



5-YEAR SUMMARY REPORT

September 30, 2001 – September 30, 2006

Submitted by Manitoba Eco-Network

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1. Introduction

This report describes the Climate Change Connection project from its inception through its first five years of operation. It is intended to provide a historical overview of the project, including descriptions of its policy context, governance and funding, as well as to give an overview of the various activities carried out in the pursuit of its objectives. Finally, it summarizes the results and benefits of Climate Change Connection's work, and recommends directions for future work, based on lessons learned from the five years.

1.1. Acknowledgements

The Manitoba Eco-Network, as host organization for Climate Change Connection, wishes to thank the Federal and Provincial governments and Manitoba Hydro for providing funding to this project and spearheading its creation. Just as important, we thank the hardworking staff, members of the CCC multi-stakeholder Steering Committee and all our volunteers for their commitment to this work and the issue of climate change.

1.2. Policy Context

In 2000, the Federal government convened a number of multi-stakeholder "Issues Tables" to propose ways in which Canada could meet the challenges of climate change. One of these tables dealt with the issues of Public Education and Outreach (PEO), and it recommended amongst other things, that the concept of PEO "hubs" be tested across the country. Such hubs began to take shape in a number of provinces and territories. Around the same time, the Manitoba provincial government named a task force headed by Lloyd Axworthy to examine the challenges and opportunities that climate change presented in this province. Its 2001 report contained a recommendation to establish a Climate Change Hub to "be a central information service available to all Manitobans which would act as a single window for all climate change information, research activities and funding programs; and provide a link for schools, training centres, environmental organizations, health organizations, museums and research groups to allow for cooperation and greater information exchange on climate change matters." This recommendation was subsumed into Manitoba's Climate Change Action Plan.

The scene was set for the eventual creation of Climate Change Connection. With funding from both the federal Climate Change Action Fund and the Manitoba Climate Change Action Fund, and from Manitoba Hydro's Power Smart program, this project to both inform and empower Manitobans was launched.

2. History and Governance

The Province of Manitoba, through the (then) Climate Change Branch of Manitoba Conservation, approached the Manitoba Eco-Network (MEN) to both



host and co-chair the Hub initiative. MEN fit the requirement that Hub hosts be not-for-profit organizations, and was suitable also in that it is a network providing resources and services about the environment to both the environmental community and the general public. The Fort Whyte Centre, (now Fort Whyte Alive) another environmental non-profit, was asked to co-Chair the initiative. Both organizations agreed, and set about designing a consultation with representatives from many sectors in the community working on and/or directly affected by climate change.

The goal of the consultation was to establish how a Manitoba hub might function, how it might be governed and funded, and what its fundamental mandate should be. From this effort, a decision was made that the hub would be a multi-stakeholder entity, guided by an Advisory Committee (which came to be known as the Steering Committee) of members representing different sectors, especially those involved in some way in public education and outreach about climate change in their sector. These sectors have included: academic, environmental, agriculture, health, business, aboriginal, transportation, and policy. An informal committee of the funders and the co-chairs functioned as a kind of Executive Committee, which later became a more formal Management Committee, expanded to include two additional members of the Steering Committee, as well as the Co-Chairs. The Manitoba hub's first Business Plan emerged from this work and was approved by all three funders.

A Manager, Jennifer Duggan, was hired and she worked with the Steering Committee to establish the priorities, audiences and vehicles to best carry out the mandate of the hub within the general direction of "public education and outreach". Careful attention was paid to the need to enhance and support existing efforts in the province, rather than duplicating them, and these led to one of the first efforts of the hub – to research and document the many activities and initiatives underway in Manitoba into a Compendium. (web reference) The name Climate Change Connection was chosen to reflect the clearinghouse and "connecting" nature of the project.

The need to develop a comprehensive website led to the engagement of Rachel van Caesele as a contract writer to develop specific and easily accessible on-line pieces on a variety of topics especially pertinent to Manitoba. (web reference) Rachel later became the first PEO Coordinator for CCC, and when Jennifer left the province in 2004, assumed the role of Manager. Tammy Higgins and later, Susan Lindsay (formerly Block) became PEO Coordinators. Rachel has subsequently moved to China, and Susan and Curtis Hull will assume the roles of Project Manager as Climate Change Connection moves forward.

Until March 2006, CCC continued to be funded by the Federal and Provincial governments and Manitoba Hydro. The federal funding agency switched in 2004 from the Climate Change Action Fund to the One Tonne Challenge, and this brought with it the incorporation of OTC messaging and promotion into CCC's ongoing work. The province began implementing its Community Climate Change Challenge (C4) program in 2003, to work in tandem with the OTC, and CCC



played a key role in the development and implementation of this pilot, as described below. Federal government promotion of the One Tonne Challenge ended with the 2006 federal election, and federal funding for all PEO Hubs, including Manitoba's ceased at the end of March 2006. The province of Manitoba, under its new Green and Growing policy agenda, continued to provide funding to CCC through the following 6 month period, during which CCC undertook to assist the province in community consultations to update its climate change plan, and held discussions with the new Climate Change and Green Initiatives Branch about the future nature and funding of public awareness and education work in Manitoba.

Climate Change Connection was officially launched at Winnipeg's Millennium Centre on September 19, 2002 with the help of Manitoba entertainer, Fred Penner. Its various activities and achievements over the ensuing 4 years are highlighted below.

3. Mission and Objectives

3.1. Mission

Climate Change Connection aims to build awareness and to empower Manitobans to take action and reduce their greenhouse gas emissions - both individually and as a community. GHG emission reductions achieved by Manitobans will help Canada meet targets established by the Kyoto Protocol.

Climate Change Connection will work to assist Manitobans make the changes necessary to live more sustainable and climate-friendly lifestyles. Working to reduce GHG emissions enables us to take responsibility for our part in a changing global climate.

3.2. Objectives

The objectives of Climate Change Connection, as set out by the Steering Committee are to:

1. Build the capacity of stakeholders to deliver climate change public education and outreach (CCPEO) and support this network of practitioners;
2. Build public awareness of climate change by facilitating Manitobans' exposure to CCPEO materials and activities; and
3. Encourage the active involvement of Manitobans in activities and lifestyle changes that will aid in the reduction of greenhouse gas emissions.

These objectives are closely mirrored by the services and deliverables the Manitoba Climate Change Action Fund (MCCAF) has described to be provided by Climate Change Connection:



Services

- To build awareness about climate change;
- To empower Manitobans to take action to reduce their greenhouse gas emissions, both individually and as a community; and
- To assist Manitobans in making the changes necessary to live more sustainable and climate-friendly lifestyles.

Deliverables

- Build the capacity of stakeholders to delivery climate change public education and outreach (PEO) and support this network of practitioners;
- Build public awareness of climate change by facilitating Manitobans' exposure to climate change PEO materials and activities; and
- Encourage the active involvement of Manitobans in activities and lifestyle changes that will aid in the reduction of greenhouse gas emissions

4. Activities

In the past five years, the Connection has undertaken a number of activities in line with its objectives and deliverables. This suite of public education and outreach initiatives has touched a wide range of sectors and reached thousands of stakeholders. The following list highlights our most popular and long-standing activities:

Programs

- Community Workshops on Climate Change
- Youth Conferences on Climate Change
- Idle-Free Zones
- C4 Partnership

Publications

- Media Guide
- Compendium
- Funding Guide and Calendar
- Puzzled About Climate Change?
- Hot Topics
- "I will be a Climate Champion" pledge form
- Your Yard and Climate Change
- Community Guide
- Business Guide



4.1. Community Workshops on Climate Change

4.1.1. General Overview

Up to half of Canada's greenhouse gas emissions (GHG) can be attributed directly or indirectly to municipalities. Pro-active steps to becoming a climate-friendly community may help to avoid or minimize some of the negative consequences predicted for communities. Community members need to be aware of the issues, the consequences, and the solutions.

The community workshop series provided an opportunity for CCC to build climate change awareness within communities across Manitoba. Between April 2003 and November 2nd 2005, CCC held 13 Community Workshops on Climate Change in Manitoba.

The 13 communities included:

- Steinbach – April 8th, 2003
- Brandon – April 15th, 2003
- Thompson – April 17th, 2003
- Dauphin – October 16th, 2003
- Virden – November 18th, 2003
- Minnedosa – December 9th, 2003
- Portage la Prairie – February 3rd, 2004
- Gimli – April 27th, 2004
- Winkler – April 27th, 2004
- Swan River – October 26th, 2004
- The Pas – October 28th, 2004
- Pinawa – February 1st, 2005
- Inglis – November 2nd, 2005

The overall objectives of the workshop series are to

- build awareness of Climate Change Connection as an information source
- expand our own network for climate change PEO
- share information about CC PEO in various sectors, GHG reduction projects, resource people and information products available
- gather feedback about what communities need/want
- attempt to be a “spark” for action in the communities

Representatives from a variety of relevant sectors were invited, including provincial, municipal and civic governments, agriculture, energy, health, education, industry and First Nations. The rate of attendance was approximately



15% of the original invitation lists, which ranged from 66 invitees (Steinbach) to 250 invitees (Russell).

Overall, representation from municipal and civic government was excellent. Other consistent representation came from the energy sector (hydro), conservation, industry, and education. Agricultural producers, First Nations, and small to medium business owners were consistently poorly represented.

Community workshops were well received by the participants. Many expressed their pleasure of having the workshop come to their community, and complimented CCC for our “beyond the perimeter” vision. Attendees rated the overall quality of the workshops as “high”, with an average score of 4.12 out of 5. Participation by attendees was very good, with most comfortably contributing their opinions, comments and concerns, as they felt fit.

Some of the highlights of the workshop series are

- a total of 281 individuals attended our workshops
- attendees rated the overall quality of the workshops as “high”
- participants found the workshops valuable and worthwhile
- workshops provided a venue for networking and the development of partnerships
- participants generated valuable ideas for municipal greening

4.1.2. Event Coordination

CCC was responsible for all project management functions associated with the workshop. Following is a brief rundown of the tasks required to coordinate each Community Workshop on Climate Change.

4.1.3. Workshop Agenda

For each workshop, CCC created an agenda that was educational, participatory, and geared towards getting communities to take action. The following is a description of the presentations, facilitated discussions, and activities that occurred at the workshops.

Presentation – *Who is Climate Change Connection?* Brief description of CCC’s mandate. A rundown of CCC’s activities and resources. The presentation highlighted publications, such as the Manitoba Climate Change Funding Guide and the Idea Book, and pointed them to the CCC website for further details and more resources.

Roundtable – Introduction The roundtable allowed everyone to identify themselves and share (1) their interest in climate change, (2) a question they wanted answered over the course of the day, (3) identify resources available locally, and (4) share activities from within the sector they are representing.



Presentation – *Basics of Climate Change - What is climate change?* What is the greenhouse effect? How are humans involved? What is the potential impacts of climate change? How can individuals take action?

Presentations – Public education module For most workshops an issue or subject was identified to present on. Topics included: Understanding Kyoto, Policy for decision makers, Communities as part of the solution, and Community funding and support.

Brainstorm – Climate-Friendly Living Module How can we take action and live a more climate-friendly lifestyle?

Presentation – Making your building Power Smart A presentation by a local Manitoba Hydro Power Smart representative. The presentation highlighted the Power Smart for Business incentive programs for lighting, envelope and heating/cooling technologies maximize the performance, comfort and visual appeal of your facilities. The presentation included how to use Power Smart to significantly reduce your organization's greenhouse gas impact, save money, plus make an important savings on your “carbon budget”.

Presentation – Earth energy heat/cooling systems A presentation by a local Manitoba Hydro Power Smart representative. The presentation provided an introduction to a low-GHG technology to heat and cool your homes/offices. It included both the money savings and incentive programs.

Presentation – Greening municipal operations The presentation identifies that 50% of emissions in any given locale are directly or indirectly under the influence of the municipal government. Many opportunities exist for municipal councils to reduce GHGs and provide their residents with cleaner air and healthier communities, while saving money! The presentation highlights success stories from communities across Canada.

Facilitated discussion – Community needs and interests A local facilitator who understands nuances of local context was hired. The facilitator drew out participants’ ideas on (1) how to further educate their sectors and neighbours about climate change and need for action, (2) responses to a menu of options provided on GHG reduction programs; which ones would work in the community, (3) what the community would need/want in order to participate in outside-supported programs, or to generate locally –led programs, and (4) envisioning what a climate-friendly sustainable community in their area would look like?

Thank you The day ended with a thank you from the presenters and CCC. Evaluation forms and a listserv sign up sheet were filled out at this time.

4.1.4. Community Workshop on Climate Change Follow-up:

As a result of the community workshop series, CCC produced a summary document highlighting easy ways for communities to reduce GHG emissions. Included in this document are suggested GHG reduction opportunities for waste management, electricity, heating and cooling, agriculture, and transportation. The



document also showcases unique GHG reduction initiatives taken in the communities of Shoal Lake and the Town of Roblin.

CCC also created a guide for communities called, *Creating Climate Friendly Communities*. This guide is a direct result of our community workshop series. The guide was written to assist community leader in reducing GHG emissions. More information about this guide can be found in the publications section of this report.

4.1.5. Comments from participants

At the end of each workshop, participants were able to fill out an evaluation for the workshop. The following are some of the comments we received:

- *All of the presentations were excellent and perfectly placed to lead into our discussions. It was an excellent day altogether and I cannot imagine that ANYONE left without learning something and with new ideas of how they can help reduce their GHG production at home or in their community! Excellent job! Thank you for the opportunity to attend. (Steinbach workshop)*
- *Great workshop! Very informative. I'd recommend it to others. (Brandon workshop)*
- *It was well presented and had useful content. (Parkland workshop)*

4.2. Youth Conferences on Climate Change

4.2.1. General Overview

Today's youth will inherit climate change. They will also inherit the habits and mindsets that led to climate change unless they understand how greenhouse gas emissions – individual and societal – are created, and how they can be reduced.

The Youth Conference on Climate Change series addresses the key issues that contribute to global warming, as well as exploring global and local impacts of climate change. In 2005 – 2006, CCC coordinated and delivered three youth conferences in partnership with the Manitoba Student Transportation Network. The events highlighted the broad impacts of transportation choices, as well as GHG emissions from over consumption.

The three conferences were held in:

- Winnipeg – November 18th, 2005
- Morden – February 10th, 2006
- Brandon – February 24th, 2006

The overall objectives of the Youth Conference on Climate Change series were to

- build awareness of Climate Change Connection as an information source
- educate youth on how GHGs are produced and how we can reduce GHG emissions



- get youth interested in climate change
- allow youth to have a voice by creating a youth declaration
- provide youth with the tools to manage environmental projects
- attempt to “spark” high schools into taking action

All high schools in surrounding areas were invited. The rate of attendance was approximately 34% of the original invitation lists, which ranged from 26 invitees (Morden) to 57 invitees (Winnipeg). At the Winnipeg Conference, we had an amazing response and had to turn schools away. At the Morden Conference, we moved to a larger facility to accommodate the number of participants.

Youth Conferences on Climate Change were well received by the both teachers and students. Many expressed their gratitude for down to earth presentations, fun youth activities, and a chance to learn important management skills while developing a project for their schools. Participants rated the overall quality of the conference as “high”, with an average score of 4.38 out of 5. Participation by students and teachers was very good. They felt comfortable to share ideas, views, and concerns.

Some of the highlights of the Youth Conference on Climate Change series are:

- a total of 152 individuals attended the three conferences,
- attendees rated the overall quality of the workshops as “high”,
- participants found the conferences educational and inspiring,
- each community requested we make this an annual event
- participants left feeling they knew more about the subject and the solutions
- three youth declarations on climate change were created
- participants went back to their schools and communities with a GHG reduction project
- teachers were given an opportunity to network and talk with likeminded individuals

4.2.2. Event Coordination

CCC was responsible for most project management functions associated with the conference.

4.2.3. Conference Agenda

For each conference, CCC created an agenda that was “edutaining”, participatory, action oriented, and developed youth skills. The following is a description of the presentations, activities, and facilitated discussions that occurred at the conferences.



Presentation – *Climate Change and its global impacts* What is climate change? What is the greenhouse effect? How are humans involved? What are the potential impacts of climate change? How can individuals take action?

Presentation – *Urban Design* This identifies how city planning has a direct link to our current lifestyles and GHG emissions.

Presentation – *Fossil Fuels and Active Transportation* This identifies the many impacts of driving, choices we make, and climate-friendly transportation alternatives

Presentation – *Consumerism* This defines consumerism and identifies how consumerism fits into the subject of climate change.

Presentation – *Climate Change and Social Justice* This focuses on the social effects of fuel extraction and climate change.

Activity – *You Are What You Wear* This is a consumerism contest that assesses your wardrobe. Students are given a point value to the distance their clothes have traveled – the further their wardrobe has traveled the more points they receive.

Activity – *Be the Voice of Canada's Youth* Youth were lead through a round table discussion on youth and climate change. The responses from the session were gathered and a Youth Declaration on Climate Change was created at each conference. The declaration constructed at the Winnipeg Conference was taken to the United Nations International Climate Change Conference in Montreal.

Activity - *Ride the Skill Wheel!* The Skill Wheel is a fast-paced skills training session. Participants travel from one skill development table to the next. Each table provided an expert in the field, useful tools, resources, and helpful discussions. Six skills were featured: project management, fundraising, social marketing, leadership, brainstorming, and facilitation.

Activity – *Identifying Local Climate Change Projects* A brainstorming session that assisted participants in identifying GHG reduction projects.

Activity – *The Climate Change Tree* A brainstorming session that answered three questions: What are the causes of global warming, what are the impacts of global warming, and how will global warming impact you?

Activity - *To Make a Difference, You Need a Plan* Using their knowledge of their schools and communities, the skills from the Skill Wheel and their newfound knowledge of how to reduce GHG emissions, participants developed a GHG reduction project for their schools or communities. Each school identified a project, discussed the finer details (goals, timelines, audience, etc), estimated the amount of money they would need (funding, fundraising, staff, equipment), marketing and communications. At the end of the planning, each school presented their projects to their teachers and peers.

Thank you The day ended with a thank you from the presenters and CCC. Evaluation forms and a listserv sign up sheet were filled out at this time.



4.2.4. Comments From participants

The following are some of the comments we received.

- *All of the presentations were excellent and perfectly presented.*
- *Great presentations. Information was fresh, personal and interesting to hear.*
- *Very useful. I would like to have students come each year to keep the momentum of environmental projects going in the school and community.*
- *I will definitely be changing my ways to help in reducing GHGs and other harmful hazards to our environment.*

4.3. Idle Free Zones

4.3.1. “Healthy Communities Don’t Idle” Sign Project

Climate Change Connection operates the “Healthy Communities Don’t Idle” sign project to build awareness about the impacts of unnecessary vehicle idling and to empower Manitobans to take action to reduce this unsustainable habit - and their greenhouse gas emissions. The signs are provided free-of-charge to recipients, who are then responsible for installation. CCC was responsible for the design, production, and distribution of these signs. Some 2500 signs have been distributed both in the city of Winnipeg, and in other parts of the Province.

4.3.2. Winnipeg Sign Locations

Idle-Free Zones have been created around Winnipeg at a variety of facilities, including at the 2 universities, Provincial government offices, and the Corydon BIZ. Two hundred signs co-produced with the City of Winnipeg were installed at community centers, pools, libraries, and parks.

With funding support from The Winnipeg Foundation and EcoAction (Environment Canada), signs were made available to child-centred locations – daycares, kindergartens, museums, religious buildings, clinics, and hospitals.

Signs co-produced with Resource Conservation Manitoba were provided to schools, as part of their four ongoing school-based programs (Active & Safe Routes to School, Off Ramp Manitoba, International Walk to School Day, and the Commuter Challenge).

Province-wide (excluding Winnipeg) Locations

Three cities, 14 towns, three villages, 14 rural municipalities, and three conservation districts have created over 300 “Idle-Free Zones” to date. These include Brandon, Churchill, Thompson, Benito, Russell, Steinbach, Pinawa, and Cartwright.





A map of Idle Free Zones in Manitoba was commissioned from the Manitoba Eco-Network's GIS/Mapping Centre and is featured on Climate Change Connection's website. (web reference – link)

Currently, we have no signs left for distribution. We are however constantly receiving requests for the signs. Two more school divisions have enquired about making their divisions idle-free. Since the production of *The Bottom Line on Climate Change: A Manitoba Business Guide*, we are receiving more and more requests for IFZ signs from businesses. This project will continue to develop with the growing interest.

In addition to the signs, 2200 windshield decals were produced in partnership with the City of Winnipeg. This brings the total amount of decals produced to 5200. Decals will continue to be offered as prompts to support behaviour change in concert with the signs.

4.3.3. Turn Your Key – This School is Idle-Free

Idling is an important issue at schools. Vehicle exhaust released from idling contains more than 40 hazardous air pollutants. Children are particularly vulnerable to air pollution. Some of the health consequences of air pollution include heart problems, allergies, asthma, bronchitis, and other lung diseases. Idling also sends a confusing message about vehicle safety – is it safe to walk around an idling car? Finally, idling contributes to climate change. Turn Your Key- This School is Idle-Free is an early and middle years elementary school program that focuses on educating schools and communities about the safety and environmental risks associated with idling vehicles.

Turn Your Key –This School is Idle-Free began in September 2005. This program is delivered in partnership with Resource Conservation Manitoba (RCM) and the Active and Safe Routes to Schools (ASRTS).

The goal of the program is to

- reduce unnecessary vehicle idling
- educate elementary students about idling
- educate the community about idling
- create safer school environments
- reduce greenhouse gases

The program provides free “Idle Free Zone” signs, in-class presentations, and resources to participating schools and school divisions. CCC created educational programs for Kindergarten to Grade Six including interactive games, presentations, props, and activity sheets.

The Turn Your Key program is advertised through School Division offices, bulk school mailouts, articles in the Manitoba Teacher, EcoJournal, the Fort Whyte Centre Teachers' Club, and through the Active and Safe Routes to School



Program. The program was also highlighted on a Manitoba Public Insurance “60 Second Driver” commercial.

During the program’s first year, two Winnipeg school divisions (St. James - Assiniboia and Seven Oaks) went completely idle-free, while several other Winnipeg schools have requested idle-free zone presentations, signs, and informational material.

Currently, two additional school divisions have enquired about developing an idle-free strategy for their division and one school has booked us for a day of presentations. The program will continue to develop as interest continues.

For more information on Idle Free Zones see www.climatechangeconnection.org/

4.4. Community Climate Change Challenge (C4) Partnership

The C4 Pilot Project was an initiative of the province to directly engage a number of communities in action on climate change issues. It allowed the province to leverage federal funds from the One Tonne Challenge geared to community work. CCC was involved early on with a range of stakeholder partners including the Association of Manitoba Municipalities, in discussions about how C4 would operate, and where.

Of numerous proposals submitted, four were selected for the C4 pilot:

- City of Brandon
- Peguis First Nation
- Communities of Morden/Winkler
- North Central Development (a consortium of Northern Affairs communities, and First Nations in the area to the north of Thompson)

Each community was able to hire a coordinator to assist with implementation of their varied action plans. CCC played an advisory and resource role, and worked closely with the coordinators. CCC also secured a special media grant through the One Tonne Challenge with which a series of community-relevant promotional radio ads was written, produced and aired in each of the community regions.

To hear the radio ads, go to www.climatechangeconnection.org/

For more information on the C4 project, see: ???

4.5. Publications

4.5.1. Compendium of Climate Change Resources in Manitoba

The Compendium is a multi-sectoral guide of individuals, organizations, and communities across Manitoba that have taken initiative to operate in a more



climate-friendly manner. It is designed as a tool to assist Manitobans in easily locating information on GHG emissions reductions projects and programs.

The Compendium aims to

- serve as a Hub “baseline” for activities in Manitoba
- raise awareness of the possibilities for addressing climate change in Manitoba
- connect potential greenhouse gas reduction partners
- facilitate future action by referring interested parties to past practitioners
- provide information about funding sources for given projects
- celebrate successes enjoyed to date across a wide range of sectors
- demonstrate the broad, varied and lively community of stakeholders active on this issue in Manitoba

The book provides numerous comprehensive entries in the fields of agriculture, business, education, energy, education and advocacy, First Nations, forestry, green buildings, green procurement, government, health, municipal, recreation and tourism, science and research, transportation, waste, and youth.

The Compendium started as a 15-page book with 30 profiles and now is 75 pages and includes more than 200 profiles giving a brief summary of the program or project, funding provided if applicable, phone numbers, E-mail addresses, and website URLs.

The book is updated frequently. CCC makes every effort to provide the most accurate and up to date account of climate change efforts in Manitoba. New entries are researched regularly through tips and press releases. Profiles are reviewed regularly to ensure the content and contact information is current.

Prior to 2006, the Compendium was available in print and on the CCC website. Currently, the book is only available on the CCC website. Due to the size and nature of this resource, the

The Compendium will continue to be an online resource and not printed. Staff will continue to actively promote the Compendium at display events, presentations, and through information requests.

One of the 200 Compendium entries:

Fort Whyte Centre (FWC)

In January of 2002, FWC became a founding member of the Climate Change Connection steering committee, also serving as co-chair for 18 months.

FWC is a privately operated, non-profit, outdoor education and recreation facility. FWC has a multi-faceted CC Education Program. FWC has received support from MCCA (2002), the federal CCAF and other funding. FWC has the exhibits “We Live in a Greenhouse” and “*Our*



Climate is Changing... Are You?". In addition, their website has an online trivia game called "CC Jeopardy". FWC conducts several school-based programs; Weathering the Climate (grades 4-6), the Cool School Program (covers GHG reduction at school and at home), and the CC Field Station that offers a research opportunity for students to track their daily consumption and 'carbon impact' while living onsite (senior grades). Visitors have access to the FWC's tree planting, carbon sequestration, and energy signage and information, as well as CC Interpretive Trails. Visitors are encouraged to arrive via green transportation (bike, carpool, etc.), receiving free admission if they do.

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www.fortwhyte.org

4.5.2. Media Guide

"Community Champions on Climate Change: A Media Guide" was produced during the pilot phase of Climate Change Connection, and continued to be used thereafter as a handy guide for media when seeking expert comment on a variety of climate change topics. It features the biographical information of the Climate Change Connection Steering Committee members and staff, their areas of expertise and experience, and contact information.

4.5.3. Manitoba Climate Change Funding Guide

The Manitoba Climate Change Funding Guide (formerly the Funding Source Guide for Climate Change Projects in Manitoba) is a tool designed to facilitate finding financial support for GHG reduction projects. There are numerous sources of funding available for GHG reduction projects, but finding them can be time consuming. This guide simplifies the funding search and can also be used in supporting the creation of climate-friendly communities.

The Funding Guide aims to

- raise climate change awareness in Manitoba
- encourage groups to tackle GHG reduction projects
- assist groups in finding support for future or present GHG reduction projects
- identify opportunities to expand existing GHG reduction projects

The guide highlights Federal Government Programs, Manitoba Corporate Programs, Manitoba Non-Government Programs, Manitoba Provincial Government Programs, National Corporate Programs, and National Non-Government Programs.



Over 50 funding programs are included in the guide. A brief, one-page information summary on each program is provided. The description offers a general overview of each source of funding, eligibility, funding provided, deadlines, and contact information.

The information in the guide is organized by

- programs available nationally and provincially
- program name
- type of sponsor

The guide is maintained continuously and is updated every six months. CCC makes every effort to provide the most accurate and up to date account of climate change efforts in Manitoba. New entries are researched regularly through tips and press releases. Current funds are reviewed regularly to ensure the content, contact information, and deadline is current.

The Manitoba Climate Change Funding Guide is available in print and on the CCC website. The Funding Guide will continue to be a print resource that will be handed out at workshops, conferences, displays, and on request.

4.5.4. Funding Calendar

In 2005, CCC created the Funding Calendar highlighting funding program deadlines. It also lists important funding tips, such as the importance of building a relationship with the funding agency, and proofreading your proposal several times before sending it. The Funding Calendar is available at the back of all printed copies of the Manitoba Climate Change Funding Guide and on the CCC website. (www.climatechangeconnection.org/)

4.5.5. Science Brochure and Hot Topics

The Science Brochure (Presently called Puzzled About Climate Change?) is a handy resource used to answer the most frequently asked scientific questions about climate change. In layperson's language, the brochure tackles the science, the numbers, the evidence, and the predictions.

This brochure is handed out with all information requests and is a feature at our displays. It is printed every other year to allow for updating and changing the content to reflect the most frequently asked questions.

4.5.6. Hot Topics

The first set of Hot Topics was produced in 2005. The series is a set of cards that can be placed inside the Science Brochure or can stand by themselves. In 2005, three Hot Topics cards were produced.

- Breaking Records
- Hurricanes – Is there a connection to global warming?



- Kyoto Protocol

The goal of the series is to answer the most pressing climate change questions of the year. The topics are/will be current, detailed, referenced, and as relevant to Manitoba as possible. The topics are identified through presentations, conversations, and media, researched like a scientific paper and written in a simplified fashion.

4.5.7. Climate Change and Your Yard

This brochure was created as a handout for the Manitoba Eco-Network's Organic Lawn Care Education project. It discusses the climate impacts of synthetic fertilizers, and older gasoline-powered yard and garden tools, and encourages a switch to more climate friendly practices and tools.

4.5.8. Creating Climate-Friendly Communities

Creating Climate Friendly Communities is a resource guide for community leaders. As the climate changes, impacts will be felt in all aspects of our communities, including transportation, agriculture, water quality and management, infrastructure, healthcare, and energy. Now is the time for communities to build capacity, share knowledge, and find creative ways to take action on climate change. This guide was written to inspire community leaders to reduce GHG emissions.

Creating Climate Friendly Communities aims to

- educate community leaders about climate change
- make the connections between climate change and communities
- motivate communities to make climate change a priority
- build momentum by building capacity
- identify the steps to creating a climate friendly community
- provide resources for community leaders

The guide contains chapters on getting started, building momentum, and sustaining action and highlights resources, action tips, and examples of how people have taken action in their communities. The last section of the guide points to resources that best fit the needs of community leaders.

This 56-page book was produced in partnership with Green Manitoba and is distributed by request, at displays, and at community presentations. The guide was launched at the 2006 Manitoba Earth Day event at the Assiniboine Park Conservatory.

4.5.9. The Bottom Line on Climate Change: A Manitoba Business Guide

Small and medium-sized businesses are vital to Manitoba's economy. More than 90% of businesses in Manitoba have fewer than 90 employees, and make up over



50% of employment in our province. Understanding how climate change will affect the bottom line of these valuable operations is vital to the continued success of small business in Manitoba.

The purpose of this guide is to help small- and medium- sized business owners understand the business impacts of climate change. The guide was written for businesses that do not have environmental specialists on staff, owners that wear many hats and have limited time, and owners that are unaware of the bottom-line business benefits of taking action on climate change.

The guide aims to

- educate business owners on the pressures climate change can put on a business
- educate on why businesses should take action on climate change
- provide low cost and no cost options for reducing GHGs
- make the connection between the costs of running a small business and the benefits of taking action
- assist business owners in developing a climate change action plan
- provide a directory of resources

The guide highlights ten quick ideas for action. These include eliminating vehicle idling, selecting energy efficient heating and cooling systems, developing a purchasing policy, and engaging employees in planning and activities.

This 33-page guide was produced in July of 2006 in partnership with the Manitoba Chamber of Commerce. Initially 80 copies were printed, 76 of which were sent to all the local Chambers of Commerce across Manitoba. The Province of Manitoba printed 100 additional copies, which have been distributed by request to local business owners, NGOs, and many government agencies. The launch of the Guide featured a presentation by Minister of Energy, Science and Technology, Dave Chomiak and made headlines on Global News and in the Winnipeg Free Press.

The guide is also available on the CCC website at www.climatechangeconnection.org/

5. Results

5.1. Deliverable 1: Build the capacity of stakeholders

Deliverable 1: Build the capacity of stakeholders to deliver climate change public education and outreach (PEO) and support this network of practitioners.

249 meetings, discussions, events and other opportunities to promote and enhance existing resources and programs



Highlights

- Fleet Challenge Steering Committee, hosted by the Lung Association
- 2005 Envirothon; 2006 International Envirothon, theme: “Water Stewardship in a Changing Climate”
- Active and Safe Routes To School with RCM through “Turn that Key, This School is Idle-Free” program
- Partnered in U of W Quest Conference Series – The Circumpolar Reality

154 referrals to CCPEO practitioners and stakeholders

39 partnership discussions or events with targeted stakeholder groups

Highlights:

- MRAC conferences on “Gasification” and “Carbon Credits for Agricultural Producers”
- Partnered with Green Manitoba to deliver climate change information to Manitoba Municipal Administrators Association

Funding Guide: 66 Entries

Maintain contact and network with other Hubs: 56 direct communications with other Provincial Hubs

Highlights:

- National Hub Steering Committee (HPAT) and planning National Meetings in Vancouver

5.2. Deliverable 2: Build public awareness

Deliverable 2: Build public awareness of climate change by facilitating Manitobans’ exposure to climate change PEO materials and activities.

190 Compendium (Idea Book) entries

395 Information requests filled

23,940 PEO materials loaned or distributed in Manitoba

50 books, 5 videos available in the Alice Chambers Memorial Library at the Manitoba Eco-Network plus 6 vertical files of clippings, pamphlets and articles, 21 book reviews on the CCC website.

Website: Nearly 200,000 visits, 543 updates and additions

Communications: 85 earned media interviews; 25 submissions to various media vehicles, 113 postings of Connection Listserv covering 405 items, to 335 subscribers to date



457 Presentations reaching 2,213 people, and 35 additional presentations with no attendance figures provided

Highlights:

- Water for Life Conference (Southern Chiefs Organization)
- Climate Change and Small Business Workshop, (MEIA)

52 Display opportunities

Highlights:

- Home Depot Energy Smart Event
- AMM Annual General Meeting

5.3. Deliverable 3: Encourage active involvement

Deliverable 3: Encourage the active involvement of Manitobans in activities and lifestyle changes that will aid in the reduction of greenhouse gas emissions

5.3.1. Anti-Idling Strategy

Distributed 313 signs to schools, nine in-class presentations reaching 325 students
169 signs to child-centred locations in Winnipeg, and 326 signs to other Winnipeg locations

5.3.2. Manitoba Idle-Free Zones

Distributed 1716 signs to municipalities and organizations across the province

5.3.3. Bottom-Line Business Guide

Researched, wrote, designed and printed this resource for small and medium businesses. Launched the Guide in conjunction with the Manitoba Chamber of Commerce and Manitoba Environmental Industries Association

5.3.4. Science Brochure

Researched, wrote, designed and printed 3 Hot Topics info cards.

5.3.5. Community Workshops on Climate Change

(For description, see Activities section)

5.3.6. One Tonne Challenge and Community Climate Change Challenge

(See Activities section) Highlights:

- Consulted and developed scripts relevant to Aboriginal communities, produced 6 radio scripts with OTC messaging at NCI in English, Cree and Ojibway



5.3.7. Community Guide

Researched, wrote, designed and printed “Creating Climate-Friendly Communities: A Resource Guide for Community Leaders”

5.3.8. Youth Conferences on Climate Change

(For description, see Activities section)

5.3.9. City of Winnipeg Climate Change Action Plan

Met with City’s Environmental Coordinator, partnered on production of CCPEO materials

5.3.10. Climate Friendly Practices Guide for Agricultural Producers

Researched and produced a framework for eventual production of guides.

5.3.11. Manitoba Climate Change Action Plan Update

Planned and implemented a community consultation workshop, with 36 attendees, to provide input to the Province’s update of its Climate Change Action Plan. Focus was on Transportation, Agriculture, and the City of Winnipeg.

6. Benefits

6.1. Delivery of Climate Change Public Education and Outreach

Without a doubt, CCC has increased the level of delivery of climate change education and outreach in Manitoba. In particular, the CCC-initiated projects such as the Community Workshops and the Youth Conferences are additions to the events already being held by other stakeholders.

Feedback from the Community workshops indicates that Manitobans outside of Winnipeg particularly appreciate that the workshop “comes to them” rather than necessitating their travel to Winnipeg. The Youth Conferences have been extremely popular, and the registration numbers indicate that there is still a major appetite for this kind of event in the province.

As indicated above, CCC has distributed a large amount of CCPEO material, much of it particularly targeted to this province, which would not otherwise have been available. The website has enjoyed a great deal of traffic, and stats show that the number of visitors has increased steadily over each successive phase of the project. When Climate Change hits the news, as it has on many occasions over the past two years, Climate Change Connection is increasingly becoming a “go to” organization both for commentary, and for basic information.



6.2. Level of Cooperation and Coordination of activities amongst practitioners

Over its five-year history, CCC has succeeded in bringing together many climate change PEO practitioners to maximize the benefits of their work. In some cases, we were able to provide leverage to existing projects, for example our Community Workshops on Climate Change provided opportunities to Hydro's Power Smart Energy Advisors to promote their work with a variety of community stakeholders, and our participation in the Community Climate Change Challenge (C4) project allowed us to introduce a wide range of programs and projects to the targeted C4 communities. From early on, the members of CCC's multi-stakeholder Steering Committee have shared information and worked together on projects such as the Idle Free Zone campaign. The Compendium (Idea Book) has been a good resource to introduce practitioners to each other, and to their various projects and programs. Hundreds of referrals to PEO practitioners also attest to a continued interest in climate change programs and projects.

6.3. Expanded partnerships network for delivery of climate change PEO in Manitoba

Climate Change Connection has played a role in establishing an expanded network of partnerships and co-operation on climate change related activities in Manitoba. The Youth Conferences on Climate Change have been a good example: they have been an excellent vehicle to bring together perspectives on transportation, consumer choices and urban planning (amongst other topics) to a consideration of reducing greenhouse gas emissions by a youthful audience. Likewise, our Idle Free Zone sign project provided impetus to the "Turn off that Key, This School is Idle Free" project bringing together RCM's Active and Safe Routes to School program, educators, parents and Manitoba Public Insurance Corporation. Our One Tonne Challenge Media Project was a great opportunity to bring together and publicize programs in the C4 communities, and to involve aboriginal youth in direct outreach about emissions reductions in First Nations communities.

6.4. Increased awareness of climate change issues amongst Manitobans

Unfortunately, we do not have an empirical method of measuring the level of awareness on climate change issues. It is safe to say that awareness amongst Manitobans has increased exponentially over the past 5 years but this would for the most part, be attributable to discussion in the news media of events such as the Kyoto Protocol ratification, the UN Conference on Climate Change held in Canada and the political discussions on the issue at the federal level. When climate change issues were in the spotlight, CCC was often contacted for commentary or referrals to informed individuals. In this way, we hope we



contributed to an elevated understanding of the issues amongst Manitobans. We can point to other instances in which CCC's activities have contributed to an increased level of understanding, through our community workshops, youth workshops, website and publications. In particular, the C4/One Tonne Challenge project enabled us to work directly with community coordinators whose job it was to increase awareness and participation within the communities.

6.5. Increase in action on activities and options that reduce GHG emissions

CCC's major projects, for example, the community and youth workshops and the Idle Free Zone sign campaign, themselves have engaged many Manitobans who might not otherwise have participated in greenhouse gas reduction activities. Through hundreds of information requests filled and our variety of communications vehicles, we have directed Manitobans towards opportunities to participate in the ghg-reduction activities of many of our stakeholders.

Estimate of greenhouse gas reduction attributable to the project over its five-year duration.

Without an empirical measurement, it is very difficult to produce an estimate of ghg reductions attributable to the project. Much of our work is in education and raising general awareness. It is not possible to know how many individuals who were exposed to our information, or who participated in a project or activity as a result of connecting with us, actually made concrete changes in their own behaviours that may have led to emissions reductions.

Samples of communication activities carried out over the life of the project (both submitted content and earned coverage) and of materials produced/published are appended to the paper version of this report. Where we have them, electronic files are attached. Copies of presentations on climate change and mitigation opportunities produced and delivered are also attached.

7. Lessons Learned and Recommendations

7.1. Overall approach

Climate Change Connection began at a time when climate change as an issue was really just beginning to surface as a key concern for Canadian governments, and for much of the population. There seemed an urgent need to disseminate information, and to build capacity for supporting ongoing and emerging mitigation opportunities and projects. The multi-stakeholder Steering committee of CCC made the conscious decision to try to communicate and work with audiences who would tend to be receptive to new information about climate change, and yet not to duplicate efforts already underway in various sectors.



Recommendation: The approach described above was valid at the time. Now that the situation has become more urgent, and arguably, the population more sophisticated in its knowledge (and certainly more concerned), we would conclude that a more targeted approach to work with biggest emitters is more in order. In addition, in order to have an empirical idea of reductions related to specific project work, it will be necessary to collect more data on emissions and to track activities with a view to discerning actual reductions.

Also, in some cases, duplication of activity may be necessary where previous work in other sectors has not produced the desired results.

7.2. Reach of Project:

Given the limited budgets available, we concluded that an approach of “networking through networks” would provide the greatest reach. In other words, we would network with the group of stakeholders forming the Steering Committee, and with other key partners, and they, in turn would work through their own networks in the various sectors instead of CCC trying to directly reach everyone in the general population. It is necessary to have a strong, engaged and committed Steering Committee and core partners in order for this approach to be successful.

Recommendation: This method seems to be a fruitful way to operate, especially as noted, when the core partners are strongly engaged. When engagement becomes less committed, the level of overall networking diminishes. It is necessary to maintain active contact with core partners, to replace SC members if necessary, and to re-establish connections periodically. Direct contact, face to face, or by phone is important. Establishing new partnership opportunities, and renewing old ones will be an important step.

7.3. Governance:

Governance of CCC has worked quite well over the life of the project. There is a tendency for funders to direct the agenda of work, according to the policy directives of the day. This was something that the early consultation for CCC warned against – insisting that the project be multi-stakeholder in more than name only. There does not seem to be an easy way to avoid this situation, however, ongoing consultation with stakeholders on the specific objectives and workplan within given parameters, continues to be important.

7.4. Funding:

Operating under the umbrella of a non-profit, CCC is subject to the same uncertainties of funding as any other non-profit undertaking. Thus, when there is any delay in funding, for example, staff may be at risk of being laid off if it is not renewed in a timely way. We have been fortunate to work with sympathetic individuals in government who have been sensitive to this issue, and who have



worked to minimize the stress that this kind of situation can create. Year to year project funding can also be a challenge for developing projects with longer time horizons.

Recommendation: Developing agreements for funding with longer horizons than one year would provide more leeway and creativity for longer-term projects. Broadening the scope of funding could potentially also be of value, though this would have the downside of requiring staff time to develop other funding relationships, and associated reporting.

7.5. Activities:

It is important to be as current as possible with information being disseminated to the public. This requires time to scan news stories and keep abreast of new developments in the community and in public policy. Over the 5 years of the project, the internet has become even more entrenched as a portal for gaining information, and therefore the website must be dynamic and easy to use. Documents that we produce need to contain practical resources and ideas, with local assistance highlighted wherever possible. Linking our material to issues in the public eye is one way to capture the interest of readers.

For workshops, and working with communities outside of Winnipeg, we learned that actually going to the community is better than expecting communities to come to Winnipeg. The opportunity to dialogue with stakeholders in their own context, and amongst the neighbours and community members with whom they interact on a daily basis is far better in the communities themselves.

Youth conferences drawing on the participation of young people who already show an interest in the issue have been extremely successful. Youth want to be engaged in making a difference in the future, and we can play a role in equipping them with information and tools for this purpose.

Idle Free Zones: Idling is an important issue from a variety of perspectives, including public health. Arguably, it may not be the most salient issue in terms of overall emissions, but this campaign has been an entry point for many communities and individuals who see the signs as an important symbol for changing this, and other more polluting behaviours. Social marketing requires changes in norms of behaviour across a community, and the Idle Free campaign is something that a community can rally around.

Recommendation: The CCC website needs upgrading and refreshing. In addition, more resources (time) must be allocated to maintenance of the website to ensure that new and current information is always available.

We must also continue to have print materials available for people who may not be comfortable with the internet, or who do not have high speed access (this is still the case for many rural and northern communities in the province).



CCC needs to continue to have direct contact with communities outside of Winnipeg. The concept of training and working with community champions in rural and northern areas has merit to ensure a presence in those communities. While the C4 program no longer exists as it was originally implemented, the model can still be applied, where willing volunteers are available.

Youth conferences around the province should be continued. There should also be more opportunities for students in Winnipeg to attend these events, owing to the larger population in the city.

Idle Free Zone work should also continue, as it provides a good starting point for schools and communities working to become more climate-friendly.

Other activities will need to be tailored around sectors where the GHG emissions are highest: especially agriculture and transportation, and these will entail developing easy to use measurement techniques so that GHG reductions can be tracked and celebrated.

Conclusion: Climate Change Connection has offered a valuable and unique service to Manitobans over the course of its five-year history. The governance model and overall approach as a multi-stakeholder project have worked well to date. The various activities have generally been very well received and have been appropriate for the level of awareness and activity of Manitobans. The activities and areas of emphasis will benefit from some modifications as we move into a new phase of the project, reflecting the lessons learned from earlier phases, and current realities and needs.

8. Appendices

8.1. Communication pieces

Samples of communication activities carried out over the life of the project (both submitted content and earned coverage) and of materials produced/published are appended to the paper version of this report. Where we have them, electronic files are attached.

8.2. Presentations

Copies of presentations on climate change and mitigation opportunities produced and delivered are also attached.