



Ecology Action Centre

# SUSTAINABILITY ALLIES

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2023 Program  
Overview



Photo by Nick Hawkins

# Sustainability Allies

## 2023 Program Overview

Our Sustainability Allies are a small group of businesses in our community who believe in a mandate of environmental stewardship and social justice. Our Allies are partners in our work to create a sustainable, equitable future, and seek to promote the values and mission of the Ecology Action Centre while also making an annual contribution to our work.

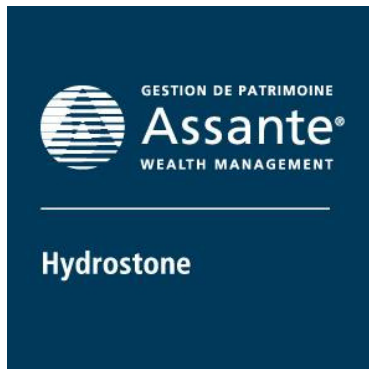
### Why join as an Ally?

EAC represents thousands of people who want sustainable options. They want to support businesses who give back to their communities, have a vision for a better future, and share their values when it comes to the environment. By becoming a Sustainability Ally you can contribute directly to crucial work on the most pressing environmental issues of our time, and help cultivate communities who want to support environmentally and socially conscious businesses like yours.

**Take action for the environment, and help us protect the communities and natural spaces we all love.**



# Our Sustainability Allies



# Program Benefits

When you join as an Ally, EAC will create a customized outreach plan with you to build a meaningful and effective relationship, and find the best ways to promote your work to our audiences.



Some benefits include:

- Shared two-page ad for all Allies in each issue of our Ecology & Action magazine.
- Special feature in at least one of our electronic newsletters, distributed to roughly 9,900 emails twice/month.
- Promotion of your work where appropriate on EAC's social media channels.
- Special partnerships on events where appropriate.
- Physical sign on permanent display in the lobby of EAC's Eco-renovated office and mention on building tours.
- Feature on the Sustainability Allies section of EAC's website with profile and interview.
- Be a part of a growing community working toward a better future!



# EAC by the Numbers

- **30,000+ Social Media Followers.**
  - Instagram - 8,900
  - Facebook - 15,000
  - Twitter - 14,600
- **Over 4,000 members**
- **9,900 E-newsletter subscribers.**
- **2,800 Ecology & Action Magazine subscribers.**
- **Average of 18,182 website visits/month in 2021.**
- **400 volunteers.**
- **40 staff members.**
- **52 years of taking action for the environment!**



# About the Ecology Action Centre

## 50 Years of Action

The EAC is Nova Scotia's oldest and largest environmental charity. Since 1971 we've been taking leadership on critical issues ranging from climate change, to biodiversity protection, to environmental justice.

### Our work is broken up into seven action areas:



#### **Built Environment:**

Our Built Environment Team believes in building inclusive and dynamic communities that function in harmony with the natural and social environment. By engaging with issues related to urban planning, building design and construction we strive for healthy, affordable, and dynamic places to live, work and play.

#### **Coastal**

Our Coastal Team works for a future where all coastal systems in Nova Scotia are healthy, valued and protected, and everyone is connected to these unique and crucial ecosystems. They seek to engage the public to offer the knowledge, confidence, and support necessary to take action for our coast!



#### **Energy**

Climate change inevitably impacts all of us. Our Energy Team inspires Nova Scotians to prosper in a future that is free of fossil fuels, where energy is used as efficiently as possible. Through education, consultation and advocacy with the public and government, we work for a just transition into a better energy future that leaves no one behind.





## Food

Our Food Team works to build a community around food in Nova Scotia and New Brunswick. We're creating spaces where people can connect about food; to learn and share ideas, success stories, solutions and ways to get involved. We work at the individual, community and systemic level to increase access to local, nutritious food.

## Marine

Our Marine Team works locally, nationally and internationally to protect marine ecosystems and advocate for sustainable fisheries, which support vibrant coastal communities and livelihoods.



## Transportation

Our Transportation Team believes in a future where making sustainable transportation decisions is easy. Walking and biking will be safe and convenient, and a culture of active living will exist. Public transit will be accessible, affordable, convenient, interconnected, and reliable. We're working everyday towards that future.

## Wilderness

Our Wilderness Team works to save the terrestrial biodiversity of Nova Scotia. Their advocacy focuses on three areas: 1. Protecting Core Areas as Anchors of Biodiversity, 2. Advocating for Healthy, Connected Working Landscapes, 3. Building a Culture of Nature Appreciation and Engagement.



# Contact Us

We'd love to hear from you! For more information about our Sustainability Allies program and the EAC's work, you can contact Florence Wallace, our Member Relations Officer:

**E: [florence.wallace@ecologyaction.ca](mailto:florence.wallace@ecologyaction.ca)**

