

GREEN CALGARY 2024

IMPACT REPORT



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LETTER FROM THE EXECUTIVE DIRECTOR



**LEX VAN DER
RAADT**
Executive Director

Green Calgary achieved another year of growth and development. We leveraged the organization's strong community connections; expanding our programs and services, reaching new audiences, and increasing access to environmental resources.

We have received overwhelming support from our volunteers, members, and donors who continue to invest in a sustainable future through Green Calgary.

Our efforts have not gone unnoticed.

Green Calgary has become a trusted community resource for environmental conservation. We have been a crucial support for Calgarians during the city's water main break, empowering community members to manage water restrictions. The Green Workplace program serves more local and regional businesses to reach their zero-waste targets. Our educators continue to work closely with K - 12 teachers to deliver programs that support their classroom needs. In addition, we ended the year by starting a new chapter; we moved to a new office location at The Kahanoff Centre after more than 10 years of being part of the West Hillhurst community.

Now, going into 2025, Green Calgary is set to leverage this growth. Thank you to our committed supporters. We could not do this without you.

OUR FOCUS THIS YEAR

VISIBILITY

REACH

PARTNERSHIP



ORGANIZATION OVERVIEW

VISION

We seek a world-class city that serves as a model for environmentally sustainable, healthy communities.

MISSION

We work towards this vision by empowering people through environmental education, products, and services to create healthy homes, workplaces, and communities.



PROGRAM OVERVIEW

Our programs and services provide education, tools, and services that empower Calgarians to tackle urban issues surrounding waste, water, and energy. By participating in our programs, community members were engaged in climate mitigation efforts that support local, regional, and international decarbonization efforts.

THANK YOU TO OUR AMAZING STAFF

Our programs serve diverse needs and target multiple audiences. Thanks to our amazing staff, we have the capacity to serve our community.



10
Staff Members

4 DEPARTMENTS

- **Green Homes and Communities**
- **Green Workplace**
- **Green Kids**
- **Ecostore**

GREEN HOMES AND COMMUNITIES

ENERGY EFFICIENT FUTURE

For the past two years, Green Calgary has partnered with **ENMAX** to provide free community energy efficiency workshops to help Calgarians reduce their carbon footprint. **Workshop and program activities were fully funded by ENMAX.**

This year we also received a \$5,000 donation from the **Rotary Club of Heritage Park** to support the program.



559

Calgarians Reached With Energy Efficiency Education

26

Programs Hosted

495

Calgarians Reached With Food Waste Reduction Education

26

Programs Hosted

SPILL THE BEANS

Tackling food insecurity through food waste reduction education, this program has been building momentum since 2022. Through our consistent program delivery, Calgarians are changing their view of food. This year, we have worked with the **University of Calgary**, **ChangeX.Org**, the **City of Calgary**, and various immigrant serving agencies to introduce circular economy principles into our food systems.



EV TAXI PROJECT



■ An investigation and engagement project, partly funded by **Alberta Ecotrust**, exploring and addressing barriers to the uptake of Electric Vehicles (EVs) as taxis in Calgary and Edmonton, Alberta with a focus on emissions reductions and other benefits.

■ The work includes successfully engaging with taxi drivers and raising awareness of the potential use of EVs for the vehicle-for-hire industry.

Funded by:

**ALBERTA
ECOTRUST**

In partnership with

**MATT GRACE
CANADA ELECTRIC
CAR MANAGEMENT**

SUMMER SUSTAINABILITY SERIES



■ Water conservation workshops were provided throughout the spring and summer season. Educating Calgarians to engage in drought resilient and water conscious habits.

Funded By:

**CITY OF
CALGARY**

Workshops

4

Participants

69

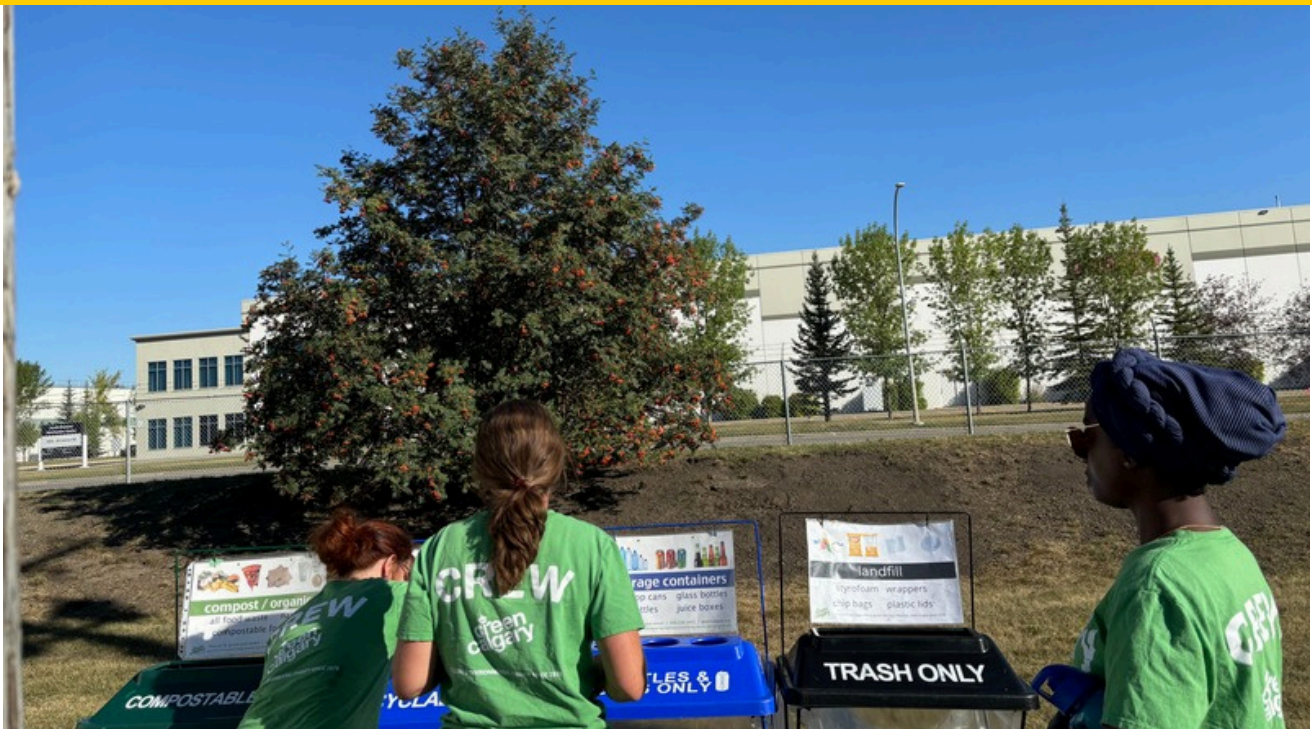
GREEN WORKPLACE



1,637 KGS
Waste Diverted



50
Businesses Supported



WASTE AUDITS & ASSESSMENTS, AND EVENT GREENING

Green Calgary has supported multiple businesses in Calgary to meet their zero-waste targets. We have built strong relationships with various corporate and business professionals and provided continuous benefit through our fee-for-service programs. We have worked with over 50 businesses, including;

QUADREAL PROPERTY GROUP, ENMAX, OXFORD PROPERTIES GROUP, BROOKFIELD PROPERTIES, CADILLAC FAIRVIEW, ROGERS CHARITY CLASSIC, CALGARY CHAMBER OF COMMERCE, CLARK BUILDERS, BGO, CROSS IRON MILLS, LAFARGE CANADA, AND TOURISM CALGARY.

GREEN KIDS & GENERATION GREEN

■ Youth education has been a central part of our mandate for more than 25 years. Each year we see the demand for our programs grow. Our annual programs including **EARTH DAY, WASTE REDUCTION WEEK, AND POWER OF NATURE: ENERGY TRANSITION FAIR** were fully booked this year.

WASTE IN OUR WORLD

WORMS LOVE LEFTOVERS

WASTE BUDS

WATER FOR LIFE

OUTDOOR CONNECTIONS



REACH

Programs **124**

Students **3336**

Edu-kit Rentals **47**

PARTNERS

CITY OF CALGARY

WILDLIFE HABITAT

HONDA FOUNDATION

BULLFROG POWER

RAIN BARREL SALES



2,300

Rain Barrels Sold

11

Sales Events

1,300

Calgarians Reached

\$9,437

Income after expenses



This year our rain barrel program was a crucial support during Calgary's water shortage. Mandatory water restrictions led to an increased demand for water conservation tools. We partnered with the **City of Calgary** and **rainbarrel.ca** to help meet our community's needs, and distribute more rain barrels to Calgarians.



FUTURE OUTLOOK

FUTURE PLAN

We know there's more work to be done. In the year ahead, we will strengthen our existing community partnerships and build new ones. Our focus remains on creating programs that respond to the most pressing needs of Calgarians—while prioritizing environmental advocacy and climate-conscious solutions. In 2025, our programs will return stronger, supporting a healthier Calgary by creating environmental pathways to affordable housing, food security, and sustainable community development.



GET INVOLVED

Continue growing with us and become part of our community. You can join our volunteer team, become a member, or donate to our cause.

We are grateful for our community's support, and we are excited to continue on this journey together.



THANK YOU TO OUR FUNDERS



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