



Report
Staff Report
 The Corporation of the City of Brampton
 8/6/2024

Date: 2024-08-06

Subject: Update on the 2024 Earth Day Environmental Celebration Event

Contact: Kristina Dokoska, Environmental Planner, Environment and Development Engineering

Report number: Planning, Bld & Growth Mgt-2024-610

RECOMMENDATIONS:

1. That the report titled Update on the 2024 Earth Day Environmental Celebration Event to the Environmental Advisory Committee Meeting of August 6, 2024, be received.

OVERVIEW:

- A key action of the Council Approved Grow Green Environmental Master Plan (EMP) is to host an environmental celebration event that brings together residents and organizations from across Brampton
- The EMP also outlines the need to develop an environmental recognition program that honors individuals who have contributed to the environmental goals of the City
- In 2022, the City of Brampton launched its first Earth Day Environmental Celebration Event, bringing together residents and organizations from across Brampton to learn about various environmental initiatives and provide an opportunity to get involved and improve our overall sustainability.
- This year marked the third annual Earth Day Environmental Celebration Event and second bi-annual Grow Green Awards, which was held at the Gore Meadows Recreation Centre Pavilion from 10am-3pm.
- The 2024 Earth Day Environmental Celebration Event and Grow Green Awards drew over 400 people and included a variety of events such as an Indigenous Opening Ceremony, Grow Green Awards, stormwater tours, children's activities, tree plantings, litter cleanup and much more.
- As the City continues to host the Earth Day Environmental Celebration Event and Grow Green Awards, it is expected that engagement will continue to grow and once scaled up, will allow the City to host multiple events at different locations on the same date in order to make the event more accessible to more people.

BACKGROUND:

The Grow Green Environmental Master Plan (2020) charts the course for a more sustainable Brampton, outlining key actions to improving Brampton's environmental performance over the next 10 years. One of the key action items outlined in the Plan is to host an environmental celebration event that brings together residents and organizations from across Brampton to learn about the various environmental initiatives and provide opportunities to get involved in the community, improving the overall sustainability in Brampton. The Plan also outlines the need to develop an environmental recognition program that honors individuals who have contributed to the environmental goals of the City.

Grow Green Awards

The Grow Green Awards was established and approved by Council in 2022 (see report [CW035-2022](#)) as a bi-annual program that recognizes outstanding individuals, businesses, and organizations from across the city that have demonstrated environmental leadership and have significantly contributed to the Grow Green Vision of conserving, enhancing and balancing our natural and built environments to create a healthy, sustainable and resilient Brampton.

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The Grow Green Awards features a total of four (4) award categories: Climate Change, Stewardship, Youth, and Environmental Legacy. All awards are provided on a bi-annual basis, with the exception of the Environmental Legacy Award. The Environmental Legacy Award is provided once per Council term to recognize exceptional individuals who have contributed significantly to the City's Grow Green Vision and have left a lasting legacy and is not provided on a regular basis.

As the City continues to host its annual Earth Day Celebration Event and bi-annual Grow Green Awards, it is expected that participation will continue to increase and once scaled up to an appropriate size, the City will consider hosting multiple Earth Day events on the same day at various locations across the city.

With planning set to begin for the 2025 Earth Day Celebration event, and based on the growth of the program and public recognition of recipients, this report offers the opportunity for Council to review or modify the Celebration Event or Grow Green Awards current awards processes.

Award	Description
Climate Change	Provided to an individual <i>and</i> a business/organization that have significantly contributed to advancing climate change mitigation and/or climate change adaptation awareness and outreach.
Stewardship	Provided to an individual <i>and</i> a business/organization that have significantly contributed to the advancement of environmental sustainability initiatives and/or the preservation and enhancement of natural systems (e.g., natural heritage system, urban tree canopy, biodiversity, outreach and education, etc.) in Brampton
Youth	Provided to an individual or youth group that have significantly contributed to the advancement of environmental protection, climate change actions, and/or sustainability in Brampton
Environmental Legacy	Provided to an individual that has demonstrated significant, continuous dedication to the Grow Green Vision, including the protection and preservation of our environment, action on climate change, and/or sustainability.

Earth Day Environmental Celebration Event

The first annual Earth Day Environmental Celebration Event and Grow Green Awards was held in April 2022 at Norton Place Park. The event featured a variety of environmental-themed activities including nature tours, litter cleanups, children's activities, a showcase of environmental initiatives, and much more. The event also featured its first Grow Green Awards Ceremony. During the first Grow Green Awards Ceremony, a total of 5 awards were handed out. Recipients of the 2022 Grow Green Awards can be found on the City's [Grow Green Awards webpage](#). Despite the rain and cold weather, the City's first Earth Day Environmental Celebration event hosted over 200 participants.

In April 2023, the City hosted its second annual Earth Day Environmental Celebration Event at Norton Place Park. The event began with an Indigenous Opening Ceremony to officially kickstart the event. The Celebration Event included a Climate Change Exhibition which included guest speakers, a live mural painting, and a community art showcase whereby the City announced the winner of its Climate Change Art Competition. Other activities included a tree giveaway, park cleanup, nature walks, Norton Park Woodland Management Plan engagement, and a festival showcasing local environmental initiatives. The event concluded with the Indigenous Closing Ceremony, wrapping up the day's festivities. In efforts to increase participation, the second annual Environmental Celebration event saw over 300 participants.

CURRENT SITUATION:

On April 22, 2024, the City hosted its third annual Earth Day Environmental Celebration event and second bi-annual Grow Green Awards at the Gore Meadows Recreation Centre Pavillion from 10 a.m. – 3 p.m. The event saw over 400 participants in attendance

and featured a variety of activities including the Grow Green Awards Ceremony, stormwater tours, tree plantings, litter cleanups, children's activities, and much more. As begun in 2023, this Earth Day Environmental Celebration Event included an Indigenous Opening and Closing Ceremony. In addition, this year's Earth Day Environmental Celebration Event also featured lunch prepared by an Indigenous caterer, which was very well-received by all participants.

The 2024 Earth Day Environmental Celebration Event included the Grow Green Awards Ceremony and the 2024 awardees are presented below:

Award	2024 Award Winners
Climate Change	Business/Org.: <i>Community Climate Council</i> Individual: <i>N/A</i>
Stewardship	Business/Org.: <i>Heart Lake Turtle Troopers</i> Individual: <i>Former Councillor, Doug Whillans</i>
Youth	<i>Shailly Prajapati</i>
Environmental Legacy	Not offered this year (once per council term)

The 2024 Grow Green Awards included a formal nomination process. The call for nominations along with the nomination forms were posted on the Grow Green Awards website from January 1 to March 29, 2024. Originally, the Grow Green Awards featured an Award Coordination team, consisting of Environmental Advisory Committee (EAC) members and Environmental Planning staff to review nominations and select award recipients. This Award Coordination team also developed the evaluation criteria for reviewing and selecting the award recipients. However, due to several conflicts of interest (e.g., EAC members being nominated), it was decided that for the 2024 Grow Green Awards, a Staff Selection Panel, consisting of staff across various departments (e.g., Parks and Forestry, Stormwater, Energy Management, Environmental Planning, Grants, etc.) would be established to review the nominations and select awards recipients. The 2024 award recipients were selected based on the agreed upon evaluation criteria developed by the original Award Coordination Team in 2022.

The location of the Earth Day Celebration Event is on a two-year rotation cycle. It is anticipated that the 2025 Earth Day Celebration Event will be hosted at the Gore Meadows Recreation Centre before moving to a different location within the City in 2026.

This rotation is being done to provide opportunities for all residents to have an Earth Day Celebration event in their community that is easily accessible.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report.

Other Implications:

With planning set to begin for the 2025 Earth Day Celebration event, and based on the growth of the program and public recognition of recipients, this report offers the opportunity for Council to review or modify the Celebration Event or Grow Green Awards current awards processes.

STRATEGIC FOCUS AREA:

The information in this report directly fulfills the “Environmental Resilience and Sustainability” Strategic Focus Area, in particular, fostering Brampton One Million Trees Program Community Environmental Stewardship. It also contributes to the “Health & Well-being”, “Culture & Diversity” and “Government & Leadership” Strategic Focus Areas.

CONCLUSION:

The Earth Day Environmental Celebration Event and Grow Green Awards are Council-approved initiatives that demonstrate the City’s commitment to improving environmental sustainability across Brampton. The Celebration Event and Grow Green Awards provides an opportunity to increase education and awareness of environmental initiatives, improve environmental stewardship, and recognize individuals that have demonstrated a strong commitment to advancing the Grow Green Vision of conserving, enhancing, and balancing our natural and built environments to create a healthy, sustainable, and resilient Brampton. Since its introduction, the annual Celebration Event has been well received. As the Celebration Event and Grow Green Awards continues to increase its participation and connect with residents from across Brampton, it is anticipated that the City will be able to scale up its Earth Day Environmental Celebration Event and further showcase all of the environmental initiatives taking place across the city.

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