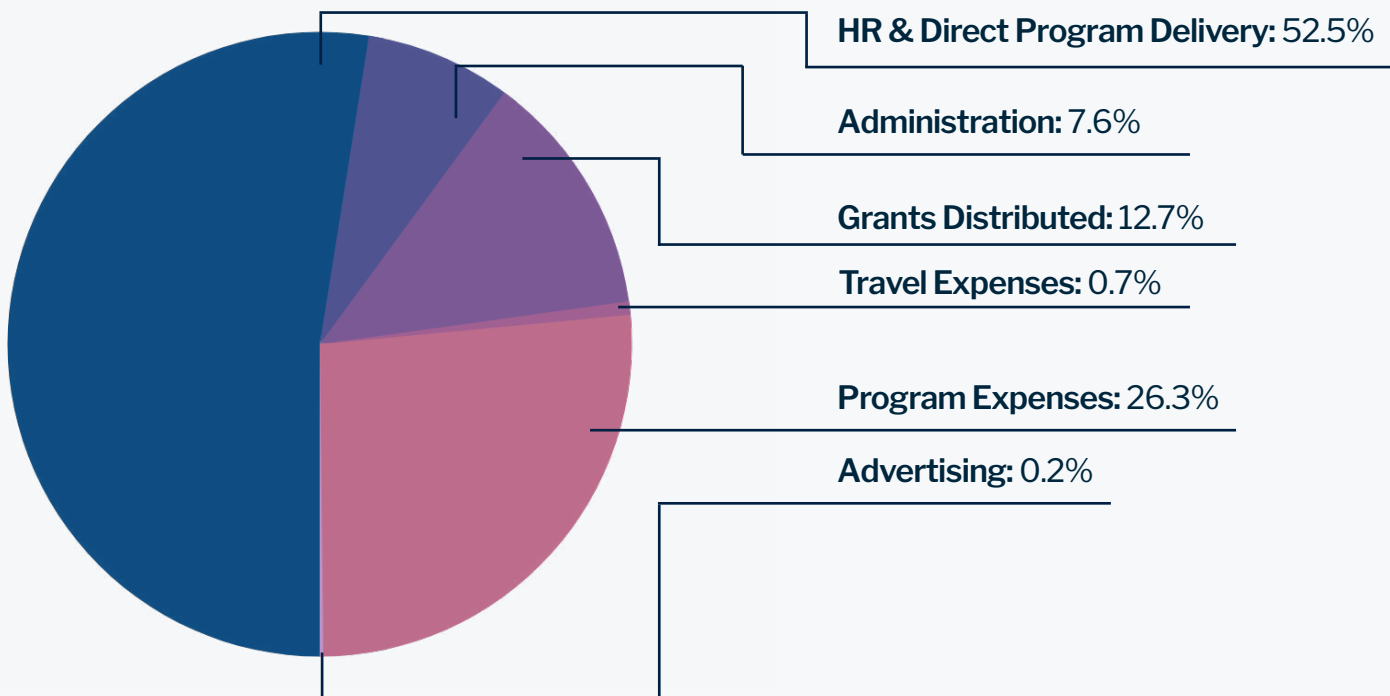
Revenue

\$311,003



Expenses

\$327,966





**Alberta
Emerald
Foundation**

Get social with us!

@albertaemerald

#ABEmeraldAwards2022

emeraldfoundation.ca

**Want to help us tell Alberta's
environmental good-news
stories?**

Let's chat!

Marisa Orfei | Executive Director
marisa@emeraldfoundation.ca
(780) 938-6177

**Sabrina Huot | Communications
& Engagement Specialist**
sabrina@emeraldfoundation.ca
(780) 616-1556

*The Alberta Emerald Foundation is a registered Nonprofit Charity
CRA BN# 13380 0771 RR0001*

