



2008 EMERALD AWARDS FINALISTS

Business: Large

Finalist: Avalon Master Builder

Project: Discovery 3 House - Net Zero Homes

A Net Zero home is not only an energy efficient home, but a home that also produces its own energy – as much as it uses over a year. Avalon has a vision of building all homes as Net Zero homes, at no additional cost to the consumer, by 2015.

Avalon Master Builder is a leader in Green Building.

Media Contact: Terra Davidson terra@avalonmasterbuilder.com 403-862-6135

Finalist: EPCOR & Associated Engineering

Project: E.L. Smith Water Treatment Plant Upgrade

There is a growing demand for more innovative sustainable building designs that reuse existing infrastructure rather than having to construct new infrastructure and dispose of waste from the old one. EPCOR, with the support of Associated Engineering, increased the E.L. Smith Water Treatment Plant production capacity by 150% with only a 20% increase in plant footprint reusing parts of the existing process and converting some of their functions. Upgrades also included an environmentally friendly water disinfection process and construction of a water intake system that diverts and returns fish downstream of the treatment plant.

Media Contact: Mike Gibbs mgibbs@epcor.ca 780-412-8877

Business: Small

Finalist: FARMING FOR TOMORROW

Project: The magazine of environmentally sustainable agriculture

Media Contact: Tom Bradley tom@farmingfortomorrow.ca 866-525-4338

FARMING FOR TOMORROW (FFT) magazine commenced publishing in 1997 and is the only non academic magazine in Canada dedicated to environmentally sustainable agriculture. It was developed as a "partnership" to meet the Alberta agricultural and environmental communities' need for an authoritative and cost-effective communications tool which would raise awareness of sustainable agricultural issues by providing current and reliable information. FFT's Partners represent producer groups, agencies, industry and NGO's including Alberta Beef Producers, Alberta North American Waterfowl Management Plan Partnership, Alberta Agriculture and Food, Alberta Environmental Farm Plan Company, Alberta Reduced Tillage LINKAGES, Woodlot Extension Program, Agriculture and Agri-food Canada -- PFRA, Alberta Environment, Ducks Unlimited, Climate Change Central, Alberta Irrigation, Nature Conservancy of Canada, Olds College, Land Stewardship Centre of Canada and the Alberta Fish



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and Game Association. FFT shares environmental success stories together with practical and useful information and ensures that these messages reach the entire agricultural community in Alberta.

Finalist: Mountain Equipment Co-op Calgary

Project: Sustainability Program

Media Contact: Brad Clute bclute@mec.ca 403-269-2420

Mountain Equipment Co-op has a sustainability policy that successfully manages their environmental impacts and allows them the opportunity to lead by example, challenging their members and the business community to search for ways to a sustainable future.

MEC Calgary's sustainability programs address their environmental footprint in two main areas, green operations and community involvement.

Highlights of the Green Operations program include the city's first compostable shopping bags, a 92% waste diversion rate, being 100% wind powered (through Bullfrog Power) and showers, lockers, bike storage and bike tools for the majority of staff who embrace alternative transportation.

MEC Calgary is member of the community, not a business that feeds off it, and this is the focus of their community involvement program. Being the first major Canadian company to join 1% For the Planet, MEC Calgary alone granted well over \$120,000 to the local environmental community in 2007.

Business: Small (cont'd)

Finalist: LOGical Creations Ltd.

Project: TREECYCLE: Making protecting nature LOGical.

Media Contact: Scott Pulvermacher scott@logicalcreations.ca 403-969-5647

LOGical Creations Ltd. is a custom furniture manufacturer operating in Airdrie, Alberta. Our business model was based on the highest level of the pollution prevention hierarchy – "*elimination at source*" and we continue to follow this with every aspect of our business.

LOGical Creations demonstrates pollution prevention by implementing work practices that eliminate pollution at source; recycle on site; efficiently use and conserve natural resources; substitute "clean" and green materials and feedstock; implement purchasing policies and inventory management to avoid the generation of waste; product designed to eliminate waste;



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process and equipment modifications implemented; and ongoing continuous improvement to processes.

1. Strict policy preventing any recyclable matter from ever entering a landfill.
2. Harvesting only trees which have already died naturally in the forest.
3. Energy conservation initiatives.
4. Strict Continually seeking improvement through green procurement practices.



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Climate Change

Finalist: County of Vermilion River Gas Utility

Project: County of Vermilion River Gas Utility Oil Well Vent Gas Gathering Project

Media Contact: Don Whittaker - County Reeve county24@telusplanet.net 780-846-2244

Through this project, clean-burning natural gas that would have been wasted through venting from oil wells has been gathered and blended with other natural gas so it can be used by customers. New oil wells drilled by cooperating industry partners are connected to the County of Vermilion River Gas Utility pipeline network so that the vent gas can be captured rather than released into the atmosphere. This enables the life of our non-renewable natural gas resource to be extended and improved air quality due to reduced gas emissions.

Finalist: Godo Stoyke

Project: Carbon Buster's Home Energy Handbook

Media Contact: Godo Stoyke contact@carbonbusters.org 780-437-0023

The first comprehensive and detailed account of the North American residential carbon footprint with a clear step by step guide of the most effective and most cost efficient methods for reducing it.

The study was made available to the public in the form of a book: Godo Stoyke, "The Carbon Busters Home Energy Handbook"; New Society publishers, 2007. The second printing of the book was within five months of the release (15,000 copies total). The book has been showcased through interviews on 670 TV and Radio shows across Canada, US and Mexico. It has also showcased on a book tour across Canada and through presentations at the Green Living Show in Toronto, Green Festival show in Chicago, Green Build conference in Chicago by USGBC and Sarasota, Florida, Environmental Action Summit, Slave Lake environmental conference and trade show and at the U of A department of Design.



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Climate Change (cont'd)

Finalist: Windmill Development Group Ltd

Project: The Vento

Media Contact: Jonathan Westeinde jonathan@windmilldevelopments.com 613-820-5600 ext. 158

The Windmill Development Group (“Windmill”) is a visionary company dedicated to changing the development paradigm. The Vento showcases Windmill’s pursuit of a triple bottom line approach that ensures strong environmental, social and financial returns. From the outset the Vento was conceived, designed and constructed to protect, enhance and/or restore the local community and its ecosystems by incorporating innovations in land use, water, air, energy, design, waste management and smart building technologies.



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Community Group

Finalist: Edmonton Naturalization Group

Project: Conserving and Celebrating Edmonton's Native Plants

Media Contact: Cherry Dodd cad@transcena.com 780-466-7570

For ten years, Edmonton NatureScaping Group has been celebrating Edmonton's native plants. We have been rescuing, growing, and promoting their use. Our many projects preserve Alberta's original plant life and introduce these rare plants to an increasingly urban population. As people get to know the beauty and habits of our local native plants, they will help us love and protect them.

City officials, schools, community groups, businesses, and private citizens have partnered with ENG in growing natives. ENG has donated the seeds, plants, expertise and encouragement. We've collected and raised over 150 different species at the City's Nursery and maintain a demonstration wildflower garden at the City's Nature Centre.

We promote native plants as made-in-Alberta solutions to sustainable yards. Edmontonians can put away the pesticides and watering cans, yet garden to attract wildlife and proclaim the beauty of Alberta's natural landscape.

Finalist: Peigan Friends Along the River

Project: Annual LIND Fish Rescue

Media Contact: Clayton Blood claytonblood@hotmail.com 403-332-3509

In 1990 Harley Bastien founded and organized the first annual Fish Rescue (FR) at the Lethbridge Northern Irrigation District canal and aqua duct situated on the Piikani Nation located in southwestern Alberta. The FR involves removing fish left stranded as a result of the water intake that is turned off at the end of the irrigation season. This happens in mid-October and it is within a 24 hour period that all water is drained which brings fish to a certain death.

Over the past 17 years volunteers from not only the Piikani Nation and neighbouring communities have saved several hundreds of thousands of fish. Methods of recovery are both innovative and relatively low-cost keeping stress to the fish at a minimum. Successful recovery rates of the years have been excellent due to techniques employed in handling and transporting the fish. This important event combines environmental sustainability, awareness, education and enhances community involvement.



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Finalist: Marie Lake Air and Watershed Society

Project: Protection of Marie Lake

Media Contact: Don Savard

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780-430-6901

The Marie Lake Air and Watershed Society (MLAWS) is a community organization formed in 1995 to protect Marie Lake's air and watershed and ensure the long term health of Marie Lake. Over the years, we have worked with companies in the area to minimize the impact of extensive oil and gas development around the lake. In 2007, a company proposed to conduct seismic work covering the majority of the lake and then proceed with a field trial of a never attempted large scale underground mining operation with 200 SAGD oil wells. MLAWS felt that this and future activity would damage the lake's eco system and riparian areas. We were successful in our campaign to convince the provincial government that this was not in the best interest of Albertans and the Premier cancelled the proposed development. The last time a lease was cancelled in the province of Alberta was 16 years ago.



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Corporate or Institutional Leadership

Finalist: Peter Sherrington

Project: Rocky Mountain Eagle Research Foundation

Media Contact: Peter Sherrington pherrin@telusplanet.net 403 627 3522

On March 20 1992, Peter Sherrington counted 103 golden eagles over a six-hour period in the Kananaskis Valley. This was the beginning of one of western Canada's most intensive and longest-running avian data collection programs. Under Peter's direction, the systematic daily counting of migrating raptors in the Kananaskis Valley is entering its 17th year, and the Rocky Mountain Eagle Research Foundation (RMERF) was established in 1997. The data collected by RMERF has changed our understanding of golden eagle migration and has broadened our knowledge of these indicators of ecological conditions. Peter's commitment to this project has been significant. He has spent over 25,000 hours collecting data, has made hundreds of presentations to school, community and scientific gatherings, and has written or contributed to over 80 articles in both the popular and scientific publications.

Finalist: Energy Efficiency & Product Recovery Team, ConocoPhillips Canada

Project: Optical Leak Detection and Measurement Project

Media Contact: Julie Baron 403-233-3966

The use of state-of-the-art technologies to identify, record, and measure fugitive hydrocarbon gas emissions.



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Education: Other Organization

Finalist: Canadian Parks and Wilderness Society Calgary/Banff Chapter

Project: CPAWS Environmental and Action Education Program

Media Contact: Anne-Marie Syslak; Acting
Director of Education amsyslak@cpawscalgary.org 403-827-4562

For the past decade, CPAWS Calgary/Banff Chapter has been meeting the demand for progressive environmental and science education programming throughout southern Alberta. They have developed and delivered approximately 2500 programs to over 65,000 students. Current programs deliver the Alberta Learning Curriculum with a unique spin on conservation and stewardship. CPAWS offers in-school presentations, guided hikes and teacher training programs using engaging themes such as grizzly bear ecology (secondary) and endangered species (elementary).

Unique to CPAWS is the Action Challenge Initiative that encourages students to undertake stewardship projects. CPAWS' environmental education programs go beyond teaching and awareness to encourage students to take personal action and engage in environmental citizenship. Nearly 60% of all classes take on an action project. The CPAWS Calgary/Banff Education Team is a leader locally and among the 13 CPAWS chapters for providing engaging and creative environmental education programs, and inspiring students to become stewards of the environment.

Finalist: City of Calgary, Parks

Project: Petro-Canada Bird School

Media Contact: Lynn Robb lrobb@calgary.ca 403-221-4521

Petro-Canada Bird School is a dynamic, educational opportunity that is changing environmental attitudes in students, parents, teachers and programmers. This unique model of teaching and learning is a collaborative effort among business, community and education partners that is committed to a common vision of enhancing student learning within and beyond the four walls of the classroom. As part of Campus Calgary, this innovative curriculum-based program moves the classroom to the Inglewood Bird Sanctuary for an entire week. The week is a catalyst for learning activities that occur throughout the year. Hands-on activities and the opportunity to spend extended periods of time observing and reflecting deepens student learning and plays a major role in helping to foster attitudes of environmental stewardship and responsibility.



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Education: Other Organization (cont'd)

Finalist: Lesser Slave Forest Education Society

Project: Forest Focused Environmental Education in the Lesser Slave Lake Region

Media Contact: M.J. Munn-Kristoff kristoffm@northernlakescollege.ca 780-849-8627

The Lesser Slave Forest Education Society was founded in 1999 by a group of educators, forestry professionals, government representatives and concerned citizens. The Society is committed to forest focused environmental education and public awareness in the Lesser Slave Lake Region. Its mandate is to provide bias-balanced information to the public, particularly the youth, on forestry and environmental matters. The Society hired a full time Education Coordinator in 2000 and has become a driving force in environmental education for the community. It has been successful in reaching youth as evidenced by more than 950 curriculum-related school programs, which has reached in excess of 20,000 students. Teacher workshops and several high profile events have been organized, along with seven successful, weeklong Boreal Forest Discovery Camps operating in the summer. The Lesser Slave Forest Education Society is proud to have inspired the youth of our community in becoming responsible stewards of the environment.

Finalist: Rocky Mountain Flatbread Education Society

Project: Sustainability Programs for Youth

Media Contact: Josie Cowan josie@rockymountainflatbread.ca 403-688-3500

The Rocky Mountain Flatbread Company is a local restaurant that is run by owners that have a passion for community and the environment. They have established an Education Society that runs a number of environmental and social programs in the community. The mission is to equip youth with the confidence, experience, knowledge and skills to be responsible citizens and entrepreneurs. They have pioneered a number of programs to fulfill this mission in Canmore, Alberta including: the local heroes program, the responsible entrepreneurship program, climate change program, retrofitting schools program, zero waste programs and food for learning programs.



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Education: School or Classroom (cont'd)

Finalist: Westmount Elementary School

Project: Green Team - A Green Machine!

Media Contact: Lianne Jones ljones@ghsd75.com 403-934-3041

The Green Team, at Westmount School, truly became a "Green Machine" this school year. This extra curricular club was born from an A+ for Energy grant awarded by BP Canada to Alberta teachers. Mrs. Jones's winning \$10,000 proposal entitled, "Destination Electric Conservation" focused on teaching about the importance of electricity and its conservation. A portion of the Grant was set aside to start a Green Team, embracing the motto, "It's easy being Green!". The purpose of the team was to complete a number of green activities focusing on environmental education, conservation and humanitarian efforts. The activities were student led and inquiry based, empowering the students with ownership of their successes. This project's simplicity makes its implementation within any school a breeze! The success of this program may lead other Alberta schools to become "Green" with envy; to follow the "carbon footprints" towards a brighter future for the world!



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Government Institution

Finalist: City of Calgary

Project: The Water Centre

Media Contact: Russ Golightly russ.golightly@calgary.ca 403-540-2917

The Water Centre is a new sustainable building for the City of Calgary. This facility was strategically designed and constructed to be environmentally friendly and energy efficient. It will achieve energy savings of over \$100,000 annually. The Water Centre site was remediated from a pre-existing brownfield condition to meet the most stringent reclamation guidelines in Canada. It uses land efficiently and responsibly for office use. This is a major revitalisation and makes best use of an 85 acre brownfield site. The Water Centre was designed to exceed The City of Calgary's Sustainable Building Policy of meeting a minimum LEED silver standard. It is actually positioned to achieve a Platinum level certification by using less energy, less water, and was constructed of primarily recycled materials. This building showcases water efficiency and it plans to offer water and wastewater education programs to enhance community awareness.

Finalist: Lac La Biche County

Project: Riparian Setback Matrix Model

Media Contact: Barry Kolenosky barry.kolenosky@lACLAbichecounty.com 780-623-1747

The Riparian Setback Matrix Model (RSMM) was developed in 2007 by Lakeland County (now known as Lac La Biche County) in cooperation with Aquality Environmental Consulting. The model was developed to address increasing development pressures and the need to protect riparian areas in the Lac la Biche watershed. Riparian health assessments completed in 2002 revealed that only 31% of riparian areas were healthy, with remaining areas being unhealthy or healthy with problems.

The RSMM is a unique, scientifically based, defensible model used to develop setbacks (or environmental reserves) based on slope, height of bank, groundwater table and vegetation. These development setbacks will help to protect riparian lands and maintain the ecological goods and services that healthy and functional riparian areas provide for future generation's benefit.



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Government Institution (cont'd)

Finalist: Town of Canmore

Project: Green Building Policy and Sustainability Screening Reports

Media Contact: Ron Casey rcasey@canmore.ca 403-678-1517

The Town of Canmore is on a constant quest to ensure the long term sustainability and viability of the community. In 2007, Council approved two innovative programs that demonstrate this ongoing commitment.

Green Building Policy

As part of Canmore's efforts to move towards a more sustainable and environmentally responsible development model, the Town of Canmore now requires all new construction to incorporate principles of green building practices. Each contractor is required to meet minimum "Built Green" standards or the equivalent and to monitor and report on the successful implementation.

Sustainability Screening Reports

This process requires all applicants for statutory plan amendments, subdivision and development permits to provide a detailed description of how their project will provide a net environmental, social, and economic benefit to Canmore. The reports provide opportunities for more public participation in the development process and allow Council to evaluate each individual application based on ability to demonstrate community sustainability.



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Individual Commitment

Finalist: Dr. Allan H. Legge

Project: Life Time work on improving air quality in Alberta

Media Contact: Dr. Allan Legge allan.legge@shaw.ca 403-282-4479

Dr. Legge has over 30 years experience designing, conducting and evaluating research on air quality and the effects of air pollution on terrestrial ecosystems in Alberta as well as internationally. Dr. Legge was a Senior Research Scientist with the Kananaskis Centre for Environmental Research (University of Calgary) from 1972 - 1990 and a Senior Research Officer in the Environmental Research and Engineering Department of the Alberta Research Council from 1990 - 1993. In 1993 he founded Bioshere Solutions.

Dr. Legge was principal Investigator of the Biophysics portion of the Alberta Government/Industry Acid Deposition Program (ADRP) from its start in 1985 to its completion in 1988. The technical results of ADRP were published as a report in 1988 and as a scientific/technical book in 1990.

Finalist: Rob Macintosh

Project: Going the Distance to Make a Difference

Media Contact: Rob Macintosh rob.macintosh@gpcomm.ca 780-542-6021

Rob Macintosh is a visionary environmental advocate whose intense personal commitment to sustainability combined with lengthy business experience has enabled him to effect significant change in corporations, governments and NGOs. Rob was actively involved in founding and guiding three of the most successful environmentally-focused organizations in Alberta: the Pembina Institute, the Alberta Ecotrust Foundation, and the Clean Air Strategic Alliance, all of which have received Emerald awards and other recognition for their work. Through his creative approach to work and volunteer activities, he has instilled an environmental ethic in thousands of young people, helped industry leaders integrate environmental decision making into their business plans, and raised awareness among Albertans and Canadians about their role and responsibility as environmental stewards. His skills in consensus decision making and collaboration have enabled people with very different world views to reach workable solutions that will benefit the environment for years to come.



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Individual Commitment (cont'd)

Finalist: Dr. Richard Mrazek

Project: Lifetime contributions to environmental and conservation education

Media Contact: Robert Cooney robert.cooney@uleth.ca 403-382-7173

Dr. Rick Mrazek is widely recognized as one of the premier leaders in environmental and conservation education at local, provincial, national and international levels. His contributions over the past 30 years helped establish sustainable environmental and conservation education programs in the K-12 schools, post-secondary institutions, parks, and communities throughout Alberta and Canada.

He has worked extensively with Alberta Education, Alberta Teachers' Association, Alberta Environment, Alberta Agriculture, Alberta Recreation and Parks and community organizations to promote collaborative programs empowering Albertans to improve their environment and promote sustainable resource use. Since co-founding FEESA (now Inside Education) he has worked to involve communities, government, NGOs and industry in partnering to educate for sustainable development.

His leadership extended to co-founding The Canadian Network for Environmental Education and Communication (EECOM) and the Canadian Wildlife Federation Learning Institute. As a director, he helped with the development of the North American Association for Environmental Education (NAAEE).



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Not-for-Profit Association

Finalist: Alberta Beverage Container Recycling Corporation

Project: Community Champions Program

Media Contact: Guy West gwest@abcrc.com 403-264-0710 ext. 233

With a downward trend in the recycling rate for beverage containers, the Alberta Beverage Container Recycling Corporation has developed The Community Champions Program (CCP) to address increased recycling convenience and access through the creation of community partnerships. The CCP is multi faceted and offers flexibility to partners who help to increase the number of containers diverted from landfill by offering Albertans convenient alternative disposal options for their containers.

Reporting to the Minister of Environment, ABCRC strives to meet a target of an 85% return rate, working closely with beverage manufacturers, the over 215 bottle depots and the Alberta Bottle Depot Association to divert empty beverage containers from being land filled. As the designated collection system agent for the non-beer system, ABCRC collects the empty beverage containers from bottle depots across the province, compacts and ensures the containers reach an end market to be made into new materials.

Finalist: Alberta Real Estate Foundation

Project: Sustainability at home: A toolkit for your everyday choices

Media Contact: Cheryl De Paoli cdepaoli@aref.ab.ca 403-228-4786

The *Alberta Real Estate Foundation* (www.aref.ab.ca) funded *The Natural Step Canada* (www.naturalstep.ca) to design a toolkit for Alberta REALTORS® and real estate industry professionals to distribute as a practical resource **to assist Alberta households to access, understand, and apply sustainable development concepts** to their household decision-making.

There are almost one million households in the Province of Alberta. Each home needs water, energy, building materials, food, transportation and many other things that depend on natural or human-made resources. This gives Alberta households a powerful opportunity to make sustainable choices that affect the future of Alberta.

The toolkit provides an overview of sustainability, what it means at the household level, and how to think strategically about the hundreds of decisions Albertans make in operating their homes. Distribution is through real estate industry professionals (REALTORS®, mortgage brokers, etc.) as part of their information kits for clients who are purchasing a home.



2008 EMERALD AWARDS FINALISTS

Not-for-Profit Association (cont'd)

Finalist: Clean Calgary Association

Project: The Calgary Materials Exchange

Media Contact: Sarah Begg sarah@cleancalgary.org 403-230-1443 ext. 226

The Calgary Materials Exchange (CMEX) is changing corporate and institutional attitudes about waste by providing hundreds of agencies with one-on-one support that enables them to reduce, exchange and recycle their operational by-products rather than discarding these materials as garbage. CMEX provides a waste stream assessment and an initial report that provides tailored solutions for recycling and material exchanges, and then goes far beyond. The power of this program is the ongoing research, follow-up, facilitation of exchanges, tracking of impacts, and workshops for specific materials that bring together a dynamic cross section of business, government, post-secondary institutions and the non-profit sector to collaborate in finding solutions to recycling challenges. Project impacts to date: 5233 exchanges, over 10,800 tonnes of resources diverted from landfill, 17,500 metric tonnes of CO2 equivalence mitigated and \$754,000 saved by participating companies. Workshops and presentations attracted more than 40 organizations and over 1000 people in 2007.



2008 EMERALD AWARDS FINALISTS

Research & Innovation

Finalist: William (Bill) Gunter

Project: Carbon Capture and Storage: A Novel Approach to Reducing Greenhouse Gas Emissions

Media Contact: Bill Gunter bill.gunter@arc.ab.ca 780 450 5467

New technology being tested that captures and stores carbon dioxide (CO₂) shows promise as being one of the answers to reducing greenhouse gas emissions. This technology is especially appealing to industries that emit vast amounts of carbon dioxide as part of their waste streams.

The concept is simple – instead of releasing CO₂ emissions into the atmosphere as a greenhouse gas these pollutants are stored deep underground in secure geological formations, such as depleted coal, oil and gas reservoirs or saline aquifers. Economic potential for total carbon mitigation effort by this method, in Canada alone, is estimated between 10 to 55 per cent of total greenhouse gas emissions reductions over this century. This research, which is being spearheaded by Dr. Bill Gunter at the Alberta Research Council, is drawing international acclaim, showcasing Canada as a leading authority on capturing and storing carbon dioxide as a means to managing climate change.

Finalist: Bernhard Mayer

Project: Application of Isotopic Tracers to Assess Environmental Problems in Alberta

Media Contact: Bernhard Mayer bmayer@ucalgary.ca 403-220-5389

Bernhard Mayer's major achievement is the application of innovative tracer techniques to a wide range of environmental issues of major importance to Albertans. His research program is designed to ensure an environmentally sustainable use and development of Alberta's water and energy resources. Using sophisticated stable isotope "fingerprinting" techniques, his research program has enhanced the understanding of environmental issues including: 1) water quantity and quality in the South Saskatchewan River basin; 2) fate of agricultural nitrogen in the Oldman River basin, 3) fate of industrial sulfur emissions from sour gas processing plants, 4) quality of groundwater in coalbed methane producing regions of central Alberta, and 5) sequestration of the greenhouse gas CO₂ in mature oilfields. Establishing state-of-the-art tracer technologies at a university laboratory in Alberta and applying innovative "fingerprinting" tools to a range of environmental issues in the province has made a major contribution to maintaining a sustainable environment in Alberta.



2008 EMERALD AWARDS FINALISTS

Youth

Finalist: Eco-Air

Project: Edmonton's Children's-Organized Anti-Idling Recruiters

Media Contact: Rocky Feroe rferoe@telusplanet.net 780-421-0975

Eco-Air is an environmental youth group in Edmonton. Eco-Air stands for Edmonton's Children's-Organized Anti-Idling Recruiters.

Our by-line? Gentlemen, stop your engines; the race against idling has begun.

-Eco-Air, helping Edmonton get there.

Eco-Air asks Edmonton's drivers to commit to improving our city's air quality, and reducing green house gases while saving money, by agreeing not to idle their cars. Eco-Air ambassadors ask drivers not to idle and reward them with an Idle-Free decal. Eco-air has spread their message on TV and in the newspapers. They are working with the city as active partners in their anti-idling educational campaign. Eco-Air wants to demonstrate how effectively youth can enlist adult support and tackle environmental issues.

Finalist: Emma Gilchrist

Project: Calgary Herald Green Guide

Media Contact: Emma Gilchrist egilchrist@theherald.canwest.com 403-235-7579

The Calgary Herald's Green Guide strives to raise environmental awareness by educating the public about simple ways to reduce our ecological footprint. We break down complex problems into simple steps and suggest practical and innovative ways of incorporating greener living into daily life.

Each week, we tackle a new topic in the newspaper, with all of the information compiled into an ever-growing online guide at calgaryherald.com/greenguide.

We answer reader questions and write about topics as diverse as how to pack a littlerless lunch, the impacts of air quality on human health and how to make the most eco-friendly decisions in the grocery store.

Our goal is to provide ordinary people with the information necessary to make informed decisions for the environment.