



Government Asks Canadians to Take the One-Tonne Challenge to Help Meet Climate Change Goals



OTTAWA, March 26, 2004 - The Government of Canada officially launched the One-Tonne Challenge today, which calls on individual Canadians to reduce their greenhouse gas (GHG) emissions by one tonne - about 20 percent.

Through their day-to-day activities, each Canadian is responsible, on average, for more than five tonnes of GHG emissions a year. Using both national awareness initiatives and partnerships with communities, provinces and territories, youth, educators and the private sector, the One-Tonne Challenge will raise awareness of how the choices individuals make every day impact on GHG emissions, and provide information, tools and opportunities for Canadians to take action on climate change.

“Canadians have shown time and again that they are prepared to play a leadership role in protecting the environment,” said the Honourable David Anderson, Minister of the Environment. “I have no doubt they are ready to commit to the important national goal of meeting our Kyoto target, and at the same time helping address other key priorities for Canadians, including cleaner air and sustainable communities.”

“Obviously, for Canada to address climate change effectively, we all have to take action. The One-Tonne Challenge is about building partnerships that will help individuals do their part,” said the Honourable R. John Efford, Minister of Natural Resources Canada. “The Government of Canada is also committed to doing its part by reducing its own greenhouse gas emissions. We’re supporting the development of the ‘green’ technologies needed to respond to climate change and that will pay economic and environmental dividends in the future.”

“The transportation sector accounts for about 25 percent of Canada’s greenhouse gas emissions, much of it from personal transportation,” said the Honourable Tony Valeri, Minister of Transport. “The One-Tonne Challenge provides Canadians with some practical and realistic ways to reduce emissions from transportation while helping them use less energy, save money and protect our environment.”

The One-Tonne Challenge is part of the Government of Canada’s investment in climate change action. Public education and outreach is an integral part of the Government of Canada’s strategy. However, it is also investing in the development and deployment of clean-energy technologies, such as hydrogen fuel cells and ethanol.

As an example of the type of partnerships the OTC will encourage, Scouts Canada unveiled its Climate Change Education and Action Program (www.scouts.ca/inside.asp?cmPageID=469). “The CCEAP fits in well with Scouts Canada’s mission to help build a better world. We have a long history of environmentalism through planting Scout Trees, bottle drive recycling, community clean-ups, and no-trace camping,” explained Scouts Canada’s Chief Commissioner, Mike Scott. “Climate change is a critical issue for all Canadians. This new program

will bring about awareness and action among Canadian Scouting youth and their families.”

Today’s announcement includes the launch of the [One-Tonne Challenge](http://www.climatechange.gc.ca/onetonne/english/index.asp) Web site (www.climatechange.gc.ca/onetonne/english/index.asp) and a new publication entitled *Your Guide to the One-Tonne Challenge*. The Guide shows how to create a personal emissions reduction plan, with tips and information about how to reach the one-tonne goal and beyond. Printed copies are available by calling 1-800 O CANADA, and an electronic version is available on the Web site. The One-Tonne Challenge Web site features an on-line calculator that allows Canadians to assess their GHG emissions, as well as information on how to reduce emissions.