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### 2002 VCR Inc. Leadership Awards Frontrunners Win Future Success

This year's winners of VCR Inc.'s Leadership Awards received well-deserved recognition for real results in greenhouse gas reduction, but will also prevail in their respective markets by having an economic plan that factors in the cost of social and environmental responsibility.

The awards were handed out at a March 25<sup>th</sup> ceremony and are for GHG reductions documented in VCR registrants' 2002 action plans and progress reports. Recipients actually gain in three ways, says VCR president Bob Flemington. The obvious prize is recognition for getting down to business on an important environmental issue. Also, he says, the road to an award is paved with energy efficiency measures that pay out in managing expenses at a time when energy costs are increasingly volatile. Finally, it indicates an organization has already dealt with the risk of emissions regulation, and is "at the top end of the efficiency chart" relative to GHG reduction per unit of production.

"The stock market is now measuring how well companies deal with the triple bottom line—you have to understand the environmental, economic and social impacts of your actions—and this is one of the issues it's assessing. In the case of greenhouse gas all three are impacted," says Flemington. "It's an environmental issue with real financial gains if you do it right and assess your risks properly."

Awards went out this year to 16 Canadian companies, two educational institutions, an industry association and an individual. The list of recipients crosses 14 economic sectors and six provinces. Organizations are chosen for showing a significant decrease in emissions intensity,

demonstrating senior management commitment, setting future reduction targets and preparing detailed action plans and progress reports.

Investing in detailed documentation can also provide emitters with a valuable return, says Flemington. The same information used to report to VCR may soon help Canadian organizations prepare to enter into agreements with, and fulfill reporting obligations to, the provinces and federal government.

"There's been a lot of focus on major emitters, who are at the leadership end of VCR registration, and on what kind of obligations will be put on them. My sense is they'll stay at the table doing detailed action plans because that's what they need to assess risk and respond to requests for increasing reductions from jurisdictions across the country."

Flemington believes the visibility of the Kyoto Accord in 2002 has made many organizations realize they need to better understand GHG emissions reduction, and VCR provides evidence of this. In the last year about 150 new registrants came to VCR Inc., increasing the number of participants to nearly 950. While 2002 was a strong reporting year, says Flemington, 2003 will be a year of transition. Through the evolution of the climate change issue, though, leadership is a constant.

"The longevity of the reductions is one of the issues that has come clear, that those who were winners in past years are coming back to win again because they're progressively finding new opportunities to reduce greenhouse gas. That's impressive."



Prince Edward Island Energy Corporation is the first winner in a brand new category of VCR Inc.'s Leadership Awards: GHG Reduction Technology.

PEI Energy Corp. (PEIEC), a provincial Crown corporation reporting to the Minister of Development and Technology Michael Currie, pursues and promotes the development of energy systems and the generation, production, transmission and distribution of all forms of energy. Much of the province's electricity is generated off-island and delivered via two submarine cables from New Brunswick.

In 2001, PEIEC became a key partner in a process to develop a \$9 million, 5.28 MW wind farm at North Cape, PEI, which it now

owns and operates. The project came about through the cooperation of the governments of PEI and Canada and the local utility, privately owned Maritime Electric Company. Under a 21-year contract, PEIEC is selling 18 GWh annually, generated by eight 660 kW wind turbines, to the utility. In turn, Maritime Electric annually distributes 3 GWh of this electricity to the provincial government, and 13 GWh to the federal government, each on a 10-year term for a 3.5-cent/kWh premium. Maritime Electric sells the balance of the wind energy to PEI consumers through a green power program.

By displacing coal- and oil-fired generation, the North Cape wind farm annually offsets approximately 15,000 tonnes CO<sub>2</sub> equivalent and is surpassing PEIEC's expectations. The corporation is now planning to increase the capacity of the wind farm.

## Best New Submission

Winner: Famz Foods

Famz Restaurants submitted VCR's best new action plan in 2002, demonstrating exemplary senior management commitment to greenhouse gas reduction through ambitious energy conservation targets.

The company operates 14 franchise restaurants in southwest Ontario, employing about 1000 people, and has plans to open a number of new facilities in the next five years. Ten of the existing operations are Swiss Chalet restaurants and four are Harvey's hamburger outlets.

The company has taken advantage of Natural Resources Canada's Energy Innovators Initiative, which offers members access to technical expertise and financial incentives from the Office of Energy Efficiency, and is in the midst of an ongoing campaign to improve its facilities. The measures it plans to implement include lighting system retrofits, refrigeration upgrades, HVAC controls and high-efficiency hot water heating equipment. Management is also working on an employee training and energy awareness program.

Following work done in 2000, Famz Restaurants reduced 2001 energy costs by nearly \$14,000, eliminating 82,000 kg of CO<sub>2</sub> equivalent emissions compared to a 1999 baseline. By 2010, in contrast to a business-as-usual projection, the restaurant operator expects a 20 per cent reduction in annual energy costs, decreasing CO<sub>2</sub>e emissions by 640 tonnes and saving more than \$136,000.

## Oil and Gas Upstream

Honourable Mention: BP Canada Energy Company

Winner: ConocoPhillips Canada



ConocoPhillips is an independent upstream oil and natural gas company engaged in the exploration, development, production and marketing of oil and natural gas in Alberta, Saskatchewan and British Columbia. The company was chosen as a VCR award recipient because of its reduction in greenhouse gas emissions intensity per unit of production.

In a 2002 action plan, ConocoPhillips reported a 6.3 per cent reduction in 2001 CO<sub>2</sub> equivalent emissions intensity

compared to 1990 baseline levels. The company's total 2001 GHG emissions have been reduced by 186 kilotonnes of CO<sub>2</sub>e from 2000 levels. Total 2001 GHG emissions were 3247 kilotonnes CO<sub>2</sub>e, and while this is seven per cent above 1990 levels, it is a significant decrease considering production has increased by 14 per cent in the same period.

ConocoPhillips' approach to reducing emissions includes an employee climate change communication program,

utilizing the company intranet and information seminars. It has also employed numerous process and equipment changes, improved gas recovery systems, reduced venting of natural gas and changed flaring practices. Last year, the company declared it would further reduce CO<sub>2</sub>e emission intensity by five per cent over the next five years. Through an analysis of current assets and production, by 2010, it plans to reduce GHG emissions 7.7 per cent below 2001 levels.



Kwantlen  
UNIVERSITY COLLEGE

## Colleges and Universities

Winner: Kwantlen University College

Kwantlen University College employs almost 1400 people and provides post-secondary education to more than 8,600 full-time-equivalent (FTE) students, 24,000 in total, on four campuses in the BC Lower Mainland.

Kwantlen embarked on a comprehensive energy management program that resulted in a 14 per cent annual reduction in 2001 greenhouse gas emissions intensity, when measured against a 1994 baseline.

In 1995, it was one of the first post-secondary educational institutions to join the federal government's Energy Innovators Initiative and register with VCR. Since then, Kwantlen has reduced electrical energy consumption at its Richmond and Langley campuses by 45 and 36 per cent, and has committed to reduce total GHG emissions by 20 per cent before 2006.

The organization's results have been achieved by retrofitting lighting, heating and air conditioning equipment, developing awareness and communications programs, and training operators and building managers to optimize energy performance. As impressive as the results are, one of Kwantlen's most significant achievements is its efforts to assist the BC government develop the Green Buildings BC Retrofit Program by piloting various policies and instruments.

## School Boards

Winner: School District No. 43 (Coquitlam)

School District No. 43 operates 78 schools in the BC Lower Mainland, the third largest district in the province, and is responsible for the education of 32,300 students. Its ongoing pursuit of greenhouse gas reduction strategies has led to a 21.1 per cent improvement in emissions intensity in 2001 against a base year of 1996/97, paralleling a fiscal year of July to June.

The school district's actual GHG reduction in 2001 was 3316 tonnes of

CO<sub>2</sub> equivalent, or 23.2 per cent below the business-as-usual scenario. These reductions have been achieved by a combination of retrofits, including boiler upgrades, heat pump conversions, major building envelope improvements and waste reductions.

Staff and student awareness activities have also played an important role in the district's strategy, and have been developed with the help of Destination Conservation, a non-profit organization

that runs school-based conservation programs across North America in partnership with utility companies and building performance contractors.

An 18.9 per cent reduction in energy intensity in 2001, measured in energy consumed per square foot of floor space, has provided School District No. 43 with a substantial economic benefit to its work, and it expects to expand its efforts in this area. It hopes to reduce GHG emissions by nearly 26 per cent by 2005.



## Electric Utilities Winner: Manitoba Hydro

Within an industry sector that has proven its commitment to quality greenhouse gas reporting, Manitoba Hydro is a leader among Canadian electric utilities.

One of the largest energy utilities in Canada, and headquartered in Winnipeg, the provincial Crown corporation serves nearly a half-million electricity customers and a quarter-million natural gas customers in Manitoba. On the electricity side, Manitoba Hydro's emissions intensity in 2001 was 15 tonnes of CO<sub>2</sub> equivalent per GWh of generated power, about 44 per cent below the 1990 baseline value of 27 tonnes CO<sub>2</sub>e/GWh. The utility has accomplished this through fuel switching, from coal to natural gas, connecting remote diesel-based plants to the provincial grid and increasing hydroelectricity generation. It also actively exports power into jurisdictions dependent on fossil-fuel resources for generation capacity, which helps improve the global GHG picture.

In addition, Manitoba Hydro is encouraging energy efficiency in its customer base through PowerSmart programs, offering information and technical assistance to homeowners and businesses.

Although the natural gas side of the company's operations accounts for only 7.3 per cent of total emissions, the utility has kept its emissions intensity relatively stable compared to its baseline. The detection and prevention of fugitive natural gas emissions, equipment upgrades and operational changes have all contributed to this.

## Chemicals

Winner: DuPont Canada Inc.



DuPont Canada

DuPont Canada manufactures a variety of chemical and textile products, employing more than 3,500 people in six plants, five in Ontario and one in Quebec. A previous VCR leadership award winner, in 1998 and 2000, DuPont continues to demonstrate an ongoing commitment to corporate environmental stewardship.

Since the receipt of those earlier accolades, which were due in part to a nitrous oxide abatement project at its Maitland, Ontario operations, DuPont has continued with widespread energy efficiency projects. Process and equipment changes have been implemented, and it has endeavoured to engage personnel in seeking out and implementing other operational improvements. The result is a reduction of annual greenhouse gas emissions from 11,264 kilotonnes CO<sub>2</sub> equivalent in a 1990 baseline year to 1,447 kt in 2001. This 87 per cent reduction of GHG has been achieved while increasing productivity by almost 50 per cent in the same period.

DuPont is also demonstrating leadership by participating in VCR's Champions in Action (CIA) Initiative, a program in which registrants experiment with enhanced voluntary mechanisms by contracting with VCR to deliver on declared performance targets. Conforming to CIA data protocols, DuPont Canada has defined its overall GHG emissions target in alignment with Canada's Kyoto target, which is six per cent below 1990 emission levels for the years within the Kyoto time frame. The company's internal goal, however, is to maintain GHG emissions below two million tonnes per year through the period to 2010, well below the Kyoto target, leaving room for reduction credits trading.

deeper areas within its mines. These factors made energy conservation a complex challenge, but Inco decreased total energy consumption by 15 per cent and total CO<sub>2</sub> equivalent emissions by 79,000 tonnes. This represents a total GHG reduction of eight per cent since 1990, an accomplishment that is three per cent beyond Canada's Kyoto target.

Inco's corporate philosophy has made employee awareness and engagement a central pillar to an energy management plan responsible for a 16 per cent reduction in energy consumption per unit of production. The plan includes a unique program called Energy Breakthrough, which envelopes and tracks a number of initiatives, such as replacing equipment that cannot be utilized more efficiently. Inco is also attempting to shift energy demand to off-peak hours in the Ontario power market, thereby drawing electricity from baseload generation less dependent on fossil fuels.

## Mining

Honourable Mention: Luscar Ltd.

Winner: Inco Limited



A 1999 leadership award winner, Inco Ltd. mines and processes nickel, copper, cobalt and platinum from operations in Ontario and Manitoba. Last year it produced 170 million kg of nickel and 127 million kg of copper.

In 2001, Inco marked a two per cent increase in productivity when compared to 1990, its baseline year for greenhouse gas emission analysis. In the same period it initiated a sulphur dioxide mitigation process, for environmental reasons, and moved ore extraction to

## Small and Medium-sized Enterprise (SME) Sector

Winner: NRI Industries Inc.



NRI Industries employs 500 people in southern Ontario, where it's headquartered, and is a North American supplier of products and materials derived from engineered recycled rubber. It processes more than one million tires per year at its Toronto recycling plant and has two manufacturing facilities producing more than 450 automotive and industrial related parts.

Compared to virgin rubber production, NRI's utilization of waste rubber from consumer and industrial sources results in a six-fold decrease in greenhouse gas emissions intensity when compared to the Canadian industry average. In addition, the company reduced its own emissions intensity by 2.4 per cent in 2001 compared to a 1996 baseline. Its manufacturing facilities have reduced total GHG emissions by 7.3 per cent and 14.9 per cent.

Part of NRI's success can be attributed to the Industrial Energy Innovators initiative, which forms voluntary alliances between Canadian industry and the federal government through Natural Resources Canada's Office of Energy Efficiency. NRI's work in this regard has resulted in some specific process changes and the installation of high-efficiency boilers at two sites. It's now targeting an overall 20 per cent decrease in GHG emissions.

## Cement Manufacturing

Honourable Mention: St. Lawrence Cement



*The independent multi-stakeholder judging panel did not award a winner in the Cement Manufacturing category but considered the efforts of St. Lawrence Cement to address GHG reduction to warrant an Honourable Mention.*

## Individual Leadership

Winner: Peter Chantraine



Through a devotion to his occupation in energy conservation and environment, Peter Chantraine has benefited not only DuPont Canada, where he has been employed for 37 years, but Canadian industry as a whole.

With an education in chemical engineering from Kingston's Queen's University, Mr. Chantraine began working for DuPont Canada following his graduation in 1966. At present, he manages power, energy conservation, recycling and environmental

affairs at the company's largest Canadian manufacturing facility, located in Kingston.

He also leads DuPont Canada's energy management process, and through this task participates in the workings of numerous external organizations, including the Canadian Industry Program for Energy Conservation, where he is vice-chair of the task force council and chair of the textiles energy task force. He also sits on VCR's technical advisory committee and Natural Resources Canada's National Advisory Council on Energy Efficiency, under the jurisdiction of the Office of Energy Efficiency.

Mr. Chantraine's expertise is highly valued because, in part, he has been instrumental in the private sector development of energy performance contracting, a mechanism whereby an industrial or commercial consumer contracts an energy service company to identify and deliver conservation opportunities, which are paid for through

energy savings. Canada's most successful example of this type of arrangement, championed by Mr. Chantraine, encompasses four DuPont sites and is a contract valued at \$40 million. It will achieve savings of \$5-6 million per year and reduce annual greenhouse gas emissions by 65 kilotonnes.

Another milestone in GHG reduction, created through the work of Mr. Chantraine with VCR's Champions in Action group, is the signing of VCR's first voluntary covenant. In this groundbreaking agreement, Dupont has made a contractual commitment with VCR to report on greenhouse gas reductions for all its Canadian operations.

Peter Chantraine's tireless efforts have also translated into an incalculable number of presentations, articles, reports and tours, generously promoting the wisdom of energy management and conservation to a corporate audience with a growing interest.

## Forest Products Winner: Alberta-Pacific Forest Industries Inc.



Alberta-Pacific was selected for a leadership award in the forest products sector because of its remarkable efforts in decreasing greenhouse gas emissions, producing a detailed action plan and making a commitment to becoming a net GHG sink by 2006.

In business in northeast Alberta since 1989, Al-Pac is Canada's newest and North America's largest single-line kraft pulp mill. The kraft pulping process uses sodium hydroxide and sodium sulphide to extract wood fibre from trees and produces a high quality pulp. The company, employing 425 people, produces 7,000 railcars of pulp bails a year. The plant has surpassed all environmental requirements and achieved ISO 14001 certification in 2001.

The mill is energy efficient and self-sufficient, using mostly its own wood waste to fuel a power boiler. The steam from the boiler is used in the pulping process and to drive turbine generators for electricity. Alberta-Pacific has reduced emissions in log-hauling operations by hardening road surfaces and experimenting with more energy efficient trucks. It has also begun a new forest sink using hybrid poplars planted on agricultural land near the plant.

In 2001, Alberta-Pacific produced 137.6 kilotonnes of CO<sub>2</sub> equivalent; 36.1 per cent lower than its 1994 baseline emissions. At 0.23 tonnes of CO<sub>2</sub> equivalent per air-dried tonne of processed pulp, its emission intensity has also dropped nearly 50 per cent. The company projects further improvement and aims to be a net sink of 15.9 kilotonnes CO<sub>2</sub>e in 2006.

## Primary Metals Manufacturing Winner: Dofasco Inc.



This is Dofasco's second VCR Leadership Award. The Hamilton-based company employs more than 7500 people, manufacturing flat-rolled and tubular steel products used in the automotive, construction, energy, manufacturing, appliance and packaging industries. In its 2002 VCR progress report, it declared a commitment to a triple-bottom-line approach to sustainability, which allows corporate consideration of "financial performance, environmental responsibility, and social well-being."

In 2001 it shipped more than 3300 kilotonnes of steel products. This level of production is nearly identical to that of the company's 1990 baseline year, but in the same period total annual emissions of greenhouse gases dropped 18.3 per cent, and direct emissions dropped an impressive 24 per cent

In addition, Dofasco has surpassed its goal to reduce Specific Energy Consumption (SEC), measured in gigajoules per tonne of product shipped, by one per cent per year from 1990. Energy efficiency projects in coke-making, steel-making and boiler operations have contributed to exceeding this target, and Dofasco has achieved an average annual SEC reduction of 1.86 per cent.

The company plans to continue its energy reduction initiatives, which include modifying processes, managing steam traps and improving combustion efficiency and heat recovery. The goal to reduce SEC by one per cent per year has been renewed for the 2000 to 2010 period.

## General Manufacturing

Winner: Husky Injection Molding Systems Ltd.



Husky Injection Molding Systems is another repeat winner of a VCR leadership award, which indicates its continuing commitment to reducing greenhouse gases. The company is a global supplier of injection molding equipment to the plastics industry. Its manufacturing facility in Bolton, Ontario employs almost 1300 people on a 70-acre site.

Husky Injection Molding has taken a comprehensive approach to both energy efficiency and GHG reduction. It designed new buildings and equipment with energy in mind, as well as retrofitting existing facilities. Transportation issues have been addressed through the purchase of fuel-efficient fleet vehicles and by

understanding and modifying the impact of private and commercial air travel. Carbon sequestration, through planting trees and shrubs at the Bolton site, is also an element of the company's plan. As a further indication of leadership, an in-house environmental awareness program, called GreenShares, rewards employees for making environmentally preferable choices in their daily activities.

In 2001, Husky reduced its annual greenhouse gas emissions by 15 per cent from a 1990 baseline, despite the fact the company has tripled in size. Emissions intensity has improved by 28 per cent, measured in tonnes of CO<sub>2</sub> per \$1 million dollars in sales. The company's goal is to have net zero GHG emissions by 2010.

## Integrated Oil and Gas

Honourable Mention: Petro-Canada

Winner: Shell Canada Limited



Shell Canada is an integrated energy company, producing natural gas, natural gas liquids, bitumen and sulphur. It also manufactures, distributes and markets refined petroleum products, with refineries in Alberta, Ontario and Quebec. This is the company's second leadership award.

Shell has a greenhouse gas management plan that includes utilizing wind energy. Since late 2000, it's been purchasing the output of three turbines, totaling just over 1 MW, owned by a southern Alberta wind power producer. The initiative is part of the company's exploration into owning and operating its own wind farms across Canada.

The annual intensity of energy consumed at Shell's upstream operations was reduced by nearly 21 per cent in 2001, compared to a 1990 baseline. Energy intensity at refineries has been reduced by about 14 per cent when measured on the Solomon energy intensity index, an internationally recognized scale for measuring refinery efficiency. Overall results are an emissions profile two per cent below 1990 levels while output has increased substantially, and Shell is committed to achieving a six per cent reduction by 2008.



Shell Canada is also involved in the Athabasca Oil Sands Project (AOSP), a joint venture development in Alberta. It went into operation in 2002 and is scheduled to be at full production in 2003, when it's projected to supply 10 per cent of Canada's oil needs. By 2010, through offsets and operational improvements, Shell expects emissions from oilsands operations to be 50 per cent below those expected later this year. One measure AOSP has already funded to reach this goal is the planting of 360,000 trees through the Tree Canada Foundation, a non-profit organization encouraging Canadians to care for and plant trees.

## Automotive Manufacturing

Winner: Honda of Canada Mfg.

**HONDA**

Last year, Honda of Canada Mfg. won the VCR leadership award for best new submission. Now, with another exceptional action plan outlining significant reduction targets, it returns to VCR's awards ceremony as a leader of greenhouse gas reductions in Canada's automotive manufacturing industry.

Honda has been involving its employees in GHG management strategies, from planting more than 2000 native trees and shrubs on the company property, to publishing an article in the bimonthly company newsletter and soliciting ideas for energy reduction improvements. As an ISO 14001 registered company, it has incorporated GHG management into its ambition to create a "Green Factory."

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## Health Services

Winner: The Scarborough Hospital

The Scarborough Hospital was formed through an amalgamation of the Salvation Army Scarborough Grace Hospital and the Scarborough General Hospital in 1999. It provides a range of health care services from two locations, employing about 3000 health care professionals and serving Toronto region patients with 650 beds.

As a result of the hospital's voluntary energy efficiency initiatives, greenhouse gas emissions have decreased significantly. The annual intensity of energy consumed dropped by nearly 30 per cent in 2001 when compared to a 1990 baseline, from 67.06 equivalent kilowatt-hours per square foot of floor area to 47.18 ekWh/ft<sup>2</sup>. Actual 2001 GHG reductions are 1765 tonnes of CO<sub>2</sub> equivalent, 28.4 per cent below 1990 levels. An additional four per cent reduction of overall GHG emissions is

expected by 2006 despite an expansion of clinical services.

Energy efficiency improvements include changes in boiler operations, lighting improvements and re-circulating air in certain areas of the building. The most impressive component of The Scarborough Hospital's initiatives, however, is a remarkable employee engagement program. Each department is invited to accept the challenge of reducing GHG by modifying behaviour and suggesting improvements in operations. The list of suggestions is captured in a "Joules of Wisdom" information package – a very catchy slogan. Rewards for reaching milestones in building energy performance include trophy desk clocks, compact fluorescent bulbs for employees to take home, celebratory luncheons and public recognition.

## Association Leadership Winner: Aluminium Association of Canada



The Aluminium Association of Canada has won VCR Inc.'s association leadership award by making a substantial contribution to the ongoing reduction of greenhouse gas emissions among its members, Alcan Inc., Alcoa, and Aluminerie Alouette Inc.

The AAC concerns itself with non-competitive issues common to the interest of its members, which annually produce about 2,700,000 tonnes of aluminum and employ almost 15,000 people. Each of the three companies has effectively implemented programs leading to concrete actions taken over the past few

years to improve energy efficiency and reduce greenhouse gas emissions.

Between 1990 and 1999, the Québec aluminum industry sharply increased production by nearly 63 per cent; GHG emissions, however, remained unchanged. Emission intensity of the Québec industry, measured in tonnes CO<sub>2</sub> equivalent per tonne of aluminum, dropped from 5.1 tonnes CO<sub>2</sub>e in 1990 to 3.4 tonnes in 2000, a reduction of 36 per cent.

In January of 2002, the AAC announced it had established a framework agreement with the government of Québec to reduce,

on a voluntary basis, GHG emissions from the Québec-based facilities of its members. The agreement, signed with Québec's department of environment, provides that each of the three companies will set individual targets and produce annual reports on their activities and results. Through their association they have made a collective commitment to reduce CO<sub>2</sub>e emissions by 200,000 tonnes by the end of 2007.

Activities related to aluminum recycling and energy efficiency are among the means under consideration to achieve the reduction targets.



## Oil and Gas – Pipeline and Natural Gas Distribution Winner: Gaz Métropolitain

Gaz Métropolitain is one of the largest distributors of natural gas in Canada. Employing 1200 people and managing more than 8500 kilometres of pipeline, it delivers about 97 per cent of the natural gas consumed in Québec.

As an ISO 14001 registered company, Gaz Metro's management has made a commitment to achieving a reduction of greenhouse gases. It has improved the management of fugitive methane emissions from natural gas leaks,

accomplished by replacing old cast iron lines and launching a comprehensive program that helps prevent, and speeds response to, gas lines ruptured by third parties. It has also improved the energy efficiency of its buildings and vehicles.

Gaz Métropolitain's 2001 corporate GHG emissions were nearly 30 per cent lower than its 1990 baseline emissions, and it generated almost 31 per cent fewer emissions per cubic meter of gas delivered, also compared to the baseline year.

Beyond an ongoing commitment to GHG reductions, the company was involved in the development of a public awareness campaign during Québec's Energy Week, which brought energy efficiency experts together with industry and the public to heighten awareness of climate change. It also participated in the Greenhouse Gas Emission Reduction Trading Pilot, a program that operated between 1998 and June 2002, exploring a market-based approach to reducing GHG.

*cont'd from page 7 • Automotive Manufacturing*

From 1990 to 2001, Honda of Canada's annual net GHG emissions decreased from 0.392 tonnes CO<sub>2</sub> equivalent per vehicle manufactured to 0.238 tonnes, a 39.3 per cent improvement. During this period it also tripled production. By 2005, it projects an annual reduction of 4357 tonnes CO<sub>2</sub>e from the 1990 business-as-usual scenario through energy reduction activities.

**Champion News is published by VCR Inc. We welcome your articles, comments and suggestions. Please contact the VCR Inc. office at:**

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