

## **2011 President's Report**

President's Report  
**2010-2011**

Financial Statements  
**June 30, 2010 and 2011**  
(expressed in BMD\$)

# Greenrock

(A Bermuda registered charity #704)

## Report of the President June 30, 2011

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During our 2009-2010 Fiscal Year (FY2009-10), Greenrock made some significant structural changes to our organization to help strengthen its focus and build on the management oversight necessary to continue our goal of 'Changing the Mindset' in Bermuda.

In the past, Greenrock relied on the stewardship of the Management Committee (MC) and various international and local advisors - some of whom sit on our existing Advisory Panel - and others who are consulted on a case-by-case basis. This past structure placed a considerable amount of responsibility in the hands of the MC who are our volunteers. As more and more initiatives grew within Greenrock, many of the MC members expressed concern about the long-term effectiveness of our past structure.

Therefore, in the middle of 2009, a decision was made to adopt a new structure and to dedicate time and resources to implementing this new structure in FY2009-10. Our new structure is as follows:

### **Executive Management Team (5 members):**

**President (Officer) – Andrew Vaucrosson**  
**Vice President (Officer) – Nick Campbell**  
**Senior Officer – Kiernan Bell**  
**Treasurer (Officer) – Michael Jardine**  
**Senior Advisor – Carol Dixon**

### **Subcommittees and Chairpersons (5 members):**

<b>Education/Consumer Awareness Eugene Dean</b>	<b>Green Building Forum Judith Landsberg</b>	<b>Regulatory/Govt Vacant</b>	<b>Waste &amp; Energy Kevin Lanthier</b>	<b>Comms/outreach Felix Tod</b>
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By creating this new structure, the MC is now comprised of two teams: Executive Management Team and Subcommittee Chairpersons. This new structure helps us achieve two things: (1) five thematic categories on which projects, events and initiatives will be developed or aligned with and (2) provide opportunities for Greenrock to recruit volunteers or companies who may be interested in working with us within one or two of these categories. And from these subcommittees, Greenrock hopes that we might be able to identify or develop future candidates to either become members of the Executive Management Team or become Chairperson for one of the Subcommittees.

In FY2009-10, we also began work on upgrading our existing website to a new version of the content management system platform we are currently using. This upgrade was a necessity so that we could expand the functionality, reduce the overall maintenance cost and provide us a more cost effective way for future development site.

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## Current Programs & Projects

**Green Building Forum** – this group, led by Greenrock Management Committee member Judith Landsberg, is a members-based forum for discussing ideas to reduce an organizations carbon footprint. The mission of the Forum is to:

1. Share ideas and success stories
2. Provide networking opportunities for members
3. Share common concerns and discuss current Greenrock projects

Membership is open to nominated representatives of hotels, exempt companies, building owners, construction companies, banks, architects and local businesses. Attendees represent both service providers and potential clients; members are expected to respect the mission of the Forum, in particular not to use the Forum for marketing purposes. The GBF also invites as guests, where appropriate, other interested parties such as representatives of Government Departments or members of the press.

The GBF meets for two hours every second month. Membership is currently thirty-five companies, including hotels, tenants, building owners, architects etc., as well as eight service providers and two invited government representative (Solid Waste Management, and the Department of Energy).

**Green Office Project** – this initiative is a series of presentations and discussions which provides a ‘road map’ showing companies how they can start and/or maintain a greener office environment from a Bermuda-centric perspective. By following the Green Office road map, companies can save money, save energy, improve the health of the building and those in it, boost staff morale and potentially help make changes to individual lifestyle choices.

Green Office Presentations are offered to offices and organizations, and can be in the form of either conversation around a table or ‘lunch ‘n’ learn’ type presentations. The goal is to encourage them to form a green team (if they don’t already have one) and to share ideas on how to reduce costs and carbon footprint. These presentations are also a source for raising corporate support and awareness of the work Greenrock is doing in the community.

In FY 2010-11, there were eight Green Office conversations or presentations which took place.

**Green Workplace Awards** – A major new initiative from the Green Buildings sub-committee was the inaugural Green Workplace Awards, in partnership with *The Bottom*

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*Line* magazine. These awards were formally launched during Greenrock's Earth Hour public gathering on March 26, 2011. The awards concept was born from Green Building Forum members who expressed a desire for businesses to be acknowledged for sustainable and environmental actions, and to inspire others to do the same.

Entry criteria included companies writing a brief narrative about their efforts in the areas of Environmental Impact (e.g. electricity and water usage, recyclables, reduction in energy bills), Green Policies (e.g. green cleaning products, indoor air quality/healthy building policies) and Office Initiatives (e.g. projects in the areas of innovation, education and community support).

Seventeen final submissions were received in the following categories: Tenant (5), Owner/Occupier (7), Building Manager (1), Retail (1), Other (1) and Hospitality (2). We were satisfied with the publicity and the number and quality of the entries. In addition, 11 nominations for a "Green Champion" were received, which recognized individuals who put in outstanding effort to reduce the environmental impact of their company. An independent panel of judges selected winners from each category, with those winners being featured in the November 2011 issue of *The Bottom Line*.

**Green School** – this program is underway to help us develop a Green School template to apply to the "Green School Accreditation" Program. A pilot project focused on Elliot Primary School in 2010 – 2011 to assist steering us in that direction with the goal of making Elliot Primary Bermuda's first "Green School". As a result of the pilot, it was demonstrated that, with Greenrock's help, Elliot can both reduce its impact on the environment and save a significant amount of money - for example, reducing its annual electricity bill by as much as 17% – or \$10,000 per year. Greenrock also worked with the Ministry of Education and discussed lessons that can be extrapolated to the whole public school system.

The pilot project used elements of both LEED (Leadership in Energy and Environmental Design) for buildings and the ECO schools Green Flag approach (ECO Schools is part of FEE international: Foundation for Environmental Education).

The Green School Template or Handbook will be published on Greenrock's website in the coming school year, and schools will be encouraged to apply for Green School Accreditation by documenting their efforts in the following areas: 1) Buildings and Grounds; 2) Curriculum; and 3) Extra-curricular Programs.

**School Roadshow** – throughout the school year, Greenrock's dynamic and interactive program is geared toward educating and inspiring our youth about sustainable development in Bermuda and how we can all make sustainable lifestyle choices henceforth. The Roadshow is divided into three separate phases: What is Sustainable Development, How to Make Your School 'Green' and the screening of and discussion about *Addicted to Plastic* and how this applies to Bermuda.

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By highlighting social, environmental and economic issues that the audience can relate to, the Roadshow first ensures that each audience understands the relevance and importance of the topics to be discussed. With that understanding, the first phase of the program covers greening events, greening offices, renewable energy solutions, water conservation, electric vehicles, bio fuels and eco-friendly products.

Once these areas are covered, as a second phase, the program then encourages discussion and action around initiating a 'green' school project within our schools supported by the students, faculty, custodians, parents and school trustees.

Greenrock has visited numerous schools across the island including Sandy's Middle School, T.N. Tatem, Somersfield Academy, Bermuda Institute, Warwick Academy, Whitney Institute, Berkeley Institute, Elliot Primary, Bermuda College, Cedarbridge Academy, BHS and Saltus. Note: Although we have given the presentation to a few primary schools, it is geared toward middle school students to adults.

**Healthy Harvest** - first introduced conceptually by Greenrock in 2009, this program is aimed at establishing community gardens and orchards on the island as part of an overall effort to revive Bermuda's local food production and consumption. Through Healthy Harvest, Greenrock hopes to re-engage the community by getting everyone involved in planting, harvesting and eating local produce.

In April 2011, Greenrock announced that it was entering Phase II of its Healthy Harvest program. With the formation of and advice from a new (Phase II) Advisory Panel, Greenrock hopes to build, plant and maintain a series of community gardens and orchards across Bermuda over the next 5 years. Greenrock also hired Omari Dill as its Project Director for the program.

Plots have been identified and will continue to be established on available, arable land offered by schools, playgrounds, parks, commercial spaces, government land and private property. Plot usage licenses will serve as official agreements between Healthy Harvest and property owners. Once substantial yields are generated after several years, Greenrock's aim is to initiate community harvesting where families can pick fruits and vegetables for themselves, as well as participate in our 'giving back' basket where an amount that is collected to donate to a local food bank.

**Hydration Stations** - otherwise known as water/bottle re-fill stations, Greenrock is driving this project to help promote a sustainable way of living by encouraging waste reduction – particularly plastics - and a healthier lifestyle. Water re-fill stations serve to encourage use of reusable, earth-friendly drinking bottles and provides the community access to a convenient source of safe, filtered drinking water, particularly for pedestrians on-the-go.

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Greenrock has been working with various stakeholders to implement hydration stations for a pilot phase in the City of Hamilton using the Aquafil model. Hydration stations are found in major cities around the world to combat the extravagant use of oil based products (such as plastic bottles) and growing urban waste congestion created from high volumes of single-use plastic bottles being disposed of in public trash bins. By creating watering stations, Greenrock's goal is to help educate consumers on the facts about single-use, plastic water bottles and provide a means on which they can reduce their consumption habit while reducing waste accumulation in public trash bins and minimizing dependency on oil-based plastics.

In August 2011, Greenrock presented to the City of Hamilton's Infrastructure Committee and will be working with City of Hamilton, partners and sponsors to identify next steps, including logistics and budget, for a potential start in installing the stations in the first half of 2012.

**Vehicle & Metal Recycling** - Greenrock has been working on an initiative to introduce a Vehicle and Metal Recycling facility in Bermuda since the summer of 2010. For over 40 years now, bulky waste, such as vehicles and appliances, have been disposed of at Bermuda's airport dump with little regard for the environment. In other jurisdictions, Vehicle and Metal Recycling is a green business approach which creates affordable green (reused) auto parts, providing the function to recycle most everything else in a vehicle that cannot be reused.

In June 2010, Greenrock began research and soliciting local key stakeholders in both the private and public sectors on this topic. We also partnered with three United Recycling Group (URG) members from the United States – Weaver Parts, Midway Auto Parts and Knox Auto Parts. Through this partnership, the aim is to address environmental and sustainability concerns that Bermuda is facing and propose viable solutions – ones that would seek to provide environmental and economic benefits to the island.

Research conducted by the Bermuda Institute of Ocean Sciences has shown "high levels of metals, PCBs, PAH and dioxin in sediments within 80m of the airport facility", according to recent reports sent to the Department of Environmental Protection. According to the auto recyclers that Greenrock has partnered with, a Vehicle and Metal Recycling facility could do the following for Bermuda:

- Reduce known toxic contaminants in our oceans
- Create jobs
- Reduce auto insurance claims
- Reduce the wait time on repairing vehicles
- Help standardize the salvaging of used parts from the airport site
- Serve as a sustainable, long-term business model

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In November 2010, the URG members were invited by Greenrock to present to key stakeholders in Bermuda, including insurance companies, car dealers, auto repair businesses and Government representatives (Environmental Protection, Dept. of Energy) in hopes of putting together a working group.

In March and July 2011, Greenrock met with Government officials from Economy, Trade and Industry, and Public Works, respectively, to address the proposed solution, identify initial concerns and garner official support. The Ministry of Public Works informed Greenrock that an official tender timeline and process would be provided for URG members to submit their proposal for a recycling facility. There is no update from Public Works at this time regarding the tendering process - however, Greenrock has been looking at other alternatives for support to drive this proposal forward.

### Events & Other Initiatives

**Living Green Expo** – this October 2010 event was staged by Greenrock and The Family Council in the Botanical Gardens. It set out to raise awareness about sustainability by providing up-to-date information and educational activities that the community could take part in, along with healthy food vendors and local entertainment for the whole family to enjoy. General themes from the event included renewable energy, recycling, composting, reusable water containers and examining consumer habits. For example, the event featured colour-coded waste stations – monitored by volunteers – for composting, recycling and general trash, so people could experience the process first hand.

Greenrock will continue to build on Living Green Expo's success as a means to showcase entrepreneurs, thought leaders, sustainable products and technologies that are suited to Bermuda, all in a family-friendly setting. Future plans are to incorporate its concept of showcasing 'green' vendors and educational activities with Greenrock's annual Earth Hour event.

**Earth Hour** - each year, Greenrock works with the World Wildlife Fund in promoting Earth Hour in Bermuda. In FY2010-11, we hosted a public gathering held for the first time on the steps of City Hall. Environment Minister Walter Roban and City of Hamilton Mayor Charles Gosling provided their perspective on the importance of Earth Hour and why it's important for all of us to work together on reducing our impact on global climate change.

In addition, Earth Hour 2011 not only allowed Greenrock to continue our community partnerships with Government and private and public stakeholders in raising awareness and encouraging individual and business participation, but to commit to going 'Beyond the Hour' (the year's global theme) by engaging with companies in announcing the launch of the Green Workplace Awards at the Public Gathering.

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Furthermore, we were particularly pleased to spread the Earth Hour 2011 message through our School Roadshow and to engage with students through the BELCO-led essay competition. In April 2011, the Minister of Education recognized those students whose winning essays were selected from the 113 submitted.

Earth Hour provides the opportunity for Bermuda to reflect on its energy consumption and to look at ways we can make a difference in our own behaviors when it comes to energy usage.

**Innovation Tournament** - in November 2010, Greenrock partnered again with the Global Entrepreneur Week (GEW) organizers and helped develop an around the theme: "Green Transportation". Greenrock screened all the entries and picked the top five finalists with presentations which covered issues as diverse as preferential signaling for buses, and changing our transportation technology. An independent judging panel was put together selected a car-pooling initiative as the winner.

**Bermuda Marine Debris Taskforce** – Greenrock is part of this recent collaboration of environmental organizations to study marine plastic pollution and develop local solutions. The group seeks to promote awareness of the impact of marine debris on Bermuda, its surrounding ocean, coastlines and marine life, and develop public education initiatives to reduce Bermuda's contributions to the marine debris problem. Greenrock's own Hydration Stations project seeks to complement the group's efforts further as well as its School Roadshow which will raise awareness amongst students about the harms of plastic on our environment; the final part of the public education campaign is a major marketing initiative launching before Christmas to reduce the use of disposable plastic bags in the Hamilton area.

In closing, Greenrock has learned - just as World Wildlife Fund (WWF) is trying to achieve globally through their Earth Hour campaign - that long-term, sustainable change will only occur when individuals act together for the common good of the planet. The same is true for Bermuda. We need to all work together to help make Bermuda a more sustainable place to live from an economic, social, and environmental perspective. And Greenrock's mission is to continually help focus the community on the sustainable ideas suitable for island life in Bermuda.

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Andrew C. L. Vaucrosson, President

# **GREENROCK**

## **Financial Statements** (With Auditors' Report Thereon)

June 30, 2011

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