Sierra Club Canada is comprised of a national office, five regional chapters, and a national youth coalition. Work of Sierra Club Canada can be broadly divided into four areas of focus.

- Health and Environment
- Protecting Biodiversity
- Atmosphere and Energy
- Transition to a Sustainable Economy

This report summarizes the annual activities of the National Office, Atlantic Chapter, Québec Chapter, Ontario Chapter, Prairie Chapter, and British Columbia Chapter, as well as the Sierra Youth Coalition.

Sierra Club Canada provides services to the Sierra Club of Canada Foundation, delivering from the foundation’s charitable programs.

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Message from the President

On January 9, 2012, Canada’s Minister of Natural Resources, Joe Oliver, declared war on Canada’s environmental movement. In pushing the federal government’s agenda to exploit the tar sands, he commented “unfortunately, there are environmental and other radical groups that would seek to block this opportunity to diversify our trade.”

Never in the history of Canada has the federal government systematically aimed to dismantle its own environmental infrastructure and simultaneous vilify the environmental community. Sierra Club Canada along with other environmental organizations reacted strongly through Black Out Speak Out, reported in this annual report.

Despite this tragic approach to our environment, Sierra Club Canada and its regional and local entities, continue to do excellent work throughout the country and will continue to do so, whatever the political climate may be. The successes and work are described in these pages.

I was proud to serve as Sierra Club Canada’s president in 2012. I look forward to continuing to offer my volunteer services in the years to come.

Sincerely,

Paula Boutis
President, Sierra Club of Canada
Message from the Executive Director

Truly an unusual year.

The year began with a federal minister calling all who question the exploitation of fossil fuels, while the planet is warming in an ever-growing blanket of greenhouse gases, radicals. A few months later we saw the Environmental Assessment Act, Navigable Waters Act and Fisheries Act radically amended. The result was the dropping of over 3000 environmental assessments and the exclusion of Canadians from the decision that will dictate our children’s future.

It was the first year we have ever seen environmental protection weakened. For thirty years we successfully pursued environmental policy and legislation.

The Canadian environmental movement suffered a blow but our resolve is undaunted.

Sierra Club Canada will continue to speak truth to power confident that a sustainable planet will one day be accomplished.

Sincerely,

John Bennett
Executive Director, Sierra Club of Canada
Over the past year, the Sierra Club Canada (SCC) National Office has undertaken several campaigns focused on educating and empowering the public:

- Ban the Sale and Trade of Shark Fins
- Emergency Arctic Debate
- Endangered Species
- Black Out Speak Out
- Protection of the Woodland Caribou
- Oil Sands Health and Safety
- Healthy Beauty for life Campaign
- Shop Locally
- e-Reach Overview
BAN THE SALE, TRADE AND POSSESSION OF SHARK FINS

The global shark fin trade is unsustainable and cruel. Tens of millions of sharks are mutilated and left to die year after year to feed the demand for shark fin soup. As apex predators, sharks play an essential role in maintaining balance in ocean ecosystems. In 2012, SCC did a take action urging people to send a message to the Calgary City Council and to Members of Parliament urging them to support the proposed shark fin ban and make Calgary a leader in shark protection.

Number of actions taken: 1895

Emergency Arctic Debate

Rapid ice melt in the Arctic prompted Megan Leslie, M.P to request an emergency debate to discuss the implications. The speaker in the House of Commons, however, denied the request as not meeting the criteria for an emergency debate. SCC launched a letter writing campaign to send the speaker Hon. Andrew Scheer, M.P a postcard urging him to reconsider his decision to block an emergency debate about the Arctic from proceeding.

Number of Take Actions: 2379

Endangered Species

In 2012, SCC, on behalf of the Sierra Club of Canada Foundation, began work on “Endangered Species of Canada”, the first book illustrating Canada’s 300 endangered species. The book is a volunteer led initiative of the Sierra Club Canada Foundation in an effort to build public support for protecting endangered species.

- SCC attended the Brewer Park Farmers Market in Ottawa for 4 weekends to promote “Endangered Species of Canada” and the Sierra Club within Ottawa.

BLACK OUT SPEAK OUT

On June 4, 2012 The Sierra Club Canada website was blacked out to protest changes to environmental laws included in the federal budget, Bill C-38.

The blackout was part of a national campaign called “Black Out Speak Out “and involved Sierra Club Canada, CPAWS, David Suzuki Foundation, Ecojustice, Equiterre, Environmental Defense, Greenpeace, Nature Canada, Pembina, West Coast Environmental Law, and WWF Canada.

The budget bill, C-38, replaces the Canadian Environmental Assessment Act, empowers the federal government to crack down on charities, including environmental groups that advocate for better laws and policies, overrides National Energy Board decisions, rushes projects through a weakened environmental review process to speed up approvals, and shuts citizen groups out of environmental reviews for pipelines.
“Canadians will not tolerate having their natural heritage destroyed. They want strong environmental laws and a government willing to enforce them,” - John Bennett, Executive Director of Sierra Club Canada.

- Tens of thousands of Canadians and over 100 organizations signed the petition and joined the campaign to participate and stand up for the rights of Canadians to have a voice when it comes to the environment.
- On May 30th, John Bennett moderated a #BlackOutSpeakOut teach-in at St. Paul's University with MP Elizabeth May (Green) and representatives of the Liberals and the NDP. Unfortunately, MPs Megan Leslie (NDP) and Kristy Duncan (Liberal) were not able to attend as they were appointed to a special sub-committee to review the gutting of environmental laws that met at the same time as the teach-in.
- On May 31st, SCC made a submission to the Senate Committee on Energy regarding Bill C-38, highlighting how SCC members strongly object and how they will demonstrate their concerns on #BlackOutSpeakOut.
- SCC created a toolkit for organizations wishing to participate in the campaign—outlining ways to take part from posting on facebook and twitter to how to go about blacking out websites.

Black Out Speak Out on the Hill

From left: John Bennett, Executive Director - Sierra Club Canada; Alex Neve, Secretary General - Amnesty International Canada; Éric Hébert-Daly, National Executive Director - CPAWS; Ian Davidson, Executive Director - Nature Canada; Rick Smith, Executive Director - Environmental Defence. — at Parliament of Canada/Parlement du Canada.

Spokespeople from the founding environmental organizations and allies, including SCC, spoke to media on Parliament Hill, against a black backdrop, in support of nature and democracy on June 4th, 2012.

Let's Get Radical!

In January 2012, Natural Resource Minister Joe Oliver Submitted an “open letter” to the media linking radicals and environmental groups, claiming they are against everything. Executive Director, John Bennett, penned an open letter in response to Joe Oliver and SCC launched a letter writing campaign, through e-reach, urging Canadians to e-mail
Joe Oliver to explain their concerns for moving tar sands oil by pipeline, highlighting that a sustainable economy can only be built within a sustaining environment.

Protect Woodland Caribou with Science

In 2012, SCC launched a campaign urging Canadians to stand up against the federal government’s flawed plan to slaughter wolves to “protect” Woodland Caribou. Tar Sands development on the Athabasca region greatly threatens the endangered Woodland Caribou. Rather than protect the habitat of the Caribou, the “recovery plan” calls for a brutal wolf-cull of thousands of animals.

Successes:

- 3000 signatures were collected in just 4 days! Government officials became overwhelmed by the outcry from Canadians and people around world.

Oil Sands Health and Safety

In 2012, SCC launched a post card campaign to advocate for a health and safety study of the Northern Alberta Oil Sands. Given the insufficient knowledge base to fully understand the health risks associated with toxic emissions from the oil sands, operations post cards were sent to Leona Aglukkaq, Minister of Health, calling on her to issue a comprehensive study of the oil sands region based on sound science and facts.

“Shop Locally” Appreciation Event

Sierra Club Canada gave away reusable shopping bags free of charge in Ottawa at the ByWard Market on Saturday, September 15th and Lansdowne Farmers’ Market on Sunday, September 30th.

Shopping locally is one of the most effective ways individuals can contribute to creating a healthy environment and sustainable economy. The sturdy green shopping bags Sierra Club Canada gave away were made of recycled material and will provide years of environmental relief from dreaded destructive plastic bags!

Healthy Beauty for Life Campaign

Mascara, anti-aging creams, sun screens, eye shadows and deodorants all contain a cocktail of chemicals involving the use of more than 300 chemicals, which eventually settle in the lungs, bloodstream, and skin tissue—and in the environment!

The goal of the healthy beauty for life campaign was to educate young women about the environmental and health effects of commercial personal care and cosmetic products. The campaign is aimed primarily at female teenagers, as teenagers are more vulnerable to chemicals that can affect hormones such as endocrine disruptors, making it even more important that they avoid toxic cosmetics.

Created and led by Laura Woodward, an SCC intern, this campaign engaged dozens of organic and all natural cosmetic companies to produce over 200 “Healthy Beauty for Life” kits (valued at over $200 each) which were sold by the Sierra Club Canada Foundation. All 200 beauty kits sold out and were distributed across Canada!
E-REACH

- 136,25: number of views of our media releases and Executive Director's Blog
- 314,100: number of unique visitors on www.SierraClub.ca
- 3415: number of ‘Likes’ on Facebook
- 5064: number of followers on Twitter
ATLANTIC CHAPTER

In 2012, Sierra Club Canada’s Atlantic Chapter (SCA) worked hard with communities to develop and grow several successful campaigns aimed at engaging and educating individuals about local environmental issues. SCA campaigns include Environmental Education, Energy and Climate Change, Wild Spaces and Healthy Communities. 

(Photo) Hopewell Rocks
ENVIRONMENTAL EDUCATION
(WILD CHILD NATURE)

Nature deficit disorder is becoming more and more prevalent within today’s children and youth, as the disassociation between youth and the natural environment reaches a critical point. Wild Child Nature is an immersion program that engages youth to be more aware of their natural surroundings.

Successes:

- Two of SCA’s leaders in the Sierra Buddies youth mentorship program won national awards for their work teaching young children about the concept of ecological footprint and helping to green their schools.
- In the 2011-2012 school year, SCA reached at least 2000 kids through Wild Child, taking them outside to explore, play, and develop new connections with natural features that are all around them.
- 3 Sessions were delivered to educators in Nova Scotia, teaching them how to help their students connect with nature.

ENERGY AND CLIMATE CHANGE

SCA worked with communities across the Atlantic Provinces, creating awareness surrounding their energy consumption while providing sustainable solutions.

In 2012, SCA continued to be extremely active in pushing for feed-in tariffs throughout the region. The SCA Regional Public Transit Coalition was active in pushing for a regional public transit system in the region around St. John’s. In addition, SCA has been liaising with local councilors, mayors, researchers, and tourism operators to engage them in public transit options.

Successes:

- Concerns about the Lower Churchill mega-hydro project were presented to the Public Utility Board in NL in spring 2012, highlighting the fact that the provincial government has not considered alternative energy sources.
- In the summer of 2012, SCA produced public outreach documents on renewable energy and public transit opportunities in NL.

WILD SPACES

SCA created and participated in campaigns to address many issues surrounding wild spaces.

Some examples include:

- SCA’s work with a broad coalition to protect the Gulf of St. Lawrence from oil and gas exploration and development.
- Advising on the establishment of a marine protected area in the Laurentian Channel off Southern Newfoundland.
- SCA secured new environmental assessment processes for a proposed drilling program at Old Harry, located between the Magdelen Islands, Cape Breton, and Western Newfoundland.
HEALTHY COMMUNITIES (FRACKING)

Volunteers in NS, PEI, and NB were active in increasing awareness of fracking through participating in public debates, media, and hosting community meetings and outreach events.

- SCA succeeded in extending the de facto moratorium on fracking in Nova Scotia for two years.
- SCA raised alarm about the possibility of fracking waste from Newfoundland being shipped to Nova Scotia as part of the preliminary planning for an oil fracking field off the Port au Port Bay off the West Coast of Newfoundland.

KUDOS!

Fred Winsor, SCA Conservation Chair, was selected as Canada Earth Day 2012 Hometown Hero Award Finalist - one of only three awards given each year in Canada!

Fred Winsor is the Conservation Chair for the Atlantic Chapter of Sierra Club Canada, and is a founder of the Northeast Avalon Group, a volunteer-led arm within the Chapter. Fred has worked extensively to promote community-based renewable energy in his region. As a result of his work, the first renewable energy forum was held in St. John's, and the City of St. John's has developed policies to accommodate wind turbines.
In 2012, Sierra Club Canada’s Québec Chapter (SQC) was busy engaging its members in environmental issues affecting their communities. The Chapter’s campaigns include Action H2O, Land Stewardship, Cosmetics, SOS Gulf of St-Laurent, and Sierra on the Road.
ACTION H20

As a project of the Sierra Club of Canada Foundation, the Action H2O campaign focuses on water conservation. SQC’s work on the Island of Montreal has been one of the chapter’s most active and successful campaigns.

- In 2012, SQC collected information from municipalities in the Montreal area regarding water conservation initiatives for infrastructure maintenance and repair, as well as positive incentive programs with citizens. 16 municipalities of the total 28 replied and the data was put in report form providing an informative data source.

- Action H2O has proposed water conservation solutions to Municipalities. A team of 8 to 10 volunteers meet at least 3 times a month to strategize and discuss progress.

Land Stewardship Committee

SQC Land Stewardship committee works to fill a gap in green space conservation. The island of Montreal has a number of both pristine and non-pristine spaces that are under threat of development. There are various groups working to protect these spaces, however these groups are not united. The committee plans to work towards joining these groups to achieve concerted action.

- The Land Stewardship Committee acquired the services of two McGill Law students, Olivier Jarda and Jonathan McGillivray. Olivier and Jonathan worked at investigating the legal steps necessary to convert privately-held green spaces into municipal parks in the Montreal. Their work involved research into existing law, municipal regulation and procedures, and case law. The students focused their attention on Meadowbrook, a 57-hectare green space situated in the south-west island of Montreal.

- The committee also began work creating a legal and regulatory roadmap to dealing with situations where green spaces are under threat of falling into the hands of developers. In order to anticipate the actions of would-be developers and react appropriately, a list of steps developers must take to acquire and develop land is required.

Cosmetics

In 2012, Marisa Corona, another McGill law student placed with the Sierra Club through Pro-Bono students Canada, began work on a document outlining steps taken by Health Canada towards allowing toxic products into the market, their legal responsibilities, and the legal aspects of chemical products’ quality inspections with respect to health effects.

SOS Gulf of St-Lawrence Coalition

George Karpat created a bilingual Facebook site to highlight the prospecting of natural gas companies in the Gulf of St. Lawrence. This coalition opposes exploration and drilling for hydrocarbons in the highly productive and fragile ecosystem. He and the 40 members contribute daily to the site about a number of issues including Old Harry/Gulf of St.-Lawrence, Keystone XL, and issues in PEI.
Sierra on the Road
The summer of 2012 saw the beginning of a display table that was used to present and promote the Sierra Club Quebec, its goals and its programs.

- The Sierra Road Show participated in four events; the Sierra Youth Coalition Bioblitz, a Montreal Eco-quartier street festival, the inaugural day of a children’s garden and, finally, Ecology Day in the town of Ste-Anne-de-Bellevue.

- Two basic displays were created, both of which promote the Land Stewardship goal of the Sierra Club. The first display uses a beehive and basic beekeeping equipment, along with pictures of an actual beekeeping operation, to encourage a discussion of land stewardship from the point of view of the loss of biodiversity as a result of habitat loss. The second display presents some of the threatened natural spaces in the Montreal region that the SCQ is actively involved in trying to protect.
Sierra Club Canada’s Ontario Chapter (SCO) is an effective and respected voice addressing a range of environmental issues relevant to Ontario. SCO Campaigns include challenging urban sprawl and expanding Ontario’s greenbelt, creating awareness about the ecological health of the Great Lakes, and promotion of Car-Free Day.
CHALLENGE TO SPRAWL/GROWING THE GREENBELT

The Ontario chapter, on behalf of the Sierra Club Canada Foundation, was busy promoting awareness surrounding the environmental effects of urban sprawl and encouraging municipalities to expand the Ontario Greenbelt.

- Major SCO Greenbelt activities are taking place in Mississauga, Brampton, Caledon and Halton Hills and are funded in large part through a Friends of the Greenbelt Foundation grant. The steady progress that had been gained within these and other municipalities toward applications to add lands to the Greenbelt ran into coordinated planning staff opposition in 2011. SCO work in 2012 was largely directed toward engagement with staff to address their concerns and to again position these municipalities to proceed with Greenbelt applications.
- Much of SCO work is focused on the production of watersheds and the need to include them in the Greenbelt. However, funding is needed for the Natural Capital Project.
- A component of the Greenbelt mission is the preservation of Ontario farmland. The promotion of local food goes hand in glove with this. SCO proposed a project called Ontario Food Finder that addressed the availability of Ontario produced foods in supermarkets. The Food Finder concept received a boost in 2012 when the Ontario Government proposed a Local Food Act and Premier McGuinty called on the supermarket sector to do more regarding Ontario food. Unfortunately, the bill died with the prorogation of the Ontario Legislature and it remains to be seen if it will reemerge in the future.

WATER/GREAT LAKES

SCO’s Great Lakes Section, also a project of the Sierra Club of Canada Foundation, chaired by Mary Muter, addresses many Great Lakes issues, but the core focus is matters related to persistent low water levels in lakes Michigan-Huron-Georgian Bay. A principle component of this work continues to be the research conducted by McMaster University and funded through SCCF.

- In 2012, the McGuinty Government’s commitment to enact the Great Lakes Protection Act crystallized NGO discussion regarding Great Lakes ecology. Work related to the GLPA has since dominated the Great Lakes agenda of SCO and the environmental community. The GLPA, however, died with prorogation.
- It was concluded that the Great Lakes Water Quality Agreement contains clear commitments to address the Great Lakes nutrient loading problem with a particular focus on Lake Erie. These commitments are accompanied by time lines that stand out in the otherwise less than precise commitments in the GLWQA. Targeted for action by both countries is municipal wastewater infrastructure.
CAR-FREE DAY

Since 2001, the Ontario chapter has promoted sustainable transportation within the greater Toronto area by co-organizing a Car-Free Day (CFD).

- Due to Toronto's current political climate, the CFD program was not as successful within the metropolitan area of Toronto in 2012 and was reduced to the sponsorship of 8 community events. Funding for CFD continues to come from the Ontario Ministry of Transportation, but the funding is in steady decline.
- In Etobicoke, however, positive gains have been made after a cycling focused event resulted in the lead volunteer of the event committing to continued involvement with SCO and Car Free Day.

ONTARIO ENERGY

The promotion of green energy policies and opposition to nuclear energy has been the focal point of this campaign work in 2012.

- SCO Green Energy Campaign, chaired by Christine Elwell, focused on opposition to the refurbishment of the existing Darlington nuclear generators and the building of new nuclear units at Darlington.
- Additional SCO nuclear work addresses plans for a nuclear waste facility in the Bruce Peninsula just a short distance from the Lake Huron shore. These activities continue to be coordinated with the National Office.
Sierra Club Prairie Chapter’s mission is to develop a well-trained, knowledgeable network of community leaders who work to protect the integrity of our Prairie ecosystems. This is accomplished by engaging and activating communities on issues of critical importance that will either provide solutions to, or challenge obstacles in, ensuring sustainable and healthy communities for future generations.
Stop Tar Sands Destruction

Sierra Club Prairie Chapter was busy in 2012 continuing their work building a well-trained grassroots network of opposition to Tar Sands expansion through educational events, outreach, and meeting with impacted communities. SPC intervened on and coordinated high-level events around Shell’s Jackpine Mine Expansion project, and currently the shelved Pierre River, and partnering up for events with regional allies; as well as supporting and working with the Beaver Lake Cree First Nation community litigation against treaty violations.

Highlights:

- Coordinated media messaging with 54 groups for the pipeline review and acted as spokesperson.
- Facilitated the Edmonton stop of the Yinka Dene Alliance Freedom Train to Ottawa.
- Coordinated 5 community educational and public speaking events in the lead up to the Shell hearings. Facilitated the ability for 30 community members take a 10 hour round trip from Edmonton to Fort McMurray in order to attend the Shell hearings and stand with the Athabasca Chipewyan First Nation.
- Assisted in the facilitation of an unprecedented level of public interest and participation in a tar sands mine Joint Review Panel for the Jackpine Mine Expansion.
- Continued SCP work on the Lower Athabasca Regional Plan (LARP), engaging the public and media.
- Coordinated grassroots mobilization efforts along with groups such as Idle No More participation in the kick off of the Beaver Lake Cree Nation lawsuit.
- Helped coordinate the 3rd annual Healing Walk: an indigenous-led spiritual walk around the Syncrude site in Fort McMurray. The 3rd Healing Walk saw the highest participation numbers yet, with participants from BC, Ontario, and the U.S. in support of local communities and Nations.
- This year Crystal Lameman joined the team and SPC is honored to have her as a full-time Climate and Energy Campaigner.

Healthy Communities

ReSkilling Edmonton Network

SCP launched the ReSkilling Edmonton Network (REN). REN exists to connect skillful seniors with youth to share self-sufficiency skills in workshop and hands-on environments. This project seeks initiative, prepares participants for the challenges of peak oil, climate change, food insecurity, and economic uncertainty by turning to the wisdom of earlier generations in order to re-learn the skills of a less globalized era. This in turn teaches participants to do more with their hands and become less dependent on unjust labour practices, unsustainable food systems, unsustainable global supply chains, and unsustainable economic growth.

Shift to Sustainable Energy Solutions

SCP continues with partners to expand and resource RePower Alberta’s campaign to engage communities on Alberta’s renewable energy potential, and the introduction of a variety of policy tools that could be used to kick start renewable energy uptake in the province.

Prairie Water Watch

Sierra Club Prairie continues to mobilize grassroots voices on issues of water in Alberta, participating in the Our Water is Not For Sale Network with a large focus on the relationship between tar sands development and water use. SCP continues to engage with the pipeline review communities in the wake of the spills over the summer. Prairie Chapter is calling for the release of the report of the pipeline review, and has been organizing a tour along pipeline communities to disseminate safety concerns around pipelines and water crossings.
Training and support

2012 was a big year for training and support for Sierra Club Prairie, with dozens of workshops focused on media, campaign planning, arts and activism, and anti-oppression. In July 2012, the Prairie Chapter was hosted by the Chinook group in Calgary, where the director gave two workshops on campaign planning and media training.

Sierra Club Chinook Group

The Sierra Club of Canada’s Chinook Group (SCCG) has been active in Southern Alberta since 2001. In 2012 SCCG increased their volunteer base and hosted a number of outings and events.

Volunteers

- In 2012 the Chinook Group extended their volunteer base to ten active volunteers. In July 2012 a membership meeting was held and leadership team was elected of six people.
- In addition, SCCG hosted two summer students, who helped create a strategic plan for the next 2-5 years, updated volunteer roles, conducted a membership survey, and drafted a communication plan.

Outings

- SCCG’s main objective for 2012 was to establish an outings program and host one outing per month. It reached a total of 125 participants over the year! By far the most successful event was the guided hike of Ghost Ridge in September.

Communications

Total membership doubled from 52 to 111 members.

Newsletter

In December 2011, SCCG sent out the first newsletter since 2009. The list remained stable with 650 to 700 throughout 2012. The average open rate is 21%, above industry average.

Social Media

- SCCG’s Facebook followership grew over 75% from 70 to 123 Likes.
- SCCG’s Twitter followership quadrupled from 15 to 68 people.
In 2011, Sierra Club British Columbia (SBC) continued to work closely with its extremely active local chapters on a variety of issues. SBC is considered a staple within the west coast environmental community—and with good reason!
Great Bear Rainforest

- In July 2012, SBC and its partners presented a 5-metre-long list of over 10,000 names to the B.C. government, marking a major milestone in public support to safeguard the Great Bear Rainforest.
- Rainforest scientists from around the world sent a letter to B.C. Premier Christy Clark, calling on her government to uphold its promise to protect the home of the rare white spirit bear, or Kermode bear.

Flathead River Valley

Conservation of B.C.’s wild Flathead River Valley is critical to protecting both plants and animals as climate change continues to reshape their habitats.

- In August 2012, there were more than grizzly bears and mountain goats roaming the Flathead River Valley. Artists and scientists gathered in the Flathead to document the area’s beauty and biodiversity in a 10-day BioBlitz and artist workshop. The expedition culminated on August 20, when more than 80 people gathered in the Flathead to share a symbolic meal across the Canada-U.S. border.
- In November SBC discovered that a federally-owned coal block in the Flathead headwaters is not included in the 2011 B.C. ban on energy and mining development. With the Flathead also slated for intensive logging and road-building, efforts are being focused on permanent protection in the form of a National Park in the southeastern one-third of the Flathead as well as a Wildlife Management Area in the rest of the valley and adjoining habitat.

Marine

- Working with SeaChoice, in the fall of 2012 SBC submitted a proposal to the Department of Fisheries and Oceans to extend its Policy on New Fisheries for Forage Species to the existing forage fisheries, and to align that policy with emerging international standards.
- SeaChoice partner Canada Safeway announced in March that its canned tuna will be sourced responsibly, using sustainable fishing gear that avoids bycatch. The introduction of responsibly caught tuna marks the latest milestone in Safeway’s journey toward its commitment to source only sustainable and traceable seafood by 2015. Since partnering with SBC and SeaChoice in 2011, Safeway has expanded the supply of ocean-friendly seafood while eliminating red-listed items such as the orange roughy, Chilean sea bass and Atlantic halibut.

Mining

- Built awareness about the proposed $8 billion Site C mega dam in the Peace River Valley.
- Raised science-based concerns about hydraulic fracturing, or fracking.
- SBC supported concerned Kamloops residents fighting the proposed Ajax open-pit copper and gold mine. The Ajax mine would be located within city limits, six kilometers downwind of twelve schools, four seniors’ residences, a hospital, and a university—not to mention hundreds of homes.
- SBC once again spoke out in opposition to Taseko Mines Ltd’s proposal for a gold and copper mine near Williams Lake, which would cause irreparable damage to First Nations land, as well as to fish stocks and at-risk grizzly bear populations.
Tankers

- In September 2012, in partnership with four other conservation groups, SBC took the federal government to court over its failure to protect four endangered species along the proposed Northern Gateway pipeline and tanker shipping route. The lawsuit, launched by Ecojustice on the behalf of SBC, claims that the federal government’s continued failure to implement the Species at Risk Act (SARA) threatens the endangered southern mountain caribou, Pacific humpback whale, Nechako sturgeon, and marbled murrelet on the proposed route.
- BC residents delivered a powerful message to the Enbridge Joint Review Panel: we don't want tar sands across Northern B.C., oil tankers in the Great Bear Rainforest, or climate wrecking emissions from tar sands oil. SBC supported speakers with resources and training, and hosted Enbridge letter-writing parties in Victoria and the Lower Mainland.
- Sierra supporters rallied in Vancouver and Comox to protest the Enbridge pipeline and oil tankers proposal as well as Kinder Morgan's plans to build a new export pipeline along its Transmountain route, which would result in more than 400 oil tankers a year travelling past Victoria and the Gulf Islands carrying tar sands bitumen.
- SBC also supported coastal First Nations who voiced opposition to the Enbridge project. Sierra Club BC's campaigner Caitlyn Vernon spoke at rallies in Bella Bella (hosted by the Heiltsuk Nation) and Prince Rupert (Gitga'at). We also organized a speaking tour for Haisla and Gitga'at representatives in Victoria, Salt Spring Island and the Lower Mainland.

Global Warming

In July 2012, SBC spoke out against the B.C. government's decision to revisit land use plans in B.C.'s interior with an eye to logging in forests set aside to protect old-growth, wildlife habitat and riparian areas. SBC advocated for increased conservation to maintain species habitat and carbon storage in light of global warming. SBC and other environmental groups sent an open letter to the B.C. government, highlighting the dangers of moving precipitously to fill timber supply shortfalls at the expense of ecosystems.

In September 2012, SBC, released a report revealing that B.C.'s greenhouse gas emissions quadruple when emissions from fossil fuel exports and forests are counted. The report, *Emissions Impossible?*, warns that if current emissions remain unchecked and new fossil fuel infrastructure is built as planned, by 2020 British Columbia will increase its carbon footprint by 10 times the 2010 official figures.

Environmental Education

- The 2011-2012 school year was a busy time for SBC's education team, which reached over 2,700 students in 25 schools across 13 B.C. school districts.
- In November, SBC was honoured to be presenters at B.C.'s province-wide professional development day for teachers held by the First Nations Education Steering Committee (FNESC).
- Led by a group of enthusiastic youth, our Sustainable High Schools participants went camping at Fort Rodd Hill in September. Held in partnership with YesBC and Parks Canada, the camp-out was one of several excursions for environmentally engaged youth.
Local Groups

*Sierra Comox Valley:* continued to draw attention to the environmental and economic risks of the proposed Raven coal mine on Vancouver Island.

*Sierra Malaspina:* was successful in persuading the Powell River mayor and city councillors to turn down a proposal to build an incinerator to burn waste shipped from the Lower Mainland. The incinerator could compromise air quality.

Two new local groups were established in B.C in *Nanaimo* and the *Okanagan Valley.*

*Sierra Club BC and Sierra Quadra* grieved the sudden and untimely loss of Judy Leicester, long-time leader of Sierra Quadra and dedicated environmental champion, in September 2012. With many thanks to Judy Leicester for her leadership, Quadra Islanders working to save the heart of Quadra Parks celebrated the successful finale to a fundraising drive that raised $200,000 towards the acquisition of 395 hectares of private land that connects two spectacular marine parks - Octopus Island and Small Inlet Provincial Parks. Many gifts were made in memory of Judy, who devoted 16 years of her life to making this dream a reality.
The Sierra Youth Coalition is run by youth for youth, serving as the youth arm of Sierra Club Canada. SYC’s mission is to empower young people to become active community leaders who contribute to making Canada a better society.
SIERRA YOUTH COALITION PROGRAMS

Sustainable Campuses (SC):
In 2012, the Sustainable Campuses National Coordinator conducted a developmental evaluation of the Sustainable Campuses program with the ultimate goal of identifying a future direction for the program. This evaluation was deemed necessary for two main reasons: 1) regular core funding from the McConnell Foundation stopped; 2) AASHE’s STARS program gained popularity in Canada over SYC’s Campus Sustainability Assessment Framework.

The assessment included a review of existing documentation, consultation with campus stakeholders across Canada, and an analysis of recent trends. With the findings, the SYC now looks to the next era of Sustainable Campuses to play a primary role in facilitating and creating the space for networking, training, information sharing and collaboration between universities and colleges working towards sustainability across Canada. With so many sustainability initiatives underway at campuses across Canada, sustainable campuses strive to support these initiatives and connect them to a national network.

Proposed initiatives:

- Partnering with AASHE to support Canadian campuses (French and English) who are working on STARS.
- Participate in the Sustainability Education Policy Network (SEPN).
- Offering hands-on training workshops across the country (see Serious Issues tour).
- Connecting students through webinars, conferences, and a monthly newsletter.
- Providing resources such as a database of campus sustainability projects and research.

While not all of these initiatives were achieved in 2012, SC did offer a training workshop (Serious Issues) and started to work towards a campus sustainability database. A relationship with ASSHE has been initiated and SYC became a STARS partner organization—the first in Canada. Sustainable Campuses also succeeded in sending out 1 newsletter every month of 2012. SC also attended the first SEPN annual meeting and organized a webinar through the Campus Food Systems Project. Lastly, a Western and National Sustainable Campuses Conference was held and engaged several students through applied student research projects.

Serious Issues Tour:
SC partnered with TruthFool Communications to travel across the country hosting a serious issues party and creative activism training workshop in November 2012. SYC has trained approximately 200 students over the 7 stops: Dalhousie University, McGill University, University of Toronto, University of Winnipeg, University of Saskatchewan, University of Alberta, and University of British Columbia. While the training workshops have been successful and very valuable to all participants, the strategic decision was made to cancel all parties after Toronto, with the exception of Vancouver, due to low attendance.

Training Goals:

- Developing creative campaign planning skills needed to change environmental and social practices on their campus as well as to engage and influence decision makers.
- Providing opportunities to connect and share with students from other local campuses to foster regional organization and strategizing.

Applied Student Research
In 2012, SC worked with 3 universities on applied student research projects. SC worked with students at Dalhousie University and Algonquin College on a business plan for a sustainable campuses database and the collection of resources for it. Another project at the University of Waterloo and Amelia Clarke looked at the health and safety movement.
**Sustainable Campuses Conference**

The annual National Sustainable Campuses Conference was held October 11-14th at the University of Toronto Mississauga. The conference was organized in cooperation with the UTM Environmental Alliance, the UTM Green Team, University of Toronto Mississauga, the UTM Indigenous Centre, Credit Valley Conservation, and Common Energy UBC. The theme of the conference was *The Healthy Campus*. Students attending the conference were able to participate in anti-oppression training, skills building workshops, educational workshops, and social events and activities. The conference was made possible through the generous support of Via Rail Canada, Service Canada’s Career Focus program, the University of Toronto Mississauga, and Panera Bread.

**Campus Food Systems Project**

Launched in October 2011, the Campus Food Systems Project strives to build a student movement to get good food onto university campuses in Canada. The project is working with nine campuses to help students develop the food systems and these campuses are sharing their resources on the project’s website, StudentFood.ca. This project is run as a partnership between SYC and Meal Exchange; a national, youth-driven charity focused on alleviating hunger and achieving food security which is funded by the J.W. McConnell Family Foundation.

- SYC worked with Meal Exchange to facilitate the creation of Canada’s first National Student Food Charter.
- SYC and Farm to Cafeteria Canada ran a national survey of local and sustainable food purchasing on university campuses. As part of this work, we have actively represented the Campus Food Systems Project, the Sierra Youth Coalition, and Sierra Club Canada at close to a dozen major conferences and events in 2012.
- In September 2012, SYC added their second cohort of pilot projects: five new campuses which are joining the four first cohort campuses that started last year. The nine participating campuses that are running the program are: Memorial University, Dalhousie University, Saint Francis Xavier University, University of New Brunswick, Carleton University, University of Manitoba, Capilano University, Vancouver Island University—Nanaimo, and University of Northern British Columbia.

**Sustainable High Schools**

The Sustainable High Schools (SHS) project supports high school communities in the capital region acting to improve the sustainability of their schools. Using a tool called the High School Sustainability Assessment Framework (HSSAF), SHS works with schools and stakeholders to assess sustainability and set benchmarks for improvements. The project is generously supported by grants from the Ontario Trillium Foundation and the TD Friends of the Environment Fund.

- SHS delivered 17 workshops and special events, including a day-long conference at the Canadian Museum of Nature in collaboration with Earth Day Ottawa, called the LEAForum in April, 2012.
- A teacher training program on green energy was offered simultaneously through a partnership with Earth Day Ottawa. In total, 150 students and staff attended the conference, which was supported by 20 community partners.
- SHS also supported a regional Youth Steering Committee, which offers support to students who are developing projects or campaigns.
- Finally, the project has partnered with the EcoMentors Program to offer training to youth in Eastern Ontario.

**International Intern Campaign**

SYC welcomed an international intern from l’Université libre de Bruxelles; as part of her studies, her program includes an internship dedicated to working on an international environmental project or campaign. With SYC, she has been developing a campaign on the Arctic. Through this project, SYC intends to increase children’s/teenager’s awareness of important issues occurring in the North.
SYC Quebec Office

The Quebec SYC office, operating out of Montreal, has one staff person funded by a partnership with the Partenariat jeunesse pour la développement durable (PJDD) as well as full-time and part-time interns through the Katimavik program and volunteers. The Quebec office’s campaigns are run under the banner of the Sustainable Campuses Project (referred to as Campus durables).

Campus Outreach

- The Quebec office generally focuses on campus outreach as part of the national Sustainable Campuses Project. In 2012 the Quebec office held 105 meetings and workshops to environmental student groups, and engaged 192 different students spread over 17 universities (ENAP, UdeS, UQAR-Levis, UQAM, Bishops, UdeM, Laval, ETS, UQO, McGill, UQTR, UQAR, HEC, Concordia, Polytechnique, CENEM, UQAC).

Sustainable Residences Campaign

- SYC’s agent from the PJDD helped organized a contest in Quebec to encourage sustainability in university residences. Over 234 students participated in 5 university residences: Laval, UQO, University Hall (McGill), Laird Hall (McGill), and Ecoresidence (McGill).

CASQ/CASQ-aso

- As part of SYC activities in Quebec, SYC regularly facilitate interactions between Quebec student associations and environmental student groups. This past year, they organized inter-campus meetings between environmental student groups and CASQ-aso. 19 students participated, coming from 13 different universities (McGill, Laval, Université de Montréal, Institut National de Recherche Scientifique (INRS), UQAM, HEC, UQAR, UQAC, ETS, University of Sherbrooke, Bishops, Concordia).

Back the Tap

- Back the Tap is a national campaign to help eliminate bottled water from universities, municipal facilities, and other public buildings. It is run by a partnership of SYC, the Canadian Federation of Students, the Polaris Institute, and Council of Canadians called “the Coalition for Bottled-Water-Free Campuses and Communities”. Staff and volunteers from the Quebec office have represented SYC during four meetings of the Coalition over the past year. The Quebec office has also helped promote the campaign in 8 different universities in the province (ETS, UQAM, UdeM, Laval, McGill, Concordia, Polytechnique, ENAP).

Bioblitz

- The Quebec office organized a Bioblitz on Plateau-Mont-Royal in Montreal in summer 2012. The bioblitz undertaken was an inventory of urban biodiversity supported by the participation of 41 local residents over the course of a day.

Campus Durables Certification

- A unique program in Quebec, but run under the banner of the national Sustainable Campuses Project, is Campus Durables Certification. This program offers universities and colleges in Quebec the opportunity to be certified as Campus Durables. It serves as a French language alternative to the AASHE STARS certification, and focuses on Quebec’s preferred model of process based certification. This fall marks the beginning of a new three-year cycle of certification. SYC is currently working with existing certified campuses (Polytechnique, UQTR, Laval) to develop a plan for recertification as well as outreaching to other interested universities.
SYC’s Sweet 16

November 2012 marked 16 years of operations for SYC. Over the coming year, SYC will celebrate their successes with several major celebrations and fundraising events. The first special event, a meet and greet social at the Victory Café, is scheduled to immediately follow the board meeting in Toronto. Several similar small scale events are scheduled across Canada, and hope to throw a gala celebration fundraiser towards April 2013. So far, a logo and some minor promotional material have been developed for the project, and a plan for sponsorship and donor outreach has been started by the SYC executive committee and staff.
# Sierra Club Foundation Balance Sheet

**Sierra Club of Canada Foundation Statement of Financial Position As At December 31, 2012**

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<tr>
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<th>2012</th>
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<td><strong>TOTAL NET ASSETS</strong></td>
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