



**EARTH DAY**®  
CANADA

***[www.earthday.ca](http://www.earthday.ca)***



## ***Who is Earth Day Canada?***

- National environmental communications organization
- Registered not-for-profit charity
- Charter member and member of the board of The Earth Day Network
  - Headquartered in Washington DC
  - 184 countries involved
- Earth Day Canada's national office located in Toronto



## ***What Earth Day Canada does***

- Accredited coordinators in about 50 centres across Canada
- Event organizers in over 1000 communities in Canada
- Coordinate, facilitate and promote the annual celebration of Earth Day (April 22<sup>nd</sup>) in Canada
  - 10,000 events
  - 6 million Canadians



## ***What Earth Day Canada does***

- Deliver strategic communications programs to demographic audiences across Canada
  - For Children
    - o EcoKids
    - o Community Action Network (CAN)
  - For Teenagers
    - o EcoMentors
    - o Toyota Earth Day Scholarship Program
  - For Adults
    - o Natural Planting Network
    - o Community Action Network (CAN)
    - o Target Zero Canada
    - o EcoKids
    - o EcoAction Teams



## ***What Earth Day Canada does***

- Empower and encourage Canadians to take environmental action in their communities
- Address the challenges to Canada's environment by working in partnership to create programs that can be delivered by communities, organizations and individuals



## *EcoAction Teams*

- Rationale
  - The environmental initiatives that have the most impact happen at the community level
  - The most significant tool the environmental movement has in order to be successful is SHEER NUMBERS OF PARTICIPANTS
  - The vast majority of Canadians care about the environment and nature but lack focus and direction
  - People will respond with lifestyle change if the proper motivators are in place



## *Key Drivers for Behavioral Change*

- Face-to-face contact with facilitator
- Working in groups
- Positive reinforcement
- Incentives
  - Altruistic
  - Financial (Savings)
  - Posterity
  - Personal health
- Tangible goals to strive for
- Ability to gauge and monitor your own progress



## *Key Drivers for Behavioral Change*

- Personal accomplishment
- Being part of the big picture
  - Making a positive contribution to society / community
- Making the change easy
- Incremental involvement – gradual change
- Minimal investment
  - Time
  - Money
  - Effort



## *EcoAction Teams*

- Program of Earth Day Canada
- Launched with test market January 2003
- Delivered in 20 communities in Ontario
- Each team consists of 8 – 12 members who:
  - Live in the same community
  - Volunteer to take part in the program
  - Commit to:
    - o Complete a benchmark report at outset
    - o Reporting electronically on a monthly basis
    - o Actively participate in the program
  - Desire to minimize their household's environmental footprint
  - May elect to mentor a new team next year



## ***EcoAction Teams provides***

- Well-researched and well-written themed guides that relate to a series of environmental issues
  - Energy conservation
  - Waste reduction
  - Reducing transportation impacts
  - Reducing water consumption
  - Green consumerism
  - Sustainable gardening and food



## *EcoAction Teams provides*

- Comprehensive website with password-protected members' sign-in area
  - The ability to track your progress
    - o Financial savings
    - o Environmental indicators
  - The ability to measure your personal success
  - The ability to measure the success of your team/community/region/province



## ***EcoAction Teams provides***

- Help line via toll free telephone or email
- Facilitation for first few meetings
- Report at completion of each program section



## *Status of EcoAction Teams*

- Researched and prepared all program content
- Designed/programmed and posted completed website and database
- Developed partnerships
  - OHCC
  - Faith-based organizations
  - Conservation groups
  - Community organizations
  - Municipalities
  - Provincial and Federal Government
  - Foundations
  - Business



## *EcoAction Teams*

- Established teams across Ontario
- Teams established
  - Urban
  - Near Urban
  - Rural
  - All regions of Ontario
- Recruited and trained volunteers
- Promotion and outreach
- Evaluation Planning



## ***Next Steps for 2003 - 2004***

- Evaluate pilot
- Review and revise program materials & website
- Expand program exponentially
  - 200 communities in Ontario
  - 25 communities outside Ontario
- Enhance partnerships
- Build additional funding base
- Establish French infrastructure and program materials



## *Further info*



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EcoAction Teams information: [www.ecoactionteams.ca](http://www.ecoactionteams.ca)

Information on all Earth Day Canada programs: [www.earthday.ca](http://www.earthday.ca)