
Question: What do MP David McGuinty, Canada's largest natural gas company (EnCana), and the United Nations Environment Programme have in common?

Wednesday, April 15, 2009

Great Hall, National Gallery of Canada

Hundreds gathered Wednesday with **United Nations Environment Programme (UNEP) North America Director Amy Fraenkel** and **Ontario Environment Minister John Gerretsen** to celebrate a local bright idea that has grown to an international NGO that empowers people to make smart choices that protect the environment. The event, called the One Change Catalyst Awards, was held to announce a new UNEP partnership with the award-winning Ottawa-based NGO and to recognize people and organizations that were critical to One Change's exponential growth since its founding in 2005.

Among those in attendance at the gala event were **Hon. Stéphane Dion**, Plasco Energy Group Vice-President of Business Development **Richard Patten**, Vice-President of TD Bank **Doug Feasby**, **Mayor Dennis Staples** of Smiths Falls, **MPP Phil McNeely** (Ottawa-Orleans), **MP Cheryl Gallant** (Renfrew-Nipissing-Pembroke), former Ottawa Mayor **Bob Chiarelli**, Vice Chair of Canada's National Round Table on the Environment and the Economy **David Chernushenko**, CEO of Hydro Ottawa **Rosemarie Leclair**, Stratos President **Michael van Aanhout**, CEO of Globe Electric **Eddie Weinstein**, and **Jason Lockhart** of Innovative Research. The Catalyst Awards was sponsored by TD Commercial Banking, McCay Duff and Co. LLP, Gowling Lafleur Henderson, Silk Ventures Group and Gadar Promotions.

"The enthusiasm for One Change among the diverse attendees at their first Catalyst Awards reflects shared values and optimism that people around the world can make a concrete difference for the environment in their everyday lives," said **Amy Fraenkel**, UNEP Director and Regional Representative.

One Change is better known in Ottawa for its **Project Porchlight** campaign, launched in one neighbourhood of the city in 2005. Since then, Porchlight campaigns have been run in four provinces and three states with over **10,000 volunteers** and **2,000 community groups** engaged to deliver **2 million free energy efficient light bulbs** door to door in over **500 communities**.

Answer: They all believe that Simple Actions Matter

The Catalyst Awards were presented to four outstanding community leaders and groups from across Canada and the United States who have acted as catalysts for significant environmental action by helping Project Porchlight grow into a North American-wide grassroots phenomenon.

Political Catalyst: David McGuinty, MP (Ottawa South)
Corporate Catalyst: EnCana Corporation (Calgary, Alberta)
NGO Catalyst: Vermont Energy Investment Corporation (Burlington, VT)
Community Catalyst: His Worship the late Calvin Kruk, Mayor of Dawson Creek, BC

The event was hosted by actress and TV personality **Mag Ruffman**.

“Once people make one change in their lives – like changing light bulbs, they start to think of themselves as participants in solutions and are more likely to go on to make more changes,” said Hickox.

Photos of the event can be found at: <http://tinyurl.com/catalyst2009>

New Ottawa campaign announced

The Catalyst Awards Gala also provided the backdrop for the announcement of One Change’s next ‘simple action’: a **new fuel efficiency pilot campaign** this spring, during which **12,000 tire gauges** will be given to residents of Ottawa door to door and at tire pressure clinics. If everyone in Canada kept their tires properly inflated, residents would **save \$500 million on gas, cut 2.8 million tonnes of air pollution**, and stop thousands of needless traffic accidents. The new pilot project is funded by Natural Resources Canada, the Ontario Trillium Foundation and Canadian Tire.

“It just feels right to be starting a new campaign at home where we began with Porchlight in 2005. Ottawa is a great testing ground for this kind of grassroots effort and we’re looking forward to reengaging our volunteer networks here,” said Hickox.

One Change is the recipient of the 2006 **Energy Star Market Transformation Award**, and the 2007 Canadian Geographic **Canadian Environment Award**. This month, Energy Star ranked Project Porchlight as the second most-successful non-profit organization in the United States, which has resulted in tens of thousands of residents publicly committing to make more energy-efficient choices in their daily lives.

For current news on One Change initiatives and events, or to volunteer, visit onechange.org.

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For interview opportunities with Amy Fraenkel (UNEP) Stuart Hickox, or David McGuinty, or for more information about One Change, please contact:

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