

WINTER 2024 | ISSUE 103

ecojustice

ecobrief

Making the Case
for a Better Earth.



Empowering Change: Confronting Environmental Racism

The tireless efforts of dedicated individuals have driven our journey towards environmental justice. As we celebrate Black Canadians' pivotal contributions to environmentalism during Black History Month, it's crucial to recognize achievements and ongoing challenges.

Black environmentalists, such as Dr. Ingrid Waldron, exemplify courage and resilience. Dr. Waldron founded the Canadian Coalition for Environmental and Climate Justice, working on Bill C-226 to address environmental racism and advance justice.

The recent passage of legislation targeting environmental racism is a monumental step, signifying collective acknowledgment of systemic injustices. This empowers us to hold authorities accountable and demand a more inclusive approach to environmental protection.

At Ecojustice, we go beyond words, actively engaging with affected communities, amplifying voices, and challenging discriminatory policies outlined in our report on addressing environmental racism in Canada.

While celebrating Black environmentalists' contributions, we must recommit to the ongoing struggle against systemic oppression and environmental inequities. This Black History Month, let's honour their legacy and redouble efforts for a world where environmental justice prevails for everyone.

Together, inspired by those before us, let's forge ahead, determined to create a more just world for generations to come.

Tracy London | Executive Director



Canadians Call for Change

Demand for Change

A recent survey by Pollara Strategic Insights, commissioned by Ecojustice and Environmental Defence, revealed a resounding desire among Canadians for banks and financial institutions to adopt sustainable investment practices. The survey emphasized the urgent need to combat greenwashing and prioritize investments in climate action.

Climate Crisis and Financial Contributions

Canada faces significant challenges due to the climate crisis. Yet, the flow of capital from Canadian financial institutions into fossil fuel development persists, exacerbating environmental issues and threatening communities' well-being.

Support for Sustainable Finance

The survey highlighted overwhelming support for sustainable finance initiatives, with 76% of respondents backing banks' adoption of sustainable practices and 65% expressing similar support for their pension plans. Additionally, two-thirds of Canadians seek new sustainable finance regulations, favouring mandatory standards within the financial sector.

Urgency for Change

Canadians exhibit skepticism towards financial institutions' adherence to voluntary regulations, with only about one-third believing in their compliance. Moreover, 78% of respondents advocate for stringent regulations against greenwashing, with 64% advocating for mandatory implementation.

Fossil Fuel Funding and Regulatory Deficiency

Despite commitments to achieve "net zero" emissions by 2050, Canada's major financial

institutions continue significant funding for fossil fuel projects. This disparity between funding and regulatory progress poses a considerable risk to climate objectives and limits eco-friendly investment opportunities.

Global Benchmarks and Local Legislation

Contrasting Canada's situation, other leading jurisdictions, such as the EU, have taken robust measures to hold their financial institutions accountable for climate-aligned investments. The introduction of the Climate Aligned Finance Act (CAFA) by Independent Senator Rosa Galvez signifies a crucial step towards aligning the financial system with climate action.

Federal Leadership and Regulatory Responsibility

Canadians are unified in their call for the federal government to lead in regulating the financial system's sustainability. There's growing consensus that robust policies and stringent oversight are necessary to encourage sustainable finance practices, supporting Canada's climate commitments and green transitions.

Together, Let's Make a Difference

Your unwavering support has been instrumental in our efforts to champion environmental justice. As we move through 2024, we need your continued support to advance critical projects like these. Your generosity enables us to press for more sustainable financial practices, ensuring a greener, healthier future for all.

Your donation to Ecojustice strengthens our resolve to advocate for sustainable finance practices. Join us in building a future where our financial choices echo our commitment to safeguarding our planet. Together, let's clear the way for a more sustainable tomorrow.

Protect Canada's Biodiversity

Following successive years of rising temperatures and increases in extreme weather events, we all know that climate change is a profound threat to life on Earth. But equally devastating to people and the planet is the unfolding biodiversity crisis — around the world, numbers and variety of plants, animals and other organisms are plummeting at an alarming rate.

However, to date, in both law and policy, biodiversity loss and climate change have often been addressed as distinct issues. But neither occurs in isolation and neither can be successfully resolved unless they're both tackled together. Canada holds the second-

largest area of intact nature in the world and, with it, the responsibility to halt and reverse the unprecedented level of nature loss.

Ecojustice, with the support of donors like you, continues to push the federal government to pass a strong law to protect our unique Canadian biodiversity — a law that sets effective and enforceable legal standards, and respects Indigenous rights.

We need to ensure that this legislation holds Canada to its commitments of halting and reversing biodiversity loss by 2030 and achieving full nature recovery by 2050. With the continued support of our donors, Ecojustice will keep advocating for a strong law that holds the government accountable and supports the restoration of healthy ecosystems across the country. Join us — make your donation today!

The Stanley Cup Craze

For a certain corner of the internet, the Stanley cup has been all hype. And no, hockey fans, we're not talking about the National Hockey League. We're talking about the new Valentine's limited-edition Stanley cup in collaboration with Starbucks.

On social media, videos showing fans lined up overnight for the pink Stanley cup racked up millions of views. Fist fights broke out, social media commentators weighed in, and a viral sensation was born!

But this bizarre moment isn't about a huge, insulated tumbler. The Stanley cup trend taps into something much larger and reveals the hollow promise at the heart of so many 'eco-friendly' products. We can't buy our way out of the current environmental crises — but we'd sure like to!

You may be wondering why this may be a

problem — aren't we supposed to be moving away from single-use plastic water bottles? Yes! But the issue with the conspicuous consumption of the Stanley cup now is that it's no longer about reducing plastic waste. It's become a status symbol. And for that, people are willing to sacrifice their morals and their money.

What happens to those cups once the craze is over? Will they inevitably end up in the trash thus contributing to the problem we are hoping to solve? Of course, we're not saying 'Don't buy anything' — although we could all be more mindful when shopping. But the consumerist frenzy that's being whipped up over this cup is feeding a part of us that can never be sated. Our trend-driven, fast-paced economy takes something which should be simple—a durable, temperature-controlled cup — and turns it into a glorified collectible toy. The cup might have a \$50 price tag, but the planet pays a far higher price.

Vivian Birch-Jones

Ecojustice supporter

Vivian Birch-Jones is 67 years old. She was born in B.C. and spends time exploring and enjoying nature as she “just loves big old trees!” Vivian and her husband, Ian Routley, an expert birder and wildlife photographer, feel blessed to reside in Lillooet, where the habitats and biodiversity are incredibly rich. She believes we are responsible for leaving the world a better place. She finds the natural world an endless source of wonder and enjoys being out in nature.

Vivian received her Bachelor of Science in Nursing from UBC and retired after a 25-year career in nursing, where she also worked in community health with First Nations. She is serving in her second term as Area B Director with the Squamish Lillooet Regional District.

She became involved in conservation fighting the clear-cut logging that was endangering the Northern Spotted Owl in the 1990's. This was not a popular move in a small town driven by resource extraction. As a result, she decided to channel her energies into local education and conservation work and established the Lillooet Naturalist Society (LNS). Since its founding, LNS has grown and remained active, focusing on habitat preservation for species at risk and education about the natural world.

Vivian joined Ecojustice many years ago when she learned about the organization's goals and work. Ecojustice proved invaluable when she was drafting letters and resolutions aimed at protecting habitat for the Northern



Spotted Owl. Unfortunately, those efforts were not successful, but her group did manage to secure some habitat protection.

“The more we learn about the natural world the more we realize how amazing it is and how much we don't know. There is a lot to discover, if we could just stop destroying it in our greedy haste.”

Collaborating with others on the important causes that Ecojustice champions has been a great source of inspiration. She has come to understand that these battles are often prolonged and challenging, but our collective strength grows when we unite. She is profoundly grateful for Ecojustice's continuous dedication to their mission.

Donor Inquiries

For donor inquiries or feedback, contact Donor Relations at 1.800.926.7744 x295 or email donor@ecojustice.ca. Write to us at 390-425 Carrall Street, Vancouver, BC V6B 6E3
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