

ETF Program Priority Areas			ETF Priority Area Measure Descriptions			
Priority Area	Priority Area Purpose	Priority Area Measures	Intended Result	Measure Description	Formula	Data Collection
Protecting Our Environment	Protect, improve or restore the air, water or land environments.	Number of environmentally-focused management actions.	Actions that lead to the protection, improvement or restoration of the quality of water, air or land and the generation of data that can be used by GNB/ELG to inform decisions (e.g. water management, forest restoration, biodiversity restoration, etc.).	1) Water quality improvements (e.g. water quality monitoring, benthic invertebrate sampling).	Number of management actions completed	Proponent
				2) Riparian zone restoration activities (e.g. tree planting, bioengineering).	Square metres	Proponent
				3) Communications and awareness (e.g. conferences, education materials).	Record: A) Number of events/initiatives B) Number of people reached by each event/initiative	Proponent
				4) Research - studies focusing on protecting our environment (e.g. blue green algae, fecal indicators, etc.).	Number of ETF-funded research projects	ELG
Increasing Environmental Awareness	Educate New Brunswickers on environmental issues to drive action.	Number of people participating in environmental education/awareness initiatives.	New Brunswickers taking action to protect the environment, including protecting the environment, addressing climate change, building sustainable communities, and managing waste.	This measure will track the number of participants in environmental education/awareness initiatives.	Record: A) Number of participants B) Type of activity: 1) Active learning (e.g. workshop, 'in the field', hands-on), or 2) Observing (e.g. presentation) C) Activity duration (number of hours)	Proponent
Managing Our Waste	Protecting the environment through proper solid waste disposal and diversion initiatives.	Tonnes of solid waste diverted from landfills.	Responsible management of waste through successful diversion programs.	This measure will track the tonnes of waste diverted from landfills as a result of the ETF-funded project.	Measured or estimated tonnes of waste diverted by ETF-funded projects	Proponent
Addressing Climate Change	Increase New Brunswick's resilience to climate change and reduce greenhouse gases (GHG).	Percentage of communities with a greenhouse gas reduction plan.	Reduce greenhouse gases (GHG) generated by NB communities.	This measure will track the number of communities that have developed a GHG reduction plan.	(total number of communities with a greenhouse gas (GHG) reduction plan / total number of NB communities) * 100%	ELG
		Number of people with increased climate change awareness.	Build on NB's collective resilience to the impacts of climate change and instill a desire for action to address climate change leading to safer communities.	This measure will track the number of people who have taken part in a climate change education/awareness initiative.	Record: A) Number of participants B) Type of activity: 1) Active learning (e.g. workshop, 'in the field', hands-on activity), or 2) Observing (e.g. presentation) C) Activity duration (number of hours)	Proponent
Building Sustainable Communities	Create capacity in communities to build resilience to environmental challenges.	Percentage of communities covered by an adaptation plan.	Increase NB communities' resilience to climate change.	This measure will track communities who have adopted an adaptation plan.	(total number of communities with an adaptation plan / total number of NB communities) * 100%	ELG