



## Fact Sheet

### Official Name

Community EcoAction Challenge

### Goal of the Challenge Provincially

To reduce Alberta's residential impact on the environment with the implementation of an eco-friendly challenge

### Individual City/Town/County's Goal

To shift a winning number of residents' behavior to take actions in their daily lives to be more environmentally friendly.

### Objectives

1. Use the challenge as a tool to educate residents on energy conservation and environmentally friendly practices in the home, business and schools so that people adopt them into their lives beyond the challenge end date.
2. Use the Mayor's and elected officials profile to encourage participation in the challenge
3. Build our municipalities reputation as an environmental leader among Alberta municipalities.
4. Win in our category!

### History/How it started

The idea of a municipal challenge was initiated by the City of Airdrie's Environmental Advisory Board (EAB) in November 2009. The EAB discussed the possibility of incorporating a municipal challenge to heighten an environmental awareness that would involve municipalities across the province.

The idea followed a wish to build on current awareness campaigns such as Earth Hour and the national *One Million Acts of Green* challenge in which Airdrie went head to head with Okotoks. With the success of these initiatives in educating residents on easy ways to make a daily impact on the environment, and knowing how residents enjoyed the challenge against another municipality, Airdrie City Council directed staff to move forward with leading a provincial challenge.

However, we knew we couldn't do it alone! Therefore, the City of Airdrie contacted the Government of Alberta's One Simple Act (OSA) as they have tools and offer similar outreach programs. OSA had conducted a similar internal challenge amongst their departments however; they noted their tools are not capable of handling a provincial scale challenge. OSA recommended the involvement of Alberta Urban Municipalities Association (AUMA) as they have a municipal base to draw on, as well as bringing in Earth Day Canada to use their EcoAction Calculator.

Conference calls took place between November 2009 and March 2010 including OSA, AUMA, Earth Day Canada as well as City of Airdrie to draw up a plan for the challenge. Which brings us to today, and to you. **We are ready for you to take part... are you up for the challenge?**

### Important Dates

Launch to get other municipalities on board: April 28

Public Launch Date: May 31

End of Challenge Date: June 30

### Players

Organization	Name	Role
City of Airdrie	Theresa Wilcox-Kelly (Environmental Services)	<ul style="list-style-type: none"> <li>Assist in getting other communities on board</li> <li>lead the creation of the tool kits for communities to implement challenge communications</li> <li>lead Airdrie residents to a win in our category</li> </ul>
	Jill Iverson (Communications Coordinator)	
Earth Day Canada	Cheryl Gudz	<ul style="list-style-type: none"> <li>Provide the eco-action calculator for all residents to use</li> <li>Report back on stats</li> <li>Assist in communicating the challenge provincially via website and any other applicable communications</li> </ul>
One Simple Act (AB Gov)	Cory Doll	<ul style="list-style-type: none"> <li>Provide information on the acts via website</li> <li>Assist in promoting the challenge where applicable</li> <li>Assist in creating the tool kit (including graphics)</li> </ul>
	Joanne Barwise (communications)	
AUMA	Zohreh Saher	<ul style="list-style-type: none"> <li>Assist in getting municipalities to participate</li> <li>Assist in creating the tool kit for municipalities</li> </ul>
	Loreen Lennon (communications)	

## Challenge Logistics

- Winners will be based on the number of individuals participating per capita. This will be calculated by the number of participants signed up online through Earth Day Canada's existing EcoAction Calculator.
- There will be three winning communities calculated according to the size of the municipality (small, mid-size and larger sized municipalities based on AUMA's current breakdown for the Mayor's Caucus Meetings. The population thresholds are:
  - Populations under 2,500 -SMALL
  - Populations from 2,501 to 10,000 -MEDIUM
  - Populations greater than 10,000 -LARGE
- Participants agree to implement at least one of ten acts created by Earth Day Canada into their lives.
- Residents will sign up (as an individual first) on Earth Day Canada's website. They will then "join a team" using their municipalities name. (If a resident signs up for a team but clearly the PO code indicates they should be within another municipality, Earth Day Canada database administrators will be able to report on these discrepancies)
- The data for teams will be collected from May 31 – June 30. Anyone signing up prior to May 31 or after June 30 will not be counted towards this challenge.
- Earth Day Canada will collect the data for the challenge and report back on the numbers for all municipalities by July 7, 2010.

## Steps to Become a Participating Community

1. E-mail Zohreh @ AUMA and Jill Iverson @ the City of Airdrie and let us know you're interested in participating
2. Share this information with your council members and/or administration and gain support and any approvals you require.
3. Confirm with Zohreh that you will be participating
4. Use the tool kit provided to prepare your communications campaign including information on your website, media, posters, getting school involvement and finding more creative and unique ways to get your community involved. The tool kit and more information will be available at [www.onesimpleact.alberta.ca](http://www.onesimpleact.alberta.ca). It will also include links to the EcoAction Calculator.
5. Create your "Team" using your municipality name on EcoAction Calculator.
6. Commit to promote and encourage participation throughout the month of the challenge.

**For more information on the Community EcoAction Challenge, please contact:**

Jill Iverson, City of Airdrie (403) 948-8800 ext. 8475, [jill.iverson@airdrie.ca](mailto:jill.iverson@airdrie.ca)

Zohreh Saher AUMA (780) 989-7407,  
Keith Treffry Earth Day Canada (416) 599-1991 x107

[zsaher@auma.ab.ca](mailto:zsaher@auma.ab.ca)  
[keith@earthday.ca](mailto:keith@earthday.ca)