



# **ANNUAL REPORT 2007/08**



**Green Manitoba**  
*An Agency of the Manitoba Government*

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## Minister's letter of transmittal

The Honourable John Harvard  
Lieutenant Governor of Manitoba  
Room 235 Legislative Building  
Winnipeg MB R3C 0V8

Your Honour:

I have the privilege of presenting the Annual Report of Green Manitoba Eco Solutions for the year ending March 31, 2008.

In January 2006, the Manitoba Government released the *Green and Growing* document that outlined the government's strategic direction on important environmental initiatives.

A key component of that strategy has been the creation and development of a new agency that will implement specific new initiatives related to the Green and Growing vision.

This is the second Annual Report from that agency.

Respectfully submitted,

Jim Rondeau  
Minister of Science, Technology,  
Energy & Mines

## **Deputy Minister's letter of transmittal**

Honourable Jim Rondeau  
Minister Responsible for Green Manitoba  
Eco Solutions  
Room 333 Legislative Building  
Winnipeg MB R3C 0V8

Dear Minister Rondeau:

I am pleased to submit for your consideration the Annual Report of Green Manitoba Eco Solutions for the year ended March 31, 2008.

Science, Technology, Energy and Mines has been designated the lead Department in implementing the Green and Growing Strategy of the Government.

Consistent with that strategy, a new Special Operating Agency – Green Manitoba – was established, as of April 1, 2006, to advance sustainable practices throughout the Province.

This report outlines the activities and achievements of the agency during its second year of operation.

Respectfully submitted,

John Clarkson  
Deputy Minister of Science,  
Technology, Energy and Mines

## **Chief Executive's message**

On behalf of all agency staff, I am pleased to report on the achievements of Green Manitoba Eco Solutions for the year ended March 31, 2008.

In its second year of operations, the agency explored more opportunity, broadened its span of activity and sharpened its focus to support government's sustainability and climate change action goals in the most effective manner possible. Green Manitoba's contribution to building capacity for change and stimulating action on sustainability issues reflects a success shared with the many organizations and individuals who participated with us.

The work achieved in 2007 / 2008 would not have been possible without the support of community, business and public sector partners, as well as the effort and dedication of agency staff. We remain committed to a green and growing Manitoba and will continue to challenge ourselves and others to keep Manitoba in the forefront of sustainable prosperity.

In the near future, an Advisory Board for the agency will be established. We look forward to the Board's advice regarding Green Manitoba's strategic direction and business practices.

Respectfully submitted,

Doug Smith  
Director

## Executive summary

Green Manitoba was established to help build a sustainable and prosperous future for all Manitobans. By emphasizing practical approaches to waste reduction, water conservation and energy efficiency in communities, homes and businesses, Green Manitoba works to achieve a winning merger of environmental protection and economic growth throughout the Province.

Green Manitoba's activities are guided by core concepts regarding opportunity, collaboration and value:

*Thinking broadly about social, economic and environmental issues and their interrelationships underpins the notion of sustainability and expands awareness of new opportunities and choices.*

*Successfully engaging diverse stakeholders in both traditional and innovative ways is vital for securing the partnerships and collaborative effort essential for achieving meaningful progress.*

*Delivering genuine value from the stakeholders' perspective is key to advancing Manitoba's sustainability objectives and reinforces the importance of actions that are practical, measurable and effective.*

By putting these concepts into practice, Green Manitoba made significant headway in 2007/08 – the Agency's second year of operations. Of particular note:

- Government's extended producer responsibility (EPR) initiative aimed at waste diversion and reduction was broadly advanced, and, in particular, tire stewardship was successfully transitioned to an industry organization.
- A partnered, province-wide approach to electronic waste collection and disposal was implemented and large quantities of e-waste were diverted from landfill.
- Green Manitoba developed a framework and a partnered approach to encourage small business owners throughout Manitoba to implement low-cost or no-cost measures aimed at increasing energy and water efficiencies and reducing waste.
- Green Manitoba researched and developed the program framework for a Green Schools Initiative designed to stimulate and fund student- and teacher-led responses to environmental issues connected with Manitoba schools.

Green Manitoba's 2007 / 2008 year-end financial position reflects the Agency's continued development and early period of operations. Revenue growth is forecast to place the Agency on a positive financial footing in the near future as government "green" policy frameworks evolve and our business model matures. Green Manitoba will use this time to achieve key objectives, deliver benefit to clients, and demonstrate value to stakeholders.

## Agency profile

### History

Green Manitoba was created as a Special Operating Agency effective April 1, 2006, by merging existing elements of the Departments of Science, Technology, Energy & Mines and Conservation. Treasury Board allocated additional resources to Green Manitoba in FY 2006/07 to support the government's *Green Building* policy initiative. Since inception, Green Manitoba has served as an enabler and delivery agent for programs that enhance sustainability and resource management practices throughout the province.

### Mission

The mission of Green Manitoba is to promote sustainable communities and enhance economic prosperity in Manitoba through joint environmental action on waste minimization, water conservation and energy efficiency.

Through demonstrated leadership and effective collaboration, Green Manitoba guides and supports environmentally-sound community practices intended to:

- Reduce solid waste generation and encourage materials efficiency
- Preserve adequate, reliable and sustainable supplies of freshwater
- Decrease energy consumption and mitigate climate change impacts

Green Manitoba is a key delivery agent for government's *Green and Growing* strategy. By bringing together partners from different levels of government, business and other stakeholder organizations, Green Manitoba facilitates and drives implementation of a variety of sustainable solutions.

Our vision is "*a cleaner and greener Manitoba*" where natural resources are used wisely, waste is eliminated, adverse climate change impacts are minimized, and sustainable development is increasingly understood as the key to unlocking future economic prosperity and a high quality of life.

We work closely with communities, governments, businesses, and other stakeholder organizations to facilitate or complement activities and programs designed to achieve environmental protection and community development goals.

## Principal Program Areas

Green Manitoba pursues activities and goals in three principal areas:

- Waste minimization
- Water conservation
- Energy efficiency

Green Manitoba believes that a marked change in public attitudes, perceptions and priorities on environmental issues affords an opportunity not to be missed. We will continue to join up public sector thinking on sustainable waste, water, and energy practices that, through collaboration with partners, can be implemented to good effect.

## Key achievements for 2007/08

Green Manitoba is uniquely positioned to act as a catalyst for change toward enhanced sustainability in Manitoba. Through emphasis on the concepts of eco-efficiency, innovation, and partnered approaches, Green Manitoba leads the implementation of community-based practices that conserve water, reduce demand for energy, and effectively manage and minimize waste. Green Manitoba adopts an entrepreneurial approach to accomplishing its mandate and partners with public agencies, community organizations, businesses and residents to leverage collective knowledge and effort and ensure shared success.

2007/08 was a year marked by progress achieved on several fronts. Work on important initiatives already underway continued and key milestone events and successes were accomplished. Agency-sponsored programs introduced in 2007/08 enjoyed strong buy-in from stakeholders and demonstrated impressive public support.

Green Manitoba's task of identifying value-add opportunities, building collaborative relationships and securing program resources – although still challenging – is an operating norm that the agency is managing more effectively over time. The highlights listed below emanate from that environment and reflect a commitment from the agency to contribute meaningfully to Manitoba's sustainability agenda.

## Year 2007/08 Highlights

- As part of Manitoba's extended producer responsibility (EPR) initiative, Green Manitoba, in cooperation with Conservation Manitoba, concluded public consultations on the Household Hazardous or Prescribed Household Material Stewardship Regulation and the Electronic and Electrical Equipment Stewardship Regulation in November, 2007.



- Green Manitoba, working collaboratively with industry stakeholders and Conservation Manitoba, helped successfully transition province-wide scrap tire management from the existing Tire Stewardship Board to industry's Tire Stewardship Manitoba organization effective April 1, 2008.
- Green Manitoba delivered Manitoba's first province-wide Electronic Waste (E-waste) Round-Up in partnership with local entities and e-waste management business. The program ran for 3 months from June to August and collected more than 310,400 kgs of e-waste from 20 depots.
- In partnership with MERLIN – a Manitoba Government special operating agency – Green Manitoba established a school division electronic equipment recycling service.
- Green Manitoba provided ongoing support and oversight for household hazardous waste (HHW) collection events in Winnipeg and throughout rural and northern Manitoba. In 2007/08, 473,768 kgs of hazardous waste were collected through 20 events in Winnipeg and 12 rural/northern events. Additionally, an on-line HHW reservation system was established to enhance customer convenience.
- In the education sector, Green Manitoba ensured the sustainability of environmental stewardship programming for independent K-12 schools by securing and coordinating the provision of funding grants to over 70 schools, and continued its support for waste reduction and green activities in Manitoba universities and colleges through the Post Secondary Education Institutions Recycling Support Program.
- Green Manitoba delivered a public enquiry information line to manage the hundreds of enquires with respect to electronic waste recycling and other green issues.
- Green Manitoba worked with the University of Manitoba (Faculty of Environmental Studies) to develop a Sustainable Water Management course that aligns students with communities that need assistance relative to water and wastewater management issues (including the Village of Dunnottar, the Town of Minnedosa, and the RM of Rosser).
- Green Manitoba, working with the Village of Dunnottar and their partners, instituted a water management program (water quality and quantity) in that community leading to development and establishment of a passive filtration system on a small-scale (pilot facility) basis.
- Green Manitoba developed a framework and a partnered approach to encourage small business owners throughout Manitoba to implement low-cost or no-cost measures aimed at increasing energy and water efficiencies and reducing the amount of waste sent to landfill.

- Working with the Association of Manitoba Municipalities and the Federation of Canadian Municipalities, Green Manitoba initiated a program promoting and enabling the calculation of community GHG emission levels and the establishment of local action plans to achieve reduction targets.
- Green Manitoba researched and developed the program framework for a Green Schools Initiative designed to stimulate and fund student- and teacher-led responses to environmental issues connected with Manitoba schools.

## Looking ahead to 2008/09 ... and beyond

As a delivery agent for government dedicated to enhancing sustainability and resource management practices throughout the province, Green Manitoba recognizes that significant future opportunities exist for moving the “green” agenda forward. Some initiatives that Green Manitoba proposes to champion, or substantially contribute to, over the longer term include:

- Developing an up-to-date, comprehensive strategy and action blueprint for waste minimization and management in Manitoba
- Designing and implementing residential organics composting programs
- Increasing recycling and materials processing capacity in Manitoba
- Establishing a commercial food-composting program
- Developing a Build It Green! public information and promotion campaign
- Leveraging the notion of watershed management to prioritize and drive community-based responses to inefficient uses of freshwater and to monitor and measure progress in a scientific manner
- Developing green space stewardship programs that encourage recognition of the value of urban green and natural spaces
- Working strategically with housing authorities and other partners on campaigns to improve residential energy efficiency for targeted communities where the potential for payback is greatest
- Development of *GreenplanIT*, an integrated web-based community planning tool set that surveys and reports energy, water and waste measurements against best practices
- Delivering household water efficiency campaigns that provide information and opportunities for all Manitobans

**GREEN MANITOBA ECO SOLUTIONS**  
**An Agency of the Special Operating Agencies Financing Authority**  
**Province of Manitoba**

The accompanying financial statements of Green Manitoba Eco Solutions are the responsibility of management and prepared in accordance with Canadian generally accepted accounting principles. In management's opinion, the financial statements have been properly prepared within reasonable limits of materiality incorporating management's best judgment regarding all necessary estimates and other data available up to May 28, 2008.

Management maintains a system of internal controls throughout its operations that provides reasonable assurance that transactions are authorized, properly reported, and that assets are safeguarded.

The responsibility of the external audit is to express an independent, professional opinion lending assurance and objectivity as to whether the financial statements of Green Manitoba Eco Solutions are fairly presented in accordance with Canadian generally accepted accounting principles. The auditor's report outlines the scope of the audit examination and provides the audit opinion.

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Doug Smith  
Director

**Public Sector Compensation**

Pursuant to The Public Sector Compensation Disclosure Act, employees of Green Manitoba who have received compensation of \$50,000 or more, including benefits and severance payments, in the year ended March 31, 2008, are disclosed in Volume 2 of the Public Accounts of the Province of Manitoba.

## Staff as of March 31, 2008

Jim Bakken	Shane McKenzie	Lindsay Irwin
Doug Smith	Randall Shymko	Annette Vogt
John Jonasson	Marie Storey	Jo Ann Van Santen
Jim Ferguson	Rathan Bonam	

## Acknowledgements

Green Manitoba gratefully acknowledges the support and cooperation received in 2007/08 from individuals, entities and partners with shared interests.

Association of Manitoba Municipalities	Packaging and Printed Paper Industry Working Group
Tire Stewardship Manitoba	Electronic Product Stewardship Canada
Manitoba Hydro	Miller Environmental Corporation
Town of Minnedosa	Environment Canada
Resource Conservation Manitoba	Manitoba Conservation
Take Pride Winnipeg!	Manitoba Water Stewardship
Manitoba Association for Resource Recovery Corp.	Manitoba Education, Citizenship & Youth
Manitoba schools and educators	Consumers Association of Canada
The Thomas Sill Foundation Inc.	Manitoba Department of Science, Technology, Energy and Mines
City of Winnipeg	University of Manitoba
Compost Council of Canada	Manitoba Association of Regional Recyclers
Computers for Schools	Manitoba Product Stewardship Corporation
E-Waste Round-up Advisory Committee	Syrotech Industries
Sims Recycling Solutions	The Manitoba Tire Stewardship Board
Responsible Electronics Recycling	Council on Post Secondary Education
Household Hazardous Waste Industry Working Group	Rechargeable Battery Recycling Corporation
Emerge Knowledge Design	