

## **Sustainable Severn Sound (SSS) and the Sustainability Committee Announce New Project to Develop a Local Climate Change Action Plan**

(Midland, ON – August 31, 2017) – Sustainable Severn Sound (SSS) has announced a plan to work together with their municipal partners to tackle climate change and increase community awareness of climate change impacts. Addressing climate change is a key issue facing both the local and global community, and the implementation of this project is an important directive from SSS’s Sustainability Action Plan and their inaugural Municipal Sustainability Report Card.

This one-year project is now underway as a result of receiving a \$68,700 Seed grant from the Ontario Trillium Foundation (OTF), and through on-going support from the Towns of Midland and Penetanguishene, the Townships of Severn, Oro-Medonte, Georgian Bay, Tiny and Tay. The goal of the project is to develop a collaborative community Climate Change Action Plan.

“I’m pleased that the Ontario Trillium Foundation has supported this collaborative effort. The goal of this Community Climate Change Action Plan is to provide education, awareness about climate change issues, and to develop strong partnerships with stakeholders, community members and municipalities. I know it will be of great benefit here in Simcoe North.” said Simcoe North MPP Patrick Brown.

This process will increase awareness of the local impacts of climate change, recognize mitigation practices by municipalities, community organizations and agencies - and identify new opportunities to reduce greenhouse gas emissions (GHGs) and decrease the region’s environmental footprint.

“An integrated approach to the new Community Climate Change Action Plan is key to dealing with some of the main sustainability issues in our region. The project will identify the steps needed to reduce GHGs; both in the municipality and in the community, and prepare us for the challenges of a changing climate’, stated Doug Luker, Chief Administrative Officer for the Township of Tiny, and Chairperson for the Sustainability Committee.

SSS will be coordinating the plan through the North Simcoe Community Futures Development Corporation, a key partner in the SSS project, and a long-time member of the Sustainability Committee. "NSCFDC is pleased to support the development of a plan which will help to foster sustainable economic development and improve quality of life in the North Simcoe region," said Robert Walton, NSCFDC Chairperson.

“Collaboration is needed to enhance our response to climate change. The Climate Change Action Plan will create new relationships and beneficial partnerships within the community, providing the strong foundation required to take meaningful steps to adapt to climate change,” noted Tracy Roxborough, SSS’s Sustainability Coordinator.





The Plan will be developed collaboratively to ensure that the actions reflect the participation of SSS’s partner municipalities, community members, First Nation representatives and other key stakeholders. For more information about this exciting project, or to get involved, please visit: [www.sustainablesevernsound.ca](http://www.sustainablesevernsound.ca)

**About Sustainable Severn Sound**

*Sustainable Severn Sound (SSS) champions the integration of sustainability principles within our partner municipalities and their communities through information-sharing, education and events to enhance sustainability awareness and increase the adoption of sustainable practices.*

*SSS is supported by seven of the municipalities in the Severn Sound area (Towns of Midland and Penetanguishene, Townships of Georgian Bay, Severn, Oro-Medonte, Tiny and Tay). This project also receives in-kind support from the North Simcoe Community Futures Development Corporation (NSCFDC), the Severn Sound Environmental Association (SSEA), the Simcoe-Muskoka District Health Unit (SMDHU), and is proudly supported in part by the County of Simcoe.*

Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario

**About OTF**

*An agency of the Government of Ontario, the Ontario Trillium Foundation (OTF) is one of Canada’s largest granting foundations. With a budget of over \$136 million, OTF awards grants to some 1,000 projects every year to build healthy and vibrant Ontario communities.*

**FOR MORE INFORMATION:**

Tracy Roxborough, Sustainability Coordinator, Sustainable Severn Sound  
105 Fourth Street, P.O. Box 8  
Midland, ON, L4R 4K6  
T: 705-526-1371 x.112  
C: 705-821-2215  
E: [tracy@sustainablesevernsound.ca](mailto:tracy@sustainablesevernsound.ca)

