



EnerACT (n): innovation, solutions, sustainability

At EnerACT we are strong believers in implementing solution-based initiatives and building capacity in communities to work towards a sustainable future. Our core goal is to promote the aggressive implementation of energy efficiency and renewable energy in order to address the urgent problems of global climate change and urban smog. But we truly are a *sustainability-focused organization*. Just take a look at our programs and you'll see (see "Innovations").

Vision: *a 100% renewable energy base for the Toronto by 2025*

Mission: *to act as a catalyst and implementer of a sustainable energy future for the Toronto area*

We have over 16 years of experiences in designing, managing and implementing innovative sustainable programs that demonstrate best practices to the people of Ontario.

Each of us can take small, simple steps towards greening our city, to making the air more breathable, and to improving the quality of urban living. EnerACT enables this through an engaged membership and volunteer base, a unique and effective slate of programs, and through working with other organizations to achieve coherency in the non-profit movement.

The following is a list of EnerACT's projects and achievements:

Urban Environment Centre/ Green\$aver

Eneract rescued the Howland House and transformed it into the Urban Environment Centre. We also provided the program content for the creation of the **Green\$aver** program. The model was later developed by the Province of Ontario as the Green Communities Initiative and replicated in several cities across the province. Green\$aver continues to grow and flourish, building momentum and increasing expertise in an exciting new field.

Toronto Sustainable Energy Plan

In 1998 the City of Toronto contracted EnerACT Directors Greg Allen, Stephen Hall, Bridget Haworth and Mario Kani to co-develop and co-author the city's Sustainable Energy Plan.

Solar Trailer Project

The ever-popular Solar Trailer has been used by schools and music festivals across the province for over ten years to demonstrate the viability of using photovoltaics for clean electricity production. It is a mobile, photovoltaic electrical generator used to provide clean, quiet, green power for outdoor musical events, festivals, fairs and parades – rain or shine – and is ideal where conventional grid power is not available. Eneract

developed the trailer and demonstrated it for many years before passing it on to the City of Toronto.

Toronto Renewable Energy Co-op (TREC)

TREC brings to North America a model that has existed for years in Europe – an energy co-op. Their landmark, the stunning large-scale wind turbine at the foot of Dufferin Street, is a beacon that leads the way for giving citizens a way to directly participate in deciding on and implementing sustainable energy solutions. EnerACT Board Members Greg Allen and Mario Kani, along with 1999-2000 Director Judith Ramsay, are founding Board Members of TREC.

Solar Domestic Hot Water (SDHW) Project

EnerACT was manager of the Solar Domestic Hot Water (DHW) Heating project – a partnership with Natural Resources Canada and others that saw the installation of 26 Solar DHW systems across the Toronto region. This project resulted in a new vitality in the solar heating market in Toronto and the GTA, including development of new expertise in solar installations and manufacturing capability in the Toronto area.

EnerACT's strategic approach is based on five guiding principles (our 2004-2007 Strategic Directions):

1. Develop a strong, sustainably funded organization with a diversified funding portfolio
2. Create a cohesive and well-organized structure
3. Build an engaged membership and volunteer base
4. Build a unique and effective slate of programs
5. Build coherency in the nonprofit movement and act as a tool for elimination of duplication

Since adopting these strategic directions, we have gone on to develop plans to help us achieve our goals. These plans will prove to be the cornerstone of our success in achieving our organizational and programming goals.

1. A financial sustainability plan (2004-2007)
2. Three priority areas for programming
3. A program plan (2004-2007)
4. A membership recruitment plan

Here are the priority areas that will guide our programmes and policy work over the next three years:

- Sustainable communities
- Sustainable buildings
- Established renewable energy technologies

EnerACT is lead by a team of dedicated and experienced professionals of a very diverse skill set. This team is central to the sustainability of the organization and has taken on the challenge put before it with enthusiasm.

Mary Ellen Weigel, Chair

Mary Ellen works as a technical writer in the software industry. She is a partner at Green Cleaning Solutions, a company that sells environmentally safe cleaning products and solutions. Mary Ellen joined the Board in 2002.

Bill Trenbeth, CMA, B.A., Vice Chair

Bill is Manager of Accounting for The Easter Seal Society, Ontario. He has over 17 years in high-level financial positions in the not-for-profit sector. His experience includes Board Governance, Audit and Financial Management, Management Information Systems, and Reporting. Bill joined the Board in 2004.

Billy Chung, Treasurer

Billy is a Senior Consultant with KPMG's Risk Advisory Services. Billy is a graduate of the University of Toronto's MBA program. At KPMG, he works with clients in the banking and financial services industries. Billy's areas of expertise include financial modeling, equity research, and internal control reviews. Billy joined the Board in 2002.

Alex Harvey, Secretary

Alex spent his career in financial services, specifically in the areas of Group Benefits and Retirement and Savings products. During a 32-year career with Canada Life, Alex held management positions in underwriting and sales. Alex has a BA (Hon.) and an MBA, both from the University of Toronto. He joined the Board in 2004.

Roger Algje, Director

Roger is the owner of Just Homes, a company that specializes in sustainable building design and construction. He also sits on the Green\$aver Board of Directors. Roger is a founding member of EnerACT.

Greg Allen, P.Eng., Government & NGO Liaison

Greg is the President of Sustainable EDGE Inc. He also sits on the Board of Green\$aver. Greg has worked on developing sustainable technologies for 29 years as a designer, builder, inventor, researcher, manufacturer, policy advisor, community activist, and environmental consultant. Greg is a founding member of EnerACT.

Brad Cundiff, Director

Brad is a partner with Green Living Communications,

which provides communication services to environmental organizations. He has developed strategies for campaigns that led to the creation of 378 new parks in Ontario and to a government commitment to phase-out coal power in the province. He has written freelance articles for many leading Canadian environmental periodicals. Brad joined the Board of Directors in 2004.

Mario Kani P.Eng, Past Chair

Mario is a Principal of Sustainable EDGE Inc. For 20 years he has worked on the design of low energy buildings, addressing efficient and durable envelope design, alternative mechanical technologies, and sustainable energy systems. Mario is a founding member of the TREC Windshare Co-op, which produces wind power on the Toronto waterfront. Mario is a founding member of EnerACT.

Gajanan Markande PDHRM, MBA, B.Eng. (IE), Director

Gajanan has expertise in project management and human resources and has volunteered at Parks and Recreation. He holds a Post-graduate Diploma in Human Resources Management from Seneca College, a Master's Diploma in Business Administration, and a Bachelor of Engineering (Industrial Engineering). He joined EnerACT's Board of Directors in 2004.

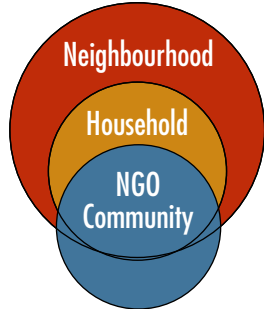
Simon Pianarosa, Director

Simon Pianarosa works as a Manager of Governance and Business Development in the aerospace industry. He is a volunteer at the Canadian Cancer Society, helping the North York unit in developing their Outreach program. Simon joined the Board in 2004.

Liz Reynolds, Director

Liz is the president and a founding member of Urban Mobility, a worker co-op car sharing organization. She founded Toronto's first car sharing company in 1999, is a director of Transportation Options, and a member of the Centre for Sustainable Transportation. She has raised funds for health charities and political campaigns, worked in management in the co-operative housing sector, and was a program coordinator at the Ontario Ministry of Housing. Liz joined the Board in 2004.

Innovations



Our innovations occur within different *spheres of influence* –
on a household/
individual level,
at a neighbourhood level,
and within the non-profit
community.



HOUSEHOLD INNOVATIONS #1 Smart Steps, Simple Solutions

Smog threatens our very way of life - people who are not already ill develop respiratory illnesses that cause the death of over 2000 Ontarians on a yearly basis (Source: Ontario Medical Association). Climate change is forecasted to have a devastating impact on our economy and environment.

Since 2002, EnerACT's Smart Steps, Simple Solutions program has demonstrated remarkable success at providing simple solutions to high energy bills for the residents of the Greater Toronto Area and, via its website – www.smartliving.ca, to people around the world. We offer a tangible tool that allows visitors to explore their space and to learn about the simple things they can do to reduce dependence on energy, to understand how smart living applies to them, and to learn about what is happening across Canada.

The centerpiece of the program is the **smartliving Journal**. This guide outlines a 12-week program of activities that can be done around the home to reduce energy consumption by up to 20 percent, with resulting pollution and cost savings.

We further educate the public about smart living through community workshops – clients have included *Toronto Public Library*, the *Riverdale Business Improvement Area*, the *St. Lawrence Neighbourhood Association*, *Grassroots* and a number of Co-ops.



HOUSEHOLD INNOVATIONS #2

Diversity Outreach Program

...despite the fact that over one-third of the residents of the Greater Toronto Area speak a language other than English at home, most educational programming occurs only in English.

Eneract has recently moved the Smart Steps, Simple Solutions program another step forward with our **Diversity Outreach Initiative** – a program designed to spread the smart word to ethnic communities in the Greater Toronto Area in their own language. The GTA is remarkably diverse, with more than 90 ethnic groups. In the City of Toronto, for example, over 50% of the population is part of a visible minority. Such a remarkable cross-section of peoples – yet educational programming, especially environmental programming, occurs mostly in English despite the fact that over one-third of area residents speak a language other than English at home.

In order to capture the attention of these ethnic communities, it is necessary to conduct outreach from *within* their communities – in their language (where applicable), via community media and using representatives of their communities as “agents of change”.

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Diversity Outreach Program

The **Diversity Outreach Initiative** aims to address this inequality in environmental programming by engaging community volunteers, translating publications and conducting outreach to ethnic media groups. We are currently planning to target six of the largest ethnic communities in the Greater Toronto Area:

- 1. Pilot** – the Chinese community
- 2. Phase I** – the South Asian and West Indian communities
- 3. Phase II** – the Portuguese, Italian and Filipino communities.



HOUSEHOLD INNOVATIONS #3 Home Retrofit Project (concept stage)

When it comes to home retrofits and renovations, many homeowners are wary of contractors and unsure of what methods they should employ to maximize energy savings. In addition, the work being done is not always of the best quality and, in many cases, homeowners do not receive the maximum benefit of retrofits because they lack pertinent, easy to understand information.

EnerACT's home retrofit project will create a web-based resource guide for homeowners, EnerGuide advisors and contractors, to help them determine best methods and materials for home retrofits and renovations, enabling them to maximize their energy savings, and encouraging them to make a positive impact on our environment.



HOUSEHOLD INNOVATIONS #4 The smartliving guide (development stage)

*"Resolution 2005": The **smartliving** Guide will make green services and products accessible to residents of the Greater Toronto Area in January with the goal of making "smartliving" THE New Year resolution for 2005.*

We need to make it easier for people to access information on green alternatives to everyday products and services. The **smartliving** guide aims to do just that.

The guide is a business directory that provides listings of environmentally sound businesses, services and products for all aspects of life. From morning until midnight – what are the products and services that the regular citizen purchases and what are the green alternatives? Where are the green dry-cleaners? Where can I find organic produce?

The **smartliving** guide will be marketed as *the* new year's resolution for 2005 and 100,000 copies will be inserted into *Toronto Life* in early January to reinforce the "resolution" hook. A searchable, online database will also be made available using technology from *Toronto.info* – one of the leading sources of entertainment and community information for the Toronto area.



NEIGHBOURHOOD INNOVATIONS #1

Sustainable Community Project (concept stage)

... transforming the St. Lawrence community into a best practice example of technology utilization and efficiency measures

The City of Toronto is experiencing explosive growth, particularly with the construction of new multi-unit condominiums in the downtown core. The Sustainable Community Project is joint initiative between the St Lawrence Neighbourhood Association and EnerACT. It is a long-term, multi-faceted program that will enable an entire neighbourhood to be engaged and educated on urban growth issues.

Activities will include renewable energy installations, a landlord and tenant education campaign, sustainable community transportation, and a waste reduction and recycling program. The goal of this program is to enable residents and business people in the St. Lawrence neighbourhood to create a healthy urban community and to foster a conservation culture in the area.

The program is built on four activity pillars:

- 1. Programs:** Focussing on energy efficiency, renewable energy, and sustainable transportation;
- 2. Grassroots activities:** Including composting and community greenscaping;

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Sustainable Community Project

3. Education: At the home, business and community level on the Sustainable Community Project;

4. Policy: Working with all levels of government to address policy barriers and create conservation incentives.

A tightly knit, highly energetic area, the St. Lawrence neighbourhood is home to approximately 25,000 residents and over 100 businesses and is a great candidate for setting an example of what can be done at the community level.



NEIGHBOURHOOD INNOVATIONS #2

Green Convergence (development stage)

"Plant a NEW Truffula Tree. Treat it with care. Give it clean water. And feed it fresh air. Grow a forest. Protect it from axes that hack. Then the Lorax and all of his friends may come back."

– From *the Lorax* by Dr. Seuss

Our community lacks a public space that has been developed and maintained within an ecosystem perspective, a space dedicated to the transformation of society and business to sustainable practices. By hosting a variety of activities, the **Green Convergence** space will be a place where business, the arts and recreation will converge and, together, move towards sustainability.

Green Convergence will lead to the creation of a multi-purpose space that will attract a large variety of people through its programs, while also showcasing ecologically sensitive practices. Ultimately, it is an environmental marketing tool. It will provide showcase opportunities for a green marketplace, NGOs, sustainability workshops, and satellite campus for colleges and universities.

Eneract has completed the business plan for Green Convergence and is ready to begin project development.



NEIGHBOURHOOD INNOVATIONS #3

Green Pride

There are many large community festivals in Ontario, almost none of which provide recycling facilities for festival attendees. Eneract has entered into an ongoing agreement with Pride Toronto, hosts of one of the city's largest annual events, to coordinate a recycling initiative over the course of Pride Week.

The 2004 initiative was successful in raising awareness of the availability of recycling facilities and creating a template for the program in future years which is expected to result in the diversion of large amounts of waste from the landfill.



COMMUNITY INNOVATIONS #1

The Coffee Shop (development stage)

In Fall 2004 Eneract will establish a quarterly "coffee house" (speakers, lectures, movie screenings, art shows, music, etc) for members of the energy-related non-profit sector, which will provide an opportunity for discussions on programming and key issues in the sector.

At this first coffee house, we will discuss how to better share information about energy-related programming in the Toronto area. Eneract will help facilitate this information exchange and will establish a quarterly publication (electronic and print) that outlines current and upcoming programs in the energy-related non-profit sector.