

# IDLE-FREE for our kids™

The Story Behind  
The Leading IDLE-FREE Campaign

March 2017

GoGreen.  
There's an agency for that.



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**'Emotional  
light switch':  
Why 80% buy-in.**

**'Our Kids'  
Makes it stick.**



## The Story Behind IDLE-FREE for our kids™ The Leading IDLE-FREE Campaign

*"Ten years ago, I used to be the North American IDLER. I had no idea what this added up to.*

*Today, we're building a movement led by corporate fleets that can save \$Millions in fuel and emissions while inspiring the public to save much more."*

### **-Ron Zima**

CEO - GoGreen Communications Inc.  
Founder / Chair - The Children's Clean Air Network

Video [A Father's Story - An NSCC Production, 2011.](#)

Video [Rachel's Story - An NSCC Production, 2011.](#)

Slideshare [The Leading IDLE-FREE Campaign 2006 - 2017.](#)



## Organization Structure

**GoGreen Communications Inc.** (for-profit)  
A business focused on helping corporate fleets save money, save emissions, earn green PR.

Web site [TheGoGreenAgency.com](http://TheGoGreenAgency.com)

**The Children's Clean Air Network** (non-profit)  
A Canadian registered charity dedicated to reducing vehicle emissions, improving air quality, through public campaigns and community engagement.

Slideshare [The Children's Clean Air Network 2006 - 2017](#)

**GoGreen.**  
There's an agency for that.





**FLEET  
CAMPAIGNS**  
(for-profit)

**PUBLIC  
CAMPAIGNS**  
(non-profit)

**Relationship:**

**GoGreen** is owned and operated by the current directors of The Children's Clean Air Network.

**GoGreen Communications Inc.** (a for-profit) was required for two reasons:

1) To earn revenue and sustain the mission of the non-profit (reduce vehicle emissions, improve air quality).

2) To address the significant need of fleets across North America which are losing money from 'non-operational' IDLING. Corporate fleets expect a for-profit business to train their drivers and consult on public relations.

**E3 Fleet** (non-profit)

E3 certification is the equivalent of 'LEED certification' (green buildings) for fleets.

E3 Fleet acts as a consultant conducting in-depth analysis for public and private fleets across Canada and the U.S.

GoGreen Communications is the Atlantic Canadian partner / agent for E3 Fleet in Canada. GoGreen has latitude to build / manage IDLE-FREE campaigns across Canada / U.S. via E3 Fleet and their other regional partners.

Web site [E3Fleet.com](http://E3Fleet.com)

Slideshare [E3 Fleet Program](#)

Joint Media Release [One Stop Green Fleet Shop, January 5, 2017](#)

IDLE-FREE Zone Web TV interview [One Stop Green Fleet Shop](#)





## GoGreen Communications Inc. / The Children's Clean Air Network – Why We're Here

**GoGreen Communications Inc.** is a for-profit business focused on helping corporate fleets save money, save emissions, earn green PR. GoGreen trains, certifies and brands fleets promoting their sustainability with the leading IDLE-FREE campaign, IDLE-FREE for our kids™. IDLE-FREE branded fleets will inspire the motoring public to save much more.

**The Children's Clean Air Network (CCAN)** is a non-profit network of like-minded partners promoting IDLE-FREE for our kids™, Canada's Leading IDLE-FREE Campaign. The goal is to build an IDLE-FREE movement to reduce vehicle emissions, ultimately saving millions of dollars in fuel and thousands of tons of harmful emissions annually.

CCAN is a registered charity in Canada dedicated to reducing excess vehicle emissions and improving air quality. It began as a grassroots campaign in 2006 at Kingswood Elementary School, near Halifax, Nova Scotia, Canada. Its founder is father of two and hockey dad, Ron Zima, also known as **IDLE-FREE Guy™**. Partner organizations include schools, businesses, media outlets, and health and environment organizations.

'Always-on' vehicle emissions impact the health and future of children and represent a significant loss of fuel and resources. The impact on air quality and health of persons of all ages from these emissions are significant. The Children's Clean Air Network seeks to motivate the public and empower kids of 'all ages' to inspire change.



## Why Is Changing IDLING Behaviour in Fleets So Difficult?

There are three key elements to creating a long-term, money-saving IDLE-FREE culture:

1. **Policy** – The company’s stated position on IDLE-Time, communicated to employees.
2. **Technology** – Fleet data, measuring and tracking IDLE-Time behaviour.
3. **People** – Training / education, incentives, continuous management strategy.

Based on our extensive research of fleets, the ‘people element’- transforming driver beliefs and behaviour, is by far the toughest nut to manage.

Many fleet managers are aware of the enormous costs from IDLE-Time as they track fleet data while servicing the vehicles, which exhibit excessive wear and added engine hours.

However, a fleet manager’s role is extremely challenging and other factors often prevent him or her from addressing IDLE-Time. Here are some of them:

- Time to manage / maintain fleet of vehicles; hard to introduce new initiatives.
- Reluctant to address employees RE: IDLING habits in their ‘office space.’
- Fear of upsetting ‘apple cart’ – managing mission-critical driver work-force.
- Uncertain of how best to push union / management behavioural change.
- IDLE-Time fleet data is incomplete or difficult to manage and measure.
- Unaware of any continuous IDLE-FREE training / management solution.

Fleet managers are usually not behavioural change or communication experts. Often, they have come up through the ranks of the transportation industry instilled with a hierarchical management philosophy. Typically, they are unprepared and often perplexed at how to change and maintain mindsets, particularly on ‘eco-driving’ behaviours.



Building IDLE-FREE culture:  
Most *challenging* change element?

Policy  
Technology  
People

For these reasons, *IDLING habits costing \$100s of thousands annually* can remain off management's radar and are not brought forward to the executive for priority action.

Without the executive making IDLE-Time cost savings a priority, the odds of creating a long-term IDLE-FREE culture are low.

What GoGreen Communications has proven is that when IDLE-Time is made an executive priority and we are allowed to apply our training and award-winning formula, the rank and file, including unionized drivers *will buy in*.

With just the right approach, drivers 'flip the emotional light switch' transforming their beliefs and IDLING behaviour.

**Video [IDLE-FREE Guy™ Motor Coaching](#).**



## About GoGreen Communications Inc.

### **Mission**

*To inspire and transform the way we live our lives, for the benefit of future generations.*

A business based in Halifax, Nova Scotia, incorporated May, 2015.

### **Directors of the company:**

- Ron Zima, President
- Thomas Nicolle, Secretary, Director
- David Heath, Director
- Daniel Dolan, Director

## What we do for fleets

- Save money.
- Save emissions.
- Earn green PR.

Web site [TheGoGreenAgency.com](http://TheGoGreenAgency.com)

### How we do it

#### Training:

We transform driver behaviour with training; reduce IDLE-Time, save fleets fuel, maintenance and emissions.

#### Branding:

We measure and certify results, brand vehicles with our trademarked logo, differentiating fleets.

#### Green PR Consulting:

We help fleets with their green fleet PR and marketing and get them the green PR they deserve.

### How we earn revenue

#### Training:

Per-seat price based on number of drivers. Current training: live / classroom.  
Next generation: online.

#### Branding:

IDLE-Time reduction target certified; logo price based on number of vehicles.

#### Green PR Consulting:

On retainer, or project-by-project.



## Financing a long-term IDLE-FREE culture from fuel savings

*The goal is to continue driving down IDLE-Time costs year-over-year while creating a sustained, continuous IDLE-FREE culture over three years.*

### Year one

IDLE-FREE Pilot fixed-cost, ROI target: 8 to 12 months.

### Year two

IDLE-FREE fleet-wide roll-out, ROI target: less time to achieve ROI than year one\*.

### Year three

Fortify culture (regression, new drivers): less time to achieve ROI than year two\*.

\*Based on fleet type (industry), size and complexity.

**Contact GoGreen Communications for a consultation.**

[info@TheGoGreenAgency.com](mailto:info@TheGoGreenAgency.com)

902-456-2550

## What Industry Experts are Saying About IDLE-Time

"We need to clear the air on IDLE-myths that are costing families millions in fuel while taxing their kids' air and our environment," according to Al MacPhee, former Chair of The Canadian Automobile Dealers Association (2012) and prominent Dartmouth, Nova Scotia car dealer.

MacPhee is Honourary Chair of IDLE-FREE for our kids™ public campaign.

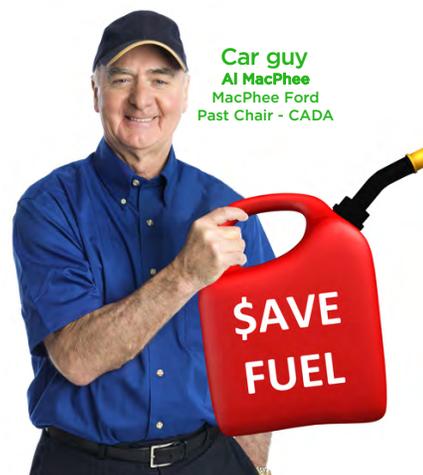
MacPhee says, "Myths such as 'DLING is good for the vehicle' or 'restarts are bad' are false and can cost each driver \$200 in fuel and add a 1/4 ton of excess emissions. When you're parked and waiting it's so simple; go 'IDLE-FREE for our kids.'"

***Doctors, Car Executive Lead 'Flash Mob' to Clear Up IDLE-Myths That Tax Air Quality and Cost Canadians \$Millions in Fuel***

SEE [National Clean Air Day 2013 Media Release](#).

Video [IDLE-FREE Three Generations of MacPhees](#)

From light duty cars and trucks to heavy duty long-haul tractors and construction equipment, manufacturers strongly recommend as little IDLE-Time as possible.



## Caterpillar

All those non-productive hours translate into a lot of wasted fuel: 1 gallon or more every hour. Some industry experts say it's not unusual for idle time to represent as much as 40-50% of total running time.

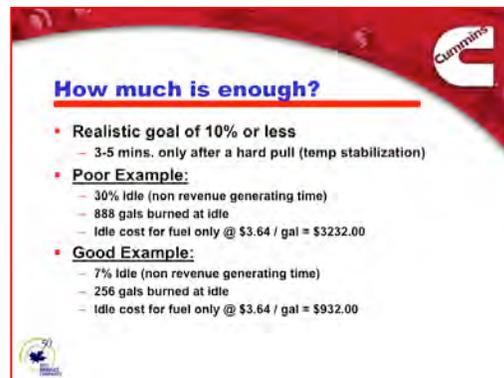
### HOW MUCH IS IDLE TIME COSTING YOU?



## Cummins

- × Fuel penalty = 2.5 – 4.5 litres per / hour.
- × Least efficient mode for emissions.
- × Fuel contamination of lube oil is high at IDLE.
- × Engine life can be reduced by up to 20%.
- × 500 hrs of IDLING = 103,000 km of wear.
- × Noise emissions.

### HOW MUCH IDLING IS ENOUGH?



## IDLE-Time Cost Example, 1000 Light-Duty Trucks = \$875,000

Fleets may have a written 'anti-IDLING' policy but typically have not created an IDLE-FREE culture for following the policy.

Depending on vehicle / engine size, non-operational IDLE-Time can cost anywhere from 2.5 to 4.5 + litres per hour. Let's use 3.5 litres, one hour of non-operational IDLE-Time / day.

3.5 litres per hour x 250 work days = 875 litres @ \$1.00 / litre = \$875 annual added cost.

**1,000 trucks x 875 litres = 875,000 litres = \$875,000 CDN annual added cost.**

This does not include substantially higher maintenance costs due to excessive IDLE-Time.

875,000 litres of gasoline represents \*2658 CO<sub>2</sub>e emissions. *These emissions could soon earn revenue as carbon credits as carbon taxes are implemented in the Canadian market.*

\*Based on the carbon calculator, on the E3 Fleet web site:

[http://www.e3fleet.com/emissions\\_calculator.html](http://www.e3fleet.com/emissions_calculator.html)

# IDLE-Time's Collective Impact on People, Planet and Profits 'The Triple Bottom Line'

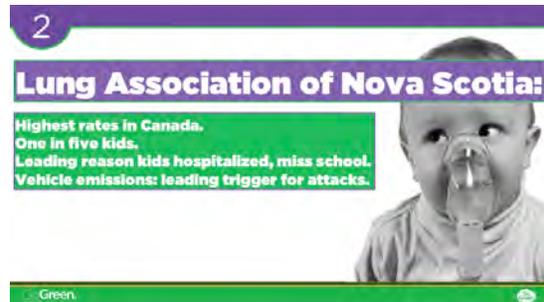
## People

In addition to reducing greenhouse gas (GHG) emissions, reducing IDLE-Time will significantly reduce other harmful emissions that come with burning diesel or gasoline.

This can impact air quality inside the vehicle, reducing employee exposure and health risk from air pollution.

These include:

- Particulate matter (PM)
- Carbon monoxide (CO)
- Nitrogen oxides (NOx)
- Hydrocarbons (HC)
- Volatile organic compounds (VOCs)



Health studies show that exposure to diesel exhaust primarily affects the respiratory system and worsens asthma, allergies, bronchitis, and lung function. There is some evidence that diesel exhaust exposure can increase the risk of heart problems, premature death, and lung cancer.

“Diesel Exhaust (DE) is carcinogenic in humans and is specifically associated with the development of lung cancer. Efforts should continue to further reduce emissions of and human exposures to DE.”

— [Government of Canada, Human Health Risk Assessment for Diesel Exhaust - Summary](#)

“Vehicle exhaust can trigger asthma attacks and contribute to the growing rate of lung disease in Nova Scotia. At 9.3%, Nova Scotia has the highest rate of asthma in Canada. 17%, or about one in five kids, have asthma in Nova Scotia. Asthma attacks are the most common childhood medical emergency. Childhood asthma accounts for one quarter of school absenteeism.”

— Lung Association Nova Scotia / The Children's Clean Air Network

[Interview: Pat Ryan, PhD, MS  
Cincinnati Children's Hospital](#)

[IDLE-Time Health Impact White Paper  
Cincinnati Children's Hospital](#)



## Planet

1,000 litres of diesel fuel not used will save the equivalent of 3.48 tonnes of CO<sub>2</sub>e emissions.

1,000 litres of gasoline not used will save the equivalent of 3.03 tonnes of CO<sub>2</sub>e emissions.

\*Based on the carbon calculator, on the E3 Fleet web site:

[http://www.e3fleet.com/emissions\\_calculator.html](http://www.e3fleet.com/emissions_calculator.html)

## Profits

In-depth research by The Children's Clean Air Network since 2006 has revealed that excessive IDLE-Time by vehicles when parked is extensive.

Based on Natural Resource Canada numbers, it is estimated that [Canadians spend \\$3 Billion per year IDLING personal vehicles when parked](#). This doesn't include IDLING from corporate fleets (public and private sectors).

A minority of corporate fleets have taken action — educating and / or rewarding drivers to reduce IDLE-Time while actively promoting 'anti-IDLING' policies.

However, without management making IDLE-Time policy or education a priority, the majority of fleets are collectively losing \$10s of Millions in fuel and added maintenance costs while contributing thousands of tons of CO<sub>2</sub> greenhouse gas (GHG) and other polluting emissions.



**A Movement  
Corporate Fleets**

- ✓ \$Millions fuel & maintenance
- ✓ Thousands tons emissions
- ✓ Improve air quality
- ✓ *Inspire / LEAD public*

## About The Children's Clean Air Network

The Children's Clean Air Network (CCAN) is a non-profit registered charity in Canada dedicated to reducing excess vehicle emissions and improving air quality through public campaigns and community engagement.

It began as a grassroots campaign in 2006 at Kingswood Elementary School, near Halifax, Nova Scotia, Canada. Its founder is father of two and 'hockey dad', Ron Zima. Partner organizations include schools, businesses, media outlets, and health and environment organizations.

'Always-on' vehicle emissions impact the health and future of children and represent a significant loss of fuel and resources. The impact on air quality and public health from these emissions are significant. The Children's Clean Air Network seeks to motivate the public and empower kids of 'all ages' to inspire change.

### Mission

To reduce greenhouse gas and improve air quality by reducing excess vehicle emissions.

### Vision

Excessive vehicle emissions will become as socially unacceptable as second hand smoke.

### Purpose

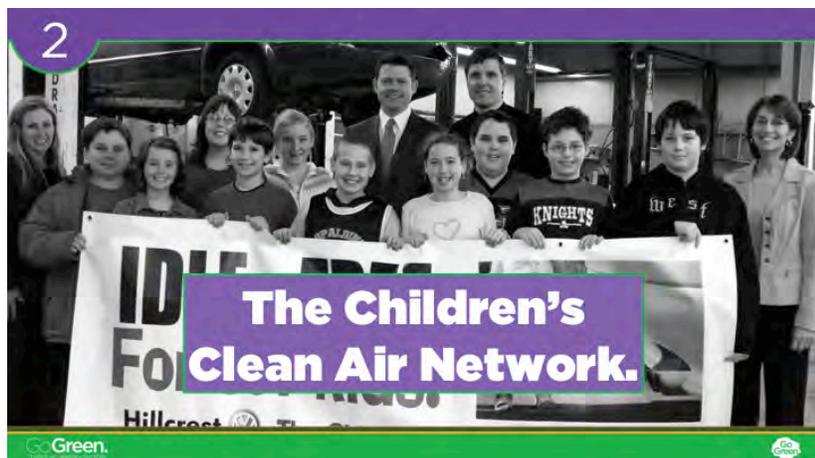
To empower kids to transform driver behaviour. Kids need a voice on climate change and poor air quality.



### Strategy

To partner with business, schools and media to inspire through simple and consistent messaging.

We'll engage, inspire, and empower change in a positive manner.



## The Children's Clean Air Network Activity 2006 - 2017

### 2006 - 2008 Activity Highlights

- Kingswood Elementary School, (Hammonds Plains N.S.) grassroots launch.
- IDLE-FREE schools across Halifax / Dartmouth sponsored by car dealers.
- Clean Nova Scotia / Nova Scotia Department of Education IDLE-FREE Teachers Resource kit.
- In-kind Public Service Announcements CJCH / C100 radio, The Chronicle Herald.
- Ron Zima awarded Toastmasters International Community Leadership Award.
- **SEE Is That Your Engine Running? By Carmelita Rowe, Principal, (appendix).**
- **SEE Nova Scotia Legislature recognition, The Children's Clean Air Network (appendix)**

It began at an elementary school.

[SEE Kingswood Kids Video 2006.](#)



### 2009 - 2010 Activity Highlights

- IDLE-FREE driver training , community engagement, Ambassatours Gray Line.
- IDLE-FREE Bus, National Clean Air Day event 2009, Westmount School, Halifax.
- Mic Mac Mall signage, IDLE-FREE Bus, National Clean Air Day event, 2010.
- IDLE-FREE Bus carries men's hockey teams for duration of The Vancouver Olympics.
- Charitable status, Canada Revenue Agency.
- 'Case for support' (non-profit business plan) developed and published.
- Salvation Army signage / sponsorship at Maritime facilities.
- Peter Kohler Windows sponsorship, awareness campaign.
- In-kind Public Service Announcements, EastLink Television.
- In-kind Public Service Announcements, The Chronicle Herald.
- **SEE Cole Award for Excellence, The Children's Clean Air Network (appendix).**
- **SEE House of Commons recognition, The Children's Clean Air Network (appendix).**

## 2011 - 2013 Activity Highlights

- National Tour Association (NTA), Las Vegas recognition, participation, Ambassadors Gray Line.
- MCI / Allison Transmission sponsorship, UMA Expo, Long Beach, CA, Ambassadors Gray Line.
- 'IDLE-FREE Pace Car', MacPhee Chevrolet, National Clean Air Day event, 2011.
- Efficiency Nova Scotia awareness campaign, 2012.
- Efficiency Nova Scotia, MacPhee Ford, National Clean Air Day event, 2012.
- Eco Efficiency Award, Dalhousie University, Ambassadors Gray Line.
- Doctors Nova Scotia sponsorship, National Clean Air Day 2013 event, Canada Games Centre.

## Activity Highlights Since 2014.

- 'Clear Across Canada' 2014 / 2015 campaign development, Saint Mary's University, School of Business, Business Development Centre support.
- National Clean Air Day 2015 event at the Port of Halifax, with St. Mary's University and Inglis Street School.
- IDLE-FREE App, 2015 with Blue Spurs, Fredericton, New Brunswick.



## **Frequently Asked Questions (FAQ) About The Children's Clean Air Network**

### **Question:**

Who are the current directors?

### **Answer:**

Ron Zima, Chair

Thomas Nicolle, Vice-Chair, Treasurer & Secretary, Recognized Agent

David Heath

Virginia MacNeil

Daniel Dolan

Executive Advisor: Al MacPhee, Honourary Chair

**Question:**

Who has been a director in the past?

**Answer:**

Norm Collins  
Lil MacPherson  
Heather Hood  
Dennis Campbell  
Bill Carr  
Casey Binkley  
Ronnie Albert  
Kevin Pelley  
Eric Bolland  
Derek Simon  
Kendall Taylor  
Mike Velemirovich  
Karen Rostek  
Cathy Lundrigan  
Brenda Zima (Young)

**Question:**

What is the status of The Children’s Clean Air Network?

**Answer:**

It is a registered society, based in Halifax, Nova Scotia. Registry ID: 3227725.  
It is a registered charity with Canada Revenue Agency (2010) #3044267.

Currently, The Children’s Clean Air Network has limited non-profit activity on its mission to reduce greenhouse gas and improve air quality by reducing excess vehicle emissions.





**Question:**

Why has activity been limited?

**Answer:**

A lack of resources; both time and money. The Children’s Clean Air Network was not able to achieve its goals as outlined in the Case for Support (2010). The plan was to generate funds for staff, expanding its outreach and sustaining itself.

[SEE The Case for Support, 2010.](#)

**Question:**

What is the vision / future?

**Answer:**

The vision is to attract a new board of directors, along with fundraising capacity and re-ignite non-profit activism for the mission.



**Case for Support 2010**

This will be achieved largely by the publicity generated by corporate fleets saving fuel, CO2 and other harmful emissions as GoGreen Communications Inc. applies its business model to save fleets money from ‘non-operational IDLE-Time’.

The branding and promotion of these ‘IDLE-FREE Peer Leaders’ (i.e. Ambassadors Gray Line, The Port of Halifax) will attract corporate interest in funding The Children’s Clean Air Network and sponsoring IDLE-FREE non-profit events and schools across North America.

[Slideshare Ambassadors Gray Line Case Study](#)  
[Slideshare Port of Halifax Case Study](#)

**Question:**

How can the claim be made that IDLE-FREE for our kids™ is the 'leading IDLE-FREE campaign'?

**Answer:**

This claim could not have been made 10 years ago when the federal government of Canada was investing significantly in 'IDLE-FREE Zone' education through Natural Resources Canada (NRCan). This funding was severely cut by federal Canadian governments post-2006.

Since that time, The Children's Clean Air Network has not wavered in its efforts and leadership in the Canadian and U.S. marketplace on filling the 'IDLE-FREE education gap' despite a lack of public funds. Operating without funding isn't sustainable. The Children's Clean Air Network's research, marketing, outreach, time and money invested for the public good since 2006 without government funds is unsurpassed in Canada.

Most recently, IDLE-FREE for our kids™ has been recognized and endorsed by the leading green fleet organization in Canada, [E3 Fleet](#) (non-profit). E3 Fleet makes that endorsement based upon their deep knowledge of over 12 years of fleet management experience.

**Question:**

What is the current situation of idling?

**Answer:**

Today, un-checked emissions from vehicles when parked is a greater problem than ever across Canada and the U.S.

The good news is that large fleets are poised to lead the way as 'IDLE-FREE Peer Leaders', due in part to the mandatory introduction of Electronic Logging Devices (ELDs) on fleet vehicles in the U.S. in 2017.

This is rapidly driving the adoption of GPS fleet telematics which is exposing the enormous costs of IDLE-Time to fleet managers as never before.



**[Federal Motor Carrier Safety Administration – About the ELD Rule](#)**

**SEE [The GPS Green Revolution](#) (Auto & Trucking Atlantic)**

However, fleets will only invest in IDLE-FREE for our kids™ based on a positive return-on-investment business case, which is provided by the business model of GoGreen Communications Inc.

## Business / Community / Media / Speaking / since 2006

**The following have supported the non-profit activity of IDLE-FREE Guy™ and The Children's Clean Air Network.**

Halifax Regional School Board  
Schools across Halifax / Dartmouth  
NS Department of Education  
Nova Scotia Community College  
Town of Kentville  
Town of Wolfville  
Best Toyota  
Hillcrest Volkswagen  
Colonial Honda  
Halifax Chrysler  
NS Automotive Sector Council  
C100 / The Bounce  
The Salvation Army  
City Mazda  
Clean Nova Scotia  
Dalhousie University - Eco Efficiency Centre  
Dartmouth Kiwanis  
EastLink  
Ecology Action Centre  
Efficiency Nova Scotia  
Ambassatours Gray Line  
2010 Vancouver Winter Olympics  
National Tour Association  
United Motorcoach Association  
Motor Coach Industries (MCI)  
Allison Transmission  
Scotia Speedworld  
Kings-Edgehill School  
MacPhee Chevrolet  
MacPhee Ford



2010 Olympics: 'IDLE-FREE bus' carried men's hockey teams.

**The following have supported the non-profit activity of IDLE-FREE Guy™ and The Children's Clean Air Network, continued**

Wooden Monkey  
Aerobics First  
The Chronicle Herald  
Lung Association of NS  
Lung Association of NB  
Lung Association of PEI  
Dr. Richard Goldbloom  
CTV News  
Marketwired  
News 95.7  
Metro News  
Mic Mac Mall  
Revolve  
Peter Kohler Windows  
Stock Transportation  
Rotary Club of Halifax  
Green Nexxus - One Million Acts of Green  
Fusion Print + Imaging  
Halifax / Dartmouth Natal Day Parade  
Doctors Nova Scotia  
JIVE Photographic  
Canada Games Centre  
Saint Mary's University  
Enactus Saint Mary's  
Port of Halifax  
Spider Video  
Blue Spurs  
Evangeline Securities



**Mic Mac Mall Campaign 2010**



**The 'emotional light switch':**  
**Why 80% buy-in. [See Al and the kids' video.](#)**

## Appendices

- Is That Your Engine Running? By Carmelita Rowe
- Awards

# Is That Your Engine Running?

Carmelita Rowe

“Is that your engine running?” Funny how questions like that can go unnoticed until you become aware that an engine running needlessly could be a threat to our environment and even to our personal health!

When our new school opened in September 2005, it brought with it many exciting challenges. Everyone involved knew that we had an opportunity to do things ‘right’ the first time. Early in our first year of operation, parent Ron Zima approached the school about getting involved as a partner in his newly founded “*Children’s Clean Air Network*.” It did not take long for me to realize that clean air certainly fit the bill for doing things ‘right.’

Conversations about the risks of pollutants such as vehicle exhaust struck a familiar chord as I listened to Mr. Zima’s

passionate plea for our school to get involved with his project. I had almost forgotten about a time early in my teaching career when I started suffering from dizziness every afternoon at about the same time of day. Finally, convinced it had something to do with my work environment, I made a trip to the principal’s office to talk about my symptoms. After some investigation the source of my problem was discovered in the driveway of the school. Adjacent to the intake vent for the building was the ‘bus loop’ where buses sat idling each day at the same time. Turning off the buses also turned off my dizziness.

Teachers at Kingswood Elementary took Mr. Zima up on his offer to give presentations to our senior elementary students about the risks associated with idling vehicles. Students and staff were influenced in a personal way by what they were



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learning. A few months into the awareness campaign almost all students reported asking their parents to turn off their engines when they noticed unnecessary idling. Like other staff members, I became more aware of my own idling vehicle and found myself turning off the engine at times when I know I might otherwise have left it running. I started asking family members and friends to think about turning off their engines when they didn't need them running.

The Kingswood Elementary community's commitment to cleaner air has evolved through an awareness and education process. In the fall of 2006, Ron Zima put together a video featuring our students. They talked about why they supported "Idle-Free Zones" in their community. I was genuinely moved by many of their comments and the sincere concern they expressed about the future of our planet. As I watched each student being interviewed it struck me that they were actually thinking about what the future of this planet holds for them. From several students I sensed a growing frustration that adults are not as aware as they should be about how their actions affect the health and wellbeing of generations to come.

Last spring one of the local newspapers ran a story about our school's Idle-Free Zone. Of particular interest to the writer was the response from bus drivers. After the article was published a female driver, from another school area, telephoned and applauded the lead our school community had taken to have bus drivers turn off their engines. She wanted me to know that she was already turning off her bus every time she stopped for even a few minutes. Her call was not a surprise because the response from our own drivers has been excellent. They pull into the bus loop in front of our school and turn off their buses. On occasion, substitute drivers have let their buses idle but staff, parents and students don't take very long to approach them asking that they respect our Idle-Free Zone. Everyone at Kingswood has learned that asking politely usually brings a positive response from drivers and often ends with an apology being tagged on!

Drivers of other vehicles coming into our schoolyard have been excellent about respecting our Idle-Free Zone. I

still occasionally send reminders in our newsletters that we appreciate everyone's effort to support cleaner air in Kingswood. When we hear about things like a harbour cleanup and landfill troubles, most of us feel quite overwhelmed by the magnitude of these problems! What makes an "Idle-Free Zone" campaign so rewarding is that it is easy for everyone and actually saves money through less gas consumption.

Educating people about the benefits of turning off their engines is something that even our young students have been able to do on their own. They have been active participants in the process of cutting down on engine emissions in their community. To involve students more directly and to reinforce the point about saving money, students were invited to create

'idle free bucks.' These pieces of paper, designed to mimic regular money bills, display hand written messages from students complete with their own artwork, that draw attention to the perils of idling. The students award these 'bucks' to parents, relatives and even neighbours when they notice that they remembered to turn off their engines.

Over the past couple of years other schools have embarked on a similar campaign for cleaner air. The school curriculum provides all kinds of ways for teachers to link the importance of cleaner air

to what they are teaching students every day. Whether they are graphing the results of a week-long tally of vehicles that turn off their engines, or reading about why clean air is important, students can be actively engaged in an 'idle-free' campaign for their school and community. A local community business sponsored the signs for Kingswood Elementary as a way of acknowledging and supporting the efforts of our students. It is by far a 'win-win' project for any school.

As for Kingswood Elementary I am pleased to report that it is something we know we did 'right' for our school and for our community!

*Carmelita Rowe is principal at Kingswood Elementary School, Halifax Regional School Board.*



## RESOLUTION NO. 1728

*Moved by: Diana Whalen, MLC  
Halifax Clayton Park*

*Whereas Ron Zima spearheaded Children's Clean Air Network in an effort to teach children the importance of environmentally-friendly practices, especially the need to restrict car idling; and*

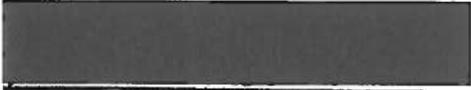
*Whereas Mr. Zima created a video with children explaining to adults the negative effect car emissions have on our environment and encouraging their parents to change their habits and protect the environment; and*

*Whereas Children's Clean Air Network began in one HRM school in May and expanded to five more schools by September 2007, increasing the number of students and parents who are working for change;*

*Therefore be it resolved that members of this House congratulate Ron Zima and Children's Clean Air Network for their outstanding efforts to reduce greenhouse gases and wish them every success in the future.*

*Tabled in the Nova Scotia Legislature December 13, 2007. It appears on page 1882 of Hansard, the official record of the Nova Scotia Legislative Assembly.*



  
*Diana Whalen, MLC  
Halifax Clayton Park*



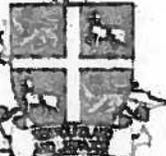
*This certificate is presented  
on behalf of the people of Halifax,  
in honour and recognition of*

*Ron Zima*

*for being an Eco-Hero and receiving the  
Cole Award for Excellence in Environment and Health*



*Megan Leslie, MP Halifax  
May, 2009*





Nova Scotia  
Environmental Network  
Connecting for a Sustainable Future

*Cole Award for Excellence in Environment and Health*

Award Presented to

**Ron Zima &  
The Children's Clean Air Network**

February 2009

Halifax, Nova Scotia

████████████████████  
Chair

████████████████████  
Executive Director