



City of Toronto

Green Economic Development Directory

The 2000 Essential Directory of Groups, Projects, Initiatives and more!



ABC Diaper Service

ABC Diaper Service is a cloth diaper service for babies delivered by bicycle in Toronto. Our primary objective is to promote more of such services. We also want to promote the wider use of bicycles and other human-powered vehicles in Toronto and other cities.

Our philosophy includes:

- Supporting local economics
- Reducing the use of and impact on resources
- Promoting health by using natural materials
- Reducing greenhouse gases by using alternative modes of transport when possible
- Supporting Canadian musical artists by listening to Canadian music in the shop and on the road over and over

Environmental Benefits

- We use cloth diapers.
- We use hypo-allergenic bio-degradable cleaning agents (e.g. vegetable oil based detergent, sun bleaching).
- We recycle our rinse waters by using them for diaper pre-washes.
- We use front-loading water saving washers.
- We deliver by bicycle and conduct business locally (downtown region).
- We support the local and Canadian economy - all suppliers of the business are Canadian, if not local (e.g. diapers, cleaning supplies).

Contact

Jungle Ling, Owner/Operator

ABC Diaper Service

104 Hastings Avenue

Toronto, Ontario M4L 2L2

Phone: 416-778-8783

Type of Activity

Business/service



Allen Kani Associates

Allen Kani Associates specializes in energy-efficient and environmentally-appropriate design and engineering of residential, institutional and commercial buildings. Related activities include research, development, technical transfer and policy definition for the low energy building industry. Our designs stress the use of ecological building practices and the creation of healthful indoor environments.

Allen Kani Associates' experience ranges from greenfield environmental measures planning to engineering of low-toxicity buildings implementing closed-loop and renewable systems. Strategies for mitigating environmental impacts include: conservation of energy and water with the remaining energy supply provided by renewables; and water supply and waste treatment provided by alternative means such as bioregenerative systems (Living Machines).

Contact

Greg Allen and Mario Kani

Allen Kani Associates

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Type of Activity

Business/service



Annex Organics

Annex Organics is a local, certified organic company supplying sprouts and seedling greens located in FoodShare's Field to Table Warehouse. Our sprouting technology is built with reclaimed pallets and salvaged food grade buckets recycled from the urban waste stream. This local business supplements imported greens in the winter when Ontario produce is hard to come by, reducing "food miles".

Contact

Lauren Baker, Manager

Annex Organics

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Phone: 416-363-6441, Ext. 25

Fax: 416-363-0474

Email:
annexorganics@hotmail.com

Sponsors/Partners

FoodShare, Toronto

Type of Activity

Business/service;
Product/technology



Annex Organics: Urban Agriculture

Annex Organics is a socially and environmentally responsible enterprise dedicated to producing high quality, organic food in urban environments. Using simple technology, alternative energy sources, and recycled and reused materials, Annex Organics is changing the way urban dwellers get their food.

Urban and Organic. Annex Organics is the only certified organic food producer in the City of Toronto. It is an urban farm which challenges the North American myth that food must come from the countryside.

Annex Organics grows food in underutilised areas of the city such as abandoned land, warehouses and rooftops. Since 1995, Toronto FoodShare's Field to Table project has supported Annex Organics by providing growing space and business support. This enabled Annex Organics to develop new technologies for food production.

Marketing strategy. Annex Organics markets its produce through five food box programs and several small health food retailers. The food box programs provide an opportunity to sell larger quantities to one customer, and have more direct contact with consumers. Annex Organics delivers its produce with a borrowed vehicle from Field to Table, and sometimes by bike!

Job creation. Two people are employed full time by Annex Organics, and several are employed on a part-time, seasonal basis. Annex Organics produce keeps money circulating locally, strengthens the local food economy and off-sets imports of some produce through the winter months.

Sector expertise. Annex Organics leads the urban agriculture sector in North America with its innovative and successful technologies. In addition to food production, the business offers consulting services surrounding urban agriculture issues (such as food production, garden design, waste management and education).

For more information: www.city.toronto.on.ca/mte; Annex Organics

Contact

Field to Table

200 Eastern Avenue

Toronto, ON M5A 1J1

Phone: 416-363-6441 ext. 25

Fax: 416-363-0474

Email: annexorganics@hotmail.com

Sponsors/Partners

Annex Organics; FoodShare's Field to Table Project



AutoShare - Car Sharing Network

AutoShare - Car Sharing Network is the newest link in Toronto's transportation network and a real alternative to owning a car.

Car Sharing in the inner city is a practical means of reducing the need for car ownership. AutoShare offers 24-hour access to a fleet of late model cars stationed in Parking Authority lots in the neighbourhoods throughout the city. Users pay a small monthly fee and for the time and distance they drive.

Car Sharing is essentially time-sharing a car as well as a car use reduction strategy. It provides a viable method for people to reduce their car dependence, and because there is a charge each time a car is used, driving drops quite significantly. Studies of car share members driving patterns consistently report reductions of 50% and more, yet members also report feeling no loss of mobility.

Car Sharing has been an integral part of the transportation system in Europe for the last 10 years. In Switzerland alone, 20,000 members share a fleet of 1,000 cars - offering considerable CO2 reduction potential. And every car share member becomes another, or more frequent, transit user. Car Sharing is an excellent mechanism to help achieve our Kyoto commitment and meet some of our transportation objectives in the Toronto area without building new highways.

Contact

Liz Reynolds, President

AutoShare - Car Sharing Network

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Web Site: www.autosshare.com

Sponsors/Partners

Toronto Atmospheric Fund; North Toronto Green Community; Private green investors

Type of Activity

Business/service; Other: Car use reduction strategy



The BookShelf - Recycled Reading

A retailer of second hand and used paperbacks and hardcovers, we buy and sell current popular paperbacks and classics. We also have a selection of hardcovers at great prices.

Contact

Kate Tanner

The BookShelf - Recycled Reading

2981 Kingston Road (Kingston and McCowan Roads)

Scarborough, Ontario M1M 1P1

Phone: 416-261-7607

Email: krt@interlog.com

Type of Activity

Business/service



BottleWorks

BottleWorks - Turning Bottles into Bread - is a pilot wine bottle return system that is being developed in partnership with six community organizations and the City of Toronto.

Our mission is to create access to employment opportunities for and with people experiencing long-term poverty, and preserve our natural resources through a not-for-profit bottle reuse business in partnership with the larger community.

BottleWorks will collect empty wine bottles from commercial sources (restaurants, hotels, etc.) and residential sources through depots and transport them to a central facility where they will be sorted, washed and resold to small Ontario vintners, most of whom are looking for an affordable alternative to new bottles. The Bottleworks initiative is in the planning and design stage and is seeking corporate and other supporters in anticipation of commissioning in 2000.

A bottle return system can greatly benefit the City and reuse millions of bottles per year. Greenhouse gas emissions will be reduced and raw materials, energy and landfill capacity will be saved. BottleWorks' system addresses the urgent problems with poverty and homelessness that are escalating in the City by providing long-term employment and income generating opportunities for people facing long-term poverty, who may also be persons with disabilities.

Contact

Raymond Chiu, P. Eng.

761 Community Development Corporation

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Sponsors/Partners

761 Community Development Corporation; Human Resources Development Canada; City of Toronto; Toronto Environmental Alliance; Toronto Association for Community Living; Daily Bread Food Bank; Dixon Hall; YMCA House; Community Economic Development Technical Assistance Program; Canadian Co-operative Association of Ontario; Toronto Atmospheric Fund

Type of Activity

Community project/initiative; City of Toronto partnership



Brian Milani

Separate from, but complementary to, my main work as a researcher and writer, I teach two courses on green economics and sustainable community development. They are :

- **The Green Economy** - Practical Strategies to Create Community-based Eco-Economies, for the Metro Labour Education Centre (MLEC), the Labour Studies programme of the Labour Council of Toronto and York Region. It is a 30-hour course, given over ten weeks, offered once, and sometimes twice a year. It is a survey course on eco-alternatives, which features expert guest speakers from innovators in each sector of the economy. The next course is scheduled for Tuesday evenings, January 18 to March 21, 2000. To register, call MLEC at 416-537-6532.
- **Economic Crisis & Sustainable Community Development** is an 8-session/ 24 hour course, usually offered in the summer by the Transformative Learning Centre of OISE/UT. It is heavier on political-economy than the MLEC course, and combines in equal measures (1) a critique of industrial capitalism and (2) an exploration of ecological alternatives to corporate globalization. A range of readings are suggested, but the framework of the course is provided by the instructor's own book, *Designing the Green Economy for a post-industrial transition*.

More information on both courses can be obtained by checking the Green Economic Website at : <<http://www.web.net/~bmilani>> or by phoning me at 416-968-1282.

Contact

Brian Milani

Eco-Materials Project / MLEC /
OISE TLC / Coalition for a Green
Economic Recovery

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Fax: (same)

Email: bmilani@web.net

Web Site:

<<http://www.web.net/~bmilani>>

Publications: *Designing the Green
Economy for a post-industrial
transition*, Lanham MD.: Rowman
& Littlefield Publishers, 2000

Sponsors/Partners

Metro Labour Education Centre;
Transformative Learning Centre,
Ontario Institute for Studies in
Education/ U. of Toronto c/o Prof.
Edmund O'Sullivan, Dept. of Adult
Education & Community
Development

Type of Activity

Other: Green Economic Education



Careful Hand Laundry & Dry Cleaners Limited

We are a leader in the garment care industry and have been in business since 1929. We use fifth generation dry cleaning equipment, which exceeds the government's minimum requirements. We are a licensed "Green Cleaner".

Other cleaners look to us for guidance and our customers have come to know that we can take care of their garments. We are superior quality garment care specialists. All garments are hand finished.

Contact

Brian Chelsky

Careful Hand Laundry & Dry Cleaners Limited

195 Davenport Road

Toronto, Ontario M5R 1J1

Phone: 416-923-1200

Fax: 416-923-8394

Email: brian@careful.com

Other Locations

1844 Avenue Road (787-6006)

1415 Bathurst Street (530-1116)

Pick-up & Delivery (787-6006)

Sponsors/Partners

Better Business Bureau; Canadian Association of Family Enterprises; Canadian Federation of Independent Business; Ontario Fabricare Association; International Fabricare Institute

Type of Activity

Business/service; Other: Garment Care Specialists



City of Toronto Better Buildings Partnership (BBP)

The BBP is a building retrofit program that is delivered through an innovative public-private sector partnership. The primary goal is to reduce carbon dioxide (CO₂) emissions which have an impact on global climate change.

To date, BBP building owners and managers have spent more than \$100 million to retrofit approximately 150 buildings. The program's estimated CO₂ savings are 100,000 tonnes annually and building operations costs are reduced by \$11 million per year.

The City is now in the process of planning to replicate the BBP in other cities.

Contact

Richard Morris

City of Toronto

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Web Site: www.city.toronto.on.ca

Publications: BBP - Better your Building, Better your Business

Sponsors/Partners

Toronto Hydro; Enbridge Consumers Gas; Toronto Atmospheric Fund; Energy Management Firms

Type of Activity

City of Toronto partnership



Community Bicycle Network (CBN)

CBN works to stimulate and link together community-based bike repair, bike recycling and cycling skills initiatives across the City of Toronto. CBN's member projects share the goals of making bicycles accessible for all citizens, developing job and life skills among marginalized communities, and promoting the bicycle as an economical, healthy and environmentally friendly means of transportation. Below is a synopsis:

Bike Re-Cycle Clubs

CBN collects used bikes, bike parts and tools from the public that would otherwise be discarded, and then channels them to our member clubs where our volunteers use them to learn and teach bike repair. In the process of refurbishing an old bike, participants earn their own "set of two wheels" with their volunteer labour. Our clubs benefit people who cannot afford to buy a new bike or pay the repair costs of their bike, as well as those seeking skills development.

Of the 3,000 people who make use of our bicycle services annually, 75% are children between the ages of 9 and 14 wanting to earn their own bike. The balance of our clientele use our tools to repair bikes that have been purchased elsewhere or help us rebuild bikes that are sold back to the public for prices under \$100. Funds generated from the latter are distributed between the CBN and its clubs (see CED below).

Community Economic Development Projects(CED)

CBN members have expanded on our innovative bike recycling concept by implementing several programs that provide green transportation services to the public and local businesses. These projects, which include a trailer rental program, a mobile bike repair workshop, a tool co-op as well as used bike sales and repairs, create jobs and generate revenue for CBN. CBN is embarking on a "made in Toronto" BikeShare Program which will put free bikes on the streets while providing training and employment opportunities for young people.

Education & Skills Development Projects

Educational and skills development projects focus on youth and women at-risk to help them gain confidence using their bikes for local transport. Also, CBN has conducted mechanic lessons and volunteer management workshops which encourage adult and youth volunteers within the network to acquire experience in organizing and managing community events.

CBN believes that our combination of bike building, skill acquisition and community economic development can make Toronto a better place to live. We are looking to expand the reach of our many projects but we require energetic volunteers, especially mechanics and fund raisers, to achieve our full potential.

Contact

Martin Collier, Network Coordinator

Community Bicycle Network (CBN)

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Toronto, Ontario M6J 1G1

Phone: 416-504-2918

Fax: 416-504-0068

Email: cbn@connection.com

Web Site:
<http://www.web.net/~detour/cbn>

Sponsors/Partners

Human Resources Development Canada; Trillium Foundation; Toronto Atmospheric Fund; George Lunan Foundation; sustainable transportation groups and many individual members of the public. Please contact us if you are interested in partnering with us or are willing to sponsor a project.

Type of Activity

Non-profit organization;
Community project/initiative; Info access service; Fund/financing approach; Marketing/cultural approach



Coalition For A Green Economic Recovery

The Coalition For A Green Economic Recovery (the Green Coalition) promotes and supports entrepreneurs in the private, government and community sectors who create jobs that improve the economy, the environment and social justice. Since 1992, Green Coalition members have helped inspire and shape Ontario's Green Community Initiative, Toronto's Better Buildings Partnership and Environmental Task Force, and a wide range of community projects and eco-businesses. Green Coalition members were also actively involved in the successful campaign to legalize industrial hemp.

The Green Coalition holds monthly meetings at Toronto's City Hall. Free and open to the general public, the meetings feature leading edge speakers as well as networking opportunities. The style is informal, the mood upbeat, good-humoured and positive.

The Green Coalition sponsors an e-mail list-serve, a variety of skills-based workshops for green entrepreneurs and a series of tours to green workplaces and projects.

Contact

Wayne Roberts, Chair

Coalition For A Green Economic Recovery

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Web Site: www.web.net/ecorecov

Type of Activity

Non-profit organization;
Community project



Ecotique Canada - The Alternative Resource Guide

The Alternative Resource Guide is published annually by Ecotique Canada, a Canadian non-profit organization dedicated to ensuring consumers and businesses have access to Canadian products and services offering alternative choices - that is, choices that are more socially responsible and environmentally sustainable. A quick glance through the guide can tell you where the closest Organic Farmer's Market is and where the organic farms are; how to shop for an electric vehicle or recycled tire handbag; who sells natural herbal soaps, hemp jeans or heirloom vegetable seeds; where to book a wilderness eco-adventure or organic vineyard tour; what environmental conservation groups are active in your community; how to find a Homeopathic Vet for your pet, where to find a Car Sharing Network, and a whole lot more! To order call 1-800-408-1522 (credit card orders only), order directly from our web site at <http://www.ecotique.com>, or mail payment to: 407 Roehampton Avenue, Toronto, ON, M4P 1S3. Store or Group Buying inquiries are welcome. Call or write to info@ecotique.com.

Contact

Carol Tomany and Mary Garden,
Co-Founders

Ecotique Canada

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Email: info@ecotique.com

Web Site: www.ecotique.com

Publications: The Alternative
Resource Guide

Sponsors/Partners

Many individuals and small businesses but mostly sweat labour, ingenuity and a lot of determination from co-founders Mary Garden and Carol Tomany.

Type of Activity

Non-profit organization;
Publication/info access service



The Ecological Footprint Lifestyle Assessment Questionnaire

Humans are currently facing an unprecedented challenge. There is wide agreement among scientists and academics that nature cannot sustain present levels of economic activity and material consumption, let alone increased levels. Despite our technical wizardry, human society remains in a state of dependence on the ecosphere.

The 'ecological footprint' is a concept developed by two academics, Mathis Wackernagel and William Rees from the University of British Columbia, as an innovative way of measuring the environmental impact of human activities. The ecological footprint is a method of estimating the resource consumption and the waste absorption requirements of a population in terms of a productive land area given the prevailing technology.

An Ecological Footprint Questionnaire Pilot Study was initiated by the Environmental Division of Works and Emergency Services to test how effective the ecological footprint concept is at educating the residents of Toronto about the environmental impact of individual consumption. A questionnaire was designed and a method of calculating a participant's ecological footprint was developed using the information provided in the survey. The questionnaire was introduced in the fall of 1997 and to date, this study has generated 844 inquiries from a wide range of stakeholders including teachers and students, homeowners and other interested citizens, community and environmental groups, businesses and professional organizations, and governments and universities all over the world. So far, 531 questionnaires have been completed and ecological footprints were estimated from the information provided.

The ecological footprint of the "average" respondent was 6.32 ± 1.51 hectares (1 hectare = 100 metres x 100 metres), which is 18 per cent smaller than the Canadian average. The appropriated carrying capacity, or the land needed to support the 531 respondents, is 3,355.92 hectares or approximately 34 km². Meaning, the amount of land needed for all of Toronto's residents, if the "average" participant from this pilot study sample is the "average" Torontonian, is over 15 million hectares or 150,000 km². In other words, if the area of Toronto is 630 km², the amount of land that its residents appropriate is approximately 240 times larger than its geographic size.

The participant's results can be divided into areas of consumption including housing, transportation, food, purchases of products and services, and waste.

In Canada, the 'average Canadian' borrows 7.6 hectares of productive land from nature, roughly the size of five city blocks or fifteen football fields, to support his/her lifestyle. At 7.7 hectares, the average Canadian's ecological footprint is almost four times larger than the 2.0 hectares of productive land available per person on the planet. Therefore, if everyone lived as the 'average Canadian', almost four Earths would be needed to provide all the materials and energy required to maintain our lifestyles at our current rate of consumption. In Toronto alone, it is estimated that currently, an area that is 280 times the size of Toronto, is used to support the lifestyles of the people that live here and it is projected that the Toronto will need more than 500 times its physical size by the year 2015 as the average footprint is projected to increase to a whopping 11.8 hectares.

Contact

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City of Toronto Works and
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Metro Hall

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www.city.toronto.on.ca/energy/footprint.htm

Publications: see links on web site

Sponsors/Partners

City of Toronto Works and
Emergency Services



If the world's population continues to grow as anticipated, there will be 10 billion people by the year 2040. This will reduce the productive land available to each of the world's inhabitants to an average of 0.7 hectares. If every region or country were to emulate the economic example of Canada, we would all be at risk from global ecological collapse. Clearly, there must be adjustments in both the developed and the developing countries to curb our accelerating impact on the Earth.

Please visit the City's web site and complete your own questionnaire at www.city.toronto.on.ca/energy/footprint.htm. Please share your results with the City of Toronto to help us in our research.



Festive Earth Society

Festive Earth Society, a registered not-for-profit organization, embodies the vision "Celebrating Today for a Greener Tomorrow!" Festive Earth, through celebration of family orientated seasonal events, works in partnership with the community to develop a more engaged, inclusive society in which each citizen recognizes that everything is interconnected and can live in a way that honours the earth. Festive Earth develops educational programs integrating arts and the environment, facilitates networking opportunities for local environmental organizations, and produces site-specific seasonal celebrations bringing artists and scientists together with the community on environmental issues.

Spring Fair 2000 and RiverWalk for Renewal

On May 7, 2000, Spring Fair launched the new RiverWalk for Renewal, an eight kilometre environmental awareness walk along the Don River from the Forks of the Don to Riverdale Park. Enter the Valley and discover its treasures. Appreciate this urban wilderness and help restore its beauty! Show you care by getting pledges and take part to renew yourself while contributing to the Valley's restoration and a healthier community. Spring Fair 2000, in the style of an old world village fair with a new world vision focused on health and environmental wellness, featured interactive educational and celebratory programs such as **Green Expo**, "a green lifestyle" marketplace, **Body & Soul**, a holistic market, and hands-on healing at **The Spa**. **EcoCraft** and **EcoPlay** offered children of all ages fun ways to discover and grasp ecological principles. Look for environmentally-themed art in **ArtPark** and connect with your own creativity through interactive music, dance, theatre and storytelling in the **Imagination Garden**. Express your hopes, and visions for a healthy future on our community mural, Greening - how cool it is or create your own Don Valley inspired clay creation as a souvenir of the day. Then, come together and celebrate community at the **Four Winds Main Stage** with some of Toronto's best entertainment.

Contact

Julia von Flotow

Festive Earth Society

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Sponsors/Partners

Core funding is provided by Human Resources Development Canada and the New Ontario Trillium Foundation. Sponsorships, products, services, cash donations and volunteer contributions make the celebrations possible. Mariposa in the Schools, charitable sponsoring trustee, will issue charitable receipts for income tax purposes (#069027-22).

Type of Activity

Not-for-profit organization;
Community project/initiative; Event



Field to Table

Field to Table is a project of FoodShare Toronto "working with Communities to improve access to affordable, nutritious food. Field to Table is a non-profit food distributor and community development project. Among its programs are the Good Food Box, the Toronto Kitchen Incubator, the Field to Table Urban Agriculture Demonstration Project, and the Focus on Food Community Services project for youth at risk.

Contact

Mary-Lou Morgan, Manager

Field to Table

200 Eastern Avenue

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Type of Activity

Service; Non-profit organization;
Community project/initiative



Front Door Organics

Front Door Organics delivers organic produce to your home or office. We hand-pick a vibrant sampler of 10 to 15 high-quality organic fruits and vegetables for every fresh box, including local produce when seasonally available. You can select a large or small fresh box, depending on your needs. Our service also accommodates the individual palette - you can substitute up to two items per delivery.

Organic fruit and vegetables - "organics", for short - grow without herbicides, pesticides or fungicides. The earth, soil and water benefit from this ecologically healthy method of agriculture. You also benefit - organics taste better, and your body will love you for it!

How do we know it's organic? We get asked this question frequently and are proud to answer that everything in your fresh box is guaranteed organic by a third party certification agency with stringent standards. Individual produce will often bear the name of its certifying agency.

How to get your foot in the door? It's simple... call us and together we can decide on the right size fresh box for you. We'll tell you what day of the week we're in your neighbourhood. Before you know it, you'll be enjoying beautiful healthy organics picked right off your own front porch.

Contact

Angela Donnelly or Mina Hayes,
Owners

Front Door Organics

879 Islington Avenue

Toronto, Ontario M8Z 4N9

Phone: 416-201-3000

Fax: 416-201-3002

Email: frdoor@interlog.com

Sponsors/Partners

Angela Donnelly and Mina Hayes

Type of Activity

Business/service



Gearing Up for Fashion

The Toronto Fashion Incubator (TFI) is an economic development initiative designed to support and nurture new fashion business entrepreneurs. Established in 1988 by the City of Toronto's Economic Development Department (now the Department of Economic Development, Culture & Tourism), the TFI was the first of its kind in North America, catering exclusively to the fashion industry. Since then they have built, and continue to build an entrepreneurial culture that is admired throughout international business centres.

Economic benefits. The Toronto Fashion Incubator creates jobs, retains jobs and promotes Toronto as an international design centre. It helps new fashion companies by, first of all, analysing what a company needs, and ends with that company "graduating" to become solid and independent. In between, the company receives access to a cost-effective, professional work space, a fully equipped production facility, and one-to-one confidential consultations on a wide range of business and industry-specific topics.

Members can also participate in many exclusive promotional and networking events that help build the company's profile to buyers and media. At the same time, support is pulled together from the fashion community, financial institutions, business owners, schools and government institutions to act as advisors and mentors to the fledgling businesses.

Active transportation niche. As walking, cycling, and rollerblading expand in popularity throughout North America, clothing and footwear designed for active living is a growing market niche. Fashion and accessory entrepreneurs from Toronto and the Netherlands spoke at Moving the Economy about how they target this market. A fashion show during the MTE conference showcased some of their and other designers' fashionable and practical wares.

For more information: www.city.toronto.on.ca/mte; www.fashionincubator.on.ca; TFI News

Contact

The Toronto Fashion Incubator

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Toronto, ON M5V 1P9

Phone: 416-971-7117 ext. 21

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Web Site: www.fashionincubator.on.ca

Sponsors/Partners

TEDCO (Toronto Economic Development Corporation); Fashion Community; Financial institutions; business owners; schools; government institutions



Get A Life Publishers

Inspired by the vision and practice of the Coalition For A Green Economic Recovery and by a teen-age daughter who told her dad to get a life, this home-based publishing company sponsors books, speakers and an electronic newsletter that promotes the ricochet romance of economic and environmental sustainability.

It has published two versions, one in 1993 and one in 1995, of the green career and lifestyle primer, *Get A Life!* It collaborated with Random House in 1999 to publish *Real Food For A Change*. In the winter of 2000, it launched a free electronic newsletter, *Real Food News*.

Since book publishing can never be economically sustainable in a culture such as Canada's, Get A Life Publishers keep the bailiffs from the door by providing public speakers and consultants to organizations keen on connecting personal, economic and environmental health.

Contact

Wayne Roberts, President

Get A Life Publishers

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Web Site: www.realfoodhome.net

Publications: *Get A Life!*; *Real Food For A Change*; *Real Food News*; and more

Type of Activity

Business/service; Publication/info
access service



The Good Food Box

The Good Food Box is a non-profit fresh food distribution system operated by Field to Table, a project of FoodShare Toronto. Established in 1994, the project distributes 4,000 boxes through 200 neighbourhood drop-offs, every month.

How it works. The Good Food Box buys top quality fresh fruit and vegetables directly from farmers and from the Ontario Food Terminal. At Field to Table's warehouse volunteers pack produce into green reusable boxes, which are then delivered to neighbourhood distribution sites (e.g., at daycares, apartment buildings, churches). Here, volunteer coordinators collect money and make sure that everyone gets their box. Nine full time and twelve part time staff support this massive volunteer operation. Partnerships with other organizations are key to project efficiencies and benefits including: sharing warehouse space with Annex Organics, and sharing distribution costs and responsibilities with Meals on Wheels.

Supporting local production. Approximately half of their CAN\$650,000 annual sales is local Ontario produce. By choosing Ontario produce whenever possible, the Good Food Box supports local farm economies, minimizes transport distances, and cultivates a closer relationship between food producers and consumers. Field to Table has developed a partnership relationship with six local farms, planning in the winter who will grow what. The security of partnership has allowed these farms to grow previously imported produce locally, and gain more economic stability in a challenging sector.

Food access benefits. The Good Food Box makes top quality fresh food available in a way that does not stigmatize people, fosters community development and promotes healthy eating. Customers pay the cost of the food itself, while distribution overheads are subsidized by FoodShare. The family-sized Good Food Box costs \$15 (for a retail value of \$17-23). Evaluation of the project has shown that participation helps people access a more nutritious diet. In the context of preventive health care, this represents significant economic benefits. Job creation and training-related projects at the Field to Table warehouse include:

- Field to Table Catering, providing training in a kitchen setting to work in the food sector
- the Toronto Kitchen Incubator, which allows start-up entrepreneurs to work in a commercial shared kitchen.

For more information: www.city.toronto.on.ca/mte; fdshare@web.net

Contact

Field to Table

200 Eastern Avenue

Toronto, ON M5A 1J1

Phone: 416-363-6441 ext.24

Fax: 416-363-0474

Email: ftt@web.net

Sponsors/Partners

Field to Table; United Way; Toronto Economic Development Corporation; African Food Basket; Meals on Wheels; Annex Organics; 8 small businesses



Greenest City Program

Greenest City works with Toronto's diverse communities to take action to improve air quality, better the health of residents, regenerate urban life and reduce greenhouse gas. We believe that:

- YES! Toronto CAN be a healthy, green city where people do not fear the quality of the air they breathe, and
- It's EASY for communities to get involved and do their part to help *green our city*.

Greenest City is a non-profit organization dedicated to working at the community level, for solutions-based environmental action that focuses on the REDUCE end of the 3R's and at the Social Equity side of the Sustainability paradigm. We are a lively group of community activists focusing on learning from and about community to bring about model projects that can serve as examples of social, environmental and economic change for a better society and a healthier planet.

Core Values

1. Involvement of diverse cultural and socio-economic communities in all our activities
2. Support for solution-oriented actions that make our urban environment more sustainable
3. Participatory approaches and local control to influence and make our city liveable, socially, environmentally, and economically

Just a few Goals

- Reduce greenhouse gas emissions and atmospheric contaminants to protect our climate and improve air quality
- Better the health and well being of urban residents
- Green and beautify our neighbourhoods
- Mitigate energy consumption while improving transportation
- Educate our city and ourselves about environmental and justice issues
- Involve diverse communities in environmental solutions
- Promote environmental justice

Current activities and projects include:

Active & Safe Routes to School, working with school communities to reclaim our neighbourhood streets for our environment, our health, and our communities.

Contact

Silvia Langer, Program Manager

Greenest City Program

238 Queen Street West, Lower Level

Toronto, Ontario M5V 1Z7

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Email: greenest@web.net

Web Site: www.web.net/~greenest

Publications: *Your City and Climate Change (slide show); Food Miles Fact Sheet; Feeding the City from the Back Forty: Case Studies in Regional and Urban Food Production; A Guide to Resources on Sustainable Food and Transportation Systems; Atmosphere Infracton Notice*

Sponsors

Toronto Atmospheric Fund

Toronto Community Foundation

Laidlaw Foundation

Climate Change Action Fund

Canada Trust - Friends of the Environment Foundation

Human Resources Development Canada - Jobs Creation Partnership

Canadian Council for Human Resources in the Environment Industry

Partners

ASRTS - Go for Green; Toronto Public Health; Toronto Police Traffic Services.

Multicultural Greening Project - Toronto Housing Company; Eastview Neighbourhood Community Centre; Chinese Seniors Support Services;

Beacon Hill Towers Property Management



Multicultural Greening Project, working with Toronto's diverse communities to undertake greening actions and raise the multicultural perspective for environmental justice.

No Energy to Waste, helping neighbourhood retailers to identify and implement in-store energy management measures, and help save energy, our air and the planet.

Stop Fuming and Do Something, a campaign to engage the public in anti-smog action through the distribution of Atmosphere Infracton Notices

Feeding the City from the Back Forty, is a workshop, a policy position, and/or a conceptual solution relating to "food miles" issues including food security, air quality, climate damage, waste and environmental toxins.

The Greenhouse Gas Grab, is an awareness raising campaign including a 30 minute slide show titled *Your City and Climate Change*, to inspire individuals and communities to action to curb greenhouse gas and climate damage.

Partners (cont'd.)

No Energy to Waste - City of Toronto Energy Efficiency Office; Green Tourism Association; Grassroots Environmental Products;

Kendall-Wright Interior Design

Type of Activity

Non-profit organization;
Community project/initiative;
Marketing/cultural approach



Grassroots Environmental Products

Grassroots Environmental Products is your green general store providing you with the choices you need to live a healthy, earth-friendly life. We believe there are certain choices people can make everyday that will help our planet be a safer and healthier place to live. Reducing your impact on the environment begins with education and our friendly and knowledgeable staff will help you make sound consumer decisions that are right for you and the planet. Grassroots is offers an ecological resource centre where people are welcome to read and inform themselves as well as a great selection of books and magazines related to environmental issues. Our environmentally friendly selection ranges from biodegradable cleaning products, recycled office supplies and nontoxic personal care items to alternative energy, hemp and organic clothing and accessories, and garden alternatives. Grassroots recycles! So bring us your old batteries, paint cans, yogurt containers, and other "non"recyclables and Grassroots will reuse them or take them to the nearest recycling centre.

Contact

Rob Grand, Owner
372 Danforth Avenue
Toronto, Ontario M4K 1N8
Phone: 416-466-2841
Fax: 416-466-2841
Email: grassroots@web.net

2nd location
408 Bloor Street West
Toronto, Ontario M5S 2X5
Phone: 416-944-1993
Fax: 416-944-9180
Email: scotty@web.net

Type of Activity

Business/service



Green\$aver

Green\$aver is a not-for-profit organization whose goals include CO₂ emission reduction through homeowner education and action. By educating homeowners about how their homes function, we can help them reduce their energy consumption while saving money and increasing their homes' comfort.

Green\$aver provides an in-home energy inspection focusing on heating, ventilation, insulation and homeowner comfort concerns, such as draft and moisture problems. Green\$aver performs a computerized air leakage test which measures airtightness and traces where air is escaping. The 'Home Energy Plan' report outlines their home's current situation and projects their potential energy savings if they implement our clear recommendations. Retrofit work can be completed by an experienced do-it yourselfer, one of our approved contractors, or the Green\$aver Installations Team. We also administer the EnerGuide for Houses Standard sponsored by Natural Resources Canada. With the customer report, the homeowner receives a label which gives the home an energy efficiency rating. Just as consumers use the EnerGuide label to compare the energy performance of major appliances, a potential home buyer would use the label to compare different homes they may be considering.

The service addresses problems such as high bills, cold rooms, moisture problems and dry air, and is ideal for all homeowners.

Contact

Keir Brownstone, General Manager

Green\$aver

51 Wolesey Street, 5th Floor

Toronto, Ontario M5T 1A4

Phone: 416-203-3106

Fax: 416-203-3121

Web Site: www.greensaver.org

Sponsors/Partners

Toronto Hydro; Consumers Gas; Lever Pond's; Toronto Atmospheric Fund; Natural Resources Canada; Green Communities Association; The Urban Environment Centre

Type of Activity

Non-profit organization; Other: Service



Green Tourism Association

The Green Tourism Association is a unique non-profit organization working to develop Toronto's urban green tourism sector. Program goals include marketing and promotion of urban green tourism, providing assistance to developing green businesses, and working to green the existing tourism industry.

The Green Tourism Association's mission is:

To develop and cultivate a green tourism industry within the Toronto region; an industry which is ecologically sound, fosters appreciation of and respect for diverse cultural and natural heritage, and strengthens local economies and communities.

To become a member, businesses and organizations must confirm an interest in and commitment to green tourism and complete a checklist about how their activities incorporate environmental responsibility, contribution to local economic vitality, cultural sensitivity, and experiential richness. Membership is free for 1999, and as our member services expand there will be a nominal fee in the year 2000.

In July 1999, the Green Tourism Association launched Toronto's first green tourism map, "The Other Map of Toronto", to increase public awareness of urban green tourism (see "Green Tourism Map" in this directory's publications section). The map highlights a variety of activities and businesses including those related to sustainable transportation. Toronto's map is a part of the international Green Map System of over 99 cities in more than 29 countries working on similar projects (www.greenmap.org).

With a growing business membership and increased interest from tourists and residents the Green Tourism Association plans to create a more extensive information package for tourists and businesses, expanding the products and services available to both. For more information on the Green Tourism Association's current projects please visit our web site at www.greentourism.on.ca.

Contact

Louisa Mursell /Anna Gibson

Green Tourism Association

500 University Avenue, 8th Floor

Toronto, Ontario M5G 1V7

Phone: 416-392-1288

Fax: 416-392-0071

Email: greento@city.toronto.on.ca

Web Site: www.greentourism.on.ca

Publications: Go Green T.O. Newsletter Sept 1999; Green Tourism Map: The Other Map of Toronto, July 1999; Green Tourism Association Business Plan, July 1998; Green Tourism Map Prototype, June 1998; Green Works, Detour Chapbooks, September 1996; Representative Green Tourism Listings For Metropolitan Toronto, Linda A. Irvine, February 1996; Developing An Urban Ecotourism Strategy For Metropolitan Toronto: A Feasibility Assessment For The Green Tourism Partnership, Blackstone Corporation, January 1996; Environmentally Responsible Tourism Practices: An Economic Perspective, 1996; Experience Green Tourism, Detour Chapbooks, September 1996; Open The Door To Green Tourism, October 1995.

Sponsors/Partners

City of Toronto, Human Resources Development Canada, Royal York Canadian Pacific Hotels, On-Site, Toronto Atmospheric Fund, Canada Trust Friends of the Environment Foundation, Hotel Employees, Restaurant Employees Union Local 75, NOW Magazine.

Type of Activity

Non-profit organization;
Marketing/cultural approach;
Publication/ino access service; City of Toronto partnership;
Product/technology



High Park Cycle & Sports

Our business has nothing to do with pollution. We bring people to action and the outdoors. We operate in winter and summer. We do sales, service, rental and trade-in. For expert advice ask for JAN.

Contact

Jan J. Buco, Owner

High Park Cycle & Sports

24 Ronson Drive

Etobicoke, Ontario M9X 1B4

Phone: 416-614-6689

Fax: 416-614-7157

Type of Activity

Business/service; Publication/info access service; Other: organising citizen races in the park - mainly bicycle and cross country ski races



Karma Co-operative

Karma is a non-profit food store, owned cooperatively by the people who shop there - its members. Founded in 1972, Karma provides its members with wholesome, economical food. Our store is located on Palmerston Avenue, close to the Bathurst subway station. Collectively, we do what is required to make the store work. Together, we are able to achieve control over the sources, quality and price of our food. That makes Karma a real alternative to commercial stores. Shopping at Karma is a friendly experience, without the Muzak, gimmickry or hard-sell tactics of supermarkets. You can hang up your coat, mind your child in the membership room, meet your neighbors who have similar interests, and make a phone call. It's your store. And nobody profits except the members.

Karma's Mission Statement

Our aim is to:

1. Create a community of actively participating members;
2. Foster a healthy connection to the food we eat, the people who grow it, and the other organizations who share our beliefs;
3. Co-operatively educate ourselves on environmental issues;
4. Exercise political and economic control over our food; by operating a viable co-operative food store.

What does Karma sell?

The store carries a comprehensive inventory of organic health food and natural products, unprocessed and prepared, plus a broad range of standard grocery items. What goes on the shelves is what members want. We decide on our own product policy to guide the managers in purchasing. Most households can make Karma a "one-stop shop."

Can I save money at Karma?

Shopping at Karma is less costly than other options. In our most recent comparison, overall Karma prices were significantly cheaper than a local major supermarket and a nearby large health food store. Those members who choose non-working status pay a higher mark-up, but can still save money. There are no "loss-leaders" at Karma and no other attempts to manipulate you.

What does membership mean?

Karma members share in the financing, decision-making and may share in the work needed to make the Co-op successful. Karma is a democratic organization; every member has one vote. Members guide policy through the Co-op's committees and at the Co-op's Annual General Meeting when we elect a Board of Directors to formulate policy. The Board, which is responsible to the members, meets monthly. Membership in Karma is open to anyone. If you are interested, we ask you to attend an orientation session to learn more about what the Co-op offers and how it works. Please phone 534-1470 during store hours to find out about orientation meetings or drop in during store hours to look around and sign up for a meeting. You may do a trial shop before deciding whether to join.

Contact

Linda Tomas, General Manager

Karma Co-operative

739 Palmerston Avenue

Toronto, Ontario M6G 2R3

Phone: 416-534-1470

Fax: 416-534-3697

Email: karma@istar.com

Publications: Karma Chronicle

Type of Activity

Business/service; Other: not-for-profit and member owned cooperative



IPPSO - the Independent Power Producers' Society of Ontario

IPPSO is the leading organization in Canada promoting alternative energy, including co-generation, biomass, small hydro, wind power, waste fuels and other environmentally-preferable technologies.

With about 500 members, IPPSO publishes a magazine and runs an annual conference and trade show. More information is available on all of the above at <http://www.newenergy.org>

Contact

Jake Brooks, Executive Director

IPPSO - the Independent Power Producers' Society of Ontario

163-C Eastbourne Avenue

Toronto, Ontario M5P 2G5

Phone: 416-322-6549

Fax: 416-481-5785

Email: IPPSO@ippso.org

Web Site:
<http://www.newenergy.org>

or <http://marketdesign.org>

Type of Activity

Business/service; Non-profit organization; Product/technology



LAZ Enterprises

LAZ Enterprises seeks to provide affordable organic/natural food products and catering services. Our food is grown locally (Southern Ontario) and transported locally. Our products are delivered by bicycle, public transit, and car (if it is a bulk order). Pick-up is the other option, and group orders are encouraged. Some of our services are done by barter, especially catering.

Organic agriculture is sustainable. We take whatever is available until the growing season ends, and store the rest over winter. There is little or no packaging. Our mark-up is but 10-15 per cent, and there is **NO Minimum Order**. People can have organic foods, cleaning products, pet foods, supplements, etc. for the equivalent price as non-organic products. With a new "organic products box" system in place, customers can choose any of our catalogue items, not just produce. Others can become involved by representing us in their locale via the 'Box' Program.

Catering services are flexible - from dinner-for-one, to book launches with hundreds of diners. Our years of experience in all aspects of catering help us to manage costs. We employ others in promotion, kitchen help, and trade.

"Saloon Salon", our open-mike entertainment project, brings musicians, poets, comedians, storytellers, etc. together to perform for free, with no cover. Performers test new material, amateurs gain confidence and experience, alliances are formed, and careers furthered.

Contact

Laszlo Szamosvari, Owner

LAZ Enterprises
44 Hammersmith Avenue

Toronto, Ontario M4E 2W4

Phone: (18 hr.) 416-690-3013

Fax: 416-694-9589

Email: laszlos@msi.net

Web Site: classifieds in www.the-beaches.com

Sponsors/Partners

Nutri Spring Farms; Lori
Stahlbrand & Wayne Roberts

Type of Activity

Business/service; Event;
Product/technology



Lowans & Stephen, Environmental Consultants

Lowans and Stephen assesses problem buildings and helps specify healthy and environmentally appropriate materials and design elements for new ones.

Residential clients typically have allergies, asthma or chemical sensitivity and need a home assessment to determine what can be done to improve Indoor Air Quality. They may want specifications for new construction, and site visits to ensure that contractors are following the environmental specifications.

Commercial clients typically have an Indoor Air Quality problem in an existing building or are designing a new healthy and environmentally appropriate building to maximize employee retention, satisfaction and productivity.

Lowans and Stephen also provides environmental product design and corporate greening consulting.

Ed Lowans is a frequent speaker at professional and lay conferences, presenting sessions on advanced and environmental design, and environmental illnesses.

Contact

Ed Lowans, President

Lowans & Stephen, Environmental Consultants

42 Donegall Drive

Toronto, Ontario M4G 3G5

Phone: 416-544-1629

Fax: 416-544-1630

Email: edlowans@interlog.com

Publications: Environmental Building Materials and Methods

Type of Activity

Business/service



mbanx - Virtual Banking is Smart Business

Launched in 1996, mbanx was born out of the realization that electronic access channels should not undermine client service. The business is a full service bank that uses technology to facilitate client relationships and enable superior service. mbanx has the highest client satisfaction rating of any financial institution in North America, proving e-commerce is smart business. The mbanx experience also exemplifies that there are compelling business reasons for doing things which also benefit the environment.

Values pay off. mbanx operates with community building values. These values benefit both clients and employees, and bring both economic and environmental benefits. For example, electronic banking and retail partnerships benefit clients while rendering business efficiencies. But these business efficiencies also mean less car travel and hence a reduction in fossil fuel emissions, less infrastructure expenditure and hence opportunities for more progressive land use development, etc. Another example of multiple benefits is how mbanx has catered to employee workplace preferences. To make mbanx an attractive place to work, offices were located near universities and on public transit routes, in downtown Toronto and downtown Montreal. Office environments share natural light, offer spacious work spaces, and serve healthy juice and fruit at meetings. These characteristics help mbanx attract the best and the brightest people, and they carry environmental benefits.

Challenges. Electric stoves used to be called a technology because technology is another word for something in transition. When dealing with huge legacy systems, incompatible protocols, and a society that has not fully accepted the electronic model, challenges remain constant. An example of this are the 6,000 pieces of mail mbanx receives per day, most of which are signed original client forms still required by regulators. However, mbanx continues to pioneer in the e-commerce field and its overall strategy has proven an advantage.

Canadian Business magazine recently estimated that e-commerce will reach US\$2.5 trillion in consumer and business transactions by the year 2000. Virtual banking is one of the more successful applications of the e-business model.

For more information: www.city.toronto.on.ca/mte; www.mbanx.com

Contact

Pym Buitenhuis,

Bank of Montreal Public Affairs

55 Bloor St. West, 4th Floor

Toronto, ON M4W 3N5

Phone: 416-927-2919

Fax: 416-927-2920

Email: pym.buitenhuis@bmo.com

Web Site: www.mbanx.com

Sponsors/Partners

Bank of Montreal



Midnight Illusions

Midnight Illusions is a graphic and web design company specializing in environmental and alternative health related projects. We design web sites for health food stores, Permaculture groups, the Faculty of Environmental Studies of York University, and others. We design graphic print media such as full colour advertisements, business cards, posters, and more. Using the latest equipment and possessing an uncanny knack for design, our abilities are limited only by your imagination! Special discounts for students and non-profit organizations.

Our main project is a CD-ROM entitled *The Alternative Health CD*.

With over 150 ailments and just under 500 remedies on *The AHCD*, this comprehensive resource contains all the information you need to understand and remedy illnesses, ailments, situations, or conditions that you or your loved ones deal with every day.

Written by qualified naturopaths, homeopaths, herbalists, and aromatherapists, all information is certified, verified, and current. In addition, you will keep up to date on the latest in the alternative health field as well as additional research through web and CD based updates. And navigating *The AHCD* is as easy as browsing a web site!

Practical and informative. Amazingly current. Holistic and reliable. *The AHCD* makes for a perfect companion. Think of it as your digital grandmother! (love and affection not included...)

To visit *Midnight Illusions*, point your browser to www.mi.ca.

To learn more about *The Alternative Health CD*, point your browser to www.mi.ca/ahcd.

Contact

Jason Bavington, President

Midnight Illusions

5 Fisherville Road, Suite 612

Willowdale, Ontario M2R 3B6

Phone: 416-663-3494

Email: info@mi.ca

Web Site: www.mi.ca

Sponsors/Partners

Any individuals pursuing an interest in alternative health, with or without certification.

Type of Activity

Business/service;
Product/technology



Moving The Economy On-Line

Sharing the Wealth

Building on the success stories gathered at the Moving the Economy conference, MTE On-Line is quickly evolving into an accessible, indexed, searchable electronic database of economic opportunities in sustainable transportation.

MTE On-Line continues to gather and showcase international examples where sustainable transportation systems, policies, products and technologies have resulted in economic benefit (job creation, increased business, cost savings, revitalized local economies). It provides proof of the positive economic value of sustainable transportation and contributes to the development of a thriving sustainable sector world-wide.

Let your Keyboard do the Walking

MTE On-Line puts you directly in touch with the people, businesses, and organizations behind sustainable transportation innovations and success stories, linking you with the information and tools you need to adapt and apply similar ventures in your backyard, business, government, or community.

Following the format of the MTE proceedings, clear one-page project summaries give you the gist of each initiative. From there, you can click directly to the project contact, to related web sites, or to other related one-page project summaries. The Inventor's indexing system provides a road map of initiatives, based on the type, location and topic area of the initiative or venture. It links to other inventories, databases and web sites, to provide information without duplication.

MTE On-Line is of value to anyone wishing to learn more about or apply these innovations and ideas to their own businesses or projects, or to spread the word about a successful venture. Users include small entrepreneurs and large corporations, researchers, writers and academics, policy makers and politicians, individuals, local environmental and community groups, and more.

We want to hear from You!

Are you involved in or do you know about a venture (anywhere in the world) that should join the ranks of economic success stories in the MTE On-Line Inventory? Please fill out the form on our web site or contact Sarah Climenhaga at 416-338-5098 or sclimenh@city.toronto.on.ca. Inclusion will be based on a set of criteria developed by the MTE Team.

Contact

Sarah Climenhaga

Moving The Economy (MTE)

500 University Avenue, 8th Floor

Toronto, ON M5G 1V7

Phone: 416-338-5088

Fax: 416-392-0071

Web Site:
www.city.toronto.on.ca/mte

Sponsors/Partners

Moving the Economy is an initiative of Transportation Options, the City of Toronto, and Human Resources Development Canada. Special thanks go to Environment Canada and the Toronto Atmospheric Fund for financial and other support for MTE On-Line.

Type of Activity

Community project/initiative; city of Toronto partnership;
Publication/info access service;
Marketing/cultural approach



Moving the Economy's Sector Development Strategy for Sustainable Transportation

The 200 concrete examples showcased at the Moving the Economy Conference have been selected, analysed and shaped into a Sector Development Strategy for the Toronto region. The Strategy makes the case that sustainable transportation is a wise business investment, and it outlines two specific initiatives that together will establish Toronto as a booming hub of the sustainable transportation industry. The Strategy makes an ideal companion to the MTE Conference Proceedings - first get the inspiration and facts, then see how they're being applied.

Moving the economy is dedicated to growing the Toronto region's sustainable transportation sector by:

- Attracting investment to and creating jobs in sustainable transportation
- Increasing the range and availability of win-win transportation choices

Moving the economy acts as a sector development agency by bringing people, ideas and resources together. It helps to grow the sustainable transportation (ST) industry by:

- Gathering local and international information on the ST sector;
- Identifying gaps and opportunities for creating jobs, boosting business, saving money, and revitalising local economies through sustainable transportation;
- Catalysing and supporting initiatives to fill those gaps and seize opportunities.

JOIN US - Harnessing the Power of Partnerships

From becoming a partner to sharing an idea - there are so many ways to participate and benefit:

- become a partner in our core initiatives -- the Sector Development Agency and Integrated Mobility Systems
- propose a project or help refine one or more of the demonstration/pilot projects under consideration
- contribute your transportation industry knowledge and expertise in financial management, marketing, technological innovation, and more, by becoming an advisor to Moving the Economy

The 1998 Moving the Economy Conference included a broad range of private, public, labour and community partners (see www.city.toronto.on.ca/mte for full list).

Contact

Moving the Economy (MTE)

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Email: szielins@city.toronto.on.ca

Web Site:
www.city.toronto.on.ca/mte

Sponsors/Partners

MTE is an evolving and expanding partnership founded by Transportation Options (NGO), the City of Toronto, and Human Resources Development Canada (HRDC). The Toronto Atmospheric Fund and a broad range of additional partners have also provided support.



Mural Routes Inc.

Mural Routes Inc. is a not-for-profit organization whose purpose is to work with artists, communities and government agencies to encourage, promote and create public art murals. Murals serve as a source of community pride and offer numerous opportunities for community involvement. Murals can also commemorate unique features of the communities in which they are located, and improve the local streetscape. A successful mural program attracts tourists and encourages partnerships with other organizations and businesses. Mural Routes' own Heritage Trail, which depicts historic landmarks and events in Scarborough's history, continues to showcase Canadian artistic talent to an international audience.

Contact

Karin Eaton, President

Mural Routes Inc.

1859 Kingston Road

Scarborough, Ontario M1N 1T3

Phone: 416-698-7322

Fax: 416-698-7972

Email: mroutes@idirect.com

Web Site: www.muralroutes.com

Publications: Off The Wall

Sponsors/Partners

Toronto Arts Council; City of Toronto Millenium Grant Fund; Scarborough Arts Council

Type of Activity

Non-profit organization;
Community project/initiative; City of Toronto partnership;
Publication/info access service;
Marketing/cultural approach



New Policies for Sustainable Urban Food Systems

The twentieth century has witnessed rapid urbanization and increasing threats to food security for millions of urban dwellers. These issues point to the need for new policies and practices encouraging sustainable urban food systems. The Centre for Studies in Food Security works with community partners to facilitate research and action to increase food security by addressing issues of health, income, and the food system.

Benefits of local food systems. A strong local food system generates both ecological benefits and local and regional economic development. By linking production in the surrounding bioregion to consumers in cities, local food systems: reduce pollutants caused by transportation and storage; reduce vulnerability to weather and market-related supply problems of distant producers; provide fresher and more nutritious products in season; allow for more effective control of quality and chemical inputs; and create potential for local development and employment opportunities.

Urban and peri-urban production. Initiatives such as urban and peri-urban agriculture, aquaculture, food forestry and animal husbandry can encourage more self-reliant local food systems in cities, and have proven to be an effective source of food supply. Singapore produces one quarter of its locally consumed vegetables. Shanghai produces 76% of the vegetables consumed in the city, with only 16% of the cultivated land devoted to this crop. Berlin has more than 80,000 community gardens. In the USA, the Department of Agriculture statistics show that one third of the country's agricultural output comes from urban/metropolitan areas.

Policy imperatives. Creative use of urban space can create opportunities for permanent and temporary food production. Metropolitan land reserves for productive green space offer a unique strategy in this regard. Cities and metropolitan regions need to develop food security plans as part of their social and economic planning, giving priority to the accessibility of food. Food policy councils (ed. - see Sean Cosgrove's MTE presentation on the Toronto Food Policy Council in the Groups Section) can guide local governments and planners. In addition to regional production, urban intensification, farmers markets, and pedestrian shopping zones may also help to reduce food related transportation.

For more information: www.city.toronto.on.ca/mte; www.acs.ryerson.ca/~foodsec

Contact

Mustafa Koc, Associate Professor
of Sociology

Centre for Studies in Food Security

Ryerson Polytechnic University

Toronto, ON M5B 2K3

Phone: 416-426-979-5000 ext.
6210

Fax: 416-979-5273

Email: mkoc@acs.ryerson.ca

Web Site:
www.acs.ryerson.ca/~foodsec



Ontario Centre for Environmental Technology Advancement (OCETA)

OCETA is a private sector, not-for-profit corporation committed to helping small and medium-sized enterprises (SMEs) overcome the barriers involved in the commercialization of new environmental technologies. OCETA provides a number of business consulting services to companies in the environment industry, including: marketing analysis; strategic planning; financing and brokering; assistance with technology demonstrations; and research services.

In addition to working with SMEs, OCETA is also directly involved in delivering a number of programs that are designed to enhance the marketability of Canadian environmental companies, both domestically and abroad. These initiatives include: Canada's Environmental Technology Verification (ETV) Program, which provides a means to validate and independently verify specific performance claims of technology vendors; and, the Ontario Waste Materials Exchange (OWME), which facilitates the reduction, reuse and recycling of waste materials generated by industry. OCETA has developed several strategic waste exchange partnerships with regional municipalities in Ottawa and Waterloo to deliver a waste exchange service to their local industries and businesses, and with industry through the Environment and Plastics Industry Council (EPIC) and the Automotive Parts Manufacturers Association (APMA).

OCETA is also responsible for delivering the Eco-Efficiency Innovation (EEI) Program in partnership with the National Research Council's Industrial Research Assistance Program (IRAP). EEI is aimed at providing SME manufacturers with the technical assistance and financing to optimize their plant processes, reduce energy, materials, and water usage, and minimize greenhouse gas emissions.

Contact

S. Edward Mallett, President and CEO

Ontario Centre for Environmental Technology Advancement

63 Polson Street, 2nd Floor

Toronto, Ontario M5A 1A4

Phone: 416-778-5264

Fax: 416-778-5624

Email: oceta@oceta.on.ca

Web Site: www.oceta.on.ca

Sponsors/Partners

Environment Canada; Industry Canada; Ontario Ministry of the Environment; City of Toronto Economic Development Culture and Tourism; Region of Waterloo; City of Guelph; City of Cambridge; City of Kitchener; City of Waterloo; Ottawa Economic Development Corporation (OED); Greater Hamilton Technology Enterprise Centre (GHTEC); Canadian Institute for Technology for the Environment (CITE); Canadian Environment Industry Association - Ontario (CEIA Ontario); Ontario Environmental Training Consortium (OETC); Centre for Research in Earth and Space Technology (CRESTech)

Type of Activity

Business/service; Non-profit organization



Ontario Natural Food Co-op

Our mission is to promote and maintain an alternative, co-operative distribution system of organic, natural, and ecologically-sound foods and household products, for member organizations. We are a wholesale distributor of organic and natural foods.

Our environmental benefits include:

- support for sustainable agriculture through promoting organic and natural foods
- protection of the environment through promoting eco-friendly household products and natural personal care products
- support for sustainable development and transportation through choosing to support local manufacturers and processors where possible
- reduction of waste through selling bulk items which reduces packaging

Economic Benefits

Since 1976 we have been a self-supporting, non-profit co-operative. Through buying clubs, people can get access to affordably priced natural and organic foods, thereby realizing savings on their food bills.

How to get involved

Five or more people can come together to start a buying club (or we join individuals to existing clubs). We do not sell to individuals. We sell to the natural foods marketplace which includes traditional health food stores, restaurants, caterers, daycare centres, and other commercial outlets.

Contact

Kim De Lallo, Member Relations & Education Coordinator

Ontario Natural Food Co-op

70 Fima Crescent

Etobicoke, Ontario M8W 4V9

Phone: 416-503-1144, ext. 233

Fax: 416-503-2848

Email: info@onfc.on.ca

Web Site: none yet, but soon

Publications: twice yearly catalogues; ONFC information pamphlet; organics pamphlet; Buying Club Basics pamphlet

Sponsors/Partners

We are a member-owned federation of consumer co-operatives, buying clubs, and non-collectively structured retailers. Our multi-group co-op exists to serve and benefit its members.

Type of Activity

Business/Service; Non-profit organization; Community project/initiative = buying clubs; Product/technology = organic and natural foods



RenoSource (An Initiative of 761 Community Development Corporation)

RenoSource is a community economic development initiative of 761 Community Development Corporation. The business is run by a team of four staff who have experienced long term poverty or other barriers to employment. RenoSource diverts used building materials from the waste stream, refurbishes them if necessary, and resells them at half the cost of new materials. All materials are donated by homeowners, manufacturers or local business people who then save money by reducing the cost of tipping fees.

Contact

Rob Whiteside

RenoSource

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Sponsors/Partners

Human Resources Development Canada; City of Toronto; Trillium Foundation

Type of Activity

Business/service; Non-profit organization; Community project/initiative; City of Toronto partnership



Rworks

Rworks is a network of groups and individuals with a mission to work in partnership with people who have experienced homelessness to develop recycling and environmental businesses. Rworks is supported by a Resource Group consisting of knowledgeable people in the fields of social services and community economic development. The Advisory Group provides additional support by tapping into industry expertise.

Rworks achieves its mission by:

- partnering with corporations to develop employment opportunities with marginalized people in the recycling sector
- developing community-based businesses which offer merchandise or services that benefit the local environment
- collaborating with government to develop employment opportunities that address both the needs of its most disadvantaged citizens and the mandates of its urban development, community services and works departments

Rworks draws from examples across North America of non-profit organizations developing businesses in reuse and recycling. These businesses are relevant and viable in today's economy and offer accessible entry-level opportunities to those most in need. Rworks' current projects include the starting of RenoSource, a used building material business, and BottleWorks, a multi-sector multi-stakeholder wine bottle reuse business.

Contact

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761 Community Development Corporation

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Sponsors/Partners

761 Community Development Corporation; Human Resources Development Canada; Representatives from Toronto area shelters, drop-ins, housing agencies, and community groups

Type of Activity

Non-profit organization;
Community project/initiative



Stephen Bulger Gallery

The Stephen Bulger Gallery specializes in the promotion and sale of Canadian photography and international photography containing social comment. The gallery offers consultation on the building and care of collections, offering long-term solutions to benefit future generations. We actively promote Canadian photography internationally and are the co-founders of CONTACT, Toronto's Annual Festival of Photography. The gallery makes use of all recycling avenues at its disposal.

Contact

Stephen Bulger, Director

Stephen Bulger Gallery

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Type of Activity

Business/service;
Marketing/cultural approach



Stone's Throw Design

Stone's Throw Design is a young firm dedicated to the goal of creating high quality environmental residential designs. The firm is unique in that its projects run the gamut of residential design, including landscaping, and interiors.

Stone's Throw Design is a hands-on firm. Sisters, Meredith and Terrell work one on one with their clients to provide innovative project management techniques.

"We encourage our clients to get involved. It is our desire to create designs that meet the needs of our customers while always choosing techniques, products, and services that work to preserve the environment. Our clients receive beautiful designs that last for generations. We promote sustainable design through our own publications, public interviews, educational programs, and the creation of our environmental resource centre."

With these tools Stone's Throw Design provides their clients with the information to make choices that will improve the quality of their homes and save them money.

Contact

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Publications: The Living Resource

Type of Activity

Other: Residential design



Sustainable Economies in Community Gardening and Urban Farming

Greenest City is a local environmental group which works with Toronto's diverse communities in the areas of transportation, energy and greening. Since 1996, Greenest City has supported initiatives and research in the area of community gardens and urban farming.

Sustainable informal economies flourish in the community garden setting. These economies promote food access and reduce "food miles" travelled.

A garden economy. One initiative Greenest City has supported is the Frances Beavis Manor Community Garden. This garden has 35 members, mostly women and mostly Chinese seniors living on fairly low and fixed incomes. They cultivate 600 sq. ft. of planting area on a plot of land adjacent to the Frances Beavis Apartments in Toronto's East Chinatown. Experienced farmers among them teach skills and farming techniques to those less experienced. While each is master of her own plot, many plan their crops together and share the harvest.

Documenting benefits. Over the summer of 1998, Greenest City engaged the Francis Beavis Manor gardeners to help in some "food miles" research, which included an inquiry into the economic, social and environmental benefits of local food production.

They calculated the garden's season's crop value at CAN\$7,400 worth of fresh, nutritious vegetables. This represents money in the gardeners' pockets, and significant "food miles" avoided. The majority of gardeners identified access to fresh and pesticide free food as the number one benefit derived from the garden. Other benefits identified were meaningful social interaction and physical exercise.

Future directions. Many of the city's potential farmers are among the "soil deprived" (a term referring to people who live in apartments). Urban community gardens represent innovative, wealth and health generating land use.

For more information: www.city.toronto.on.ca/mte; www.web.net/~greenest

Contact

Greenest City

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Web Site: www.web.net/~greenest

Sponsors/Partners

Greenest City; Frances Beavis Manor Community Garden

Type of Activity

Community project/initiative



Toronto Atmospheric Fund (TAF)

TAF is an agency of the City of Toronto which supports Toronto-based community projects that reduce (or sequester) greenhouse gas emissions which cause global climate change. Our endowment supports and funds projects related to our three goals:

- promote climate stabilization through the reduction of emissions of greenhouse gases and greenhouse gas precursors into the atmosphere;
- promote public understanding of climate change and its implications for our urban environment;
- create and preserve urban green spaces that absorb carbon dioxide from the atmosphere.

Our annual granting budget (as of 1999) is between \$500 thousand and \$1 million. We also give loans, typically to businesses and innovative projects.

Projects that we support include the following TAF priorities for 1999-2000: energy efficiency and renewable energy technology; sustainable transportation projects; other projects that are innovative and of exceptional merit which further TAF's goals. TAF also has a Cool Schools program to which Toronto schools can apply for small grants to support school ground naturalization, climate change curriculum and sustainable transportation projects. People interested in applying to TAF should contact our office to discuss their proposal and request our funding guidelines.

We keep track of the tonnes of greenhouse gases reduced (in CO₂ equivalencies) from our projects by requiring TAF applicants to estimate emissions reductions resulting from their projects. Ask us for our "Quantification Guidelines" to help in this. We have also commissioned a study on the economic benefits of TAF-funded projects. We are now activating the TAF Foundation (soon to be renamed), its charitable arm. The Foundation will focus on expanding and improving the most successful TAF-funded projects, beginning with the Cool Schools program, fundraising for them and expanding and improving them.

Contact

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Toronto Atmospheric Fund

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Web Site:
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Publications: 1996, 1997, 1998 Annual Reports; "The Big Chill" (factsheet on deep lake water cooling); Realizing Toronto's Target for Greenhouse Gas Emission Reductions Current Trends and Outlook; Greenhouse Gas Emission Reductions Quantification Guidelines for TAF Applicants.

Sponsors/Partners

Toronto City Council voted in 1988 to reduce Toronto's greenhouse gas emissions by 20% by 2005. TAF was set up in 1992 to help meet this target. The initial endowment of \$23 million came from the sale of City property.

Type of Activity

Fund/financing approach; City of Toronto partnership



Toronto Community Garden Network

The Toronto Community Garden Network is a network of community gardens and gardeners from all across the new City of Toronto with over 200 individual members. We are working to encourage a healthy community gardening movement in the City of Toronto, linking and supporting community gardeners. We publish a newsletter 3 times a year as well as several info sheets and a list serve. We sponsor an Annual Community Garden Tour, as well as a workshop series on a variety of gardening topics. We do not directly provide funding; we try to assist community groups to access funding for their individual community gardening projects. We strive to offer a multicultural approach to community greening activities.

Becoming involved in the Toronto Community Garden Network

We encourage volunteerism, both within the network - from gardener to gardener and from garden to garden. Often an experienced gardener or even an entire garden group, will team up with a new garden to help guide and mentor them through the first year. We encourage exchanges between gardeners of different cultures. People of different countries of origin can find much in common when they realize that they often grow and eat the same plants, but call them by different names. Our annual community gardens tour highlights this commonality and sharing.

For more information, contact: Laura Berman at 392-1668, email cgnetwork@foodshare.net

Our visions for the future

Recently, the Environmental Task Force directed Parks and Recreation to look into ways in which to increase the number of community gardens throughout the City. Parks and Recreation, with input from the Network, developed The Community Gardens Action Plan, which calls for the establishment of a community garden in every ward within three years.

Contact

Laura Berman, Co-Chair

Toronto Community Garden Network

c/o FoodShare Metro Toronto

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Web Site: no separate web site yet, however you can learn more about community gardening at the following sites www.foodshare.net and www.city.toronto.on.ca

Publications: Toronto Community Garden NETWORK NEWS published 3 times per year

Sponsors/Partners

We are sponsored by FoodShare Metro Toronto and receive support from a number of non-profit organizations and departments of the City of Toronto. These include the Parks and Recreation Department, the Evergreen Foundation, Greenest City, Toronto Food Policy Council, Annex Organics, Works and Emergency Services, Toronto Department of Health, Rooftop Gardens Resource Group,

Type of Activity

Non-profit organization;
Community project/initiative;
Publication/info access service;
Events; Fund/financing approach;
Marketing/cultural approach



Toronto Food Policy Council

The Toronto Food Policy Council was established in December 1990 by Toronto City Council. Members include city councillors and volunteer representatives of business, farm, consumer, labour, multicultural, anti-hunger advocacy, faith community, and community development groups. The council operates as a sub-committee of the City's Board of Health. The goals of the Toronto Food Policy Council are to end hunger and the need for food banks in Toronto, and to work with all sectors to establish a food system that is just and environmentally sound.

Community initiatives. Among the council's accomplishments at the community level are its role in starting Field to Table, convincing the Ontario provincial government to provide CAN\$3 million to student nutrition programs and helping community organizations raise money for community gardens and other projects which increase food access.

Supporting local jobs. The council supported local job retention and promoted industrial ecology by proposing the need for a new food processing centre in Toronto's Stockyards Industrial District. Industrial ecology involves the sharing of energy, resources and wastes among different businesses on a shared site.

Highlighting food miles reduction. The council has also kept the pressure on local and provincial governments to support local food production, and to expand composting programs (especially in institutional, commercial and industrial settings). On-site and local waste management reduces costs and transportation impacts. A persistent challenge in these efforts is the economic distortion generated by a global food system that does not use full-cost accounting for environmental and social cost-benefit analyses.

Sound investments. The Council recognizes the economic payoffs of investing in sustainable job creation and healthy eating. Since malnutrition is the second most significant lifestyle risk factor in disease incidence after tobacco, investment in healthy eating produces significant health benefits and cost savings. Since people unable to find jobs often suffer from poor health, employment development strategies in all sustainable sectors are important to improving health status.

For more information: www.city.toronto.on.ca/mte; a newsletter, reports and discussion papers from the Food Policy Council

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Sponsors/Partners

City of Toronto

Type of Activity

Other: City of Toronto initiative



Toronto Organics

Toronto Organics, in operation since 1997, is a marketing and distribution business for organic foods. Its mission is to help build a healthy food system, by making organic food more accessible and by building a larger regional market for local organic farmers.

Business goals are:

- to provide customers with the convenience of home delivery of fresh, healthy organic food at affordable prices.
- to set a standard of excellence for the organic movement by providing a high level of customer service (especially product information, reliable service and customer choice) and a top quality product.
- to provide local organic farmers with a market for their products and with a fair rate of return.
- to build a business with an organizational culture that respects people's needs and promotes a healthy environment.

How it works. Toronto Organics buys from local producers and wholesalers and makes door-to-door deliveries for between 300 and 400 households.

Although its goals are oriented towards bio-regionalism, and reliance on regionally produced foods, Toronto Organics has found that this alone is not a market viable option, since consumers are unwilling to limit their choices to in-season local foods. Toronto Organics has found it can best support regional farmers by complementing local produce with imported foods.

Building a sustainable economy. Toronto Organics currently employs three full time and six part time staff and three similar enterprises currently operate in Toronto. Together, these enterprises form an important link in the regional food system. With a large base of customers, they can guarantee local farmers a more secure and stable demand for their products. A locally based food economy avoids imports and the financial and environmental transportation costs associated with them.

Other benefits include reduced travel by customers. For example, Toronto Organics' van drops directly to customers' homes, along efficient delivery routes.

For more information: www.city.toronto.on.ca/mte; Mike Schreiner

Contact

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Sponsors/Partners

Toronto Organics

Type of Activity

Business/service



Travel by Rail

Travel by Rail is a consulting firm which offers green tourism services. We develop environmentally responsible tourism products and programs. "Eco-care is what we share". Travel by Rail also has a cyber rail club - a meeting place for rail travellers.

Environmental benefits

- rail club in cyber space
- corporate stationery is tree free and pens are biodegradable
- recycle program in place
- development of tours and programs with eco-care in mind
- affiliation with environmental groups
- we have been a voice in areas of tourism, urban planning and community efforts going "green"
- we advocate that people be conscious of being green in their homes, local area, and city

Economic benefits

Our clients are seeking alternatives or ideas relating to sustainable tourism and operational implementation. The more interest there is, the more clients we get.

We hope that tourism will provide economic growth, value and quality of life to the people and areas used. However, tourism professionals in all areas must provide critical leadership in coordinating programs which protect and preserve the area's environment and cultural resources.

Contact

Hope Burridge

Travel by Rail

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Sponsors/Partners

Charming Holidays; Travel
Training Career Centre

Type of Activity

Business/service;
Product/technology;
Marketing/cultural approach;
Other: Cyber Rail Club



Urban Harvest

Urban Harvest is dedicated to providing its customers with seeds, seedlings, garden supplies and market garden produce that preserve ecological diversity and protect our health, the health of our soils and the health of our urban environment. Urban Harvest's products are grown in Toronto supporting our local economy.

Contact

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Urban Harvest

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Type of Activity

Business/service; Event;
Product/technology; Other: Public
Education



WILD Dreams in Motion

Our objectives are personal, environmental and community empowerment.

Our activities include seminars, courses and consulting on self-employment ("Success with Soul"); workshops ("Wild Spirit" Creativity Workshops for Women), Success Circles: Team building in the Workplace program, and coaching on self-development, specializing in women's workshops.

We practice and promote green principles through example and education. We use tree-free and 100% post-consumer recycled paper, provide organic refreshments, compost, wear eco-friendly clothes, and use eco-friendly products from cleaners to pens. We also advertise mostly locally so participants can walk or cycle to the events.

Contact

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Web Site: www.dreamsinmotion.org

Type of Activity

Business/service; Community project/initiative; Publication/info access service; Event; Fund/financing approach; Marketing/cultural approach; Other: Green self-employment programs and self-development programs