

March 1, 2010

Mr. Jonah Kelly, MCIP, RPP  
Planning Department  
Regional Municipality of Durham  
Box 623, 4th Floor,  
605 Rossland Road East  
Whitby, ON L1N 6A3

**Re: Joan Kerr**  
**2010 DEAC Environmental Achievement Awards Nominee**  
**Jessica Markland Partnership Award**

I am very pleased that Oshawa City Council has nominated Joan Kerr for the 2010 DEAC Jessica Markland Partnership Award, and am honored to have been asked to forward the submission to you. A copy of the February 22, 2010 Council resolution is attached.

In addition, as part of this nomination please find attached:

- Description of Accomplishments
- Letter of Support
  - Cheryl Gudz, EcoAction Teams Program Manager, Earth Day Canada
- Letter of Reference
  - Maria Bevacqua, Marketing Director, Oshawa Centre
- Biography – Joan Kerr
- Binder including photos, press clippings and other relevant materials

Joan's ability to forge creative partnerships, coupled with her skill for community capacity building, has resulted in many successful special events and community fairs. These events are consistently very well attended thanks to Joan's unique style of combining environmental awareness, sustainable living and consumer education in a way that is always fun and engaging.

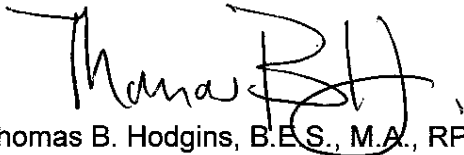
In addition, while not an "official" member of the Oshawa Environmental Advisory Committee (OEAC), Joan is a valued member of several OEAC sub-committees including, Special Events, Corporate Sustainability Strategy and Community Engagement – a commitment that involves attending all regular OEAC meetings, as well as other meetings, as required.

This nomination only covers the past few years of Joan's involvement with the City of Oshawa, but represents hundreds of volunteer hours dedicated to capacity building within the community. It's worth nothing that her recent successes only represent a snapshot of Joan's accomplishments. Through her professional achievements and personal dedication she has consistently demonstrated a remarkable ability to bring people, organizations and governments together to preserve and protect the environment.

Joan's energy and enthusiasm are contagious. She is extremely knowledgeable on environmental issues, teaches and mentors others, leads by example and succeeds through hard work and persuasion to build partnerships that are always greater than the sum of their parts. As a result, Joan produces results above and beyond what an individual agency could achieve. Joan's vision and leadership bring people and agencies together for the betterment of a sustainable world for everyone.

I trust you will find Joan's achievements and this nomination compelling. Thank you in advance for your consideration of our nomination.

If you require further information or clarification, please contact me at the address shown or by telephone at (905) 436-5636, extension 2361. In the event I cannot be reached, please call Suzanne Elston at (905) 436-5636, extension 2132.

A handwritten signature in black ink, appearing to read "Thomas B. Hodgins". The signature is stylized with a large, prominent "H" and a long horizontal stroke extending to the left.

Thomas B. Hodgins, B.E.S., M.A., RPP, Commissioner  
Development Services Department

SE/j  
Attachments

12. 2010 Durham Environmental Advisory Committee, Environmental Achievement Awards (DS-10-28) (All Wards)

Recommendation

That pursuant to Correspondence DS-10-28 received January 18, 2010 from the Durham Environmental Advisory Committee that Ernie Davies and Joan Kerr be nominated for a 2010 Environmental Achievement Award.

**ATTENTION: Development Services Department**

**ACTION TAKEN: CARRIED AS AMENDED**

**DEAC Environmental Achievement Awards**  
**2009 Nomination**

**Award Category**

***Jessica Markland Partnership Award***

**Nominee**

Joan Kerr  
Foundation for Building Sustainable Communities  
868 Corbetts Road  
Oshawa, ON  
L1K 2E1

Phone	905-434-6655
Email	joankerr@fbsc.org
Fax	905-784-1009

**Nominator**

City of Oshawa

Phone	905-436-5636, ext. 2361
Email	<a href="mailto:thodgins@oshawa.ca">thodgins@oshawa.ca</a>
Fax	905-436-5623

**Description of Accomplishments**

**1. What was/is the project or activity?**

**Community Fairs, Education and Engagement**

In December 2007, Joan decided that she wanted to focus her attention on creating community engagement tools that would help to preserve the environment, build community, and promote green economics. Her solution was to organize a series of Community Fairs that brought organizations, institutions and business together to interact and share information with the community. The result is an impressive list of community events that have engaged thousands of individuals, promoted environmental awareness and education and engaged local and regional businesses. **(Please refer to the attached chart for an overview of Community and Special Events that Joan coordinated in 2008 & 2009.)**

**2. What effect did the nominee have on the environment?**

**Public Awareness**

- To-date, more than 15,000 people have participated directly in various events
- Literally tens of thousands more participating in non-measurable ways (such as Earth Hour)
- Free events help to showcase environmental companies, services and community associations providing the public with the opportunity to learn from the experts.

**Environmental Quality**

Joan's philosophy is to educate the public on the ease of making environmentally-responsible consumer choices. By providing showcasing for everything from energy and water conservation to community gardening, Joan's work helps to improve the quality of our local and regional environment. On a larger scale, local decisions ultimately impact on our global ecosystem by helping to reduce greenhouse gas emissions and the use of toxic chemicals and other harmful substances.

## **Energy Conservation**

- Energy Conservation Fairs, Earth Hour, Earth Day all have energy conservation components which help to raise awareness while providing positive tools for change.
- “Raising your Energy I.Q.” - utilizing the Earth Day Calculator

## **Technical Contributions**

- Distribution of information to the public at large through Facebook, websites, online newsletters, videos, podcasts, Slideshare and pictures
- Introduction of the Earth Day Calculator to the community
- Creation of earthweek.ca – an online community engagement project to share and exchange tips, resources for the public using technologies.
- All events shared ecological and technical information on energy saving windows, furnaces, ground source heat pumps, building wall systems and water conservation
- Demonstrations are integral to the fairs

### **3. How were the programs financed?**

- Partnerships, in-kind contributions and sponsorships, including:
  - Ontario Power Generation
  - UOIT Faculty of Science
  - Oshawa Power and Utilities Corporation
  - City of Oshawa
  - Ontario Power Authority
  - Earth Day Canada
  - Greenbelt Foundation
  - Ministry of Energy
  - Veterans Affairs Canada

### **4. Geographical area(s) covered/influenced:**

- City of Oshawa
- Durham Region
- Greater Toronto
- Global

### **5. Effect on the environment or on environmental education and public awareness:**

- Community members are joining and attending the events to learn and experience a sense of participating and contributing
  - “Repurposing” workshops
  - Gardens
  - earthweek.ca

### **6. What benefits will be derived from the nominee’s accomplishment?**

- Greater participation and awareness of living healthy lifestyles
- Energy and water conservation
- Creating an understanding about the ecological relevance of stewardship
- Preserving the Earth
- Reducing greenhouse gas emission and carbon footprint
- A greater public understanding of the significance of food security and local food production.
- Living a more harmonious life

## **7. Innovative aspects (including implementation and creativity)**

- Promotion
  - Creating highly successful strategic social media campaigns that utilize Facebook, Twitter, Blog, Posters and Postcards to reach a wide audience
  - Fairs and events are designed to engage community members
- Community Engagement
  - Fair participants were asked to contribute to raffles, share tips on energy and water conservation and healthy lifestyles
  - Participants' "tips" were videotaped and uploaded on [www.youtube](http://www.youtube)

## **8. What environmental need within the community did the nominee address?**

- Energy conservation
- Engaged "everyday" citizens who don't consider themselves environmentalists and demonstrated simple ways to reduce their personal ecological footprint
- Connected individuals to organizations and businesses with products that assist in living more eco-friendly lifestyles
- Closed the loop from information to consumer actions
- Showcased creative ways to live sustainably

## **9. What specific examples demonstrate the environmental impact or improvement?**

While it is difficult to quantify the scope of Joan's influence, the following provides a brief snapshot of some of two recent events:

- Earth Hour 2009
  - Oshawa had a 7.8% (or 10 megawatt) reduction in electricity use
  - Exceeded provincial average of 6%
- "Raising Your Energy I.Q"
  - 15 people per session
  - Energy reduction of 1,710kWh a year, with savings of about \$274.00 per person, per year

## **10. Other pertinent information:**

- **Oshawa Environmental Advisory Committee** – sub-committees
  - Special Events
  - Corporate Sustainability Plan
  - Community Enhancement
- **Habitat for Humanity**
  - Part of the team that fundraised and built the first house for Habitat for Humanity – Toronto

## **World Summit Award (WSA)**

- An International community Engagement Project focusing on gender equity and open source (2004)

Simple actions,  
big impact

EcoKids / EcoMentors / EcoAction Teams  
Toyota Earth Day Scholarship / Hometown Heroes

February 25, 2010

Mr. Jonah Kelly, MCIP  
Planning Department  
Regional Municipality of Durham  
Box 623, 4<sup>th</sup> floor  
605 Rossland Road East  
Whitby, Ontario L1N 6A3



Re: Letter of support for Joan Kerr, 2010 DEAC Environmental Achievement Awards

Dear Mr. Kelly,

It is my pleasure to write a letter supporting the nomination of Joan Kerr for the Jessica Markland Partnership Award.

As a program manager with Earth Day Canada, I have been in contact with Joan for the last two years. Joan has developed a relationship with Earth Day Canada through a couple of entry points: first as an Earth Day accredited coordinator who helps run Earth Day events in Oshawa, and second as a champion for conservation commitment and action through our EcoAction Teams program.

Joan's special interest in our EcoAction Teams program has led her to introduce it to many people, including seniors developing their computer skills. Whenever Joan has an opportunity to promote environmental messages, she does. Actually, more often than not, she creates those opportunities from scratch.

In my experience, Joan is a real collaborator. She sees connections between groups working towards a common goal and imagines original community-based projects to present the message in a new way. She has a personal touch for making the 'ask' and can get many people working with her.

Joan continues to find new ways to further her mandate of community involvement and environmental stewardship. I reiterate my strong support in her nomination for the Jessica Markland Partnership Award.

Sincerely,

A handwritten signature in cursive script, appearing to read "Cheryl Gudz".

Cheryl Gudz  
EcoAction Teams Program Manager, Earth Day Canada

August 20, 2009

Jennifer Mack  
Community Environment Fund Program Manager  
Earth Day Canada  
111 Peter Street  
Suite 503  
Toronto, Ontario  
M5V 2H1

Re: *Foundation for Building Sustainable Communities  
Community Environment Fund applications  
Letter of Reference*

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This letter is reference for Joan Kerr and The Foundation for Building Sustainable Communities (FBSC). She has recently told me she has submitted applications to receive grant funding for future projects.

Joan and I during Earth Week, April 20-26<sup>th</sup> created an community information event in the centre court of Oshawa Centre that educated the community of ways that they can be more eco-friendly. This proved to be a highly successful event with Joan's organization, creativity and outreach to the community. We were able to hold a repurposing contest and created a display of the contestants that really got people talking and trying different ideas! From this event experience Oshawa Centre has decided to continue working with Joan and we even have her coming out to help us with our Farmers' Market 60<sup>th</sup> Anniversary Celebration Friday August 28, 2009. We will be promoting the benefits of eating locally, supporting the community and being eco-friendly. I look forward to working with Joan again and putting on more events just like these.

Joan has great creativity, is very organized and gives her projects 100% of her energy and time. She is a strong community member for the Durham Region and she always goes above and beyond what is required of her.

I would recommend Joan Kerr and the FBSC for future projects and funding grants. If you require further information or clarification, please contact me at the address shown, by telephone at (905) 686-6408 ext 227 or by email at [mbevacqua@ivanhoecambridge.com](mailto:mbevacqua@ivanhoecambridge.com).



Maria Bevacqua  
Marketing Director, Oshawa Centre  
905-686-6408 ext. 230  
[mbevacqua@ivanhoecambridge.com](mailto:mbevacqua@ivanhoecambridge.com)



## **Biography: Joan Kerr**

Joan Kerr, President and CEO of the Foundation for Building Sustainable Communities (FBSC) since 2003, is recognized as a facilitator and leader in business development with over 20 years experience. She brings with her a diverse background in Project Management, financial administration, fund raising, strategic planning, project coordination, marketing and film production. Joan's expertise lies in the not for profit, private and entertainment sector. Her clients include local and international businesses. She received nominations for the YWCA "Woman of Distinction" and the Home and Small Business Association, Business of the Year Awards.

### **Notables:**

Special Advisor – Humanitarian Initiatives Committee  
Institute of Electrical and Electronics Engineers (IEEE)

Special Events Co-Chair  
Oshawa Environmental Advisory Committee (OEAC)

For the past 18 years, Joan has focused on green technologies, small business development and community organizing. Some of her experience includes:

- |                    |  |                         |
|--------------------|--|-------------------------|
| <b>1997-2003</b>   | <b>Global Catalysts Inc.:</b>                                      | <b>President</b>        |
|                    | -Business services in Corporate sector                             |                         |
|                    | -Organizational and strategic development in not for profit sector |                         |
| <b>1995-1997</b>   | <b>Women Indeed Resource Centre:</b>                               | <b>Program Director</b> |
|                    | -Business and Personal Development                                 |                         |
|                    | -Networking  |                         |
|                    | -Small Business Training and Development                           |                         |
| <b>1991 - 1995</b> | <b>Energy Conservation Society of Ontario:</b>                     | <b>Project Manager</b>  |
|                    | -Training Organization in Green Technologies                       |                         |
|                    | -Energy and Water Conservation                                     |                         |
|                    | -House As A System, Permaculture                                   |                         |
|                    | -The Green Renovator (Small Business Support)                      |                         |

She has had numerous television appearances including "*Being your own Boss*" and "*Communications in the Workplace*". She has also co hosted a live call in show "*Municipal Hotline*" addressing political issues. Her recent project as an executive and co-producer in the film industry, include *The B.D. Bendikt Biography*, winning third prize at the New York Film Festival in 2004.

Joan also served on the board of directors for numerous committees, community and volunteer organizations such as the Oshawa Community Development Project (now the Oshawa Health Centre), Ministry of Citizenship, Culture and Recreation Policy Advisory Council, Durham District School Board: Prevention of Hate Crimes; Parenting the Nineties; and Teacher Orientation Program, Chair of the Racial Minority Reference Group, Founding Member of the Durham Home & Small Business Association, Habitat for Humanity, and President of the local chapter of the Entrepreneurs Breakfast Network.

This active woman takes full advantage of her community by community representation, horticulture and other outdoor activities. Her interests include organic farming, mythology, aromatherapy, arts and culture to name but a few. Joan presently resides in Ontario, Canada with her husband of 29 years and their daughter, Melissa

## Oshawa Area Community and Special Events – 2008 & 2009 (coordinated by Joan Kerr)

Date	Event	Partners	Participation and Engagement
February 27, 2008	Energy Conservation Fair	City of Oshawa, Ministry of Energy, Friends of the Earth, Project Porchlight	<ul style="list-style-type: none"> <li>• 700 attendees</li> </ul>
April 22, 2008	Earth Day Community Event	City of Oshawa, Earth Day Canada, UOIT Faculty of Science (YSTOP Project), OPUC & OPG	<ul style="list-style-type: none"> <li>• 800 attendees</li> <li>• Free light bulbs, tree saplings</li> </ul>
September 2008	"Raising Your Energy I.Q."	Oshawa Senior Citizen's Centre, Earth Day Canada	<ul style="list-style-type: none"> <li>• 15 people per session</li> <li>• Energy reduction of 1,710kWh a year, with savings of about \$274.00 per person, per year</li> </ul>
March 28, 2009	Earth Hour	City of Oshawa, Oshawa Power and OPUC Corporation	<ul style="list-style-type: none"> <li>• City-wide participation resulted in a 7.8% (or 10 megawatt) reduction in electricity use</li> <li>• exceeded provincial average of 6%</li> </ul>
April 22, 2009	Earth Day Community Event	Earth Day, City of Oshawa, OPG, OPUC	<ul style="list-style-type: none"> <li>• 650 participants</li> <li>• Free light bulbs, tree saplings, reusable bags with info, coupons</li> </ul>
April 20 to 26, 2009	Earth Week (over 10,000 voting participants)	Oshawa Centre, Earth Day Canada, OPUC, UOIT, Zero Waste	<ul style="list-style-type: none"> <li>• Contest that showcased "reused" materials</li> <li>• 10,000 votes</li> <li>• Raffle raised money for Child Nutrition program (\$ 620)</li> </ul>
May 23, 2009	Energy Conservation Fair	City of Oshawa, OPG, Enbridge, Inorganic Marketing, Enviroponsible, UOIT	<ul style="list-style-type: none"> <li>• 150 attendees</li> <li>• Info on water conservation, energy tips</li> </ul>
August 9, 2009	Oshawa National Peacekeeper's Day	City of Oshawa, Veterans Affairs Canada, Royal Canadian Legion	<ul style="list-style-type: none"> <li>• 120 attendees</li> <li>• Honoured Oshawa's peacekeepers</li> </ul>
August 28, 2009	Eco-Food Festival (record sales for 60 years, hundreds of participants)	Oshawa Centre, OPUC, Kent Farms, Farmer's Market (at Oshawa Centre)	<ul style="list-style-type: none"> <li>• celebrated 60<sup>th</sup> anniversary of Oshawa Farmer's Market</li> <li>• Record sales for market</li> <li>• Thousands of participants</li> <li>• Info about food safety, security and nutrition</li> <li>• Vintage kitchen and demo</li> </ul>
January 24, 2010	Greenbelt Night with Oshawa Generals	Friends of the Greenbelt Foundation, General Motors Centre, Kent Farms	<ul style="list-style-type: none"> <li>• 4,500 attendees</li> <li>• Celebrating 5<sup>th</sup> anniversary of Greenbelt</li> <li>• Raised \$ 500 (approx.) for local student nutrition program</li> </ul>