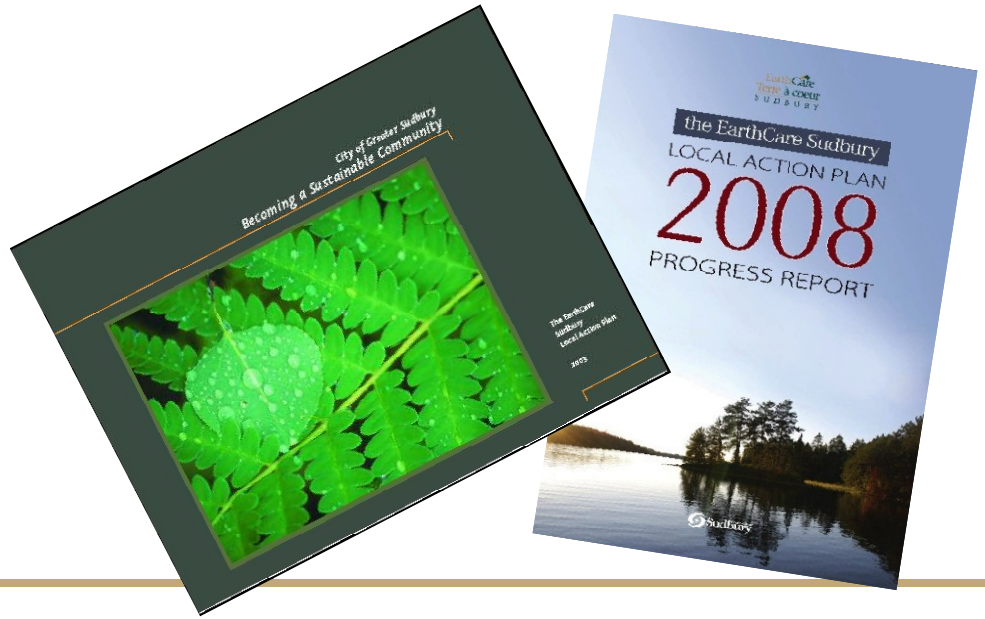
EarthCare
Terre à coeur
SUDBURY

2010 EARTHCARE SUDBURY ACTION PLAN

MARCH 24, 2010

Background

- EarthCare Sudbury Local Action Plan released in 2003
- Progress Report released in 2008



Content

- Builds on the 2003 Local Action Plan
- Reflects progress made since the 2003 LAP was released
- Incorporates input by the EarthCare Partners

Features

- An electronically based document
- Easy to update
- Graphically appealing
- Promotes Partner successes
- Videos
- Includes actions for individuals

View the 2010 EarthCare Sudbury Action Plan

Communication Strategy

Dual Purpose:

Increase engagement and perceived value among EarthCare Partners

- promotional opportunities
- networking opportunities

Public Outreach

- EarthCare Minute
- Green Living insert in Northern Life and Le Voyageur

Check it out!

www.greatersudbury.ca/earthcare

www.grandsudbury.ca/terreacoeur