

Greenrock.org

Changing the Mindset

2015

Annual Report



Greenrock 2015 Annual Report

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A Message from the Executive Director

Dear Friends of Greenrock,

2015 was a year of change for Greenrock, but we continued to develop and deliver quality programmes and projects.

“...Greenrock has expanded our programmes in schools and continued to engage the community to share solutions for a sustainable Bermuda.”

There can be no denying that the charity sector, of which Greenrock is a member, continues to experience challenging times, as has largely been the case since the 2008 Economic Crisis. Despite these challenges, Greenrock has expanded our programmes in schools and continued to engage the community to share solutions for a sustainable Bermuda.

A key focus of the past year has been the continued growth of our flagship **Eco-Schools** programme. This programme has been lauded for its contribution to the education community and Bermuda’s schoolchildren. In June 2015 we held the first Eco-Schools Award Ceremony, sponsored by

HSBC, where we recognised two schools as Green Flag schools: Somersfield Academy and Stepping Stones Nursery & Preschool. Eight other schools achieved Green Seed Awards for completing an Eco-School pathway and most of these are on their way to Green Flags in the current school year. This year also saw our involvement as the Bermuda delivery partner in the international **Water Explorer** programme, funded by the HSBC Global Water Programme.

Another key accomplishment of 2015 was a successful **Earth Hour** celebration, including a record 500 participants in the Earth Hour Glow Fun Walk & Run.

At the Paris climate conference (COP21) in December 2015, 195 countries adopted the first-ever universal, legally binding global climate deal. The agreement, known as the Paris Agreement, sets out a global action plan to put the world on track to avoid dangerous climate change by limiting global warming to well below 2°C. The agreement potentially marks a turning point in global efforts to tackle human induced climate change. In support of the agreement and to raise the level of debate in Bermuda, Greenrock organised a successful **Climate Change Rally** at City Hall, attended by many of the other Environmental organizations in Bermuda.



In 2015 we successfully evolved our charitable structure from an 'unincorporated association' to a 'company limited by guarantee' with an elected volunteer Board of Directors and a paid Executive Director. This process has not been without its challenges, as both the newly constituted Board and the Executive Director have adjusted to their new roles. However, the timing of this change turned out to be fortuitous, as it not only has resulted in better fiduciary oversight, but it also put us in a strong position to comply with the additional demands of the new Charities Act. We now have a solid foundation on which to build for the future.

As we look to the year ahead, we are excited to continue expanding and improving our Eco-Schools programme while also looking at introducing additional Foundation for Environmental Education (FEE) programmes, such as the Blue Flag programme (certifying beaches and marinas as sustainable) or the Green Key programme (certifying sustainable tourism). Greenrock will also increasingly be taking the lead role on climate change issues in Bermuda.

"Greenrock will also increasingly be taking the lead role on climate change issues in Bermuda."

As Greenrock's Executive Director, I would like to take this opportunity to thank all of our friends for their support over the 12 years since our formation in 2004. We couldn't do what we do without it.

2016 is a leap year, so in that spirit I would also like to issue a call to action and invite you to take an active role in helping us leap forward this year. If you're not a current member of Greenrock, please join us and get involved; if you're on social media, please like us on Facebook or follow us on Twitter; if you're able, please volunteer or donate to

our Changing the Mindset fund to help us continue our excellent programmes and advocacy work.

Jonathan Starling

Executive Director
Greenrock

Mission Statement

To engage the community to share solutions for a sustainable Bermuda

Vision

To promote education and awareness of our choices, and to encourage respect for the environment in people of all ages.

*We **develop** and **promote** environmental projects for the benefit of the public.*

*We **stimulate** public awareness of and understanding of such projects.*

*We act as a **facilitator of research, a communicator and a repository** for information, ideas and knowledge relation to sustainable development.*

Current Projects

Eco-Schools



Greenrock's Eco-Schools programme evolved out of our successful pilot Green School Programme with Elliot Primary School, and the School Roadshow, delivered by Eugene Dean. Based on this work, in October 2013 Greenrock was honoured to be recognised as the exclusive Bermuda representative for the Foundation for Environmental Education (FEE).

Greenrock's partnership with FEE allows us to deliver FEE's internationally acclaimed Eco-Schools programme, which we piloted in the 2013/14 School year, and launched formally in Bermuda in September 2014. The Eco-Schools programme is recognised by the United Nations as a model initiative for education in sustainable development, and is currently delivered in over 48,000 schools in 58 countries. The strength of the Greenrock Eco-Schools programme is our partnership with other Bermuda organizations, who use their expertise to support 8 different project options, referred to as 'pathways'. The Eco-Schools programme is managed by Abbie Caldas, our Greenrock Schools Programme Manager, supported by Omari Dill, our Schools Greenspace Coordinator. At the start of the Greenrock Eco-Schools programme Abbie worked part-time, but with the growth of the programme, Abbie moved to a full-time role in the summer of 2015. This is testament to the success of the programme, and the interest from Bermuda schools, but puts additional fund-raising pressure on the organization to support this role.

- ❑ **Transport:** How we get around - to school, activities, and on field trips. What is the impact of each method on the environment, on others, and on your wallet?
- ❑ **Waste & Litter Minimization:** Resources we consume and dispose of. Which can we do without (reduce), use again (reuse), or make into something else (recycle)?
- ❑ **Water:** A resource that makes up over 70% of the earth, yet only 2% is available as fresh. We drink it, wash with it, and use it to make everything we use.
- ❑ **School Grounds:** Step outside the classroom and experience a different way to stimulate learning. Discover wildlife, explore play equipment, feel all your senses.
- ❑ **Healthy Living:** We learn and interact much better when we feel good. We directly impact the quality of our days through nutrition, exercise and stress reduction.
- ❑ **Energy:** As technology advances, we use more energy. Most of Bermuda's energy comes from combustion of non-renewable fossil fuels. How much does this cost? How long will it last?
- ❑ **Biodiversity:** The variety of life which we depend on and can impact significantly via habitat destruction, invasive species, over fishing, climate change and pollution.
- ❑ **Global Perspective (Sustaining our world):** On a small island, we can feel isolated yet we are dealing with many of the same issues as others around the world. How we get along with and support other countries is important to being a global citizen.

The 8 projects, referred to as 'pathways', that Eco-Committees can choose from:

2014-2015 school year:

In the 2014-2015 school year ten schools participated in the programme, choosing five of the eight pathways. The programme was embraced enthusiastically by the schools with the number of participants more than tripling compared with the previous year, in all, more than 270 students and adults became members of School Eco Committees.

By the end of the year, two schools (Somersfield Academy - shown in photo - and Stepping Stones Nursery & Preschool) were awarded Green Flags; Green Flags represent the international accreditation earned after a school successfully completes two pathways. Additionally, four schools attained Green Seed awards, which mark the completion of their first pathway. These awards were recognised in our first ever Eco-Schools Awards Ceremony, held at BUEI on June 19th 2015.

The Eco-School programme emphasizes measuring the impact of initiatives. Highlights of the year included:

- One school saving \$1,700 in one month on energy bills
- One school increasing the consumption of fruit and vegetables as snacks by 130%, while also reducing waste by 50%



Somersfield Academy were one of two schools to be awarded a Green Flag in 2015.

"What a pleasure to have been included in this initiative!! I was singularly impressed by the enthusiasm of the students for what they are accomplishing and the support and involvement of their parents is truly heartening! Making membership in the Eco Club something to strive for is a stroke of genius. Respectfulness and responsibility shone in all the students I met. They will be ambassadors to be proud of wherever they go in their future lives."

Ms Sylvia Hayward-Harris, Greenrock Eco-Schools Assessor,
after reviewing West Pembroke Primary's Green Flag application

2015-2016 school year:

During the pilot phase of the Eco-School programme it was clear that the Schools needed easy access to Bermuda-specific information, so after much hard work the Greenrock Eco-Schools Handbook was launched at the start of the 2015/2016 school year. This is an important resource as the number of schools continues to grow; the 2015-2016 school year saw 15

schools registered with the programme, and almost 500 school community members involved in Eco-Committees throughout Bermuda.

In November 2015, we organised a Student Networking Conference, hosted at Somersfield Academy, where we engaged representatives from nine participating schools to connect with their peers, share advice and identify approaches to challenges.

We are looking forward to the award of additional Green Flags and Green Seeds during the school year.

While the delivery of the programme continues to mature, we also want to monitor overall impact of the programme. In order to do this, Abbie Caldas has developed a pre and post survey to measure three aspects of the programme's impact, namely; sustainability awareness; 21st century skills; and school engagement. We aim to survey 100 students by the end of the 2015-2016 school year, and this will help us continue to improve this high-impact programme.

We also recognize the importance of developing the skills of our own staff, so in November 2015 our Schools Programme Manager attended the annual Eco-Schools Conference, held this year in the Northern Ireland. During the conference, international delegates shared best practice and discussed the support and development of Eco-Schools. Abbie leveraged this opportunity to introduce the Water Explorer programme to the Eco-Schools community.



Omari Dill, Greenrock Schools Greenspace Coordinator, teaches children at Stepping Stones Nursery School.



Water Explorer

The Water Explorer programme, is a fun, inspiring and educational online initiative to engage schools in 11 countries in understanding how water affects lives, and in taking practical action to protect and save water in school communities. The programme is funded by the HSBC Global Water Programme.

Greenrock's Eco-Schools programme is funded in part by HSBC, and as a result of this relationship, in 2014 Greenrock was invited to be their Bermuda delivery partner for the Water Explorer programme, and Chris Backeberg and Tara Cassidy were engaged as consultants to deliver the programme. The programme can be run as a stand-alone programme, but also integrates well into our Eco-Schools programme, where it enriches several of the pathways, or it can be adopted as a 'water conservation' pathway.

For the 2014-2015 school year, the programme engaged eight schools, with 343 students attending workshops, 377 students were active in the programme and 21 water challenges were completed. The programme did experience some challenges, including a late launch by GAP UK, difficulties using the website, which is an important tool for the programme, and the schools requiring more support to run the programme than we anticipated. Greenrock also experienced significant staff turnover for the programme in 2015. However, a review was conducted in October 2015, and a new approach proposed to GAP UK and HSBC Global.

From November 2015 the Water Explorer Programme has been fully integrated within our Eco-Schools programme, and Abbie Caldas' managerial responsibility expanded to include both the Eco-Schools and Water Explorer programmes.

Green Building Forum and Greenrock Corporate Supporters

The Green Building Forum (GBF), led by Bryan Adams, continued to meet throughout 2015 and provided a valuable resource for those involved.

While primarily a forum for our Corporate Supporters¹, the forum also involves representatives from various Government Departments (namely Energy, Sustainable Development and Waste Management). This allows the forum a unique ability to share information and identify both challenges and solutions to realising more sustainable workplaces and business practices in Bermuda.

Meetings are held every two months, with a summer break, and generally consist of a presentation on a particular theme followed by a round table discussion to introduce and share ideas. The topics under discussion in 2015 were focused on energy conservation, energy policy, and how rates are set; but every meeting also provided the opportunity for GBF members to share ideas for more sustainable workplaces.

At the end of 2015 we once again asked for submissions for our biannual Green Workplace Awards. Winners to be recognised at the first Green Building Forum of 2016.



Greenrock Volunteer of the Year:

Greenrock was delighted to nominate Steve Richards as our Volunteer of the Year at the Centre on Philanthropy Volunteer Recognition Reception in December.

Steve has worked tirelessly for Greenrock, beating the streets and talking to companies about the benefits of Greenrock Corporate Membership; in the process more than doubling the number of corporate members, and helping to spread the sustainability message. Steve also maintains our Hydration Stations - checking the water meters and taking the water for testing. While we have many dedicated volunteers, Steve's contribution is truly exceptional.

¹ In recognition of the fact that 'Greenrock Corporate Membership' is non-voting, and to better recognize their role, the Greenrock Board changed the name to 'Greenrock Corporate Supporters'.

Earth Hour

Greenrock has organised Earth Hour in Bermuda since 2008, and has continued to build on its success over the years. Not only does this event represent a unique fundraising opportunity for Greenrock, it also serves as a valuable community engagement event, reminding Bermuda residents that people all over the world care about the possible impact of climate change.

The Earth Hour Council once again brought together long-time Greenrock partners: the City of Hamilton, BELCO, the Department of Sustainable Development and the Department of Energy, in 2015 joined by the Chamber of Commerce, and numerous volunteers. This team worked to not only put on a great event, but to remind Bermuda residents of the importance of energy conservation throughout the year.



The Earth Hour event on March 21st 2015 was held at the Waterfront Properties off Pitts Bay Road. Ed Christopher acted as the Master of Ceremonies, with speeches from Minister Jeanne Atherden, Shadow Minister Walton Brown, Will Cox from Waterfront Properties, Earth Hour Council Chair Eugene Dean, and Greenrock Director Dr Judith Landsberg. An increasing number of properties in the City and throughout Bermuda turned out their lights for Earth Hour itself: 8:30 to 9:30pm, to show solidarity with the cause.

The new location proved to be a great success with the Waterfront forecourt sporting a festival atmosphere, Waterfront Properties providing free soup and snacks, and other vendors selling glow toys and trims. In addition to musical entertainment and stationary cycles for generating electricity, the 2015 event saw the return of the *5k Glow Fun Walk and Run*, which had over 500 participants. While the weather was a bit of a challenge, with wind and occasional rain, the energy of the participants was undimmed, and this was also reflected in an increase in the support from funders, making 2015 our most successful Earth Hour so far.

Towards the end of 2015, Greenrock began planning for the next Earth Hour on March 19th 2016.

Hydration Stations



Greenrock continues to operate the six Hydration Stations installed in 2012. These are the first and only public water-bottle filling stations in Bermuda; they are a modern alternative to public water fountains and provide hygienic alternatives to single-use water bottles, with filtered water and a guaranteed maintenance schedule. The Hydration Stations are regularly tested to ensure the highest water quality, and the filters are changed at regular intervals by BAC. The City of Hamilton partners with us to maintain the fixtures and repair any damage.

The initial sponsorship contract with AES expired in 2014, and so Greenrock is seeking new sponsors to support the maintenance of the Hydration Stations and to provide renewed images and sustainability messages for the stations themselves. This also provides a distinctive and unusual opportunity for companies to promote their own brand while supporting a practical sustainability solution and message for Bermuda.

Other Projects

Savings for Seniors

This programme was proposed by Greenrock in 2013 as a very practical way to help Bermuda seniors save money while promoting energy conservation. In June 2013 Catlin End-to-End Committee funded a pilot project to conduct energy audits of senior's homes, with an emphasis on those individuals struggling with their BELCO bills, and assist with installing energy efficient technologies (primarily light bulbs and timers).

The pilot programme ran through December 2014, and was well received by participants, but it became increasingly clear that the programme was more resource intensive than we imagined, with several aspects posing challenges, notably, a lack of referrals, the complexities of stock control, difficulties in obtaining before and after BELCO bills from participants (so that Greenrock could quantify savings) and a shortage of human resources. Following a review of this programme in March 2015 it was decided to discontinue the pilot project and redesign the programme. Greenrock believes that this is a valuable concept, and when the Charity has the time and resources to run a new programme that can more effectively meet the goals of the programme, we how to relaunch it with new delivery partners.

Advocacy

Energy

In Bermuda, BELCO's aging electricity generation infrastructure, the increase in demand for renewable energy, new technology to manage residential energy demand, and the sudden availability of liquefied natural gas (LNG) as an energy generation fuel, all came together to create an opportunity to build a more sustainable energy approach in Bermuda.

In 2013 Government convened the Bermuda Energy Working Group (BEWG), comprised of invited representatives of local businesses, energy companies, including BELCO, and Greenrock, representing local environmental organizations. In 2015 Greenrock Directors Judith Landsberg and Carol Dixon continued to represent Greenrock on this group, which provided comment on a draft National Electricity Sector Policy and a draft Electricity Act.

Excerpt from: Greenrock and BEST position on Bermuda's Energy Future: Principles for our electricity sector

We believe that *"least cost, high quality, environmentally sustainable, secure, and affordable electricity service"* can best be achieved by applying the following principles in all energy decision-making, by all stakeholders:

1. Efficiency and conservation should be prioritized - this will reduce costs and make it more likely that we can take advantage of new technology. We believe that immediate investment in smart grid infrastructure is an important part of this effort.
2. Environmental Externalities should be costed into every electricity investment decision - the pollution and greenhouse gas emissions associated with continuing to use fossil-fuels will have an impact on Bermuda, and so "least cost" electricity should include these costs.
3. Standardized Power Purchase Agreements (PPAs) should be finalized immediately to facilitate non-traditional energy sources, which are likely to be lower cost and lower impact than burning fossil-fuels

... the two environmental charities also call for the new Electricity Regulatory Authority to establish a public repository for all relevant data from all stakeholders.

Despite extensive input and consultation both independently with BELCO, and as part of BEWG, Greenrock feel that little progress was made towards a new energy model for Bermuda, with BELCO committed to an extensive investment in LNG for Bermuda's future energy generation, and neither the Bermuda Government nor BELCO robustly supporting sustainable energy options.

Greenrock believes that Bermuda's best energy option, affordable in the short-term, and advisable in the long-term, is to significantly reduce energy demand and to increase our reliance on renewable energy, and In November 2015 Greenrock and BEST issued a position paper on energy sustainability calling for prioritizing energy efficiency and accelerating the move to renewable energy.

Despite lack of policy progress, Greenrock continues to educate and advocate for a more

sustainable approach to energy. Greenrock was heavily involved in arranging the first Bermuda Energy Summit which took place in November 2014, with Greenrock Director Carol Dixon playing a pivotal role on the Planning Committee.

Climate Change

On November 27th, in advance of the 2015 Climate Change talks in Paris, Greenrock organized a rally in front of City Hall to demonstrate support for global action on climate change. The rally was attended by representatives of other environmental organizations, representatives of the City of Hamilton, and short speeches were made by members of the Opposition.

While Bermuda's contribution to global greenhouse gas emissions are small, our emissions per capita are among the highest in the world - especially given that almost everything we eat, wear or use, has to be transported hundreds of miles to the island. We believe that Bermuda has a role to play in helping to prevent a disastrous increase in global temperature, and we also believe that Bermudians need to be more aware of the need to adapt to global climate changes which are expected to happen.

We expect to continue to advocate in 2016 to reduce our greenhouse gas emissions, to mitigate the effects of climate change, and to help the island adapt.



Governance

In 2015 there were several Governance milestones for Greenrock. Building on work started in 2014, we finalized our Bye-Laws; incorporated as a company limited by guarantee; strengthened our Board of Directors; effected changes to comply with the new Charities Act (which came into force at the end of December 2014) and addressed legacy issues with our financial reporting.

At our AGM held in November 2013, Greenrock elected to incorporate as a company limited by guarantee and appoint a Board of Directors; the objectives being better oversight of Greenrock affairs and better protection for Greenrock members. This process of changing our charitable structure was led by Greenrock Director and Secretary Matt Carr, supported *pro bono* by Applebys. On the 7th May 2015, Bermuda's Registrar of Companies issued our Certificate of Incorporation, making our company status official.

This process serendipitously coincided with The Charities Act 2014, enabling Greenrock to ensure that we are fully compliant with all requirements. The new Charities Act, while ensuring appropriate oversight and regulation of Bermuda charities, laid a significant burden on Bermuda charities and took up a considerable amount of the Board's time over the course of the year.

The Board of Director's role is to steer the organization towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as making sure the nonprofit has adequate resources to advance its mission. Greenrock welcomed three new Directors to our Board in 2015; Trevor Nelson as our new Treasurer, Clesia Realejo, with extensive experience of Corporate Social Responsibility, and Eugene Dean, who has been directly involved in Greenrock in varying capacities for more than a decade. (Clesia, unfortunately, stepped down in late 2015 because of family and work pressure.)

The day to day management of the organization is entrusted to our Executive Director who oversees communications, operations, fundraising, and project management. A challenge for Greenrock this year was the departure of our first paid Executive Director (a role which replaced the unpaid President of the Management Committee), Gordon Johnson, in March. We are extremely grateful to Bonnie McGlynn for stepping in as Interim Executive Director in order to provide continuity for the Charity and specialist advice for our schools programmes over the summer. Bonnie's assistance and support was invaluable, and she was sorely missed when, as previously agreed, she went to a new role at Warwick Academy in September. The Board completed a search for a new Executive Director, and in October 2015 appointed Jonathan Starling full-time to the role.

During 2015 Greenrock successfully addressed legacy issues in our financial reporting, dating back to 2012 and related to the unfortunate situation of having four Treasurers in three years. Our new Treasurer Trevor Nelson did a fantastic job in getting us back on track. Following a Special General Meeting in December 2015 where it was unanimously agreed to change our Financial Year to match the calendar year (in order to better match our donors and supporters'

normal giving calendar), Trevor submitted Greenrock financial statements for July 2011 to December 2014 to KPMG for financial review. *We are thrilled to report that these financial statements have since passed KPMG review.*

We expect our 2015 financials to be ready for audit early in 2016.

Greenrock Council

In order to continue to engage our base of support in Bermuda, and to provide operational support, Greenrock established the Greenrock Council. This loosely follows the model of the old Greenrock Management Committee (which ran Greenrock prior to the establishment of the Board of Directors) and has open membership, encouraging any member of the community who wants to engage with Greenrock projects and programmes, or to propose new ones, to come and share their ideas. To join the Greenrock Council contact our Executive Director on info@greenrock.org.

Communications

Greenrock continues to engage the community through our monthly newsletter. We have also grown our Facebook and Twitter presence, and regularly write op-eds and provide comments in Bermuda's print and web media.

Our Supporters

Greenrock relies entirely on the support of the community through individual donations and corporate grants, to run our projects, our programmes and our advocacy. Corporate Supporters also host our Green Building Forum meetings, our networking events, and our Earth Hour event. This support demonstrates that Bermuda believes in a more sustainable future; and we hope that through our education and advocacy programmes we are changing the mindset so that we use fewer resources every day, step more lightly on the earth, and act as good stewards for future generations.

Become a Greenrock Member or Supporter today: www.greenrock.org

*Nick Campbell
Chairman, Greenrock Board of Directors
March 2016*