

Promoting Sustainable Consumption: Social Enterprise and Eco-Literacy Outreach Approach

Canadian Pollution Prevention Roundtable
Victoria, British Columbia
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Agenda

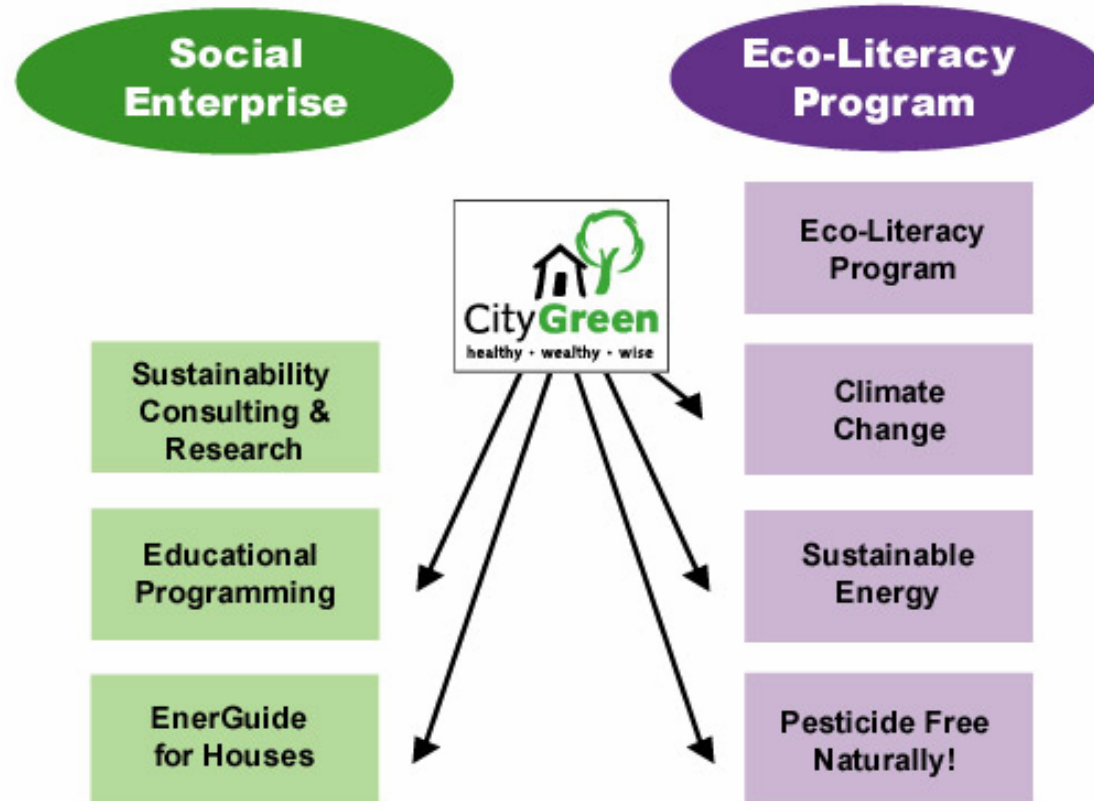
- **Overview of City Green**
- **Delivering Sustainable Consumption Programming - Challenges**
- **Social Enterprise and Eco-Literacy Outreach - Creating Synergies**
- **Sustainable Consumption Program- Energy Efficiency**
- **Evaluating the Approaches**
- **Benefits of Combining Approaches**

City Green

- **City Green** works in partnership with various levels of government, business, and community organizations to transform Greater Victoria into a leader in environmental sustainability.
- City Green is an initiative of **Eco-Literacy Canada Foundation**, a charitable non-profit organization existing to identify the many paths and solutions available to enhance the health of our communities and ecosystems, support vibrant local economies, and promote the advancement of ecological literacy locally and globally.

Eco-Literacy Canada

Creating Synergy:
Social Enterprise & Eco-Literacy Outreach



Eco-Literacy Canada is an enterprising non-profit organization with social enterprise and eco-literacy outreach programming. The synergies between these two program areas advance both the mission and financial sustainability of Eco-Literacy Canada.

If Sustainable Consumption is:

the **use of goods and services** that satisfy basic needs and improve quality of life while minimizing the usage of irreplaceable natural resources and the byproducts of toxic materials, waste, and pollution.

Are goods and services the solution?

Delivering Sustainable Consumption Programming

Key Challenges

1. Financial Sustainability

2. The Right Message

3. Measuring Impact

Sustainable Consumption Program – Energy Efficiency

- **EnerGuide For Houses: Social Enterprise**
- **Educational Programming: Social Enterprise/Eco-Literacy Outreach**
- **Climate Change Program: Eco-Literacy Outreach**
- **Public Engagement: Eco- Literacy Outreach**

Social Enterprise Approach	Eco-Literacy Outreach Approach
Deliver a service that directly leads people to reduce their consumption, save money, and reduce their impact on the environment	Deliver public engagement activities that advances ecological knowledge and consciousness and may indirectly lead people to reduce their consumption, save money and reduce their impact on the environment.
Key Strengths	Key Strengths
Revenue Generating	Ecological Knowledge and Consciousness Building
Easy to Measure Impact	Reach a Large Diverse Audience
May Have Spin Off Benefits (Economic, Social, Environmental)	Ability to Address a Wide Variety of Sustainable Consumption Issues
	Collaborative
Key Challenges	Key Challenges
Requires Capital	Measuring Impact
Requires Entrepreneurial Skills	Changing Funding Priorities
Market Competition	Variable Funding Availability
Audience Limited to Clients	

Combining Approaches: Benefits

1. Increase Financial Sustainability

- Fee-For-Service Programming
- Grants
- Donations

Combining Approaches: Benefits

2. The Right Message

- Provide people with information about **practical options** to consume less and/or consume in more sustainable ways
- Provide people with **practical services** to reduce consumption
- Increase **public knowledge** about sustainable consumption
- **Motivate** people without being alarmist

Combining Approaches: Benefits

3. Measuring Impact

Social Enterprise

- # of clients
- \$ spent on energy efficiency
- Reduced energy consumption
- Co2 reductions (average EGH client reduces Co2 by 3 tonnes.)

Combining Approaches: Benefits

3. Measuring Impact (continued)

Eco-Literacy Outreach

- # people receiving the message
- # people signing One-Tonne Challenge
- % people who have understanding of sustainable consumption

Conclusion

- Combining approaches can have many benefits
- Government support – Kyoto, EGH
- Building partnerships
- Think beyond the provision of goods and services

Sustainable consumption requires social change