



**GreenUP**

**Program Profile | 2018 -2019**



**Inspiring  
local action.**

**Sustaining  
strong partnerships.**

**Creating  
lasting change.**

# Our Vision & Mission

## Vision

An environmentally healthy and sustainable community.



## Mission

To inspire and empower environmentally healthy and sustainable action in our community.

# Our Program Directions

Over the past 25 years, GreenUP's environmental education programs have been a core strength. Our programs not only provide age-appropriate, hands-on learning opportunities, but they also provide children and adults alike with the opportunity to develop the skills needed to live more sustainably. Whether someone is learning to ride a bike for the first time, or learning how to properly install a rain barrel at one of our workshops, **we teach people about things that matter to them, to our community, and to our planet.**

However, we recognize that sometimes knowledge alone isn't enough. Often, people face real barriers to sustainable living, and we work to address those, too. We do this through advocacy initiatives and partnerships that promote environmentally healthy development and that reinforce the need for equitable and sustainable infrastructure and street designs. We also work to showcase opportunities to green our communities, and to help them become more resilient to climate change. To do this, **we engage citizens directly in the transformation of public and private spaces - helping them to become greener, healthier, and more vibrant.**

We don't do this work alone. Each year, we work with dozens of local organizations and governments, and thousands of residents to achieve measurable change. We do this because we know that being part of a diverse, local movement helps to build and sustain the momentum required to address global crises such as climate change. Through fun and engaging events and campaigns, **we amplify the work of amazing change-makers in our community, and we celebrate their impact.**

Our work is guided by three key programming pillars:

**TEACH**

**ACT**

**&**

**ENGAGE**

On the following pages, you can learn more about the exceptional initiatives that we'll be undertaking in 2018-2019 to advance these goals.

# TEACH

Impactful, hands-on programs that support life-long nature connection, skill- building, and community action.

## CYCLING EDUCATION

Since 2013, GreenUP and BIKE have been partnering to grow bike education and access programming in the Peterborough region. Many new community and school-based educational programs have been developed through this partnership, including Bike Nights, the Bike Skills Playground, Bike Rodeos, Discovery Rides, and Youth Earn-a-Bike. Among the highlights of this partnership is the development of Pedal Power, a comprehensive in-school course that gets kids on bikes and helps them learn how to ride safely and confidently. Through this programming, we aim to create a culture of cycling that is safe, fun, and inclusive.

**Primary Partners and Funders:** BIKE: the Peterborough Community Cycling Hub, City of Peterborough, and Ontario Trillium Foundation

## RECYCLE RANGERS

The Recycle Rangers Program is an award winning, assembly-style waste reduction presentation that is curriculum-linked for grades 3, 4, and 5. The interactive presentation features music, puppets, and a multimedia component. The Recycle Rangers visit schools in the City of Peterborough, Peterborough County, Northumberland County, and the City of Kawartha Lakes, reaching approximately 4,000 students per school year. The program also includes an interactive website, a passport program for families, and curriculum-linked resources for teachers, students, and parents.

**Program Partners and Funders:** Peterborough County, City of Peterborough, Northumberland County, and City of Kawartha Lakes

## ACTIVE & SAFE ROUTES TO SCHOOL

Active and Safe Routes Peterborough has been delivering programs that encourage active and sustainable travel to school for more than 20 years. Each year, schools participate in car-free challenges, transportation surveys, special celebrations, and transit programs. Strong community partnerships have allowed the committee to expand programming, ultimately reaching over 5,000 students per year and helping to build healthy, connected, active, and safe school communities. In 2018 - 2019, with a grant from the Ontario Active School Travel Fund, we will be focusing on partnership development and the creation of new School Travel Plans.

**Primary Partners and Funders:** City of Peterborough, Green Communities Canada, Government of Ontario, Peterborough Public Health, Healthy Kids Community Challenge, Student Travel Services of Central Ontario, the Kawartha Pine Ridge District School Board, the Peterborough Victoria Northumberland Clarington Catholic District School Board, Crossing Guards of Peterborough, and Peterborough Community Police

## WONDERS OF WATER

The Wonders of Water (WOW) program is designed to bring the magic of the Peterborough Children's Water Festival (PCWF) into the classroom and to the Peterborough community. The WOW program features hands-on activities that engage children in learning about the ecology, usage, technology, and conservation efforts that shape our daily interactions with water. In 2018 and 2019, the WOW program will be expanding its impact and reach, thanks to a Grow Grant from the Ontario Trillium Foundation.

**Primary Partners and Funders:** Peterborough Children's Water Festival (Peterborough Utilities Group, City of Peterborough, GreenUP, Otonabee Conservation, Trent University, and Nourish), and Ontario Trillium Foundation

# PETERBOROUGH

## PULSE



### ECOLOGY PARK SCHOOL PROGRAMS

GreenUP Ecology Park provides curriculum-linked environmental education programs for students from Junior Kindergarten to Grade 8. These immersive programs are tailored to meet the needs of visiting classes and feature hands-on activities, games, and opportunities for exploration and discovery. Program themes include: soils, animals, habitats, plants, seeds, water, food, gardening, pollinators, energy, indigenous knowledge, and more.

**Primary Partners and Funders:** Peterborough Utilities Group, City of Peterborough, Trent University School of Education; school programs are also partially funded through participant fees

### EARTH ADVENTURES CAMP

GreenUP Ecology Park offers Earth Adventures Camp, a week-long day camp for 5 - 9 year olds. This camp program provides children with the opportunity to participate in creative and fun nature-based activities, and to get up-close with our natural environment through exciting, themed activities.

**Primary Funders:** This program is funded through participant fees

### RESIDENTIAL HOME AUDITING

GreenUP offers comprehensive and reliable home energy efficiency auditing and evaluation services. Audits are available on a fee-for-service basis, or as part of a household energy conservation programming offered by Union Gas and Enbridge Gas. GreenUP has been offering residential auditing services for more than 10 years, and our auditors are highly trained professionals.

**Primary Partners and Funders:** Green Communities Canada, Union Gas, and Enbridge Gas; this program is also offered on a fee-for-service basis

# ACT

Inspiring, physical projects that demonstrate the potential for green, healthy, and active streets, neighbourhoods, and communities.

## SUSTAINABLE URBAN NEIGHBOURHOODS (SUN)

Sustainable Urban Neighbourhoods (SUN) is a neighbourhood-based solution for urban renewal and climate action that prioritizes community-led interests and aligns them with local plans to achieve multiple outcomes. SUN is connecting and working with residents, neighbourhood groups, and partners in the Curtis Creek/East City and Kawartha Heights neighbourhoods to engage, create, and share a menu of sustainable actions tailored for each neighbourhood. By reframing environmental projects to incorporate meaningful connections between individual, neighbourhood, and local priorities, SUN hopes to generate creative neighbourhood-led strategies. These strategies will align shared goals, enable implementation and ongoing maintenance, and build momentum in the years to come.

**Primary Partners and Funders:** Toronto Regional Conservation Authority, Ontario Trillium Foundation, City of Peterborough, Otonabee Conservation, and Nourish

## DePAVE PARADISE

DePave Paradise is a program focused on building community around ecological approaches to restoring the urban water cycle. DePave Paradise creates vibrant and healthy public spaces by transforming pavement into greenspace. To do this, volunteers remove impermeable surfaces such as asphalt and replace the area with permeable surfaces such as gardens. With funding from OTF, we will be completing one new Depave Project in 2018, 2019, and 2020!

**Primary Partners and Funders:** Green Communities Canada and the Ontario Trillium Foundation

## WATER WISE

The Water Wise Landscaping Recognition Program is designed to recognize and promote landscaping that has a healthy impact upon our water supply. The Water Wise Landscaping Recognition Program recognizes front yards that have been designed to reduce outdoor water use utilizing rain barrels, drought tolerant species, and permeable surfaces. In addition to recognition, the program identifies and maps a number of key sites that demonstrate the potential of water wise landscaping, creating a growing list of program ambassadors and demonstration sites across the city.

**Primary Partner and Funder:** Peterborough Utilities Group

## READY FOR RAIN

Ready for Rain Peterborough is a community engagement and demonstration project focused on rain education and solutions. The program encourages individuals, neighbourhoods, and communities to take action on flooding and to be ready for rain through the installation of rain gardens and rain barrels. During the pilot phase, this project is being implemented in the Avenues Neighbourhood, where project partners and local residents joined together to install eight rain gardens on both public and private lands.

**Primary Partners and Funders:** Green Communities Canada, City of Peterborough, residents of the Avenues Neighbourhood, and Ontario Trillium Foundation

## GREENUP ECOLOGY PARK

The 5-acre GreenUP Ecology Park is home to beautiful demonstration gardens, including low-water gardens, an edible forest, vegetable plots, and more. Thousands of visitors come to the Park each year to walk through the gardens and to enjoy this vibrant urban sanctuary. GreenUP Ecology Park has been the recipient of a number of awards over its 25 year history and is often cited as one of Peterborough residents' favourite locations. GreenUP Ecology Park is the cornerstone of GreenUP's landscape programming, and is also home to a Native Plant and Tree Nursery and Garden Market. The Nursery sells hundreds of resilient plants, shrubs, and trees, as well as compost, mulch, and other garden products.

**Primary Partners and Funders:** City of Peterborough, and Peterborough Utilities Group; the Park is also funded through sales and donations

## B'S BEES COMMUNITY BEEKEEPING

In 2015, the GreenUP Community Beekeeping Program was created in response to the critical decline of pollinators both locally and globally. The goal of the program is to promote the awareness and appreciation of pollinators as a healthy part of our community through beekeeping, education, and advocacy. In 2018 and 2019, the program will be supported by Volunteer Beekeepers, who will ensure the health of the hives throughout the season. Open Hive events will also help to educate the broader community.

**Primary Partners and Funders:** This program is funded by a private donor, and is supported by volunteer beekeepers

## KITCHEN TO COMPOST

Initiated by the City of Peterborough, this program helps residents to reduce their household waste by reducing barriers to backyard composting. For a small fee, the participants will have a composter delivered to, and installed at, their house. They'll also receive instructional support to get them started.

**Primary Partner and Funder:** City of Peterborough



# ENGAGE

Fun, engaging events and campaigns that support collaborative action, amplify diverse voices, and celebrate positive change.

## NeighbourPLAN

The NeighbourPLAN Project models innovative approaches to neighbourhood visioning, planning, and placemaking in order to demonstrate the value of engagement processes that centre on residents' lived experience. Through a diversity of creative and responsive engagement strategies, this project supports and amplifies the voices of people who have traditionally experienced exclusion from formal planning processes. NeighbourPLAN provides the connections, training, tools, and resources necessary to facilitate meaningful and sustained involvement in municipal planning processes.

**Primary Partners and Funders:** Ontario Trillium Foundation, City of Peterborough, Toronto Centre for Active Transportation, John Howard Society, Trent University, Peterborough Public Health, B!KE: the Peterborough Community Cycling Hub, and Ryerson University School of Planning

## PETERBOROUGH PULSE

Peterborough Pulse – the city's largest Open Streets event - invites the whole city to walk, bike, dance, play, and socialize in spaces typically used by cars. For one summer day, George Street is transformed into a vibrant car-free corridor, with a diversity of activities for people of all ages and abilities to engage in. By opening the streets to people, Pulse promotes healthy communities, active transportation, local business, and neighborhood pride!

**Primary Partners and Funders:** City of Peterborough, Peterborough Public Health, Peterborough Downtown Business Improvement Area, Peterborough Bicycle Advisory Committee, B!KE: the Community Cycling Hub, Healthy Kids Community Challenge, and Ontario Trillium Foundation

## PULSE POP-UPS

Pulse Pop-ups close neighbourhood streets to traffic and open that space to the community to create an area where kids can play and be active, and where communities can gather in a safe, fun space. Activities at the Pulse Pop-Ups may include bicycle playgrounds, hula hooping, chalk drawing, ball games, picnics, and community planning.

**Primary Partners and Funders:** neighbourhood residents, B!KE: the Community Cycling Hub, and the Ontario Trillium Foundation

## 100 IN A DAY

100in1Day is a festival of ideas that celebrates the collective power of small actions. On the first Saturday in June, Peterborough will join cities across the country and around the globe as part of a larger movement. 100in1Day is a citywide event with pop-up community-based interventions happening on the streets, sidewalks, alleyways, parks, public squares, waterfronts, front lawns, porches, and common spaces. The concept is simple: Get 100 people in a city to do something positive – and do it all on the same day.

**Primary Partners and Funders:** Evergreen, City of Peterborough, Reimagine Peterborough; powered by Future Cities Canada

## BLUE W

Blue W is a unique community-based program dedicated to promoting municipal tap water as a healthy, easily-accessible alternative to purchasing bottled drinks. We provide mapped details on where to find free sources to fill your reusable bottle without needing to make additional purchases.

**Primary Partner and Funder:** Peterborough Utilities Group



## NEIGHBOUR

## PLAN

### SHIFTING GEARS

Shifting Gears is an annual transportation challenge, which evolved from the popular and long-standing workplace transportation challenge. Offered during the month of May, the program encourages walking, cycling, transit, and carpooling for the trip to work, school, or on errands. This program is a mainstay of the City's Transportation Demand Management department, and is coordinated by GreenUP.

**Primary Partners and Funders:** City of Peterborough, Peterborough Public Health, Wild Rock Outfitters, and B!KE: the Peterborough Community Cycling Hub

### GREEN BUSINESS PETERBOROUGH

The Green Business Program supports local businesses looking to reduce waste, save energy, enable active and efficient transportation, and adopt other sustainable business practices. We also help businesses access incentive and educational programs that are available through regional organizations, local utilities, and government.

**Program Partners and Funders:** the Chamber of Commerce and the Peterborough Utilities Group

### GREENUP STORE & RESOURCE CENTRE

The GreenUP Store and Resource Centre is the face of our organization and a community hub for Peterborough residents to access products, services, and resources that support more sustainable living. It also promotes GreenUP's departmental and partner organizations' activities and initiatives in their mission to educate, inform, and empower the residents of Peterborough as they work to embed sustainability at home, school, and work. The store sells equipment and products that are carefully selected as eco-friendly alternatives to existing products.

**Program Partners and Funders:** the Store is supported through sales revenue. Some product subsidies are also made available through the Peterborough Utilities Group and the City of Peterborough

# FORMAL

# COLLABORATIVES

*While nearly all of GreenUP's projects are undertaken in partnership, we are also a member organization in five formal multi-sectoral collaboratives. We're thrilled to contribute to each of these collaboratives, and to deepen the impact of our work together.*

## **UNITED NATIONS REGIONAL CENTRE OF EXPERTISE ON EDUCATION FOR SUSTAINABLE DEVELOPMENT**

Peterborough-Kawarthas-Haliburton has been designated as a Regional Centre of Expertise (RCE) on Education for Sustainable Development by the United Nations University. The RCE initiative recognizes regions from around the world that demonstrate leadership in addressing complex sustainability challenges, and works to network these communities internationally to support even greater innovation and collaboration. This local network includes post-secondary institutions, governments and government agencies, local First Nation communities, educators, elders, private sector partners, and non-profit organizations. Our mission is to advance partnerships and projects that promote sustainability education at every age and stage of life in the Peterborough, Kawarthas, and Haliburton areas.

[rcekawarthas.com](http://rcekawarthas.com)

## **NOURISH**

Nourish is all about food. Through innovative programs dedicated to eating, cooking, growing, and advocating for good food, our work cultivates health, builds community, and promotes fairness. Nourish is part of a broad movement that seeks to give food more importance in our communities, our economy, and our everyday lives. It seeks to feed our region through a dynamic combination of innovative infrastructure, new connections, and strong partnerships. Programs facilitated under the Nourish umbrella include: Community Gardens and Urban Agriculture, Food Skills Training and Workshops, a Seed Savers Collective, and a Community Seed Library. Key collaborative partners include the YWCA, GreenUP, and Peterborough Public Health.

[nourishproject.ca](http://nourishproject.ca)

## SUSTAINABLE PETERBOROUGH

Sustainable Peterborough is a community-based collaborative working to integrate key sustainability and climate change plans and targets across the region. This includes the Sustainable Peterborough Plan, which defines what a Sustainable Peterborough will look like for the next generation and sets goals, directions, and strategies for balancing the environmental, socio-cultural, and economic pillars of sustainability. It also includes the recently developed Climate Change Action Plan, which includes specific actions and emissions targets that address the needs of each local municipality and First Nation community in our region.

[sustainablepeterborough.ca](http://sustainablepeterborough.ca)

## PETERBOROUGH BICYCLE ADVISORY COMMITTEE

P-BAC aims to support and promote all forms of cycling by a variety of means. P-BAC believes that a comprehensive and integrated cycling strategy can bring about significant social, financial, cultural, environmental, and health benefits. P-PBAC is committed to working with community leaders, business leaders, politicians, and Peterborough citizens to create a more bicycle friendly community.

[p-bac.org](http://p-bac.org)

## PETERBOROUGH CHILDREN'S WATER FESTIVAL

The Peterborough Children's Water Festival (PCWF) is a community event that provides students with the opportunity to discover the importance and diversity of water. The PCWF works in partnership with educators, water quality and quantity specialists, community volunteers, conservation groups, industry, and government to create a festival full of activities that are educational and fun for children in grades 2 to 5.

[pcwf.net](http://pcwf.net)



PCWF

*We would like to extend our most sincere thanks  
to our generous funders, donors, and partners.  
Without you, our work would not be possible.*



**greenup.on.ca**