



Clean Calgary Association  
**GUIDE** series

# Earth Day Options

For Companies

## **Earth Day, Earth Week, Earth Month: Let's Make Everyday Earth Day**

Thank you for your interest in an Earth Day project.

Clean Calgary Association is a charitable urban environmental group dedicated to waste reduction and water conservation in Calgary. We receive a large number of requests from companies and organization to be part of their Earth Day celebrations. Unfortunately, because this is such a busy time of year, we book up quickly and need to give priority to organizations and companies who are environmentally active with us all year round.

Clean Calgary would still like to help you have a successful Earth Day! We've put together several suggestions and options for you and your company to choose from.

For more information on any items in this handout or to book one of the options, please contact Education at 230-1443 ext 225 or by email at [education@cleancalgary.org](mailto:education@cleancalgary.org).

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## EARTH DAY FACTS

- The first Earth Day was April 22, 1970
- Earth Day Networks estimates that 500 million people from 4,500 organizations in 180 countries will participate in Earth Day events during the month of April.
- According to Redefining Progress' latest Footprint Analysis, humanity is exceeding its ecological limits by 39%. Or, put another way, we would need to have over one third more than the present biocapacity of Earth to maintain the same level of prosperity for future generations.

## OPTION 1 - DUMP THE JUNK CAMPAIGN

By taking a few simple steps you'll be able to stop junk mail in its tracks. Not only will you be saved from filtering through heaps of unwanted offers and more trips to the recycling bins, your actions will help prevent the destruction of 31 million trees that go into supporting this wasteful industry.

On Earth Day, your company can either sell or give away junkmail stickers to employees. All proceeds from the stickers go directly to supporting environmental work in Calgary.

Companies must have sticker orders in by April 10th, 2009 and are responsible for the cost of the stickers.

**Cost: \$2.00/sticker**



## OPTION 2 - COLLECT CELL PHONES

With cell phones becoming as superfluous as the advertisements that convince you that it is time for the newest model, one has to wonder what the impact is on our natural environment.



In 2005 alone, over 15 million Canadians subscribed to a cell phone plan. According to INFORM Inc., cell phones are replaced every 18 months and less than 5% are recycled. This means that in Canada alone, roughly 14 million cell phones enter the waste stream every 18 months. The sheer number of cell phones in circulation and the rate with which they are being replaced is creating an environmental and humanitarian crisis that few people seem aware of.

Clean Calgary can provide your organization with a cell phone collection box to be used for Earth Day, for the whole week or for the month.

Most organizations are able to collect about 100 cell phones from the workplace, employees homes and other sources.

Companies are responsible for picking up and returning the box to Clean Calgary.

**Cost: FREE!**

## OPTION 3 - REDUCING YOUR FOOTPRINT: PRESENTATION AND CHALLENGE

Ecological footprints are the result of choices made by individuals and the activities and policies of government, corporations, and civic institutions. There are numerous ways you can reduce your footprint, improve your quality of life and ensure future generations are able to enjoy the earth and its resources ([www.rprogress.org/index.htm](http://www.rprogress.org/index.htm)).

Prior to Earth Day, Clean Calgary Association will come and give a presentation about how you can reduce your footprint in the workplace or at home. Options include:

- Green Cleaning
- Waste at Home
- Healthy Homes
- Getting there Green
- Waste at Work
- Composting
- Vermi-composting
- Green Procurement
- Reducing Energy Demand
- EcoDecision Making



Following the presentation, employees will chose a challenge to undertake for at least two weeks.

On Earth Day you can celebrate your collective achievements and reward the employees who have won the challenge with environmental products such as green cleaners, compost bins or bio-degradable pens.

**Cost: \$250 (includes rewards for challenge winners)**

**“On Earth Day you can celebrate your collective achievements and reward the employees who have won the challenge.”**

## OPTION 4 - EcoLogic 101: A COURSE FOR EMPLOYEES TO GET INFORMED

If you are unable to prepare ahead of Earth Day, have no fear EcoLogic is here.

As part of your Earth Day celebrations, invite employees to register for the course which involves six, one-hour sessions. Sessions can be done once a week, once a month or any other suitable time.

Sessions include information on waste reduction, water conservation, green driving habits, green cleaning and much, much more. After completing the sessions, employees will have

a better grasp of sustainability and how to take positive actions at work and at home to improve indoor air quality, reduce toxins, reduce waste, conserve water and reduce energy demand.

**Cost: \$1000.00 (Course must have a minimum of 10 participants and a maximum of 25).**

**“The course is loaded with content presented in a dynamic and meaningful way... It changed many of my behaviours and added to my knowledge.”**

*Susan Anderson, 2008 EcoLogic graduate*

## OPTION 5 - GO IDLE-FREE

Join Clean Calgary Association in turning off engines. The negative health and environmental impacts of idling have been known for over a decade. Yet, all over the city of Calgary we are leaving our cars running while not in use for an average of 5-10 minutes per car per day. Idling is unnecessary. It wastes fuel, produces more harmful emissions than normal driving, damages engines, and contributes to climate change.

Having an Idle Free policy at the workplace makes sense. Not only do businesses reduce their impact on the environment, they can save a significant amount of money on operational costs as well!



### Commit to being Idle Free and get employees involved.

Clean Calgary Association will provide you with Idle-Free decals for your fleet vehicles as well as extras to hand out to employees who sign our Idle Free commitment.

The commitment reads:

**I/We \_\_\_\_\_ commit(s) to being Idle Free. This means I/we will not idle vehicle engines outside of traffic for more than one minute.**

Once a commitment has been signed, Clean Calgary Association will recognize those interested on our website as Idle Free Calgarians in either the business or individual category.

To participate, please contact Lindsay at (403) 230-1443 ext 225 or by email at [lindsay@cleancalgary.org](mailto:lindsay@cleancalgary.org). We will arrange for you to get as many decals and commitment forms as needed. On Earth Day, announce your intent to be Idle Free and give employees a chance to get their own decal. If you have left over decals and completed commitments, simply return them to Clean Calgary Association.

**Cost: FREE**

**Optional - Invite Clean Calgary Association to come in and give a Getting There Green Presentation. (See Option 3)**

## OPTION 6 - START WORKING WITH COMMERCIAL ENVIRONMENTAL SERVICES



Commercial Environmental Services assists companies to reduce their environmental impact associated with waste. We offer the information, education, resources and tools necessary to divert waste from landfill and reach your waste diversion goals. One on one support allows us to understand your needs and customize the services and recommendations for your business.

Commercial Environmental Services will provide each organization with a visual waste assessment in which a Clean Calgary Association staff identifies materials for reuse and recycling while getting a better idea for the current initiatives and goals of the company. Invite us in to evaluate your waste situation, make recommendations and help get a recycling program started. You can launch your new or expanded initiatives on Earth Day.

Also available from our Commercial Environmental Services Program:

- Online Recycling Directory - A convenient way to locate recycling companies in Calgary.
- Waste Measurement Toolkit Assessments

Quantify the waste and recycling composition and rates from your company to create a baseline measurement and improve waste reduction programs.

- Calgary Materials Exchange - An on-line forum for companies to list materials that are available or wanted for exchange - [www.cmex.ca](http://www.cmex.ca)

Contact Sarah at 230-1443 ext 226 or by email at [sarah@cleancalgary.org](mailto:sarah@cleancalgary.org) to arrange for your initial visit.

**Cost: Visual Waste Assessment and recommendation are FREE!**

## OTHER ACTIVITIES FOR EARTH DAY

Below are a few extra options to consider but keep in mind you can always brainstorm your own — possibilities are endless.

**Activity 1** - Have an employee driven environmental challenge for the week. The challenge could be not to use disposable cups, going car free, or turning off workstations and lights at the end of the day.

**Activity 2** - Raise money to donate to a local environmental group. Employee donations could be matched by the company.

**Activity 3** - Highlight your internal green plan to employees, clients and suppliers.

**Activity 4** - Purchase wind power for the day, week, month or the whole year.

**Activity 5** - Try to be paper free for the day.

**Activity 6** - Screen a film about the environment. The Planet Earth series has beautiful documentaries on different parts of the world as well as a segment on human interaction with the Earth.

**Activity 7** - Give away free bus passes or bus tickets.

**Activity 8** - Start an EcoTeam or committee by bringing together interested people on Earth Day.

**Activity 9** - According to Earth Day Canada, a meat-based diet requires seven times more land than a plant-based diet. Livestock production is responsible for more climate change gasses than all the motor vehicles in the world. Have a meat free challenge for employees on Earth Day.

## YEAR ROUND ACTIVITIES OF CLEAN CALGARY ASSOCIATION

***Empowering Calgarians to create healthy homes and communities by providing environmental education, products and services.***

Clean Calgary Association offers a variety of programs to help achieve mandates of waste reduction and water protection including:

### Environmental Education

Clean Calgary is pleased to offer a wide variety of presentations to businesses and employees to help answer tough questions about the environment, explain how to practically become green and share Calgary specific knowledge. These can be done as part of a staff meeting, as a 'Lunch and Learn' or any other time.

**Waste at Work:** Reducing your company's environmental footprint

**Green Procurement:** Using buying power to influence change

**Waste at Home:** How individuals can make a difference in daily life

**Getting There Green:** Environmentally friendly driving and alternative transportation

**Green Cleaning:** How to improve indoor air quality and choose green products

**Composting:** Learn how to recycle your organic waste and make great fertilizer

**Vermi-composting:** Don't have a yard? Learn to compost indoors with red wiggler worms!

Please contact the Education team at 403-230-1443 ext 225 or [education@cleancalgary.org](mailto:education@cleancalgary.org) for more information or to book. Member discounts apply.

## Healthy Homes Calgary

The Healthy Homes Calgary program is our newest residential service, providing free home visits to Calgarians interested in creating a healthy living environment, while reducing the home's "eco-footprint". We will provide the tools and information needed to improve indoor air quality, energy and water efficiency, waste reduction, and more.

Please call Ashley at 403-230-1443 ext. 223 or email [ashley@cleancalgary.org](mailto:ashley@cleancalgary.org).

## Commercial Environmental Services

Assisting companies to reduce their environmental impact associated with waste. We offer customized, one on one service and the information, education, resources and tools necessary to divert waste from landfill and reach your waste diversion goals.

Services include:

- Waste Reduction Solutions / Consultation
- Online Recycling Directory
- Waste Measurement Toolkit Assessments
- Calgary Materials Exchange - [www.cmex.ca](http://www.cmex.ca)

Please call Sarah at 403-230-1443 ext. 226 or email [sarah@cleancalgary.org](mailto:sarah@cleancalgary.org).

## EcoStore - selling environmental products that reduce our environmental footprint

The Clean Calgary EcoStore sells products that are environmentally sustainable and help to reduce waste and conserve water. Products include compost bins, recycling bins, rain barrels, water saving kits and much, much more. Visit the website for details: [www.cleancalgary.org](http://www.cleancalgary.org)

We are wheelchair accessible and located in downtown Calgary on the southwest corner of 4th Avenue and 7th Street SW.

**809 - 4th Avenue SW**

**403-230-1443 ext. 222**

Open Tuesday and Wednesday 10-5:30

Thursday 10-7

Friday and Saturday 10-4

Closed Sunday and Monday

## Information Services & E-newsletter

We respond to thousands of public requests for environmental information. Calgarians want to know how to recycle their household waste and otherwise reduce their environmental footprint.

Please contact the Clean Calgary Association if you would like more information about our programs or if you are interested in volunteering.

809 - 4 Ave SW

Calgary, AB T2P 0K5

Phone: 403-230-1443

Fax: 403-398-0605

[info@cleancalgary.org](mailto:info@cleancalgary.org) | [www.cleancalgary.org](http://www.cleancalgary.org)