



Ecology Action Centre

Sustainability Allies

2024 Program
Overview

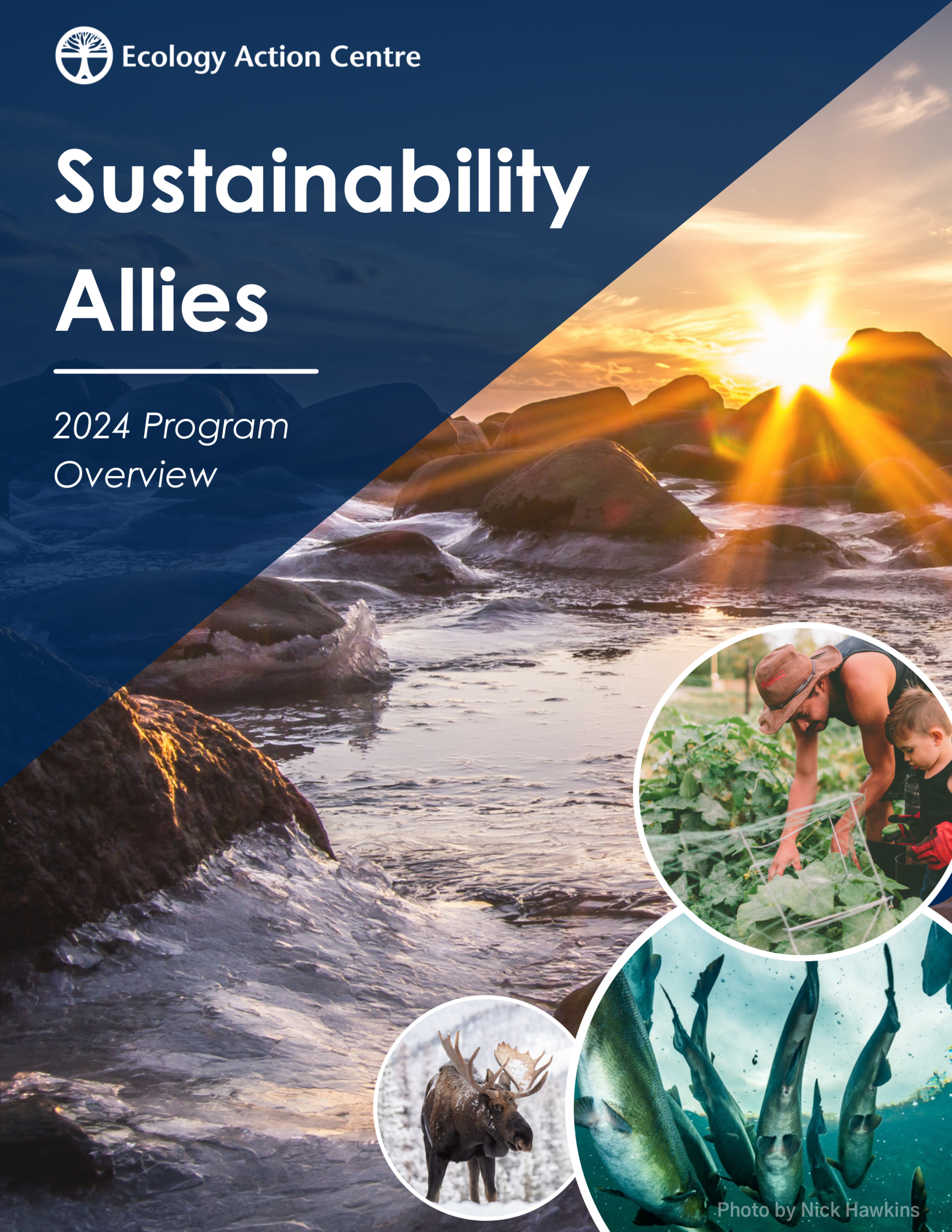


Photo by Nick Hawkins

Sustainability Allies

2024 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, the 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 over 10,000 emails twice/month.
- Promotion of your work where appropriate on the EAC's social media channels.
- Special partnerships on events where appropriate.
- Physical sign on permanent display in the lobby of the EAC's Eco-renovated office and mention on building tours.
- Feature on the Sustainability Allies section of the EAC's website with profile and interview.
- Be a part of a growing community working toward a better future!



EAC by the Numbers

- **43,000+ Social Media Followers.**
 - Instagram - 9,979
 - Facebook - 15,270
 - Twitter - 14,330
 - LinkedIn - 3,844
- **Over 4,000 members**
- **Over 10,600 bi-weekly E-newsletter subscribers.**
- **3,600 Ecology & Action Magazine subscribers.**
- **Over 213,200 page views on the EAC website in 2023**
- **Over 100 active volunteers.**
- **50+ 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 areas:



Built Environment:

Our Built Environment Team engages in urban planning issues across Halifax Regional Municipality and strives to be a voice for sustainable growth. We take action through plan and policy reviews, connecting community groups on development issues and creating opportunities to learn about urban planning.

Coastal & Water

Our Coastal & Water Team advocates for new and updated coastal regulations and policy. We promote a systems view of watersheds to fill legislative gaps, clarify jurisdictions, protect coastal environments from upstream activities and encourage nature-based solutions to coastal erosion and sea-level rise.



Energy & Climate

Our Energy & Climate Team seeks to phase out the use of fossil fuels in Nova Scotia and strives for an electricity system that is clean, reliable and affordable. We take action through analyzing and advocating for effective policy, research, piloting solutions, and building a coalition of diverse groups that share our vision for a just transition to zero-carbon energy in Nova Scotia.





Food

We all eat. But access to good food isn't equal for everyone. That's why the EAC's Food Team is working for positive change in Nova Scotia's food system. We collaborate with local government and advocate for a just and sustainable food system where the benefits and risks are equitably shared.

Marine

The EAC's Marine Team works locally, nationally and internationally for better fisheries management, strong ocean protections, traceable and transparent seafood supply chains and sustainable livelihoods. We work in communities and on the water, with advocacy informed by science and socio-economic expertise as well as Indigenous and local knowledge.



Transportation



Our Transportation Team works to increase equitable access to and use of transportation modes in Nova Scotia that reduce greenhouse gas emissions and promote healthy and safe communities. We advocate for improved active transportation infrastructure and supporting policy. We take action through capacity building, mentorship and resource development to support a sustainable transportation 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 Madelaine McGarr, our Relationship Development Officer:

E: madelaine.mcgarr@ecologyaction.ca

