

# weconserve

Are you in?



A Five Year Plan  
2008 – 2012

Prepared by: Chris Winter, Executive Director  
The Conservation Council of Ontario



**The Conservation  
Council of Ontario**

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has."

~ Margaret Mead ~

*Now, what if it were a large group?*

# In a nutshell...

For years, people who care for the environment have always said "I conserve". Now it's time we all say "we conserve". We Conserve is all of us working together to create a sustainable future.

We Conserve is an initiative of the Conservation Council of Ontario, a fifty-five year old association of organizations and individuals. Our focus is Ontario, but the conservation movement we are building can be expanded to other provinces and countries.

In five years, by the Kyoto Protocol deadline of 2012, we want to help the people of Ontario make a significant contribution to meeting Ontario's and Canada's commitments.

Here's how we will do it...



## 1. Everyone in by 2009

By 2009, every organization, business, and municipality in Ontario will have made a commitment to conserve. We conserve, and we commit to become better conservers.

A simple one-page statement of commitment will show how we integrate conservation into our internal operations, our products and services, and community support. The statement will be clearly visible on websites and in stores and offices.

We will reach out to everyone in Ontario through the vast network of community groups, through membership-based organizations, and through stores, schools, community centres, libraries, and many other service providers. The common message of "we conserve" will help link together the many different conservation campaigns and solutions.

Every individual and every home will be encouraged to have a personal conservation plan and identify where they want to improve. We will connect people with the products, services, and incentives that will help them to become better conservers.

## 2. Organized by 2010

By 2010, we will be organized to deliver solutions, with the social and economic infrastructure in place, supported by strong fiscal policy and a regulatory framework, and voluntary leadership across all sectors.

We will have community and issue networks, lead organizations, provincial campaigns, and a united fundraising campaign for provincial and community conservation programs.

The movement will be largely self-organized. The Conservation Council will serve as the secretariat for the movement in Ontario and maintain the [weconserve.ca](http://weconserve.ca) website as a clearinghouse of information.

## 3. Great Change by 2012

By 2012, we will have made significant progress on the path to a conserver economy.

We will pilot new solutions that will help transform our society and economy. We will conduct regular movement-based campaigns to encourage widespread adoption of simple solutions.

We will track our progress using key indicators that reflect an overall shift in Ontario's environmental footprint.

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# Are You In?

Social change is gradual.

Not even Martin Luther King could change the world overnight.

If we have learned from the civil rights movement, feminism and other shifts in our social and economic fabric, it is that when society takes new values to heart the change may seem slow, but it is relentless. Once we collectively imagine a better future, no force can stand in our way. And society is better off for the change.

We have reached a similar point of social enlightenment with respect to our environment and the future viability of our society. The shift to a conserver society is inevitable and it is already occurring. The only question is whether we can facilitate a voluntary and more rapid transition before change is forced upon us by external factors. Can we be the architects of our sustainable future?

We are already changing. Individually, we are all taking steps to conserve and we are ready to do more. All around the world, companies are taking on a leadership role in greening their operations and developing new conservation products. Municipalities are at the forefront of efforts to create efficient, clean and livable communities. And within these communities there are legions of local groups and volunteers all working to make the world a better place.

We already have the critical mass to support a positive and progressive transition to a conserver society. By organizing ourselves, we can create a strong province-wide conservation movement, support each other in our areas of expertise, collaborate on innovative ideas, build public support for new conservation policies, and raise new funds to support worthwhile campaigns and projects. Together, we can be a catalyst for change.

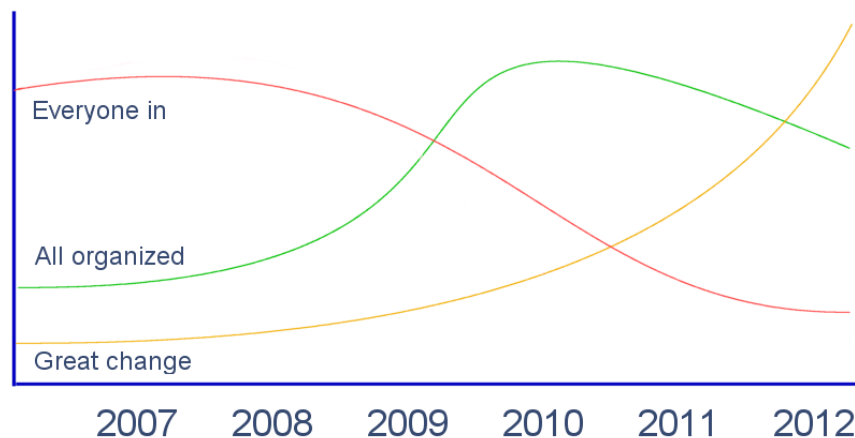


To get there, we've outlined three steps to building an effective conservation movement in Ontario:

1. **Everyone in by 2009** – getting every group, business, institution, and government to make their environmental commitment a part of We Conserve, and to commit to improve; and enlisting everyone in Ontario to make a personal pledge to become a better conserver.
2. **Organizing ourselves by 2010** – developing the community and issue-based networks and support structure for conservation; setting in place the policy and fiscal instruments for conservation; and raising new funds for community-based outreach and support.
3. **Great change by 2012** – working together to achieve measurable results along the path to a conserver society.

Working within the three goals of the five year plan, our primary objective for 2008 is “Everyone in by 2009”. A secondary objective is to initiate work on “All organized by 2010” within the voluntary sector.

Over the next five years, we anticipate our efforts on the three priorities will roughly follow the curves below...



*This is the first time in history that a large social movement is not bound together by an “ism.” What binds it together is ideas, not ideologies. This unnamed movement’s big contribution is the absence of one big idea; in its stead it offers thousands of practical and useful ideas. In place of isms are processes, concerns, and compassion. The movement demonstrates a pliable, resonant, and generous side of humanity.*

Paul Hawken  
 “To Remake the World”  
 Orion Magazine  
 May/June 2007

## Step 1. Everyone in by 2009

We know people across Ontario are committed to reducing their environmental footprint, saving energy, reducing waste, and protecting nature. We also know they want help.

People are looking for support, advice, products and services that will make it easy for them to conserve. The challenge to all the groups, businesses, institutions and governments that are all part of the conservation movement is to make it easier for people to live and prosper through a conserver lifestyle.



The good news is that both the social network and the green businesses are out there. Unlike previous “green waves”, the green economy has gained a foothold and is offering products and services for a greener lifestyle. And there are all kinds of groups across Ontario that are taking on environmental projects and offering services and advice to individuals.

Our first challenge is for us all to recognize and support each other in our efforts to conserve. We tackle this in two ways: statements of commitment from groups, businesses and governments; and personal pledges from individuals and families.

The two are connected. Individuals will look to groups, businesses and governments for help in becoming better conservers. They will also support companies and governments that are making a genuine effort to reduce their ecological footprint and provide conservation products and services.

### Our top ten actions

We’ve selected ten actions as priorities for the conservation movement. They are based on the ecological footprint model, but they are also actions where there is an emerging support system that can help people become better conservers.

1. save energy
2. use green power
3. help nature
4. drive less
5. live local
6. eat local
7. buy green
8. waste less
9. prevent pollution
10. support conservation

Through our websites, [weconserve.ca](http://weconserve.ca) and [greenontario.org](http://greenontario.org), we will provide links and information on each of these categories to the groups, products, services, campaigns, and incentives that will help people take action in their own lives.

## Statements of Commitment

Every organization, office, business, institution and government can join the conservation movement by producing a statement of commitment that will let the public know how they are helping support conservation. There are three main components to the statement of commitment:

**Leadership:** what are your internal policies and activities that will reduce your ecological footprint?

**Service:** what products and services do you provide that will help people become better conservers?

**Support:** how are you supporting conservation in your community?

Every company, every organization, and every municipality is unique, and they have all developed different strategies for addressing environmental concerns. The “We Conserve” statement of commitment provides a flexible approach in engaging businesses and municipalities in the conservation movement.

By participating in “We Conserve”, businesses and municipalities will benefit from the social marketing to engage the public in conservation. You may use the “We Conserve” wordmark to promote your commitment and to encourage your customers or constituents to support your conservation initiatives.



### Brand Use Policy

The “We Conserve” wordmark is the property of the Conservation Council of Ontario and is being made available for use in conjunction with a statement of commitment to conservation. “We Conserve” is a statement of your commitment to conservation and support for the conservation movement. It is an invitation to your customers, constituents, and the public to take note of your commitment to conservation and to support you if they see merit.

As an active participant in the conservation movement, we expect you to have:

- a public statement of your commitment, readily available to the public;
- a conservation plan, scaled to the size and nature of your activities and backed up by the appropriate training, accreditation and investments;
- a commitment to continual improvements in your environmental performance, both with respect to your operations and the products and/or services you provide;
- a commitment to support the conservation movement.

Use of the “We Conserve” wordmark does not constitute an endorsement of any particular company, organization, government, product or service by the Conservation Council of Ontario, unless specifically approved by the Board of Directors of the Council. The Council reserves the right to withdraw its approval for use of the wordmark if, in the Board’s view, it is being used to promote an activity, product or service, or any organization that is of a contentious nature or otherwise inconsistent with the principles of conservation.

For artwork, templates, and details on using the wordmark, please go to [www.weconserve.ca](http://www.weconserve.ca).

The Conservation Council of Ontario will concentrate on two sectors as priorities for Statements of Commitment: municipalities and retailers.

**Municipalities**

Municipalities are at the forefront of the conservation movement – they have the mandate and the resources to reach all residents, they can provide programs and services, and they can play a lead in organizing and supporting community groups as part of a local conservation action plan.



Municipalities are asked to pass a formal council resolution in support of We Conserve, including a commitment to conservation leadership in its policies and operations, to provide services to residents that will help them become better conservers, and to support community participation in conservation projects. A sample resolution is available at [www.weconserve.ca](http://www.weconserve.ca).

The motion should also empower staff to develop a more detailed statement to indicate how the municipality is fulfilling its commitment to conservation. Many municipalities will already have an existing statement or report (Efficient Sudbury, for example), and we encourage cross-referencing with existing publications and resources.



The municipality's commitment should be easily referenced from the home page of the municipal web site. A one-page statement can also be posted in municipal offices and facilities.

**Retailers**

Every participating retailer can have a “We Conserve” sign or sticker for their door, provided they have a one-page or more detailed statement of commitment on display or available on request.

The statement of commitment should highlight your commitment with respect to relevant issues – local and organic food for restaurants and grocery stores, for example. Every store should reference issues of common concern, such as energy conservation, waste reduction, and pollution prevention.



Be sure to cover your internal commitment, conservation products and/or services, and your support for conservation in the community (broadly defined) or other public service. Include any certification programs or awards you have.

Be open to public comments, and maintain a commitment to improve.

### The Rest of Us

From a small office to a large factory, from a community group to the largest organization, from a single class to a school board, from a small congregation to an entire faith, we can all make a commitment to conserve. We'd like to see statements of commitments from:

- Businesses
- Offices
- Schools
- Faith groups
- Cultural associations
- Professional associations
- Labour unions
- Social service and health organizations
- Community groups
- Municipalities
- Libraries and community centres
- Provincial and Federal Governments
- Any organization

For environmental groups, your statement is essentially your mission statement. Use it to let people know about your specific areas of leadership and expertise. For all other groups, show how you integrate conserver values into your mission.

### The Individual Challenge

All across Ontario, a growing number of people have already made a personal commitment to conservation. We are investing your own time and money in conservation. We are investing in home energy conservation and renewable power; choosing smaller cars or even not to own a car; and/or choosing locally grown and/or organic food.

Here's our part in the We Conserve challenge; it's ten actions that taken together make a complete strategy for reducing Ontario's ecological footprint and carbon load. You'll find it can also lead to a healthier and more affordable lifestyle.

I will...

- save energy
- use green power
- help nature
- drive less
- live local
- eat local
- buy green
- waste less
- prevent pollution
- support conservation

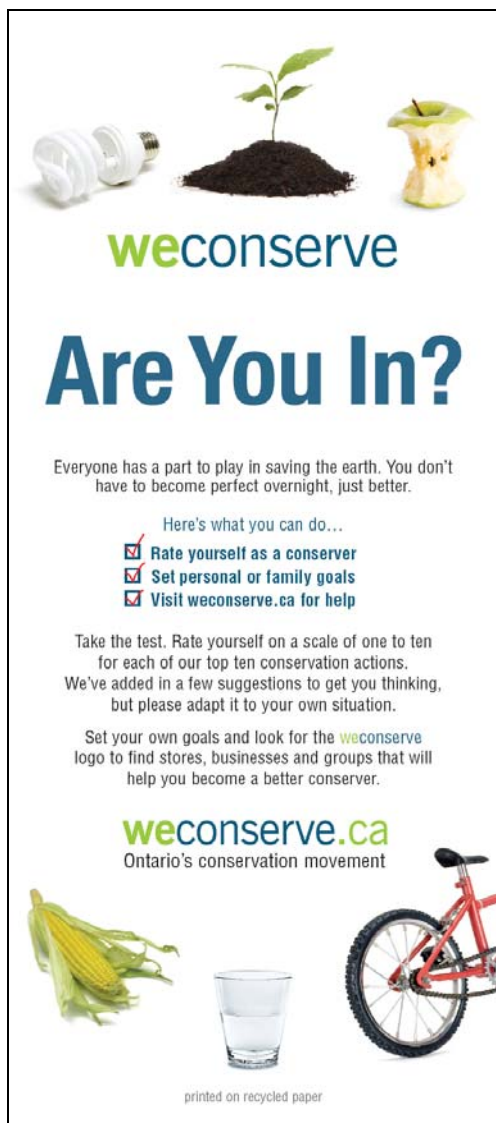
Our challenge as individuals is to become better conservers.

How you take action is up to you. We are all different, living in different circumstances, and with different needs and aspirations. For each one of the ten actions, you will find there are many options, from the simple to a deeper investment of time and money. Choose the conservation options that make the most sense to you and continue to improve over time.

Work at your own pace, and always keep an eye open for any resources, products, or services that will make it easier to become a better conserver. You'll find help all around you – from neighbours to community groups, your municipality, local stores, or provincial organizations that have expertise and support programs.

Start with the individual pledge. You can go to [www.weconserve.ca](http://www.weconserve.ca) for a pledge form, or you may find that one of our community partners will be coming to your door with a local version of the pledge. Sign up for our monthly e-newsletter, "I Conserve", for regular tips and news.

Next, visit [www.greenontario.org](http://www.greenontario.org) for tips, links and resources to help you along the way. We'll provide you with ideas and connect you to the organizations, businesses and local groups that are part of Ontario's conservation movement.



**weconserve**

# Are You In?

Everyone has a part to play in saving the earth. You don't have to become perfect overnight, just better.


Here's what you can do...

- Rate yourself as a conserver
- Set personal or family goals
- Visit [weconserve.ca](http://weconserve.ca) for help

Take the test. Rate yourself on a scale of one to ten for each of our top ten conservation actions. We've added in a few suggestions to get you thinking, but please adapt it to your own situation.

Set your own goals and look for the **weconserve** logo to find stores, businesses and groups that will help you become a better conserver.

**weconserve.ca**  
Ontario's conservation movement



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**iconserve**

Top Ten Actions	Where I am now	Where I want to be
<b>1 save energy</b> Change your lights • Turn things off • Buy energy efficient appliances • Set the A/C higher • Cool naturally • Air dry laundry • Get an energy audit • Upgrade your insulation	/10	/10
<b>2 use green power</b> Buy green power • Install solar panels • Join a green power co-op	/10	/10
<b>3 help nature</b> Grow native species, fruits and berries, or a food garden • Use a rain-barrel • Help with community gardens and local habitat	/10	/10
<b>4 drive less</b> Walk, ride a bike, or take transit • Join a car-sharing network • Plan for fewer trips • Buy hybrid or fuel-efficient cars	/10	/10
<b>5 live local</b> Live, work, shop and play within a walkable, mixed-use community • Create a community plan • For rural homes, be self-reliant	/10	/10
<b>6 eat local</b> Eat local and/or organic food • Try the 100 mile diet • Eat more vegetarian meals	/10	/10
<b>7 buy green</b> Buy environmentally-friendly products • Look for eco labels • Invest responsibly	/10	/10
<b>8 waste less</b> Practice the 3Rs • Avoid excess packaging and plastic bags • Compost food waste	/10	/10
<b>9 prevent pollution</b> Make your home and yard toxic free • Dispose of hazardous materials safely • Use a green dry cleaner	/10	/10
<b>10 support conservation</b> Donate to conservation • Support community projects • Volunteer	/10	/10
<b>weconserve.ca</b> Ontario's conservation movement	My score: /100	My target: /100

## Reaching Ontario

There are over 12 million people and 4.6 million homes in Ontario. We want every individual and home to have made a personal commitment to become better conservers.

Through community groups, membership groups, and all our partners in the conservation movement, we can reach everyone in Ontario with a personal conservation challenge. Through the extensive support network of organizations, businesses, municipalities and others, we will be able to help everyone achieve their goals.

Here are some of the ways your group can help spread the word:

- member mailings
- community workshops
- door-to-door outreach
- street canvassing
- booths at public events, farmers markets, shopping malls, etc.
- counter-top displays at stores and restaurants

The We Conserve challenge can be easily integrated with existing outreach projects and services. Be creative!

## Step 2. Organized by 2010

Once we are all part of the movement, the next challenge is to look at how we can best work together to achieve measurable and significant results. The Conservation Council uses a “distributed leadership” model, which acknowledges the leadership role played by all organizations with respect to engaging and supporting their membership. Governments, businesses and professional associations, unions, umbrella groups, cultural associations, and many others can all play a lead role in shaping and defining ways to support and implement conservation solutions in their context.

Becoming organized for conservation means that we have the social and economic infrastructure in place to support an orderly and voluntary transition to a conserver society and economy; it requires supportive fiscal policy, such as carbon pricing linked to conservation incentives; and it requires a strong regulatory framework to set high performance standards and move beyond voluntary where required.

Through our efforts, the Conservation Council of Ontario will focus primarily on developing the social infrastructure for conservation, including the policy initiatives that will best reinforce the overwhelming public demand for access to conservation solutions.

### weconserve.ca and greenontario.org

Through our websites, we will provide easy access to information and resources on Ontario’s conservation movement. We Conserve will include a guide to who’s who with respect to lead organizations in Ontario’s conservation movement. Green Ontario will provide the public with information and resources to help them become better conservers. Our goal is to provide three degrees of separation from the central hub to information and solutions on any issue – from us to the lead organizations or networks to the individual solutions.

### Provincial Networking

The Conservation Council acknowledges and supports the important role played by networks as part of Ontario’s conservation movement. In particular, we have supported the Ontario Smart Growth Network in its work to help groups find ways to transform urban sprawl into urban villages.

### Community Action Plans

From our work on Community Action Plans in the early 1990s, we know that there are an average of 40 local groups within each community across Ontario. They include environmental groups, social and cultural groups, school groups, resident associations, business improvement areas, and service clubs. A community action plan is a low-cost way to unite and engage these groups in promoting conservation solutions.

Each plan includes:

- A community coordinator
- A community network
- A community green vision
- Priorities and proposed projects

Over fifteen years of  
community action planning...



The Cambridge City Green Strategy holds an annual spring workshop with community groups to plan for summer activities.

These plans can be printed as an insert in community papers, or published on municipal or community websites

From our experience, the best plans have municipal staff support behind them – a dedicated part- or full-time staff person to help coordinate and support their community network in developing, funding and implementing their projects.

Community plans lead to action, especially if they are supported by funding and project resources. In the City of Cambridge, for example, city staff help to connect groups with funding sources and special projects such as Trout Unlimited Canada's Yellow Fish Road.

The original version of *Community Action for the Environment* can be downloaded from: <http://www.greenontario.org/caction/cap.pdf>

## Campaigns and Projects

The Conservation Council and other lead organizations will develop provincial campaigns and community project templates that can be delivered by community partners across Ontario. Here are some examples we have worked on in recent years:

### 1. The Conservation Pledge

The conservation pledge is an action-oriented version of an ecological footprint assessment. It identifies where the individual wishes to improve and helps connect them with the resources and support groups that can help them along the conservator path.

The pledge will start with the ten commitments, each with a series of possible activities

Using movement-based social marketing techniques to get people to sign-up, we will:

- a. Give people a personalized assessment and pledge card
- b. Sign people up on the "I Conserve" e-news for regular tips and updates
- c. Secure public donations for the conservation movement

### 2. Campaign Resources

The Council will continue to offer resources to local groups and volunteers for community based campaigns and projects. Here are three campaigns we have developed through We Conserve:

#### a. Doors Closed

Now in its third year, the Doors Closed campaign supports retailers who keep their door closed when running air-conditioning. The campaign tackles a hot-button issue with a supportive campaign for stores that do the right thing.

In the first two years, 5,000 posters were hand-delivered to stores by volunteers, local groups, business improvement areas and municipal staff. This is indeed a fine example of "movement-based" social marketing.



b. **Lighten Up**

Featuring renowned Canadian comic, Colin Mochrie, Lighten Up is a residential pledge campaign on electricity conservation. A series of radio PSAs ran through the summer in support of the campaign, and the Council provided local groups with pledge cards.



c. **Jane's Walk**

Jane's Walk offers a series of community discovery walks hosted by local celebrities and community leaders. The project was piloted in Toronto this year, with over 2,000 people participating in 20 walks. Jane's Walk will become a province-wide and international event next year and an effective tool for building community awareness and support for urban village design.



## Research Projects

The Conservation Council will support research projects that push the envelope for conservation and help overcome obstacles to implementing conservation solutions. Examples include:

a. **Safe Cycling Ontario**

Our polling shows that over 30% of southern Ontarians would ride more if there was safe cycling infrastructure in our communities. Using Copenhagen as a model and potential twin, we will develop a province-wide standard for safe cycling strategies that can be applied to all Ontario municipalities by 2012.



b. **Complete Streets**

Working with Green Communities Canada and others, we will promote planning for multi-use street designs that can be integrated into all roadway maintenance projects.

## A United Conservation Appeal

Every movement needs funding. In addition to maximizing the effectiveness of existing funds, donations and volunteer resources, our five-year goal is to raise at least \$5 million annually through a United Conservation Appeal in support of Ontario's conservation movement.

The Conservation Appeal can support lead organization, collaborative campaigns and local projects. By partnering with municipalities and/or the over 40 community foundations in Ontario, funds raised can be used to support the community networks and their conservation action plans.

## Step 3. Great change by 2012

Together, we can make it happen.

We Conserve is a transition strategy. Our goals and targets identify some of the key steps for an orderly transition to conserver society. We have set an initial time frame of five years, consistent with the 2012 deadline for the Kyoto Protocol. We believe that the vast majority of the conservation actions below will play a significant role in helping Ontario meet its climate change targets. In some instances, where the transition is more difficult, we have identified interim targets for 2012 on the way to a longer term target for 2020.

These targets were developed in consultation with lead organizations in Ontario. They represent a challenge to Ontario's governments, businesses, organizations, institutions to show leadership in providing the tools that will enable everyone in Ontario to become a better conserver.

### Action 1: Save Energy

#### Homeheating

1. **70% of Ontario's homes will be EnerGuide 70 or better by 2012**

According to Green Communities Canada, Ontario's homes currently have an average EnerGuide rating of 54. Investing in conservation has raised the average rating up to 66. Through increased auditing capacity, improved incentives, and public outreach, we will raise the average to an EnerGuide 70 rating for around 2.7 million homes across Ontario.

2. **All new homes will be EnerGuide 80 or better by 2012**

Ontario's building code mandates that all homes built after 2012 will need to meet the EnerGuide 80 standard. Voluntary leadership will achieve the EnerGuide 80 standard sooner, and will ensure that homes built after 2012 exceed the Energuide 80 standard.

#### homeelectricity

1. **Residential electricity use will be an average of 750 kWh/month by 2012.**

Conservation is by far the cheapest way of meeting Ontario's power demand, especially for the first 25% of the demand. 750 kWh represents a 25% decline from the 2007 average of 1,000 kWh.

2. **Ontario peak demand will be 20,000 megawatts by 2020.**

20,000 megawatts represents a 25% reduction in peak demand, which can be achieved both by reducing overall demand and by initiatives aimed at reducing peak load.

#### homewater

1. **The consumption of municipally-treated water will be 25% lower by 2012**

Pumping water is the highest municipal demand for electricity. RiverSides estimates that, through a combination of rain harvesting and water conservation, we will be able to reduce residential water consumption by 25%.

## Action 2: Use Green Power

### homepower

1. **We will generate 5,000 MW of renewable power by 2012 and 20,000 MW by 2020**  
The Ontario Renewable Portfolio Standard (RPS) requires that 5% (1350 MW) of the province's power comes from renewable sources by 2007 and 10% (2700 MW) by 2010. By 2020, it's projected that 18,000 MW of Ontario's existing electricity generating capacity will need to be replaced or refurbished. As has been proven in Denmark, where 18% of the electricity demand is now met through wind power, renewable power should be our preferred option. Consistent with the Ontario Sustainable Energy Associations goal of 100% renewable power by 2025, we should aim to achieve 20,000 MW of renewable power by 2020.
2. **10% of Ontario homes will have renewable power by 2012**  
460,000 homes will have invested in renewable power, either by purchasing green power through a utility, by participating in a community renewable power cooperative, or by installing a photovoltaic solar, passive solar, wind, hydro, or geothermal system. Community-based support groups will play a key role in helping people purchase and install solar panels.

## Action 3: Help Nature

### greenhomes

1. **50% of Ontario homes will be green by 2012**  
Our homes and yards are an important part of the natural ecosystem. Homeowners and building managers will have access to a full range of support services to help them design and implement an ecological plan for their yard, including pesticide-free care, natural and butterfly habitat, rain barrels, and food gardens.

### greencommunities

1. **Ontario communities will be green by 2012**  
Each municipality should have an integrated plan and support services for nature and green spaces within the community, including tree cover, recreational parks, natural features, stormwater retention and rainwater harvesting, school and building naturalization, green roofs, community gardens, and protected ecological areas.

### greenspaces

1. **The southern Ontario green corridor will be completed by 2012**  
Ontario needs a connected green corridor that incorporates the Niagara Escarpment, the Oak Ridges Moraine, the Greenbelt, headwaters, and other significant ecological features. Green tourism and rural economic development will be key features of the green corridor.
2. **Ontario will be a leader in sustainable forest management by 2012.**  
Ontario will be a leading supplier of FSC certified products. We will have a completed biodiversity strategy, including a completed parks system and endangered species legislation. Northern economic development strategies will emphasize community-based sustainable economic development, including tourism, renewable resources and value-added products. We will maintain the Boreal forest as the largest intact carbon pool in the world, with locally-sustainable carbon-neutral development.

## Action 4: Drive Less

### greentransportation

1. **We will drive 10% less kilometres than we did in 2004 by 2012 and 40% less by 2020.**

Ontarians drove an estimated 122 billion kilometres in 2004. That's an average of 14,000 kilometres per driver. By focusing on transportation alternatives and services we will decrease the number of kilometres driven within five years. By 2020, with greater investments in transit, inter-regional transportation options, and compact community design, we will be able to reduce the need for automobile transportation as well as the distance traveled per trip.

2. **We will reduce gasoline consumption by 30% of 2002 levels by 2016.**

This target is consistent with Californian efficiency standards for 2016. Ontario drivers consumed 15 billion litres of gasoline in 2002. Through a combination of transportation alternatives and improved efficiency for all light duty vehicles, we will reduce the amount of gasoline consumed to 10.5 billion litres by 2016. Achieving this target through efficiency would require that new light-duty vehicle fuel consumption in Canada improve to 6.5 L/100km from the 2001 average of 9.3 L/100km.

3. **Bicycling will be the preferred mode of transportation for over 30% of urban dwellers by 2012.**

In 1995, Copenhagen decided it would become a bicycle-friendly city. By 2004, the percentage of cyclists rose from 31 to 36% and the number of accidents dropped from 231 to 124. Here in Ontario, 47% of people in the GTA in a 2006 survey conducted for the Conservation Council said they would cycle more if there were safe routes. By 2012, we will have the bicycling infrastructure, support services, and incentives in place to make bicycling a viable mode of transportation for downtown and suburban communities.

## Action 5: Live Local

### completecommunities

1. **All municipalities will have integrated community design plans by 2012**

By focusing on complete communities, Ontario's municipalities will be able to accommodate future growth needs while creating more vibrant and sustainable local economies and cultural centres. Identifying creative growth opportunities within existing boundaries will demonstrate conformity with Ontario's Places to Grow Act. Incorporating LEED Neighbourhood Design (ND) as a development standard for all new community plans and community redevelopment plans is one possible approach.

### walkablecommunities

1. **90% of all Ontarians to be within walking distance of basic amenities by 2020.**

As energy prices continue to rise, the ability for people to live within compact and complete communities will become paramount. An urban village is defined as a community where all basic amenities are available within walking distance. In the past, the Ministry of Transportation measured the percentage of Ontarians living within 10 km of a highway (93% in 2000). A new measurement tool for pedestrian accessibility is required.

### localeconomies

1. **Over 30% of our shopping will be local by 2012.**  
Currently, less than ten percent of our shopping is local, which means we drive everywhere to buy everything. With the growth of Business Improvement Areas and incentives for local business, we will increase the market share for local stores to 30%.
2. **We will increase local production of value-added goods by 20% by 2012.**  
By placing a greater value on local jobs and quality products, we will purchase locally-produced goods that meet the highest ecological and social responsibility standards. Incentives for green economic development and buy local campaigns will help ensure that the jobs associated with a conserver economy stay in Ontario.
3. **Local tourism and recreation will increase by 20% by 2012**  
Reduce carbon emissions and rising travel costs with local tourism. By 2012, to support a growing demand for local tourism and recreation, we will have cycle touring infrastructure to rival that of La Route Verte in Quebec, and make full use of our greenbelt, green spaces and northern wilderness to provide excellent and affordable recreation and vacation opportunities.

## Action 6: Eat Local

### localfood

1. **50% of Ontario's food will be locally and sustainably grown by 2012**  
According to Local Food Plus, only 10 to 15% of Ontario's food is currently grown locally. Without sacrificing the pleasures of coffee and fruit, it is estimated that Ontario's food system can be 60% local within five years if we support local farmers and food distribution systems. By making our target 50% (or half our diet as local food), we can more easily measure our personal progress.

## Action 7: Buy Green

### greeneconomies

1. **50% of products and services will be green by 2012.**  
Currently, Ontario's green products and services are estimated to be about 5% of the total economy. Included in this figure are the companies that specialize in environmental and conservation products and services as well as the conservation alternatives and options offered by the mainstream economy. Our target is to ensure that fully one-half of all the products and services sold in 2012 reflect conservation values.
2. **50% of personal investments will be environmentally and socially responsible by 2012.**  
Socially responsible investing (SRI) is estimated to be about 1% of the market at this point, even though there are companies specializing in funds with environmental and social screens. With the growth in SRI funds and the increase in corporate social and environmental responsibility, the opportunities for individuals to invest in responsible companies will increase significantly. Investing in conservation and environmental leaders will make good business sense.

## Action 8: Waste Less

### wastereduction

1. **We will achieve a 70% diversion rate for solid waste by 2012.**

Through a combination of waste reduction, recycling, reuse and composting programs we will improve on the current diversion rate of about 38%.

## Action 9: Prevent Pollution

### toxicfree

1. **We will achieve an 80% diversion rate for household hazardous waste by 2012.**

Hazardous waste is only a small percentage of the residential waste stream, but we have few programs in place to facilitate recycling and safe disposal. By 2012, Ontario will have residential hazardous waste collection programs in place that will achieve an 80% capture rate on household hazardous wastes.

## Action 10: Support Conservation

### greenfunding

1. **We will give 1% for the planet by 2012.**

According to a study by the Canadian Environmental Grantmakers Network, the environmental sector receives about 2 per cent of the total charitable contributions made in Canada. We will seek to increase that ratio to at least 3 per cent by 2012 through new funding programs and through promotional partnerships with existing foundations (such as community foundations). We support the 1% for the planet campaign that encourages companies to donate 1% of their net profits to environmental causes.

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And that's the plan, for now. Please visit us online and sign up for our newsletter to stay informed of our progress.

**weconserve.ca**

ONTARIO'S CONSERVATION MOVEMENT

## Broader Applications

People are already asking us if We Conserve can be used beyond Ontario. Our answer is that a movement should know no borders. Please feel free to use We Conserve in other jurisdictions or at a national or international level, subject to the terms of use laid out in this paper.

We Conserve works at several levels:

- As a stand alone statement or wordmark, it is easily recognizable as a commitment to environmental responsibility
- As a recurring statement used in diverse situations, it becomes a broad statement of commitment to reducing our collective ecological footprint (the modern equivalent of “we recycle”)
- As a united movement, it becomes an integrated support system designed to make it as easy as possible for us all to live better through conservation.

We Conserve can be used anywhere, but the real strength lies in investing in the coordinated support structure to help people and businesses become better conservers. Ideally, we need to have a coordinating body, like a conservation council, in each jurisdiction. Housing the administration for the movement within the voluntary sector makes sense, but it needs to be equally supported by business and governments.

To facilitate the adoption of the We Conserve model in other jurisdictions, the Conservation Council of Ontario will:

1. permit the use of the We Conserve wordmark and campaign material under the same rules as apply in Ontario;
2. advise and assist other jurisdictions to replicate the support structure necessary for building a united conservation movement; and
3. acknowledge lead organizations or hubs for We Conserve in other jurisdictions as they become established and recognized by participating groups, businesses, and governments in that jurisdiction.

It may be that using We Conserve for national applications will have the effect of stimulating demand for an integrated national conservation movement. We would welcome such a development, so please feel free to take We Conserve across the country.



The Conservation Council of Ontario is a registered federal charity and a provincial association of organizations, businesses, municipalities and individuals that are working together to promote conservation in Ontario.

The Council was founded in 1951 by a number of leading conservation organizations and individuals who saw the need for a forum where they could share their expertise and work together to promote and support conservation across the Province.

In 1960, our founding President, Frank Kortright Jr., wrote of the need for what he called “a big plan” for conservation, one that would unite all organizations, business and government in common cause. Some things just take a little time.

The Council has a longstanding history of consensus building, strategic planning and demonstration projects in support of conservation and sustainable development. In our time, we’ve transposed the World Conservation Strategy to the Ontario context, demonstrated the community forest model for sustainable forest management, piloted a natural approach to urban stream management, created a low-cost approach to community engagement, conducted numerous campaigns, and pioneered the movement-based approach to social marketing. All of which has been good training for the monumental task at hand.

We look forward to working with you all, and invite you to become active members in the Council.

For a complete list of our membership, directors, and staff, please see [www.greenontario.org/cco/](http://www.greenontario.org/cco/).

## A Word of Thanks

The Council owes a debt of gratitude to all the sponsors, partners and supporters of all the We Conserve activities and campaigns. With this plan, we’d like to single out our two main sponsors over the past three years who have helped us turn the concept of a united conservation movement into a reality.

The Ontario Trillium Foundation is the largest supporter of environmental projects in Ontario, with an annual budget in excess of \$10 million for the environmental sector. The Foundation gave the Council a three year grant in 2004 to rebuild the organization around the promotion of conservation solutions.

The Beer Store adopted the Conservation Council as one of its three community partners in 2004. Since then we have received one-third of the in-store coin box donations as well as promotional space in their 441 retail locations across the province. If you have ever dropped your spare change in a Beer Store coin box, please accept our thanks!

Our ability to stand back from the daily fray and plan for a better future is entirely due to the benevolence of these two organizations and their ability to share in our vision.



215 Spadina Avenue, Suite 132  
Toronto, Ontario, M5T 2C7  
Phone: 416-533-1635  
Internet: [www.weconserve.ca](http://www.weconserve.ca)  
[www.greenontario.org](http://www.greenontario.org)

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