

**Mandate for
Environmental Stewardship Pickering**
November 2011

Mission Statement

To provide leadership, support and build awareness of environmental stewardship in the City of Pickering.

How do we serve our community?

Environmental Stewardship Pickering (ESP) will serve as an outreach and educational resource for all residents in the City of Pickering. In providing leadership and support, ESP will hold both an annual Environmental Leadership forum and Environmental Volunteer Expo.

ESP Partnership:

Our ESP partnership includes the in-kind and financial support of the Ajax-Pickering Board of Trade, City of Pickering, Durham Sustain Ability, Ontario Power Generation, Pickering East Shore Community Association, Toronto and Region Conservation and Pickering residents.

Education

ESP will strive to provide knowledge-based skills through ongoing education to community groups and individuals with the goal of assisting them with community environmental projects in the City of Pickering. ESP will also promote networks of individuals, groups, and associations that can further assist the Pickering community with the goal of enhancement and appreciation of the natural environment.

Outreach

In reaching out to the community of Pickering, ESP will put into action, plans to:

- rally the community as a whole to become involved in the enhancement and appreciation of the natural environment of the City of Pickering,
- encourage new participants in Pickering environmental stewardship,
- make resources available (ie: gloves, shovels, advice, additional volunteers) to local community groups already involved with environmental projects within the City of Pickering to expand their present membership and succeed in fulfilling the identified environmental opportunities,
- reach out to and engage the participation of local businesses. Identify local business people to become champions and get involved in opportunities to enhance Pickering's environment.

Scope of Service – Goals for the next 12 to 24 months

1.) Annual Leadership Forum

ESP will organize an annual Leadership Forum. Forum workshops will be focused around topics that assist the residents of Pickering in the fulfillment of their environmental goals. ESP will implement a follow up process to measure the success of this strategy.

2.) Annual Environmental Volunteer Expo

ESP will provide a networking opportunity for community groups and Pickering residents that wish to volunteers.

3.) Communications

Website

The website will have both an educational and outreach component relevant to the mandate of ESP. It will also provide a database of information for community members to draw from. As well, ESP will provide pertinent information to the City of Pickering to include in their website.

E-tree

An email list of Pickering, Ajax, Toronto and other residents that are interested in receiving information about ESP events. The list is kept by TRCA at the East Shore office.

Newsletter

ESP will produce an electronic newsletter to inform City of Pickering residents about local issues and opportunities within their communities. This e-newsletter will be distributed twice a year through the E-tree email list. Each ESP committee member will contribute two or more articles or photographs to this electronic publication per year.

Social Networking

ESP has created a facebook page to update residents of Pickering through social media. The facebook page will be kept up-to-date with ESP event information and local environmental issues that Pickering residents will be interested in. It will also act as a way for local Pickering residents to keep in touch and a place for them to post their environmental events.

Budget for ESP initiatives

Funding

Funding for ESP and its initiatives will be principally provided by the City of Pickering, Toronto and Region Conservation (TRCA) and Ontario Power Generation. Budget forecasts will be completed by November of each year for the upcoming year. Budgeting will be primarily done by representatives of the City of Pickering, TRCA and Ontario Power Generation.

Sponsorship

ESP will actively pursue corporate sponsorship to ensure we are able to accomplish all of our mandate goals. This will also ensure we are engaging appropriate corporate partners to give them a positive means to give back to the environment and community.

Review

The mandate of ESP will be reviewed on an annual basis.

ESP will produce an annual report and present this report to the project partners as required.