

## INSIDE THIS ISSUE

Message from the Director | Watt's New | Feature

### Message from the Director – Steven Hall

A recent US study has made some startling revelations on how people are responding to news on climate change. The study found that despite unprecedented media attention, reports on climate change are actually having a counterproductive effect.

It seems the problem is the way in which climate change is depicted. By describing climate change as being about catastrophic weather events, it evokes highly negative reactions and the feeling the issue is beyond human control. In short, the way we are talking about climate change is making people think "there's nothing I can do".

As municipalities, we're in the unique position to do better when it comes to communicating this issue. For example, the same US study found that by reframing climate change through different concepts, language and images, it can evoke different ways of thinking. The study recommends using positive values including responsibility, stewardship, vision and ingenuity; the idea being that preventing climate change should be characterized as being about new thinking, new technologies, planning ahead, prudence and caring.

In this edition of our newsletter, we celebrate a local government in Peel Region that is certainly rethinking energy. By demonstrating positive leadership and planning, it's taking key steps in combating our shared climate crisis.

For more information on the above study, please visit : [www.ucsusa.org/ssi/climate\\_change/talking-climate-change.html](http://www.ucsusa.org/ssi/climate_change/talking-climate-change.html)

### Watt's New: The Town of Caledon Shows Going Green Makes Sense

On May 1<sup>st</sup>, the Town of Caledon became the first municipality in Ontario to purchase Bullfrog Power. Bullfrog Power – Ontario's first and only 100% green electricity retailer – provides homes and businesses across Ontario with a convenient way to support clean, renewable power. Bullfrog Power will be piloted at Town Hall for a period of one year.

Last summer, Caledon Council endorsed the Town's *Environmental Progress Action Plan* which supported the establishment of greenhouse gas emission reduction targets and contained an action relating to green purchasing. Bullfrog Power sources "green" electricity exclusively from local wind and low-impact water power producers who meet or exceed the federal government's EcoLogo™ standard for renewable energy.

In addition, environmental objectives are identified in the Town's *Caledon Community Work Plan*. Purchasing Bullfrog Power for Town Hall aligns with the Town's commitment to energy efficiency and the use of alternative sustainable energy sources for Town facilities.

Last summer, staff took part in a successful energy awareness campaign called "It makes cents" that saw a reduction in both kilowatt hours used at Town Hall and money spent on electricity. It is anticipated that money saved through the environmentally conscious actions of Council and Town staff will help offset the 3-cent per kilowatt hour premium associated with the purchase of Bullfrog Power. Members of the Town's new Environment Committee will work with staff to

## Watts New continued...

implement and sustain responsible practices that will realize energy savings and reductions in environmental waste and spending.

As for the big picture, the Town's decision to purchase green energy will help lessen the dependence on fossil fuels and assist with climate change. The link between energy production and poor air quality is clear – given Ontario's record number of smog days in 2005, a partial reliance on renewable energy is imperative.

As a Bullfrog Power customer, the Town will join the ranks of many well-known organizations including RBC Financial Group, Warren's Waterless Printing, and Toronto & Region Conservation Authority.

For more information on these efforts visit the Town [www.caledon.ca](http://www.caledon.ca) or Bullfrog Power at [www.bullfrogpower.com](http://www.bullfrogpower.com).



**Caledon flips the switch!** Town of Caledon Clerk, Cheri Cowan (left), Mayor Marolyn Morrison (centre), and Tom Heintzman, President of Bullfrog Power, sign the historic contract that makes the Town of Caledon the first municipality in Ontario to purchase Bullfrog Power.

## Feature: Five Great Websites on Energy and the Environment

When it comes to finding information on energy and the environment the inventory of websites seem endless. Just Google “energy conservation” and you’ll

end up with an astounding 94,400,000 hits. Not bad for quantity, but which sites are actually worth a visit?

To help connect you with the practical knowledge that makes a difference, we’ve boiled down the search for the top websites on energy and the environment. Here are some of the sites that stand out.

### Union of Concerned Scientists

[www.ucsusa.org](http://www.ucsusa.org)

This site tackles everything from global warming to security issues. A union of over 100,000 scientists and engineers, the UCS conducts studies on issues including renewable energy options, the impact of global warming, the risks of genetically engineered crops, and other related topics.

### Stop Global Warming.org

[www.stopglobalwarming.org](http://www.stopglobalwarming.org)

A site committed to raising awareness on global warming through an on-line campaign. Be sure to check out the great “features” section.

### Fostering Sustainable Behaviour

[www.cbsm.com](http://www.cbsm.com)

Although you have to register to gain access, this site provides valuable information on the use of community-based social marketing to design and evaluate programs that foster sustainable behaviour.

### Joel Makower –Two Steps Forward

[www.makower.com](http://www.makower.com)

A fantastic site featuring articles on sustainability, clean energy and the growth of a green marketplace. Be sure to visit the “blog” section regularly.

### Will You Join Us

[www.willyoujoinus.com](http://www.willyoujoinus.com)

An oil company promoting the end of oil? Designed by Chevron, this site offers a glimpse into the end of an era of easy oil and explores how a world without petroleum might look.

Have a great website that we haven’t listed? Share it with the rest of our readership by emailing your top sites to [energy@peelregion.ca](mailto:energy@peelregion.ca) for release in a future issue.