

“Green and Growing”

with Green Manitoba

Submitted by the Province of Manitoba

Manitoba takes action

to protect our environment, while paying close attention to the economic potential of its green efforts for our communities. The province believes there are tremendous economic opportunities for green initiatives, especially considering Manitoba's rich abundance of natural resources.

In 2005, the government solidified its long-term environmental sustainability objectives in its *Green and Growing* document. To help implement the strategies introduced in the report, Green Manitoba was created as a Special Operating Agency in April 2006.

Formed from combined components of Manitoba Conservation and Manitoba Science, Technology, Energy and Mines, Green Manitoba partners with communities to develop programs that will economically benefit the communities, while protecting the environment and reducing waste.

Through leadership and collaboration, Green Manitoba supports and guides environmentally sound community practices in three key areas:

- **Waste reduction.** The agency works with its partners to reduce solid waste disposal and to encourage efficient use of materials.
- **Water conservation.** Green Manitoba works to preserve adequate, reliable and sustainable supplies of fresh water.
- **Energy efficiency.** The agency encourages decreased energy consumption and works to mitigate climate change.

The following initiatives demonstrate the nature of activities undertaken by Green Manitoba.

Waste Management

The demand for improved recycling and waste management systems is growing

in Manitoba. Residential recycling, for example, rose six per cent since last year, and total recycling levels exceed 67,000 tonnes. Green Manitoba is developing a producer-responsibility model as a long-term solution for effective management of electronic waste (e-waste), household hazardous waste and blue-box materials. This follows the successful launch of Tire Stewardship Manitoba in April 2008. Improved waste management and organic waste diversion practices have significant effects in reducing greenhouse gas emissions, which benefit all our communities.

Consumer demand for electronics waste recycling services continues to grow. Manitoba's 2007 Electronic Waste Roundup diverted more than 305,000 kg (675,000 lbs.) of electronic waste from provincial landfills. A follow-up program is underway, and will end in September 2008. More collection sites have been added this year, and in more communi-



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ties, such as Swan River and The Pas. In total, 25 locations, spanning 22 communities, offer e-waste collection services this summer. To date, more than 10 semi-truckloads of residential electronics have been shipped for end-of-life processing.

Green Schools Initiative

This initiative works with public school divisions and some independent schools, to fund improvements to energy and water efficiency and to reduce waste in schools.

Green Schools provides many ways for schools to be involved in sustainable practices. For example, the program helps schools enhance their natural grounds, encourages teaching the importance of sustainability to students and works to connect school activities with local sustainability efforts.

The initiative recognizes and showcases the ongoing environmental efforts of our schools. It welcomes innovative proposals from schools and encourages new thinking and planning about sustainability.

Green Building Award

Brandon's new Green Building Award was developed through partnership with Green Manitoba and Brandon's Environmental Steering Committee. The award recognizes innovators in green building construction in Brandon and promotes local green building projects. This year's award was presented to the Kelleher Ford car dealership.

Additional Green Manitoba initiatives on the horizon include:

Small Commercial Program

Many large-scale retrofit incentives that are offered by utilities and governments do not apply, or may not be practical, for small business owners. Green Manitoba is developing a program and conducting market research to help small business owners improve waste management and help businesses save energy and water.

Water Conservation

Water conservation has become an important issue because of increased demand for potable water. Green Manitoba believes in working together with local businesses, government and individuals to conserve and protect our water resources. Green Manitoba is currently working with stakeholders to develop and implement a water efficiency program, which will initially focus on helping homeowners conserve water.

Municipal Greenhouse Gas (GHG) Baseline

"Up to half of Canada's greenhouse gas emissions (38 MTs) are under the direct control or influence of Municipal Governments." - Federation of Canadian Municipalities


Green Manitoba and its partners are exploring an initiative to provide tools, resources and knowledge to communities to aid in: gathering baseline information on greenhouse gas (GHG) emissions, predicting future emissions trends, and facilitating long-term planning and decision making for local action plans.

The government's Green and Growing agenda places a high priority on actions to enhance sustainable practices and reduce greenhouse gas emissions throughout Manitoba.



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Gathering community GHG and energy baseline information is a critical first step in helping communities set targets for reducing their greenhouse gas emissions. Information gathering also helps communities measure and report their reduction achievements. These efforts will help communities meet the Federation of Canadian Municipalities' eligibility requirements for Green Municipal funding.

Green Manitoba looks forward to working with all stakeholders on many additional initiatives to help build a green and prosperous future for Manitoba communities. 



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