

Champion News

The Official Newsletter of the
Voluntary Challenge and Registry (VCR) Inc.



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VCR inc.

Congratulations to the 1998 VCR Inc. Award Winners!

We would like to extend our congratulations to the 1998 VCR Inc. Leadership Award recipients! Awards were granted to the following 14 winners for their achievements in reducing Canada's greenhouse gas (GHG) emissions:

- Encal Energy Limited;
- Southern Alberta Institute of Technology;
- Government of Alberta;
- City of Ottawa;
- TransAlta;
- DuPont Canada Inc.;
- MacMillan Bloedel Limited;
- Dofasco Inc.;
- Syncrude Canada Limited;
- Petro-Canada;
- Husky Oil Operations Limited;
- Enbridge Consumers Gas;
- The Canadian Association of Petroleum Producers; and
- The Honourable Anne McLellan.

The Honourable Ralph Goodale, Minister of Natural Resources Canada, presented the awards on February 11, 1999, at VCR Inc.'s second Annual Council of Champions Meeting and Leadership Awards Ceremony in Hull, Québec. Awards were granted based on the achievements of VCR Inc. registrants who had displayed extraordinary *commitment, action* and *leadership* towards the voluntary reduction of GHG emissions. All 14 winners were recognized as 'Leaders' within their respective sectors.

Eligible submissions for the 1998 Leadership Awards were drawn from registered plans submitted to VCR Inc. between October 1, 1997, and October 31, 1998. VCR Inc.'s Technical Advisory Committee developed the selection criteria for the awards and also provided the judging panel for the 1998 program.

Four broad categories were established in seeking to capture the efforts of all VCR Inc. registrants and of the advocates of the voluntary approach towards the reduction of GHG emissions. The categories were as follows:

- Best New Submission;
- Individual;
- Association; and
- Sectors.



In the first three categories, one award winner was identified. In the 'Sectors' category, eleven winners were identified in the following sub-categories:

- Educational Institutions;
- Governments;
- Municipalities;
- Electric Utilities;
- Manufacturing – Chemicals;
- Forestry, Pulp and Paper;
- Manufacturing – Primary Metals;
- Oil and Gas – Upstream;
- Oil and Gas – Downstream (2); and
- Oil and Gas – Pipelines and Natural Gas Distribution.

VCR Inc.'s First Annual Report Released!

The VCR Inc. Annual Report was released on February 11, 1999, at the second Annual Council of Champions Meeting and Leadership Awards Ceremony. Following its release at this annual event, it will be distributed to all VCR Inc. registrants and other interested parties by mail. It will also appear on-line at www.vcr-mvr.ca shortly thereafter. The purpose of the report is to provide readers with a comprehensive overview of VCR Inc. activities over the 1998 year.

Should you wish to receive a copy of this document, please contact the VCR Inc. office by:
Tel.: (613) 565-5151
Fax: (613) 565-5743
E-mail: info@vcr-mvr.ca

We Invite All VCR Inc. Stakeholders to Complete Our Survey Questionnaire

VCR Inc. is currently in the process of conducting a baseline survey, which is designed to measure the degree of stakeholder satisfaction with VCR Inc. activities. The survey began in December 1998 and is being jointly undertaken by The Columbia Communications Group, a Canadian public relations firm, and COMPAS Inc., a Canadian research firm. Selected VCR Inc. stakeholders, registrants and other interested parties will be interviewed in an effort to gauge general awareness and effectiveness of the initiative. This survey will serve as the baseline for comparison at the end of 1999, when a new survey is launched.

Progress to date has included a mail-out to all VCR Inc. registrants and other interested parties, inviting them to fill

out a survey questionnaire. If you were a recipient of this package, we encourage you to complete the questionnaire. Your feedback is important as a means to analyze and improve our operations.

In addition to this mail-out, a representative sampling of contacts covering all economic sectors and geographical regions will be surveyed by phone. Should you receive a call from a Columbia Communications Group representative in this regard, we would greatly appreciate your cooperation.

Thank you in advance for your support.



Champion Reporting Guidelines Released

After extensive discussion with its Technical Advisory Committee (TAC) and other interested parties, VCR Inc. released its Champion Reporting Guidelines on February 11, 1999, at its second Annual Council of Champions Meeting and Leadership Awards Ceremony.

The new guidelines introduce the use of an evaluation matrix with Bronze, Silver and Gold level classifications. The matrix describes the elements needed by registrants to achieve each of the three levels. Points are available for those who exceed the minimum elements required by any one of the three classification levels. Registrants will also be given the opportunity to utilize specially designed VCR Inc. Champion logos in recognition of the reporting status achieved.

All VCR Inc. reports submitted since November 1998 will be evaluated against the new Champion-level reporting matrix. Registrants will be encouraged to improve upon their respective reports at



any time during the year, as the iterative process will allow for continual re-evaluation.

TAC members have been asked to undertake a series of test evaluations in order to ensure that the Champion Reporting Guidelines are fair for all VCR Inc. registrants. In striving to achieve this objective, they are currently in the process of comparing selected VCR Inc. Action Plans and Progress Reports against the evaluation matrix in order to refine and improve the matrix on an annual basis. Once this work is completed, the guidelines will be finalized and incorporated into VCR Inc.'s new *Participant's Handbook*, which is scheduled for release in April 1999.

VCR Inc. and FCM Working in Partnership to Reduce Greenhouse Gas Emissions

The Federation of Canadian Municipalities (FCM) has recently teamed up with the International Council for Local Environmental Initiatives (ICLEI) to forge a partnership known as the *Partners for Climate Protection (PCP)* – a program designed to provide municipalities with increased support in preparing and implementing climate change action plans. Within this new partnership, FCM will act as the political partner, assuming responsibility for formal relations with the federal government. ICLEI will act with FCM as a technical partner, providing municipalities with the tools that they need to become effective community leaders in the climate change challenge. There are currently 63 municipalities participating in PCP.

The overriding goal of the PCP program is the same as that of VCR Inc.: to assist Canada in reducing greenhouse gas emissions through voluntary actions. To date, VCR Inc. has enlisted 53 municipalities, 41 of which have registered action plans, and one of which has followed up with a progress report.

Communities have the unique opportunity to reduce emissions not only within municipal operations, but also within the community as a whole. This objective is being achieved through initiatives promoting active transportation, community energy systems, community planning, energy and water conservation, fleet management, landfill gas recovery, transportation, tree planting, and waste management. These initiatives and their respective impact will be documented in the individual action plans posted on VCR Inc.'s on-line Registry.

Should you wish to learn more about these community successes, we invite you to visit VCR Inc.'s Web site at www.vcr-mvr.ca. You may also wish to contact the VCR Inc. and/or FCM offices directly at the following coordinates:

Canada's Climate Change Voluntary Challenge and Registry Inc.

170 Laurier Avenue West, Suite 600
Ottawa, Ontario K1P 5V5

Contact: Brian Rawson, Registry Analyst
Phone: (613) 565-5151
Fax: (613) 565-5743
E-mail: brawson@vcr-mvr.ca

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FEBRUARY 1999
VOLUME 2, ISSUE 1

Meetings/Events

(that involve VCR Inc.)

Thursday and Friday February 4 and 5, 1999

Vancouver,
British Columbia
*Greenhouse Gas Emission
Reduction Trading Pilot –
Technical Committee Meeting*

Thursday, February 11, 1999

6:30 p.m. to 9:00 p.m.
Hull, Québec
*Second Annual Council of
Champions Meeting
Leadership Awards Ceremony
VCR Inc. Board Meeting*

Friday, February 12, 1999

Government
Conference Centre
Ottawa, Ontario
*CIPEC Executive
Board Meeting
CIPEC Task Force
Council Meeting*

Friday, February 12, 1999

9:00 a.m. to 3:00 p.m.
Vancouver,
British Columbia
*Greenhouse Gas Emission
Reduction Trading Pilot –
Steering Committee Meeting*

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**Federation of Canadian Municipalities
Partners for Climate Protection
Program**

24 Clarence Street
Ottawa, Ontario K1N 5P3



Contacts:

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**Welcome to VCR Inc.'s
Newest Registrants!**

We would like to extend a warm welcome to the following companies and organizations that have recently registered with VCR Inc.:

- Cadillac Fairview Corporation Limited – Greater Toronto Area Portfolio;
- Chignecto-Central Regional School Board;
- Children's Hospital of Eastern Ontario / Hôpital pour enfants de l'est de l'Ontario;
- Chinook Health Region;
- Elk Island Public Schools Regional Division No. 14;
- Glenrose Rehabilitation Hospital Site;
- Grasslands Regional Division #6;
- James Richardson & Sons, Limited;
- Liquor Control Board of Ontario;

- Moose Jaw Roman Catholic Separate School Division No. 22;
- Southern Kings Health;
- Superior-Greenstone District School Board;
- Toronto Eaton Centre Leaseholds Limited; and
- The Standard Life Assurance Company.

We look forward to working with each of you, as we strive together as partners to reduce Canada's greenhouse gas emissions.

**Best of Luck to
VCR Inc.'s Parting
Technical Coordinator**

Sarah Mullin worked for VCR Inc. since its inception as a government-incubated program in 1995. When the program eventually shifted to a private-public partnership in October 1997, Sarah moved as well, then taking on the role of Technical Coordinator. Over the past year, her knowledge and background in the field of climate change have proven invaluable.

We wish Sarah all the best in her future endeavours! Her presence will be missed.

VCR Inc. is currently in the process of searching for a replacement. Should you be interested in applying for the position of Technical Coordinator, we invite you to contact the VCR Inc. office by telephone: (613) 565-5151 or by e-mail: info@vcr-mvr.ca.



**CANADA'S CLIMATE CHANGE voluntary challenge & registry inc.
mesures volontaires et registre inc. DU DÉFI-CLIMAT CANADIEN**

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Meetings/Events

(that involve VCR Inc.)
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**Monday and Tuesday
February 15 and 16, 1999**

Calgary, Alberta
*Credit for Early Action
Table Meeting*

**Monday and Tuesday
February 22 and 23, 1999**

Calgary, Alberta
*Enhanced Voluntary
Action Table Meeting*

**Monday and Tuesday
March 22 and 23, 1999**

Montréal, Québec
*International Workshop –
GHG Verification Mechanisms
for Emission Trading
and Credits*

Thursday, May 13, 1999

1:30 p.m. to 3:30 p.m.
Ottawa, Ontario
VCR Inc. Board Meeting

**Wednesday,
Thursday and Friday
May 26, 27 and 28, 1999**

Telus Convention Centre,
Calgary, Alberta
*Combustion Canada '99
Conference – Plenary speaking
engagement on May 28, 1999*

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Aussi disponible en français.