



**For Immediate Release: Halifax, NS (October 4th, 2007)
Atlantic Canada Sustainability Initiative Website Launch – October 4th, 2007**

Initiative is Making Atlantic Canada #1 in Sustainability

Atlantic Canadian municipalities, businesses, and non-governmental organizations are working together to turn Atlantic Canada into a model of sustainable development through the Atlantic Canada Sustainability Initiative (ACSI). The ACSI is a collaborative grassroots project that allows partners to better understand the challenges and opportunities of sustainability and to move the Atlantic Canada region toward sustainable solutions.

Today marks the proud launch of the ACSI website, www.atlanticsustainability.ca. This website will share information about the project, the Sustainability Partners who are participating in the initiative, and upcoming events and workshops. The website contains a wealth of useful resources and information for those interested in and working on sustainability issues. Visitors can also sign up for the ACSI newsletter to stay updated on the progress of the project.

The ACSI Sustainability Partners, which include Halifax Regional Municipality, Aliant, the City of Saint John, Just Us! Coffee Roasters, iNova Credit Union, the Town of Stratford, and others (see full list below), have signed a project charter committing their organizations to developing and implementing sustainability action plans.

The Sustainability Partners are attending intensive training sessions throughout the year-long project, embedding sustainability action plans into their organizations, creating a collaborative network to support each other, serving as role models and champions in their sectors and regions, and finding opportunities to help move the region towards sustainability. Specific actions include reducing energy, waste, toxins, and greenhouse gas emissions, and adopting environmental technologies and green procurement policies.

“This project is unique because not only are partners taking individual action to move towards greater sustainability, but they are also working together for change,” says the Director of the Center for Rural Sustainability and Sustainability Partner coach, Dr. John Colton. “It is exciting to see the connections that have already been made between partners, and the progress happening on addressing important sustainability issues like energy efficiency, waste reduction, and socially and environmentally responsible procurement.”



Committed Sustainability Partners who have signed the ACSI Charter, include:

- Aliant
- Antigonish Sustainable Development Committee
- Bathurst Sustainable Development
- Halifax Regional Municipality
- Halifax Shambhala Centre
- iNova Credit Union
- Jacques Whitford Ltd.
- Just Us! Coffee Roasters
- P'lovers, the Environmental Store
- City of Saint John
- St. Margaret's Bay Stewardship Association
- Stewardship and Outreach section, Nova Scotia Department of Natural Resources
- Town of Stratford
- Town of Wolfville

Partner organizations will act as ambassadors for sustainability in Atlantic Canada, helping to make this region a leader in sustainable development. The project is coordinated through the Centre for Rural Sustainability using The Natural Step Framework.

The ACSI website was designed and generously donated by Colette Boisvert of Colette Boisvert Graphic Design and Photography (www.coletteboisvert.com).

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