ACKNOWLEDGEMENTS

This document represents a broad consensus within New Brunswick’s environmental community for a shared vision and action plan for the province. It encompasses the contributions and opinions of dozens of organizations and individuals across the province. Not every goal and measure listed, however, is necessarily endorsed by each participating organization.

LEAD ORGANIZATIONS:
Canadian Parks & Wilderness Society – New Brunswick Chapter
Conservation Council of New Brunswick
Falls Brook Centre
New Brunswick Environmental Network
Meduxnekeag River Association Inc.
Petitcodiac Riverkeeper

SUPPORTED BY:
Campaign for Pesticide Reduction - Quispamsis, New Brunswick
Comité gestion environnementale de la rivière Pokemouche
Friends of the Musquash
Groupe littoral et vie
Healthy Learners Program, School District 18
New Brunswick Lung Association
New Brunswick Student Alliance
Petitcodiac Watershed Alliance
Sierra Club of Canada - Atlantic Canada Chapter
Société d’aménagement de la rivière Madawaska et du lac Témiscouata
Southern Gulf of St. Lawrence Coalition on Sustainability
Sunbury Shores Arts and Nature Centre
Tatamagouche Centre

DEVELOPED IN CONSULTATION WITH:
Agricultural Alliance of New Brunswick
Atlantic Canadian Organic Regional Network
Atlantic Salmon Federation
B and B Botanical
Canadian Cancer Society, New Brunswick
Cape Jourimain Nature Centre
Comité de l’environnement de la Polyvalente W. A. Losier
Département de chimie et de biochimie, Université de Moncton
EOS Eco-Energy
Fredericton High School Environmental Club
Fredericton Nature Club
Pays de Cocagne Sustainable Development Group
Macleod Agronomics
Maritime Fishermen’s Union
Nature NB
Nature’s Route Farm
Nature Trust of New Brunswick
New Brunswick Federation of Woodlot Owners
New Brunswick Museum
New Brunswick Partners in Agriculture
...and with the valuable contributions, assistance, and advice of many others.
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Strong communities and healthy natural ecosystems form the economic foundation of New Brunswick. Citizens are active participants in government and politics at the local, provincial, and national levels. Cities are people-friendly and are linked to rural communities.

Education is stimulating and appeals to all learners. Following their formal education, young people are able to find meaningful work and establish long-term careers.

All natural environments are healthy and allow a wide variety of plant and animal species to thrive. Marine and fresh-water habitats are healthy and productive environments. Forests are managed locally with a priority to maintain natural diversity and environmental systems. Profits from forestry activities go directly into the community. Forests are valued as the source of both clean air and water and home to other species.

Communities have balanced their energy needs. Clean energy is produced and distributed locally.

Food is produced and distributed locally. Farmers and food producers strive to minimize harm to human health and the environment in their practices.

People lead healthy and active lifestyles. People do not suffer from diseases or other ailments caused by environmental pollution. All citizens breathe clean air, have access to a safe drinking water supply, and can safely swim and fish in all waters.
New Brunswick is a great place to live. We are fortunate to have magnificent oceans and coasts, vast forests, diverse plant and animal communities, and majestic lakes and rivers. We have incredible renewable energy sources – solar, wind, tidal. We also have smart, inventive people. As New Brunswickers, we are proud of our home and believe that we should take care of it for future generations.

However, New Brunswick is at a crossroads. New Brunswickers are leaving the province. Our natural resources are dwindling because they are not managed for the long-term good of our region. The soil upon which we depend is being degraded. Our power plants supply power for export, leaving new Brunswickers with debt, as well as polluted air and water. Our forests are not being managed for the good of all New Brunswickers.

Greenprint: Towards a Sustainable New Brunswick was developed to provide a common alternative vision for New Brunswick. In 2008, a small group of leaders from the environmental community began discussions that formed the basis of the Greenprint. Since then, through many discussions and consultation with over 30 non-governmental organizations, the Greenprint took shape. Although the project was initiated by environmental groups, the final Greenprint addresses a wide range of topics. Sustainability takes into account not only our environment, but also our communities, our society, and our economy.

Simply put, the Greenprint is an action plan that will propel our province towards genuine sustainability. The Greenprint contains specific goals and “green metres.” Green metres are measurable outcomes against which organizations and individuals in New Brunswick can measure progress by governments, political parties, private corporations, and others. The Greenprint will help organizations and individuals in New Brunswick stand up and say, “This is the province in which we want to live,” in the hopes that political leaders and policy-makers will take heed.

Together, we can build a New Brunswick in which communities are self-sufficient, in which people are engaged and have the ability to respect and care for the environment, to lead healthy and active lifestyles, to govern themselves locally, and to respect all living things.
GOAL 1
EMPOWER PEOPLE THROUGH PARTICIPATORY GOVERNANCE.

Green Metres:
1. Implement a regional, mixed-member proportional representation electoral system for New Brunswick as recommended by the Commission on Legislative Democracy.
2. Restructure Legislative Assembly committees to create standing policy committees to facilitate consideration of bills and encourage stronger MLA policy expertise.
3. Establish an appointment unit to coordinate appointments for all agencies, boards, and commissions as per recommendations made by the Commission on Legislative Democracy.

GOAL 2
INCLUDE PEOPLE.

Green Metres:
1. Establish elected and incorporated governance at the local service district level and allow amalgamation into larger rural community governance if desired by residents.
2. Institute a bureau responsible for all public consultations, similar to BAPE in Quebec.
3. Develop, in discussion with NB’s First Nations, an appropriate process to seek the views of Aboriginal people in the Legislative Assembly and on their role in provincial democracy, as recommended by the Commission on Legislative Democracy.

GOAL 3:
MANAGE MINDFULLY.

Green Metres:
1. Establish an agency to develop indicators and measures of progress for New Brunswick using the Genuine Progress Index (GPI).
2. Amend the Environmental Impact Assessment Regulation to include local social and economic impacts.
3. Provide incentives to municipalities for compact and low-impact urban development.

Commission on Legislative Democracy
Formed in 2004 to identify options for improving democracy in New Brunswick.

Genuine Progress Index (GPI)
A measurement of well-being that counts beneficial activities as positive, and damaging activities as negative. The GPI is based on the fundamental understanding that social, economic and environmental realities are inextricably linked. It was first developed by researchers in California in 1995.
GOAL 1
EDUCATE TO BUILD CAPACITY FOR SUSTAINABILITY.

Green Metres:
1. Develop strategies to ensure all high school graduates are literate.
2. Increase sustainability components across the entire curriculum for all grade levels.
3. Develop a comprehensive adult literacy program to reduce illiteracy to the Canadian average.

GOAL 2
EMPOWER YOUNG ADULTS.

Green Metres:
1. Implement a debt cap for all students and incrementally decrease the cap value.
2. Increase accessible funding to post-secondary students and institutions, outside of research grants.
3. Decrease the interest rate on student loans.

GOAL 3
PROVIDE EDUCATION FOR SUSTAINABLE COMMUNITIES.

Green Metres:
1. Include sustainable technology and trades education during high school.
2. Establish apprenticeship programs with local artisans.
3. Expand the community schools network.
4. Support and educate parents.

The return on investment from this new [approach to teaching] will be highly skilled and innovative graduates, who are able to build the local economy, pursue environmentally sustainable lifestyles, support high quality social programs and foster free and democratic societies.

Roland Haché
Minister of Education
April 16, 2010
GOAL 1
HEALTHY NEW BRUNSWICKERS.

Green Metres:
1. Redirect the Department of Health to make preventive measures the first priority by developing a preventive health strategy and providing adequate staff and resources to implement the strategy.
2. Fund community-based research in order to properly assess population health at the community level, to compare with provincial and national levels and to track progress.
3. Fund community-based initiatives to promote a better understanding of environmental contamination, provide a communication link about environmental health issues at the community level, and empower communities to address environmental health issues.

GOAL 2
HEALTHY WORKPLACES, HEALTHY HOMES, HEALTHY SCHOOLS.

Green Metres:
1. Enact “Right to Know” legislation to increase public awareness of environmental contaminants in occupational settings and consumer products.
2. Test rural drinking water quality to monitor all contaminants, including heavy metals.
3. Develop an environmental health curriculum in schools and promote healthy learning environments for children.
4. Fund research on environmental oncology and ecosystem approaches to health.

GOAL 3
HEALTHY ENVIRONMENT.

Green Metres:
1. Enact a provincial Environmental Bill of Rights, to reduce exposure to contaminants.
2. Expand product labelling for all food and consumer products to indicate inputs such as hormones, antibiotics, pesticides, heavy metals, genetically-modified organisms (GMOs), and chemicals such as bisphenol-A.
3. Increase air quality standards to include more contaminants, monitor at community levels, and develop a standard for annual exposure, while considering the sum and synergy between contaminants.
4. Create a provincial Environmental Bureau of Health.
GOAL 1
PRODUCE, PROCESS, AND EAT LOCAL FOOD.

Green Metres:
1. Regulate labeling of local products.
2. Fund and support farmers’ markets, community supported agriculture, and farmer cooperatives.
3. Address barriers to local Maritime meat processing, in consultation with other jurisdictions.
4. Provide financial and infrastructural support for value-added production farmers.

GOAL 2
OPERATE FARMS IN A SUSTAINABLE MANNER.

Green Metres:
1. Require Environmental Farm Plans for provincial farm support programs.
2. Establish an ecological goods and services plan for the province.
3. Fund on-farm Best Management Practice (BMP) implementation including incentives for greenhouse gas reduction, renewable energy installation, and sustenance of agri-environmental support groups.

GOAL 3
SUPPORT FAMILY FARMS.

Green Metres:
1. Assist with business planning to ensure profitable farming.
2. Develop and support existing farm labour employment and apprenticeship programs.
3. Provide professional development and invest in the education of young farmers.
4. Preserve farmland through legislated prohibition on stripping of topsoil.

GOAL 4
RESEARCH AND DEVELOP MANAGEMENT APPROACHES TO MAKE ALL FARMS MORE SUSTAINABLE.

Green Metres:
1. Fund educational and research projects about on-farm energy production, nutrient cycles, and sustainable, organic, and regional agriculture.
2. Fund field and on-farm research.
3. Expand crop diversity to adapt to climate change.
GOAL
REDUCE ENERGY CONSUMPTION.

Green Metres:
1. Develop an aggressive green heat strategy to shift away from electric and fossil fuel.
2. Establish provincial retrofit targets for NB homes to R2000 standards or better.
3. Develop policies to reduce sprawl and concentrate development within municipal boundaries.
4. Create demand pricing to promote energy conservation at peak usage times during the day.

GOAL 2
EXPAND USE OF RENEWABLE AND LIMIT NON-RENEWABLE ENERGY.

Green Metres:
1. Revise the provincial feed-in tariff policy by adjusting the rate structure to ensure that projects can be economically feasible and by expanding the program’s eligibility beyond community-based projects (to individuals, businesses, etc.). Double NB Power’s requirement to supply new renewable energy from 10 to 20%.
2. Provide tax incentives for cooperative and community ownership of renewable energy.
3. Ensure that all new energy exploration and development is subject to a comprehensive Environmental Impact Assessment.

Climate change and its effects on the environment are a global issue. In order to reduce greenhouse gas emissions and improve our ability to adapt to and cope with unavoidable environmental changes, collective actions are necessary. The Province of New Brunswick is committed to doing its part in efforts to reduce greenhouse gas emissions.


Feed-in tariff
A guaranteed price set by the government for anyone who wants to sell electricity into the grid.
GOAL 1
DEVELOP EFFECTIVE PUBLIC TRANSPORTATION SYSTEMS.

Green Metres:
1. Accurately assess the existing infrastructure to develop a strategy for a convenient, affordable, and accessible public transit system that includes regular rural public transportation routes.
2. Provide funding to municipalities to be used specifically for public transportation rather than an unconditional grant to be used apportioned among several different infrastructure needs as is currently done.
3. Double the amount of commuters using public transportation.

GOAL 2
RUN, BIKE, CARPOOL.

Green Metres:
1. Develop safe and accessible active transportation infrastructure in each of the eight major cities and within 50 km of these centres.
2. Develop incentives to carpool or carshare.
3. Increase level of funding for cycling and walking trails.
4. Implement safe routes for children to get to school independently.

GOAL 3
REDUCE VEHICLE EMISSIONS.

Green Metres:
1. Implement anti-idling laws that limit the number of drive-thrus in all municipalities and communities and earmark all fine revenue for public transportation.
2. Implement the equivalent of California emission standards for all vehicles.
3. Increase incentives for purchasing of hybrid and electric vehicles.
GOAL 1
CATCH AND EAT WILD INDIGENOUS FISH.

Green Metres:
1. Remove barriers to fish passage.
2. Ban bottom trawling within Canadian waters.
3. Accelerate recovery programs for endangered aquatic species.
4. Accelerate recovery programs for contaminated habitat areas.

GOAL 2
PROTECT COASTAL AREAS AND FISHERIES.

Green Metres:
1. Provide sufficient funding to enforce environmental laws concerning coastal areas and fisheries.
2. Develop and implement regulations under New Brunswick’s Coastal Areas Protection Policy.
3. Develop and implement a policy to encourage community-based management of fisheries and provide secure, regular funding for this purpose.
4. Ensure sustainable populations of fish species by protecting habitat, including spawning grounds, spawners, and juveniles.

GOAL 3
ELIMINATE WATER POLLUTION.

Green Metres:
1. Eliminate all raw and primary municipal treated sewage discharges to water bodies.
2. Require low-impact forms of urban development to manage storm water runoff.
3. Strengthen environmental assessments for development projects and waste-water discharge impacting coastal areas, marine wildlife, and aquatic habitat.
4. Develop and implement specific regulations and evaluations for industrial marinas.

GOAL 4
RESTRICT AQUACULTURE.

Green Metres:
1. Accelerate research, development, and implementation of closed-container aquaculture.
2. Implement a moratorium on new fin fish aquaculture licenses until pollution issues are addressed.
3. Develop and implement a strategic approach to aquaculture based on public consultation, which would identify areas in which to concentrate fisheries and areas in which aquaculture would be least harmful to the environment.
GOAL 1
MANAGE FOR A HEALTHY AND DIVERSE ACADIAN FOREST.

Green Metres:
1. Maintain at least 40% of forest cover in old-forest condition.
2. Limit plantations by only replanting current plantations and reducing planted area to 15%.
3. Implement harvesting regulations/practices that replace clear cutting and promote the conservation and restoration of the long-lived mixed-forest and hardwood components of the Acadian Forest.
4. Eliminate the use of herbicides on Crown Lands.

GOAL 2
PROCESS FOREST PRODUCTS LOCALLY.

Green Metres:
1. Allocate 95% of wood from public forests to local businesses and manufacturers.
2. Develop forest management objectives and a public forest allocation system that gives equal management consideration to non-timber forest products.
3. Ensure the highest possible employment value is achieved (jobs/m³).
4. Legislate to ensure that private woodlot owners are the first source of supply for mills.

GOAL 3
SEPARATE FOREST MANAGEMENT FROM PROCESSING.

Green Metres:
1. Develop a community forest tenure system with supportive legislative and regulatory changes.
2. Regulate to ensure that the timber supply chain involves diversity of players and does not concentrate authority.
3. Develop collaborative land and resource management plans through multi-stakeholder planning round-tables.
GOAL 1
MAINTAIN POPULATIONS OF NATIVE FAUNA, FLORA, AND OTHER WILDLIFE.

Green Metres:
1. Develop and implement recovery plans for all species “at risk.”
2. Fund and carry out assessments of all species in the “may be at risk” category with the goal of preventing a change in their status to “at risk.”
3. Fund monitoring systems and education programs for species that are “at risk” or “may be at risk.”
4. Accelerate implementation of the provincial Biodiversity Strategy.

GOAL 2
PRESERVE WILDLIFE HABITATS.

Green Metres:
1. Double the extent of marine protected areas in NB.
2. Triple terrestrial protected areas in NB by legally designating new areas in addition to those already designated.
3. Carry out a gap analysis to identify needed additions to NB’s protected areas that will increase the ecological and biological comprehensiveness of the system.
4. Identify, map, and protect significant vernal pools.

GOAL 3
PRESERVE WATERWAYS AND GREEN CORRIDORS.

Green Metres:
1. Establish detailed objectives within plans for public land management and transportation routes that ensure that native species can move and disperse to needed habitats locally and throughout the province.
2. Expand the width of riparian buffers.
3. Designate buffers for ephemeral, intermittent, and low-order streams.

Vernal pools
Seasonal pools of water, usually devoid of fish, thus allowing the safe development of amphibian and insect species.
THE PATH FORWARD

The Greenprint is a living document, produced by and for New Brunswickers. Organizations and individuals are encouraged to use the Greenprint to assess government policies, election platforms, or initiatives or policy ideas proposed by other groups. Organizations and individuals are welcome to refer to the Greenprint in publications, presentations, and campaigns.

On an on-going basis, environmental groups and other organizations across the province will use the Greenprint to assess current government policies. An annual report will be produced, which will outline how the province has measured up against the Greenprint over the past year. The green metres are dynamic and, as needed, they will be updated and new green metres will be developed. Thus, the Greenprint will remain current and will be a benchmark against which to measure sustainability in New Brunswick into the future.