



POLLUTION PROBE

CLEAN AIR. CLEAN WATER.

# ANNUAL REPORT

April 2017–March 2018

## Contents

About Pollution Probe	
Our Mission	3
Our Vision	3
Our Goals	3
Our Values	4
Board of Directors (as at March 2018)	5
Staff (as at March 2018)	5
Interns 2017–2018	5
Statement from the Interim CEO	6
Project Highlights	
Energy	7
Transportation	9
Water	12
Participation	
Pollution Probe on Demand	13
2017 Pollution Probe Gala – <i>Piloting Progress</i>	17
Our Events	20
Donor Recognition	
Sponsors and Major Supporters	22
Individual Donors	23
Support Pollution Probe Today!	27
Financial Information – The Pollution Probe Foundation	
Condensed Statement of Financial Position	28
Condensed Statement of Operations	28

## About Pollution Probe

Pollution Probe is a Canadian charitable environmental organization that is a leading agent of change at the intersection of communities, health and environment. Since 1969, we have been defining environmental problems through research, promoting understanding through education and pressing for practical solutions through advocacy.

### OUR MISSION

We seek to improve the health and well-being of Canadians by advancing policy that achieves positive, tangible environmental change.

### OUR GOALS

We work to constantly improve our ability to discuss, educate and engage people with content that is current and thoroughly researched in order to create change.

### OUR VISION

We aspire to be recognized as a leading source of information on environmental issues, to partner credibly with government and industry in developing environmental solutions, and to be a trusted voice on environmental policy.



## OUR VALUES

### **Inclusive**

We consider the interests of all those with a legitimate stake in an issue, and with them we seek opportunities to partner and to build coalitions of support for progressive policy.

### **Independent**

In all business activities, we work to maintain our capacity to act independently in representing the needs of the general public.

### **Non-Partisan**

We seek to work cooperatively with all levels of government and with all political parties to ensure that the environmental needs of current and future generations are addressed.

### **Results-Oriented**

We choose issues and engage in activities when we judge that we may reasonably expect tangible results that improve the environment from our participation.

### **Focused**

We undertake activities that are fundamentally directed at supporting and enabling policy change.

### **Evidence-Based**

We are led by science, basing our positions upon sound research and objective analysis, rather than ideological labels.

### **Learning**

We build our knowledge and capacity by constantly testing our assumptions and validating our impact by surveying our colleagues, by consulting experts and by maintaining an open mind when engaging stakeholders.

### **Innovative**

We always seek new and effective means of achieving our mission, adapting our approach to advocacy as issues emerge and the market evolves.

## BOARD OF DIRECTORS (as at March 2018)

### Chair

Fiona Jones – Interim

### Directors

Christopher Hilkene  
Jennifer Hooper  
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Sean Morley – Vice-Chair  
Sandra Odendahl  
John Roberts



## STAFF (as at March 2018)

Ingrid Thompson – CEO (Med. leave)  
Christopher Hilkene – Interim Chief Executive Officer

Richard Carlson – Director, Energy Exchange  
Melissa DeYoung, PMP – Project Manager (Mat. leave)  
Mariana Eret – Policy Analyst  
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Derek May – Project Manager  
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Tatiana Slobodcicov, CFRE – Annual Giving Manager  
Stephanie Thorson – Director, Human Health  
Fern Tran – Office Manager  
Katie Ungard – Project Manager

## INTERNS 2017–2018

Sabrina Bertsch – Media and Communications  
Kevin Marrs – Research & Project Assistant  
Hazar Najjar – Research & Project Assistant  
Chris Pereira – Research & Project Assistant

## Statement from the Interim CEO

One thing I have learned about Pollution Probe is that it is resilient. It has faced numerous challenges over its 49 years and it has always bounced back stronger. The 2017/2018 year is no exception.



Having joined Pollution Probe with ambitious plans for the organization, our new CEO Ingrid Thompson unfortunately contracted Lyme Disease. One of the things I am most proud of is how staff and the board have rallied around Ingrid to make sure she gets the support she needs. Pollution Probe is not just an organization that espouses values, we live them. We wish Ingrid a speedy recovery and look forward to having her back providing the leadership, creativity and enthusiasm we have come to admire.

Despite this setback, Pollution Probe had a very productive year.

Our transportation program has been expanding its work to reduce air pollutants and greenhouse gas emissions by accelerating the uptake of electric and hydrogen vehicles while also advancing work on low carbon fuels. It has also seen us working with federal and provincial governments, the automotive sector, leading academics and other environmental organizations. Pollution Probe is recognized as a national leader and is highly sought after for its work on sustainable transportation.

Our Energy Exchange program continues to advance energy literacy for a low carbon economy and we are launching an exciting new initiative called Energy Ambassadors. This innovative, capacity-building program works with communities across the country to educate them on energy from a systems perspective, so that citizens can more effectively participate in energy decision-making in their communities.

This year, Pollution Probe also strengthened our commitment to promoting clean water, particularly in the Great Lakes. Pollution Probe has undertaken the most extensive meta-study on pharmaceutical pollution in the Great Lakes in over a decade. The study examines the sources, pathways and impacts of pharmaceuticals in the Great Lakes as well as actions that can be taken to address the issue. The study proposes a path forward and makes key recommendations to both the federal and Ontario governments. Pollution Probe is also putting the spotlight on plastics in our freshwater and the Great Lakes.

Many challenges are ahead as we address clean air, clean water and climate change. Pollution Probe is a great organization and well positioned to work with our partners to create the solutions for a healthy environment.

Christopher Hilken, Interim Chief Executive Officer

# Project Highlights

## ENERGY

### Audience Segmentation and Strategic Communications

Energy Exchange advanced understanding about communication best practices for energy information in Canada by conducting research that identified relevant priority audiences for energy information and described their key characteristics, information needs and geographic distribution. Demographics, media preferences, attitudes and energy behaviour were identified for select target groups. This information allows for more effective educational messaging and communication to these groups on energy. This work informed recommendations for the best strategies, communication vehicles and messaging to engage priority audiences with energy information.



### Influencer Webinar Series

Energy Exchange engaged stakeholders and citizens across Canada in discussions on energy issues by conducting three influencer webinars. These webinars facilitated important conversations on a variety of topics, including: the future of transportation in Canada's transition to a low-carbon economy; the context of low-carbon innovation and pilot projects in Canada; and women in the energy sector.

The webinars are available at:

[www.youtube.com/PollutionProbe](http://www.youtube.com/PollutionProbe)





### Energy Ambassadors Program

Energy Exchange’s Energy Ambassadors program is enhancing effective community engagement in energy infrastructure consultations. This innovative community capacity-building program works with communities to educate them on energy in their community and across the country from a systems perspective.

The program was developed in consultation with an Advisory Council, a multi-disciplinary stakeholder group of prominent energy sector organizations and leaders in industry, government, regulators, academia and community-level organizations.

The first two Energy Ambassadors pilots will be delivered in the Municipality of Wawa, Ontario and Saskatoon, Saskatchewan in summer 2018.

### Marketing and Communications

Energy Exchange generated discussion on energy issues and promoted our educational resources by leveraging Energy Exchange’s established communication channels, including our website, blog series, social media, newsletter and events.

The highlights include the summer edition of *Energy Exchange* magazine, focused on transportation, and our flagship *Primer on Energy Systems in Canada, 2<sup>nd</sup> edition*. The magazine was distributed with the digital issue of *Canadian Geographic* magazine. In addition, more than 4,000 copies were distributed to key provincial and territorial politicians, energy influencers and decision makers from across Canada, our Community of Practice, and energy-engaged Canadians.

The primer has been used for professional development, onboarding of new employees, reading material in universities and for other purposes.





## TRANSPORTATION

### Ontario's Electric and Hydrogen Vehicle Advancement Partnership (EHVAP)

Pollution Probe was selected by the Government of Ontario to serve as the independent third-party evaluator and facilitator of the Government of Ontario EHVAP initiative. Our role was to evaluate action plans submitted by EHVAP members, and work with each of them to strengthen their plans.

EHVAP members are comprised of automakers, technology companies, NGOs, electricity system stakeholders and the Government of Ontario. For automakers, EHVAP membership was a condition of their low-emission vehicles (LEVs) being eligible to receive the provincial purchase rebates under Ontario's Electric Vehicle Incentive Program (EVIP). The objective of EHVAP is that member actions contribute to achieving a LEV market share of 5% of new vehicle sales in Ontario by 2020.

At the end of the Partnership's first year, the Probe-Delphi team produced a summary report on the Partnership's progress. The main finding? LEV sales are expected to surpass 7% of new car sales in Ontario by the end of 2020. This would make the province one of the leading jurisdictions for LEV adoption globally.



### Decarbonizing Transportation in Canada

Building a Foundation for Success

### Low-Carbon Fuel Standards Research and Report

Pollution Probe's work on best practices in low-carbon fuel standards (LCFSs) began primarily to contribute to the Government of Canada's work to develop the proposed Clean Fuel Standard (CFS), but also in response to Ontario's Renewable Fuel Standard for Gasoline (RFS).

Funded by the Imperial Oil Foundation, this work was undertaken in partnership with leading experts from the University of Toronto. In the fall of 2017 Pollution Probe released a technical brief on global best LCFS practices, in order to raise awareness about the scope of policy options available to Canada and its provinces.

The technical brief highlights the importance of an effective accounting mechanism for indirect land use change (ILUC) as well as sustainability criteria. The information provided is intended to help key decision-makers optimize net GHG reductions from the production and use of renewable fuels in Canada.

## Decarbonizing Transportation in Canada: Building a Foundation for Success

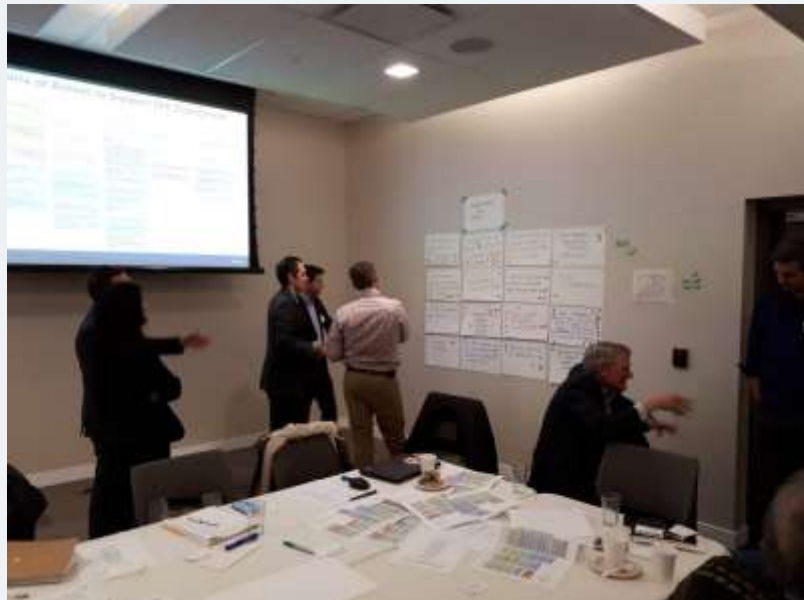
The purpose of this project, funded by Toyota Canada, was to review current policies that influence transportation energy use and then put forward a policy option framework approach that would support the reduction of energy demand and GHG emissions from transportation in Canada. The project report explains the key factors that influence energy demand in Canada's transportation sector, and highlights how these factors interact at a system-wide level. The report also highlights many areas in which Canada can maintain or establish global leadership positions in low-carbon transportation options, fostering clean economic growth.



## Accelerating the Deployment of ZEVs: Opportunities for the Atlantic and Prairie Provinces

Zero-emission vehicles (ZEVs) represent a promising opportunity to achieve significant GHG reductions from transportation, the second largest source of emissions in Canada. Pollution Probe and The Delphi Group undertook a cross-Canada initiative targeted at understanding perspectives on ZEVs and their deployment in Atlantic Canada and the Prairies. These two regions have seen relatively little ZEV uptake to date, and this project sought to understand why that is the case and what can be done to accelerate ZEV adoption in those regions. The project report is informed by extensive stakeholder consultations that were carried out through a series of regional workshops and subject matter expert interviews. Major topics explored include grid readiness, infrastructure, regional policies, vehicle availability and public awareness and education. Project funders included Natural Resources Canada, Bruce Power, the Global Automakers of Canada and the Canadian Vehicle Manufacturers' Association.

### Accelerating the Deployment of Zero Emission Vehicles: Workshop in Calgary



### Accelerating the Deployment of Zero Emission Vehicles: Workshop in Fredericton





## WATER

### Pharmaceuticals in the Great Lakes

Pharmaceuticals are used to treat a variety of illnesses and improve quality of life in humans and animals. However, pharmaceuticals are finding their way into the Great Lakes and are considered emerging water pollutants.

Pollution Probe examined the sources, pathways and impacts of pharmaceuticals in the Great Lakes as well as actions that can be taken to address the issue.

Pharmaceuticals have been detected in all the Great Lakes. The sources include municipal wastewater, agriculture and aquaculture.



Municipal wastewater is the main pathway of pharmaceuticals into the lakes. Pharmaceutical pollution is known to affect the Great Lakes aquatic ecosystems but the human health risk is believed to still be low.



Our governments do not have a coordinated strategy or approach to research, analyze and act on pharmaceutical pollution in the Great Lakes region. Ontario is one of the leading jurisdictions in Canada on extended producer responsibility for waste pharmaceuticals.

The report, funded by Environment and Climate Change Canada, proposes a path forward. Recommendations include improving government monitoring; engaging citizen scientists; providing better public information to inform better decision-making; and supporting outreach and engagement efforts that divert waste pharmaceuticals from the Great Lakes.



## Participation

### POLLUTION PROBE ON DEMAND

Pollution Probe was invited to, and participated in, the following meetings, webinars, summits, workshops, advisory groups, conferences, committee meetings, forums, public panels, and dialogues.

#### April

- A series of technical webinars hosted by Environment and Climate Change Canada to inform the development of the Clean Fuel Standard.
- The Suncor Energy Foundation Gathering explored complex social issues that require collaboration to make progress and see lasting community change.



#### May

- Rebuilding the Canadian Electricity System: Securing Investments for Greening Infrastructure for CERI 2017 Electricity Conference discussed at Advisory Group Meeting.
- Advisory Group Meeting for CERI 2017 Electricity Conference discussed Rebuilding the Canadian Electricity System: Securing Investments for Greening Infrastructure.
- Positioning Canada's Mineral Exploration and Mining Industry for Long-Term Global Leadership Conference where strategies to increase the competitiveness of Canada's minerals and metals sector were discussed.
- Zero Emission Vehicle Strategy Advisory Group to discuss the future of zero emission vehicles in Canada.
- EV/VÉ Conference and Trade Show: "Smart e-Mobility" where participants deliberated the future of the electric vehicles industry within Canada.

#### June

- FCM's 2017 Annual Conference and Trade Show to raise awareness and promote the Energy Ambassadors Program among municipal and community leaders from Canada.
- Pembina State of Freight Workshop to develop strategies on how to reduce emissions from the freight sector.
- International Student Energy Summit 2017 to discuss current issues and trends in energy.

## July

SHAPE North America Summit 2017 brought together World Economic Forum Global Shapers from around the world to educate about NAFTA, Women in Business, Innovation and Artificial Intelligence, and Clean Growth.



## August

The Energy and Mines Ministers' Conference discussed priorities for collaborative action to advance energy and mining development across Canada.



## September

- Environics Insight Session: Analytics-Inspired Creative is NOT an Oxymoron. The use of analytics, art and craft were discussed as avenues through which effective marketing can be achieved.
- Bloomberg Sustainable Business Summit discussed the low carbon transition, changing consumer behaviour, building smart, sustainable Canadian infrastructure and increasing transparency in sustainability.



## October

- The Energy Ambassadors program was presented at Positive Energy Conference.
- SingularityU Conference inspired Canadians to shape the future of our country and drive global impact.
- Generation Energy Forum explored Canada's path to affordable energy, the next generation in technology and innovation, energy governance and Canada's role in the global energy transition.
- Opportunities and challenges to greening the Canadian electricity system have been discussed at CERI 2017 Electricity Conference.
- Ministry of the Environment and Climate Change Webinar on Cap and Trade Program Regulatory Amendments.
- Guest speaker at Ryerson University.

## November

- Led an expert discussion on energy engagement, and discussed the role of the Energy Ambassadors project at QUEST Conference.



## December

- Great Lakes Executive Committee Meeting.
- "Hydrogen on the Move" Conference in Ontario discussed ways by which hydrogen-based technologies can support the decarbonization of transportation in Ontario.



## January

- The Watershed Strategies discussion with Toronto and Region Conservation Authority.
- Microplastics: Tiny Plastics, Big Impacts. Meeting organized by Toronto and Region Remedial Action Plan.
- Pollution Probe's multi-stakeholder workshop on accelerating the deployment of zero emission vehicles in Atlantic Canada was conducted in Fredericton, NB.
- Positive Energy Trust in Transition – Public Panel and Planning Workshop Discussed the role of municipal and Indigenous authorities in Canada's low-carbon energy transition.
- Pollution Probe's multi-stakeholder workshop on accelerating the deployment of zero emission vehicles in the Prairie provinces was conducted in Calgary, AB.



## February

- Low Carbon Pathways for On-Road Freight Workshop was hosted by Natural Resources Canada to discuss current and future methods to decrease the quantity of greenhouse gas emissions from on-road freight.
- Natural Resources Canada Workshop: Low Carbon Pathways for On-Road Freight. At this workshop, current and future measures to decrease greenhouse gas emissions from on-road freight were discussed.



## March

- Mentored Branksome Hall high school students who were developing innovative projects and solutions to solve social and environmental problems.
- Guest speaker at University of Waterloo Energy Network.
- Ontario Energy Board Modernization Panel.
- Great Lakes Guardians' Council.



## 2017 POLLUTION PROBE GALA – *PILOTING PROGRESS*



The focus of the 2017 Pollution Probe Gala was about recognizing excellence in innovation. Pilot projects are a vital means to understand where and how innovation can most effectively be applied and at what costs.



The Gala evening opened with a networking reception where guests were invited to visit interactive displays.



Many items were available for bidding at the silent auction.



The evening continued with the Gala Dinner, which was designed to allow guests time to network with leaders from business, government and civil society.







Another important aspect of the Gala was the presentation of the Pollution Probe Award. The award was presented to Carbicrete from Montreal.



Carbicrete's pilot project is an innovative technology that allows manufacturers to reduce their greenhouse gas emissions by producing concrete using waste steel slag instead of cement.



This Gala celebrated the truly spectacular pilots already underway, as well as fostering greater awareness of these important projects.

## OUR EVENTS

Alumni Social sponsored  
by Power Worker's Union



Staff Retreat –  
Strategic Planning







**MacPhie Thought Leadership Event Featuring Pollution Probe  
sponsored by Loblaw's and Molson Coors Canada**



**Holiday Open  
House Party  
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By giving your financial support to Pollution Probe, you join thousands of committed Canadians who are helping to ensure that clean air and clean water remain high on the national agenda.

Here are the different ways you can choose to give:

Join the **Environmental Protection Team** by making pre-authorized monthly contributions to provide ongoing financial support.

Make a **Single Donation** to help Pollution Probe achieve positive and tangible environmental change.

**Donate in Someone's Name** to celebrate a special occasion or to honour the memory of a special person.

**Preserve the Future** by including the Pollution Probe Foundation in your Will.

**Give a Gift of Securities** and pay no capital gains tax. Securities must be transferred, not first cashed in, to be eligible for this tax benefit.

You can maximize your philanthropic contributions to Pollution Probe if your employer offers a **Matching Gift Program**.

**DONATE A CAR CANADA** accepts vehicle donations for Pollution Probe. Donate your old car and we will gratefully send you a tax receipt.

Email: [donations@pollutionprobe.org](mailto:donations@pollutionprobe.org)

Telephone: 416-926-1907 x 247

Toll free: 1-877-926-1907 x 247

Fax: 416-926-1601

Website: [www.pollutionprobe.org/donation](http://www.pollutionprobe.org/donation)





## Financial Information - The Pollution Probe Foundation

### CONDENSED STATEMENT OF FINANCIAL POSITION

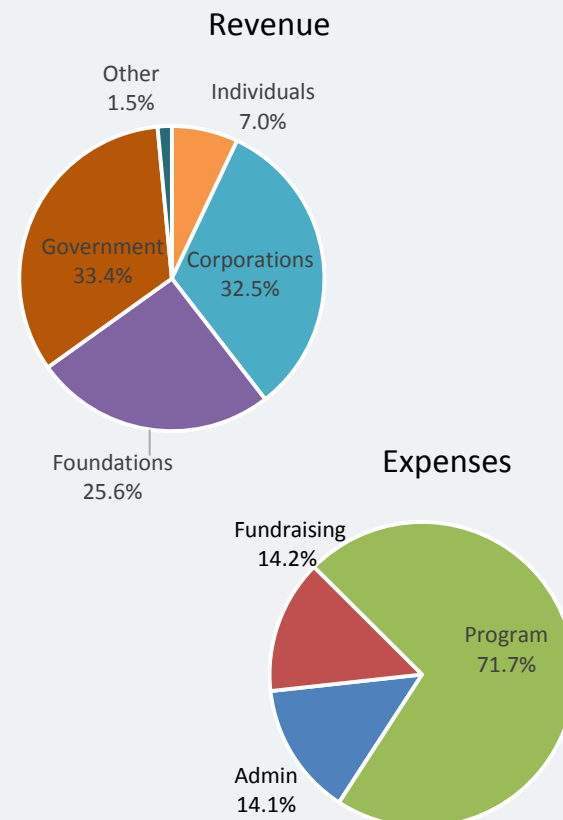
March 31

	2018	2017
<b>Assets</b>		
Current	\$ 1,000,362	\$ 976,629
Intangible and capital	20,968	28,535
	<b>\$ 1,021,330</b>	<b>\$ 1,005,164</b>
<b>Liabilities</b>		
Current liabilities including deferred contributions	851,797	\$ 857,165
<b>Net assets</b>		
Invested in capital assets	20,968	28,535
Unrestricted	68,215	39,114
Reserve fund	80,350	80,350
	<b>\$ 1,021,330</b>	<b>\$ 1,005,164</b>

### CONDENSED STATEMENT OF OPERATIONS

Year ended March 31

	2018	2017
<b>Revenues</b>		
Program contributions	\$ 1,745,798	\$ 1,392,081
Fundraising & other income	439,928	478,072
<b>Total revenues</b>	<b>2,185,726</b>	<b>1,870,153</b>
<b>Total expenses</b>	<b>2,164,192</b>	<b>1,846,833</b>
<b>Excess of revenues over expenses</b>	<b>\$ 21,534</b>	<b>\$ 23,320</b>



The presentation of the fiscal 2017/2018 Condensed Statement of Financial Position and Condensed Statement of Operations is derived from the Audited Statements of the Pollution Probe Foundation, as audited by Grant Thornton LLP.

Complete audited financial statements, including related notes to the financial statements, are available from Pollution Probe.



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Web: [www.pollutionprobe.org](http://www.pollutionprobe.org)

**Our charitable registration number is 10809 2701 RR0001.**