



WWF'S EARTH HOUR LIST

BACKGROUNDER Monday, March 21, 2011

Quotes from our Leading Cities

VANCOUVER

"Our goal is to make Vancouver the Greenest City in the world by 2020, and a big part of that is taking an active role in climate leadership. Our targets to reduce Vancouver's greenhouse gas emissions and ecological footprint, as well as improve our energy efficiency and create clean transportation options, are good for both the environment and our economy. Vancouver has become a powerhouse for the clean tech and renewable energy industries and we are seizing the opportunity to create a bright green future for everyone in our City."

Mayor Gregor Robertson

Contact

City of Vancouver, Corporate Communications
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TORONTO

"Earth Hour is an opportunity for all of us to reflect upon the choices we make in our lives and consider how we can help the environment through energy conservation."

Councillor Norm Kelly, Chair of Parks & Environment

Contact

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Why we are here

WWF is creating solutions to the most serious conservation challenges facing our planet, helping people thrive with nature.



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MONTREAL

“Montreal is proud of its achievements in sustainable development, especially as we get the support of the population. Foremost among these, I point to BIXI now rolling in several cities around the world and that demonstrates that we have collectively made the decision to make our transport sustainable and that Montreal is an innovative city. I would like, moreover, to remind everyone that Montreal is the first city in Quebec that has proposed a plan for sustainable development. And how can you miss the issue of biodiversity. Our city has become, across Canada, a hub of knowledge in this area through the daily effort that we invest in preserving our green spaces and our blue network. The Biodiversity Centre at the University of Montreal that we recently opened highlights the fact that the defense of biodiversity has become a priority in Montreal.”

Contact

Alan Desouza

Vice-Chairman of Executive Committee and Head of Sustainable Development

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VICTORIA

“In Victoria we're applying an environmental, social and economic approach to how we reduce emissions and adapt to address climate change. Whether it is our new district energy by-law, or our aggressive housing strategy, or our demonstrated commitment to alternative modes of transportation - we are devoted to a multi-pronged approach to local climate action.”

Mayor Dean Fortin

Contact

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SASKATOON

“In Saskatoon we know there isn’t one single solution that is going to make a difference for the environment. That is why I am so very proud of the results we have achieved on many fronts. To meet the goals of our GHG Plan we are retrofitting facilities with solar panels and efficient boilers and we are constructing alternative energy projects including wind, landfill gas, and turbo expanders.

“What I am most proud of, however, is our efforts to change the way we view demolition. Maple Leaf Foods moved their operations vacating their existing plant. This property was sold to the City to make way for the new Circle Drive South project and the anticipated cost for demolition was to be \$6.5 million. A demolition of this scale would have had significant impacts on the lifespan at the landfill. Instead of demolishing, the City deconstructed the plant.

“The results were tremendous: a total net cost of \$1.4 million and 94.5% (or approximately 4,000 tonnes) of the material was recovered for other uses. Another important diversion away from the landfill the community is proud of is the re-use of 86 old housing units that were scheduled for demolition to make way for a new business park near the airport. These units were moved, renovated, and given a new life as affordable housing for low-income working families. Thinking about environmental sustainability has helped us achieve social sustainability too! It is helping identify economic opportunity in Saskatoon as well.”

Mayor Donald Atchison

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EDMONTON

"The City of Edmonton is pleased to be recognized by the WWF as a climate change leader. Edmonton counts on the environmental commitment of its citizens to achieve its climate change goals. Programs such as Carbon Dioxide Reduction Edmonton (CO2RE), rebates for the purchase of energy-efficient appliances and our recent Solar Electric Pilot Program assist Edmontonians in reducing greenhouse gas emissions and their carbon footprint."

Mayor Stephen Mandel

Contact

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MISSISSAUGA

"I am especially proud of Mississauga for embracing renewable energy as a responsible choice for powering our municipal buildings. Our installation of solar panels on the Hershey Centre, the city's largest sports arena, and the purchase of green power for our Civic Centre are two examples of that choice. We have also made excellent progress in making green building practices our new standard for construction or renovation for City facilities. I believe these actions represent the beginning of a more robust green culture in Mississauga."

Mayor Hazel McCallion

Contact

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YELLOWKNIFE

"The City of Yellowknife, as one of Canada's most sustainable cities, enjoys the annual challenge and opportunity to measure the impact of small decisions on our everyday life.."

Mayor Gordon Van Tighem

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