

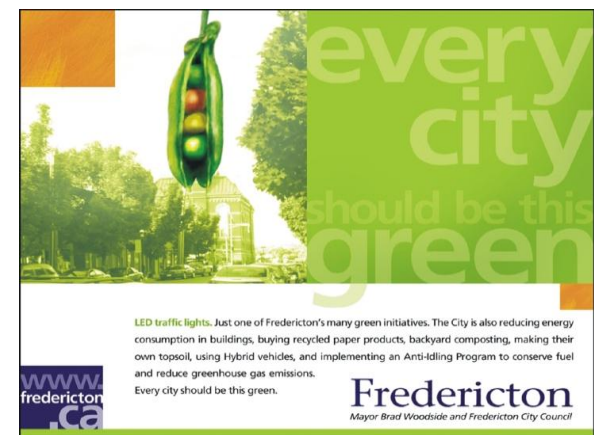


# City of Fredericton

- Capital of New Brunswick
- Population – 52,000
- ISO 9000:2008 Registered Corporation
- Free Public WiFi
- Government, Engineering, I. T., Health



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# Fredericton

- Joined PCP in 2001
- Goal – 20% for Corporate, 6% for Community (below 2000 levels)
- Two distinct exercises –  
Corporate (Municipal operations)  
and Community



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# Fredericton

- Began with Corporate inventory
- Community inventory much more difficult
- Submitted for milestones in manageable intervals
  - 2006 report – corp. Data & action plan
  - 2008 report – comm. Data & action plan
  - 2010 both reports for corp and comm monitoring



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# Fredericton

- Measurement processes have been completed 2000-2009
- Growing City – population up 14% in that period
- Results thus far
  - Corporate – down 16% below year 2000 levels
  - Community – down 0.8% below year 2000
  - Equivalent to a 12% reduction if based on per capita



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# Fredericton – what we did.

- Got our house in order first before going to the community
- Various initiatives
- Outsourced measurement of GHG's to local University



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# Fredericton – what we did

- May 2007 – Climate Change summit
- June 2007 – launched *Green Matters* community GHG reduction program
- Nov 2008 – launched *Green Shops*
- 2011 – launch *Green Matters* certified



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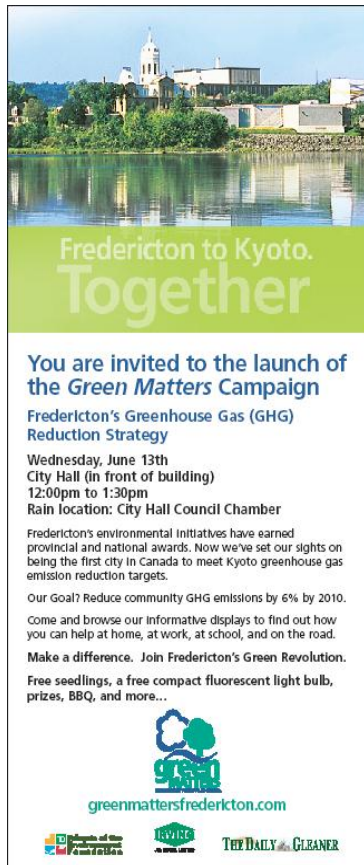
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# Fredericton



Fredericton to Kyoto.  
Together

You are invited to the launch of  
the *Green Matters* Campaign


Fredericton's Greenhouse Gas (GHG)  
Reduction Strategy

Wednesday, June 13th  
City Hall (in front of building)  
12:00pm to 1:30pm  
Rain location: City Hall Council Chamber


Fredericton's environmental initiatives have earned provincial and national awards. Now we've set our sights on being the first city in Canada to meet Kyoto greenhouse gas emission reduction targets.

Our Goal? Reduce community GHG emissions by 6% by 2010. Come and browse our informative displays to find out how you can help at home, at work, at school, and on the road.

Make a difference. Join Fredericton's Green Revolution. Free seedlings, a free compact fluorescent light bulb, prizes, BBQ, and more...



greenmattersfredericton.com



- 2007 – *Green Matters* community campaign
- Public education, motivation, support to shrink environmental footprint.
- We are now moving to a full sustainability focus.



# Fredericton - business

\*2008 – into the business community with *Green Shops* program to reduce business environmental footprint

\* 2010 – formation of community governance model





# Fredericton – Community

•2011 – moving into the non-commercial sector with *Green Matters* Certified to reduce environmental footprint of

- Non-profit/community orgs
- Faith based institutions
- Educational institutions
- Festivals, events and conferences
- Government/Crown Corporations



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(linker logo)



# Fredericton - challenges

- Data can be difficult to obtain – relied on 3<sup>rd</sup> party providers to assist.
- Corporate champions needed – CAO commitment and Mayor
- Own house in order to gain credibility and internal support



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# Fredericton - Recommendations

- Internal commitment at highest levels
- 3<sup>rd</sup> party assistance (depending on internal expertise).
- Data quality important
- Community vision and engagement necessary
- Cannot be overtly City Hall run



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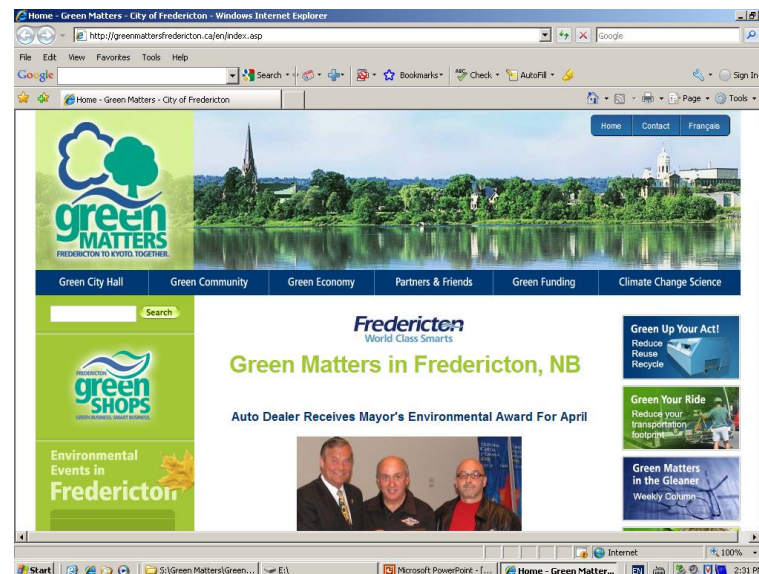
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Thank you



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[www.greenmattersfredericton.ca](http://www.greenmattersfredericton.ca)



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