



GREEN
MUNICIPAL
FUND

FONDS
MUNICIPAL
VERT

Green Municipal Fund

BRAND IDENTITY

2024 - VERSION 2.0

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About

The Green Municipal Fund (GMF) is a program of the Federation of Canadian Municipalities (FCM). Recognizing its scale and significance, and the need to connect with audiences directly, GMF operates under a unique brand – distinct from other FCM programs, but within the FCM family. This document outlines the system for creating bold and distinctive GMF materials while maintaining a connection to its parent brand.

In order to maintain consistency, please adhere to the principal guidelines outlined herein.



1.0

Brand Story

1.1

ENGLISH MEDIA KIT

FCM's Green Municipal Fund, together with municipalities and the Canadian Federal Government, helps enhance the quality of life for people in Canada by accelerating a transformation to resilient, net-zero communities.

We empower innovation and accelerate replication through initiatives in five sub-sectors: circular economy, energy, land use, transportation, and water. And we walk the talk through our internal operations that prioritize sustainability and championing Anti-Racism, Equity and Inclusion, and Reconciliation to help ensure the benefits of our work meet the needs of even the most vulnerable in our communities.

Through our unique mix of funding and capacity building we support Canadian municipalities as they deliver strong multi-solving benefits with clear environment, economic and social impact.

OUR ENVIRONMENTAL AND ECONOMIC IMPACT

FCM's GMF, with the support of the Government of Canada, is a main driver of municipal climate action in Canada.

To date, over 2100 initiatives have been approved nationwide, which have:

- Reduced greenhouse gas emissions by 2.87 million tonnes, equivalent to eliminating the emissions from 880,547 cars for a year or of planting 3.37M acres of boreal forest
- Saved 895,893 GJ of energy savings per year, equivalent to the average annual energy consumption for 166 arenas
- Diverted 224,217 tonnes of waste diverted per year, equivalent to the weight of 20,269 full-sized school buses

Investing in municipal climate action produces strong economic benefits. The projects we have funded have created 12,622 person hours of work, paid \$665M of national wages and salaries to households, and injected \$1.2B into the national GDP.

OUR SOCIAL IMPACT

Climate change disproportionately impacts vulnerable individuals and communities. As such, GMF is committed to embedding principles of Anti-Racism, Equity and Inclusion, as well as Reconciliation between Indigenous and non-Indigenous persons into our work.

- Through the Sustainable Affordable Housing initiative, we have retrofitted or built more than 27,600 units of net-zero or deeply efficient affordable housing, which provide safe and comfortable homes for vulnerable persons such as the elderly, persons with disabilities, at-risk youth, Indigenous persons, women and individuals with mental illnesses.
- We have invested \$55,482,578 M in community centres, cultural centres, and libraries, and \$49,638,566 M in recreation centres, pools, and ice rinks

INNOVATION AND REPLICATION

Innovation, replication and scalability are at the core of GMF's suite of initiatives. By offering both capacity building and funding, we enable innovative climate solutions then enable other municipalities to learn from, and replicate, these successes.

We have long raised the bar on sustainability:

- GMF was the first Federally funded program to require net-zero as the starting point for applicants.
- Sustainable Affordable Housing (SAH) was Canada's first national initiative encouraging deep energy retrofits and net-zero new builds of social and affordable housing.
- Community Efficiency Financing (CEF) unlocks new approaches for residential upgrades using innovative financing mechanisms, like Property Assessed Clean Energy (PACE), utility on-bill financing and third-party lending partnerships to enable homeowners to reduce their homes' environmental footprint.
- In November 2022, the Government of Canada announced a one-time transfer of \$530 million to FCM's Green Municipal Fund (GMF) through the Government of Canada Climate Adaptation Action Plan (GoCAAP) to support community-based climate adaptation initiatives. The investment will ensure long-term climate resiliency by supporting the integration of climate considerations into municipal institutional planning, systems, processes and infrastructure. The new investment will support a minimum of 1,400 community-based climate adaptation initiatives by 2030–31.

1.2

FRENCH MEDIA KIT

Le Fonds municipal vert de la FCM, en collaboration avec les municipalités et le gouvernement fédéral canadien, contribue à améliorer la qualité de vie de la population du pays en accélérant la création de collectivités résilientes et carboneutres.

Nous favorisons l'innovation et facilitons la mise en œuvre d'initiatives reproductibles ciblant les cinq secteurs suivants : l'économie circulaire, l'énergie, l'aménagement du territoire, les transports et l'eau. Nous montrons aussi l'exemple à l'interne en donnant la priorité à la durabilité et en faisant la promotion de la lutte contre le racisme, de l'équité, de l'inclusion et de la réconciliation, afin que le fruit de notre travail contribue à rendre plus facile la vie des personnes les plus vulnérables de nos collectivités.

En offrant une combinaison unique de produits de financement et d'activités de renforcement des capacités, nous soutenons les municipalités canadiennes dans la mise en œuvre de solutions multiples fort avantageuses sur le plan environnemental, économique et social.

NOTRE IMPACT ENVIRONNEMENTAL ET ÉCONOMIQUE

Le Fonds municipal vert de la FCM, grâce à une dotation du gouvernement du Canada, est l'un des principaux moteurs de l'action climatique municipale au pays.

À ce jour, le Fonds a soutenu à l'échelle nationale plus de 2 100 initiatives qui ont permis de :

- réduire les émissions de gaz à effet de serre de 2,87 millions de tonnes, ce qui équivaut à retirer de la circulation 880 547 voitures à essence pendant un an ou à régénérer 3,37 millions d'acres de forêt boréale;
- économiser 895 893 GJ d'énergie par an en moyenne, ce qui équivaut à la consommation d'énergie annuelle de 166 arénas;
- éviter l'enfouissement de 224 217 tonnes de déchets par an, soit l'équivalent du poids de 20 269 autobus scolaires.

Le fait d'investir dans l'action climatique municipale génère d'importants avantages économiques. Les projets que nous avons financés ont nécessité 12 622 heures-personnes de travail et généré le versement de 665 millions de dollars en salaires dans le pays, contribuant ainsi au PIB national à hauteur de 1,2 milliard de dollars.

NOTRE IMPACT SOCIAL

Les changements climatiques touchent de façon disproportionnée les personnes et les communautés vulnérables. C'est pourquoi le FMV s'engage à appliquer dans son travail et dans ses processus internes les principes de lutte contre le racisme, d'équité et d'inclusion, ainsi que de réconciliation entre les Autochtones et les non-autochtones.

- Par le biais de son initiative Logement abordable durable, le FMV a soutenu la rénovation ou la construction de plus de 27 600 logements abordables carboneutres ou à haute efficacité énergétique, permettant ainsi d'offrir un chez-soi sûr et confortable à des personnes vulnérables, notamment des personnes âgées, des personnes handicapées, des jeunes à risque, des Autochtones, des femmes en situation précaire et des personnes souffrant de maladie mentale.
- Nous avons investi 55 482 578 \$ dans des centres communautaires, des centres culturels et des bibliothèques, et 49 638 566 \$ dans des centres de loisirs, des piscines et des patinoires.

INNOVATION ET REPRODUCTIBILITÉ

L'innovation, la reproductibilité et l'adaptabilité sont au cœur des initiatives de soutien du FMV. En offrant à la fois du financement et des activités de renforcement des capacités, nous favorisons l'adoption de solutions climatiques novatrices et permettons à d'autres municipalités de s'inspirer de ces réussites et de les reproduire.

Nous rehaussons depuis longtemps la barre en matière de développement durable :

- Le FMV a été le premier programme financé par le gouvernement fédéral à exiger l'objectif de carboneutralité comme point de départ pour les demandeurs.
- Le programme Logement abordable durable (LAD) est la première et la seule initiative pancanadienne qui soutient les améliorations écoénergétiques majeures et la construction de logements sociaux et abordables carboneutres.
- Le programme Financement de l'efficacité communautaire (FEC) libère le potentiel de nouvelles approches pour le financement des rénovations résidentielles en soutenant des mécanismes novateurs comme le modèle PACE (Property Assessed Clean Energy), le financement sur facture des services publics et les partenariats de prêt avec des tiers, ce qui permet à plus de propriétaires de réduire l'empreinte environnementale de leur maison.
- En novembre 2022, le gouvernement du Canada a annoncé un transfert unique de 530 millions de dollars au Fonds municipal vert (FMV) de la FCM dans le cadre du Plan d'action sur l'adaptation du gouvernement du Canada (PAAGC) afin de soutenir des initiatives communautaires d'adaptation aux changements climatiques. Cet investissement assurera la résilience climatique à long terme en soutenant l'intégration de considérations climatiques dans la planification opérationnelle, l'élaboration des systèmes et des processus, et la mise en place des infrastructures des municipalités. Le nouvel investissement soutiendra un minimum de 1 400 initiatives communautaires d'adaptation aux changements climatiques d'ici 2030-2031.



2.0

The Logo

2.1 GMF LOGO

The GMF logo consists of two elements, the distinctive brand marque and the signature.

The marque is made of two shapes (a drop of water and a municipal building) that converge to form a third: a green leaf.

The logo should appear, un-altered, on all GMF print and digital materials, according to the rules layed out in this section.



2.2 LOGO VARIANTS

The logo is provided in two forms: English first and French first. Consider the primary audience and context when determining which logo to use. Materials in the French language should always use the French first logo.

To echo the FCM Marque and reflect the fact that we are a bilingual organization, the signature must include both French and English as depicted.

English first



**GREEN
MUNICIPAL
FUND**

**FONDS
MUNICIPAL
VERT**

French first



**FONDS
MUNICIPAL
VERT**

**GREEN
MUNICIPAL
FUND**

Use of the full colour logo is strongly preferred.

Use the greyscale version of the logo when full colour reproduction is not possible. Only use the reverse logo variation when a dark background is required.

Black and white



Reversed



2.3 MARQUE

The marque may be used as a standalone graphic element to add interest and character to designs. Always ensure that the full logo has been used elsewhere on the piece – never rely on the marque alone to establish the brand identity.

Use of the marque as a standalone graphic element should be avoided in close proximity to the logo itself.



The following are examples of when and how the marque may be used for accent. This is not an exhaustive list, but designers must ensure they do not rely on the marque alone to establish brand identity.

The marque could be used as:

- A watermark for videos or printed materials
- A watermark on images used on social media, provided the images are not intended for active promotion of funding, knowledge products, funded projects, or recruitment
- A design to accent page numbers on guidebooks and other PDFs
- A watermark for images intended for use on the green municipal fund website



2.4 BRANDED PROPERTIES

The GMF logo should appear, un-altered, on all public-facing materials. The following slides will set standards for logo size and placement.

- Because the GMF brand exists under the umbrella of FCM, the FCM Marque must appear on all GMF materials with a few limited exceptions.
- The Canada Wordmark will appear alongside the FCM marque on many Green Municipal Fund materials — acknowledging that the program is government funded.

For further rules and exceptions, please contact FCM's programs communications team.



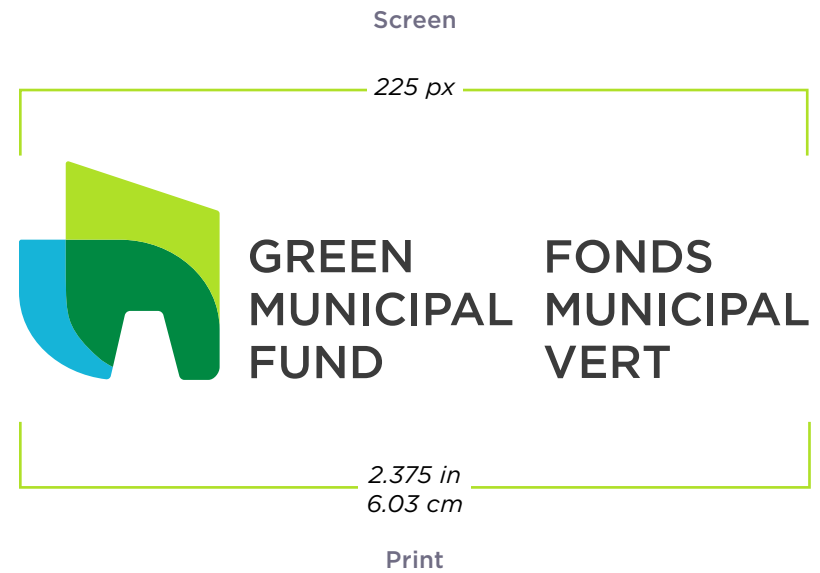


3.0 In use

3.1 MINIMUM SIZE

To ensure legibility, always adhere to the following minimum size requirements for screen and print applications.

The minimum size should only be used when there is little space. The logo should be prominent but not overpower the page design. For examples of placement, see the samples section.



PREFERRED GMF LOGO SIZE ON COMMON FORMATS

REPORTS: 8.5 × 11 in

2.5 in / 6.35 cm



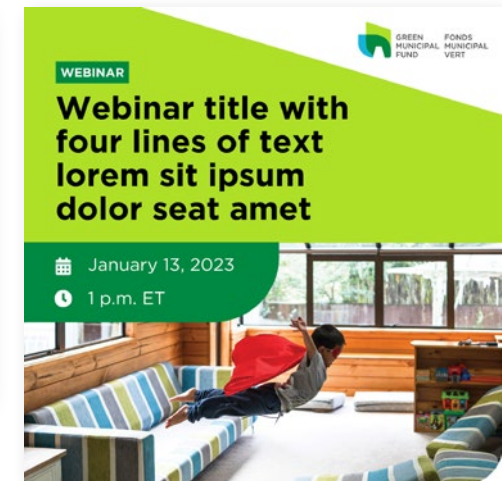
WIDESCREEN PRESENTATIONS: 33.87 × 19.05cm

7.2 cm



SOCIAL: 1080 × 1080

340px

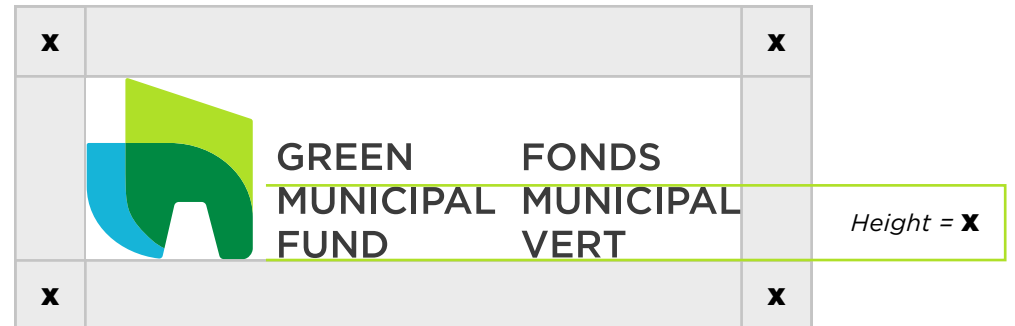


3.2 CLEARSPACE

Adequate clear space ensures that the logo maintains a strong presence and is never confused with other logos or design elements.

The minimum clear space (X) is defined by the height of the bottom two lines of the signature.

When applying the logo, avoid placing text or other graphic elements within this area.



3.3 FCM MARQUE

Because the GMF brand exists under the umbrella of FCM, the FCM marque must appear on all GMF materials. To clarify the relationship between the brands, the FCM marque is used in conjunction with the text label: “A program of/Un programme de la”. Reverse the order of these labels when using the French first logo; for unilingual applications use only the appropriate language. Use the following guidelines for displaying the two logos together.

Marque

*A program of/
Un programme de la*



*Un programme de la/
A program of*



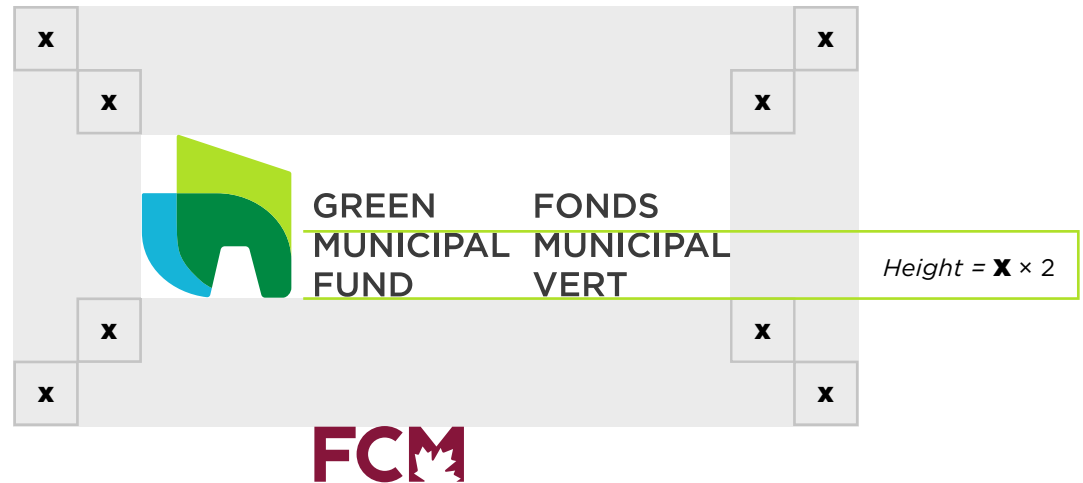
CLEARSPACE

Adhere to standard clearspace rules when placing the FCM brand near the GMF logo.

Generally speaking, more space between the two logos is preferable when possible. The ideal clearspace is defined by the height of the bottom two lines in the marque x 2 ($X \times 2$).

However, in very limited instances where adhering to this clearspace is not possible due to space issues, the minimum clear space (X) is defined by the height of the bottom two lines of the marque.

The use of the minimum clearspace should be limited to cases where we accommodate placement of the FCM and GoC logos. Otherwise, when applying the logo, avoid placing text or other graphic elements within either clearspace.



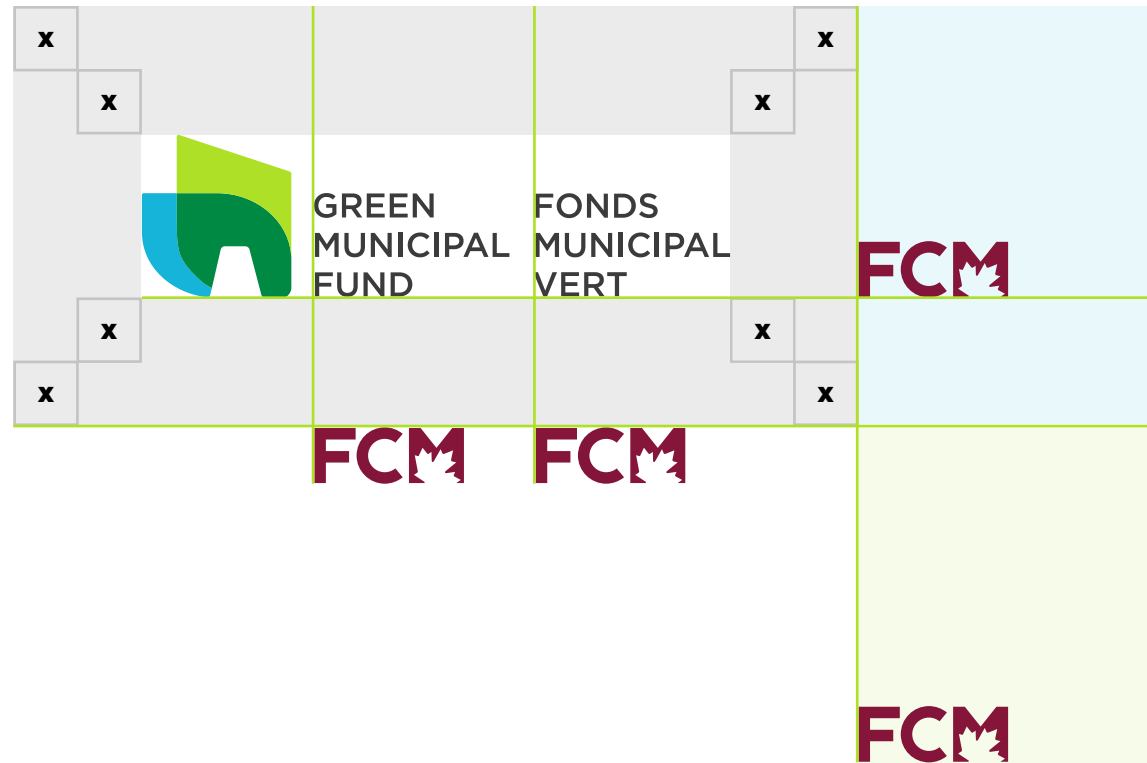
POSITION

The FCM Marque should be placed in relation to the GMF Logo on Green Municipal Fund materials in one of four positions:

- Under GMF aligned with EN
- Under GMF aligned with FR
- Anywhere to the lower right (the region represented in green)
- Anywhere to right, on the same line as the GMF logo (the region represented in blue)

SIZING

It's important that the FCM Marque never competes with or overwhelms the GMF logo. To ensure this, the maximum width of the FCM marque or signature should be no larger than the GMF marque, however, it may be smaller as long as it fits within the FCM brand minimum sizes.



Maxium width of FCM Marque



3.4 CANADA WORDMARK

The Canada Wordmark will appear alongside the FCM marque on many Green Municipal Fund materials — acknowledging that the program is government funded. To clarify the relationship between the brands, the Canada logo is used in conjunction with the text label: “funded by/

Financé par”. Reverse the order of these labels when using the French first logo; for unilingual applications use only the appropriate language.

The Canada Wordmark should be sized to the same height as the FCM marque and positioned to the right or under the FCM marque (left aligned).





4.0 Shapes

4.1 MARQUE SHAPES

Use the shapes contained within the marque as a bright and bold way to create visual interest and tie applications together across multiple pages. Expressive applications help to capture audience attention and build familiarity with the brand. These shapes can be converged, flipped, masked and extended within the parameters defined in this section.

Designers should use the marque shapes as their primary inspiration for design elements in a given application. Additional or alternate shapes should be used sparingly if at all, and would require the approval of the Program Communications team.

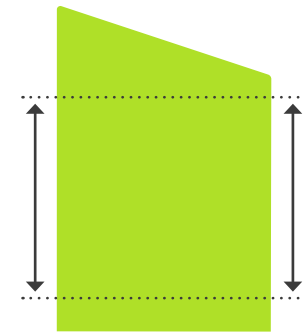
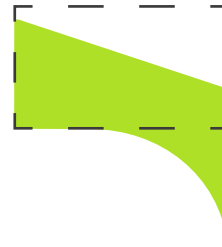
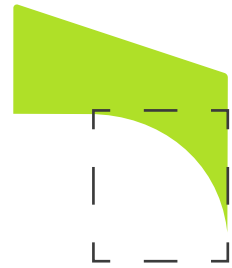


CROPPED

EXTENDED

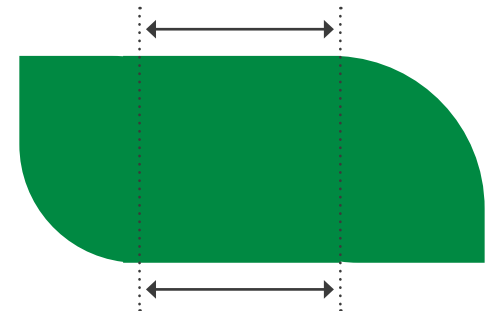
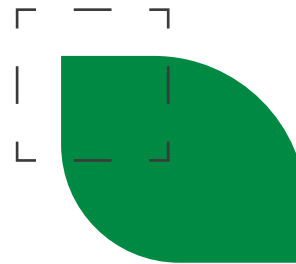
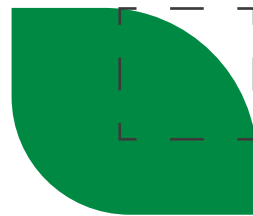
MUNICIPAL BUILDING

The municipal building's unique identifier is the slant and the curve, which may be cropped and extended in the following ways.



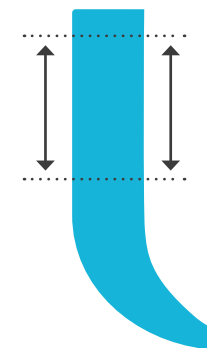
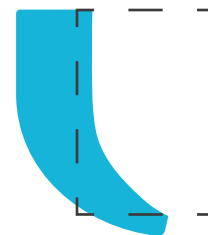
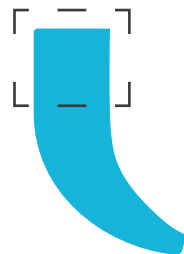
GREEN LEAF

The green leaf (in a simplified form for these applications) has wonderful curves that can be utilized and extended in the following ways.



DROP OF WATER

The drop of water has a flat top and two long curves that can be used in the following ways.

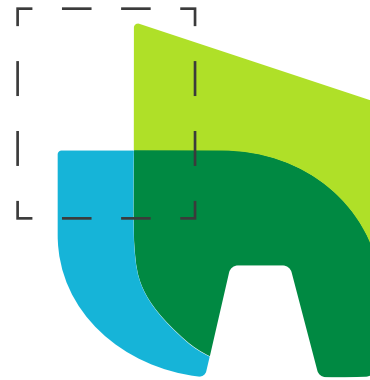


4.2 CONVERGENCE

To reinforce the connection with the parent brand FCM, the use of convergence is encouraged. This can be achieved by overlaying the shapes or cropping the marque.

There should always be 3 colours present; the GMF blue, GMF Green and FCM Dark green. Anywhere the GMF blue and Green overlay, it should be turned into the FCM dark green.

Cropped marque



Overlaid shapes



4.3 DO NOT

- Alter the GMF logo or marque in any way
- Alter the contours of the marque shapes when using them as design elements
- Overlay marque shapes without adhering to the convergence rule
- Use marque shapes excessively within a small area
- Rely primarily on colours outside the GMF primary palette in your design
- Desaturate or use shades of the GMF primary or secondary colours





5.0

Colour

5.1 PRIMARY COLOUR PALETTE

The primary GMF colour palette is drawn from the existing FCM Colour palette, with the addition of a unique GMF green.

These colours should make up the majority of major design elements in any application. The colours should appear true to this palette - using similar colours, shades of these colours, or muted versions of these colours is strongly discouraged.

In general, colours should be bold and opaque. Transparency should only be used in exceptional circumstances and when framing photography.

TEXT GREY

C: 70
M: 57
Y: 63
K: 65

R: 59
G: 59
B: 59

#3B3B3B

GMF GREEN

C: 34
M: 0
Y: 78
K: 0

R: 175
G: 224
B: 40

#AFE028

FCM DARK GREEN

C: 89
M: 13
Y: 100
K: 15

R: 0
G: 137
B: 66

#008942

FCM LIGHT BLUE

C: 67
M: 2
Y: 0
K: 0

R: 22
G: 180
B: 216

#16B4D8

5.2 SECONDARY COLOUR PALETTE

When creating campaigns, it is sometimes necessary to introduce additional colours to identify subsections of the GMF brand. Here are colours taken from the FCM and SCC identities that work well with the primary palette.

These colours should be used sparingly, for accent, and should not be the primary focus of the design. The exception to this rule is for content relating to FCM's Sustainable Communities Conference, which leans into the use of the SCC purple.

FCM RED

C: 0
M: 100
Y: 34
K: 53

R: 134
G: 0
B: 56

#860038

FCM LIGHT PURPLE

C: 60
M: 55
Y: 33
K: 9

R: 112
G: 109
B: 132

#706D84

FCM DARK PURPLE

C: 84
M: 80
Y: 55
K: 18

R: 67
G: 67
B: 88

#434358

SCC PURPLE

C: 70
M: 86
Y: 31
K: 17

R: 95
G: 60
B: 107

#5F3C6B

FCM DARK BLUE

C: 84
M: 15
Y: 15
K: 26

R: 0
G: 128
B: 158

#00809E

5.3 WCAG

Accessibility is essential when communicating with our audience. Here are the approved colour combinations from our colour palette to maintain WCAG compliant contrast at various text sizes.

A Grey text large
A Grey text small

A White text large
A White text small

TEXT GREY A A	GMF GREEN A A	FCM DARK GREEN A A	FCM LIGHT BLUE A A	
FCM RED A A	FCM LIGHT PURPLE A A	FCM DARK PURPLE A A	SCC PURPLE A A	FCM DARK BLUE A A



6.0

Typo graphy

6.1 PRIMARY TYPEFACE

The GMF typography pays homage to its parent brand, FCM, by using the Gotham font. Gotham is a contemporary sans-serif with a very large family. GMF uses these variations, which can also be used in italic when needed.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM BOOK/REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

6.2 SECONDARY TYPEFACE

Montserrat, the closest free webfont to Gotham, is recommended if Gotham is not available.

MONTERRAT BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

MONTERRAT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

6.3 CORE TYPOGRAPHY

Using the correct weight for titles, subtitles, and captions is an important part of the GMF brand.

The sizes shown here are only a general guide and will not suit every situation. Creative license can be used while keeping as close to these proportions as possible.

Heading 1's are larger and bolder than second and subsequent-level headings. Use font size, boldness and colour to indicate the importance of each heading structure. Heading levels can also be the same size with a different font weight to accentuate hierarchy.

Header 1

HEADER 2

Captions, text highlights and callouts

Regular text or sections of text, large side bars, case studies and basically any information presented in full sentences and more than a few lines long.



7.0

Photo graphy

7.1 PHOTO SELECTION

As an FCM program, all photos used for GMF must have one or more of the following characteristics and be relevant to the country or region:

- Evocative of the subject
- Timeless
- Honest and genuine
- Simple and to the point
- Captures a moment that tells the story



When selecting stock images, please adhere to the following guidelines:

DO	DON'T
<p>Images from Canada</p>	<p>Images contain foreign identifiers, such as road signs, license plates, government buildings, nature not indigenous to Canada [palm trees], roofs of houses</p>
<p>Illustrate community diversity</p> <ul style="list-style-type: none"> • Size (rural and urban) • Location (northern and remote) • Population (ethnicity, race, gender, age, abilities etc.) <p>Respect and reflect safety standards (hard hats, glasses, helmets on cyclists, etc.)</p>	<p>Images of provincial parks (they are not municipally managed)</p> <p>Images that focus solely on natural landscapes, such as forests, lakes, plains, etc.</p>
<p>Represent concepts like governance, strategy or data by demonstrating how people perform this work</p>	<p>Abstract or artistic imagery</p> <p>Include words (<i>or ensure images are bilingual</i>)</p>
<p>Represent the project types discussed in the written content</p> <p>Diversity of infrastructure (in various condition), as appropriate to the project</p> <ul style="list-style-type: none"> • Roads and sidewalks (urban, country, gravel, lane) • Culverts • Buildings (arenas, city hall, libraries, community centres) • Water (wastewater treatment plant or facility/drinking/storm) • Parks (natural environment) • City owned vehicles (fleet, transit) 	
<p>Showcase a mix of built and nature-based municipal climate adaptation projects instead of impacts</p>	<p>Portrayal of climate impacts as a distant threat (impacts in other countries, polar bears, etc.)</p> <p>Represent climate related devastation (destroyed infrastructure, rampaging floods, blazing fires, etc.)</p>

7.2 PHOTO TREATMENT

When selecting photos, choose an image that is close to the true colour with a great contrast. The application of a GMF shape with an overlay may also be used to create brand recognition.

Avoid filters which may cause colour tints or desaturation.

When applying shapes to photos, see the shape guidelines (pages 28–33). Overlaid shapes may be opaque or translucent depending on the context—always ensure that there is adequate contrast to discern the shape.

Overlaid shapes used on a white background should be opaque to avoid muting the brand colours.

Add filter



True to colour



Add GMF shapes



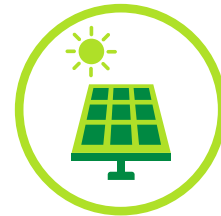
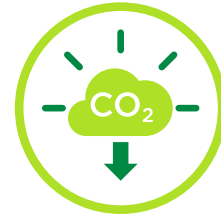
7.3 ICONS

GMF has at its disposal a number of icons that represent areas of its work. Use these icons to help visually categorize information, add accents to themed sections, or otherwise associate content with a particular sector or idea portrayed in your design.

When creating new icons, adhere to these guidelines:

- Encircle the icon using GMF green, following established examples
- Rely primarily on the GMF green, using the FCM dark green and/or whitespace for accent
- Use simple, distinct, opaque shapes for clarity in small formats
- Minimize overlapping design elements where possible
- If two GMF light green shapes overlap, they should turn FCM dark green

Our library of our icons can be downloaded [here](#).





8.0

Examples

GREEN MUNICIPAL FUND FONDS MUNICIPAL VERT

Together for the Future

GMF Annual Report 2022-23

A program of the Government of Canada
 FCM
 Aided by the Government of Ontario
 Canada

Making an impact since inception

Since its inception in 2000, GMF's multi-solving approach has been to support local governments in pushing boundaries, delivering impact and improving the lives of Canadians. As we look back on our achievements over the past two decades,

GMF's strong leadership role continues to be evident in bringing to life local initiatives that drive significant environmental, economic and social benefits in municipalities of all sizes nationwide.

2,100 sustainability projects approved since 2000

ENVIRONMENTAL BENEFITS	ECONOMIC BENEFITS	SOCIAL BENEFITS
2.87 million tonnes of GHG emissions avoided	GMF supported projects that have generated \$665M in national wages and salaries paid to households	41 initiatives with specific social impact targets

GREEN MUNICIPAL FUND FONDS MUNICIPAL VERT

SUPPORTING NEW ENERGY AND CLIMATE STAFF

1. INTRODUCTION

Municipal departments responsible for energy and climate play a crucial role in driving sustainability initiatives and reducing greenhouse gas (GHG) emissions in Canadian communities. However, these departments often face challenges when it comes to training and supporting new staff.

New staff often need time to familiarize themselves with various aspects of their job: relevant policies, ongoing projects, leading practices, partners and stakeholders, and support networks. This gap in knowledge, experience and relationships can lead to issues including delays in decision-making, duplication of effort, reduced efficiency and decreased effectiveness in achieving energy and climate goals.

To address this challenge, municipalities should have strategies in place for succession planning, knowledge retention and onboarding and training of new energy and climate staff.

A program of the Government of Canada
 FCM



How land use decisions impact climate

EMBODIED EMISSIONS

The materials we choose to build with also have climate repercussions. Building materials contain embodied emissions, which are created when materials are harvested and during manufacturing processes. This is also known as embodied carbon. Natural materials like wood and stone have low embodied emissions; heavily processed materials like concrete, steel and glass have high embodied emissions.

The materials we use to build infrastructure like roads and water/wastewater systems also contain embodied emissions. The asphalt, metal, plastics and other materials used in built infrastructure are all made through process-heavy means. When more of these materials are required for land use development and infrastructure maintenance (for example, because of longer roads), embodied emissions are going to be higher.

There are three key emissions sources associated with land development:

- **building emissions**
- **embodied emissions** (sometimes called embodied carbon) and
- **transportation emissions**

BUILDING EMISSIONS

The types of buildings we choose to build impacts the climate. Building emissions depend on the following¹:

- size of the building
- area of shared interior walls, floors and ceilings
- airtightness
- insulation rating and window performance
- energy systems and fuel sources

DID YOU KNOW?

The built environment generates 40 percent of annual global CO₂ emissions. Building operations account for 27 percent of those emissions. The embodied carbon from building and infrastructure materials are responsible for the other 13 percent².

1. Rode, P., Keim, C., Robazza, G., Vajsi, P., & Schofield, J. 2014. Cities and Energy: Urban Morphology and Residential Heat-Energy Demand
2. <https://architecture2030.org/>

6 Climate and Financial Impacts of Land Development Patterns

DID YOU KNOW?

Supporting social inclusion through affordability

Mixed-use infill developments do not directly increase housing affordability, but municipalities can support affordability with the following actions³:

- Homeowner incentives for home energy improvements and retrofits
- Market availability through redevelopment of surplus commercial properties
- Housing availability through minimum zoning requirements in urban areas that are currently zoned for single-family homes
- Equal investments across neighbourhoods to avoid underinvestment in certain neighbourhoods
- Access to transit networks to reduce car-dependency and associated costs

7 Ibid

9 Climate and Financial Impacts of Land Development Patterns



Cover Title to go Here
Lorem Ipsum Dolor
Sit Amet

GUIDEBOOK

A program of
the Government of
FCM

ACKNOWLEDGEMENTS

This guide would not have been possible without the support of staff from the City of Guelph and County of Wellington who gave their time to provide information for the guidebook. Interviews with and input from the following individuals informed the guide:

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- Jonathan McNeice, Manager, Our Food Future, Smart Cities Office, City of Guelph
- Andrew Telfer, Partnership and Development Lead, Smart Cities Office, City of Guelph
- Ashlee Cooper, Program Advisor, Our Food Future, Smart Cities Office, City of Guelph
- Justine Dainard, Smart Cities Manager, County of Wellington
- Molly Fremes, Program Advisor, Circular Opportunity Innovation Launchpad (COIL), Smart Cities Office, City of Guelph

Delivered by the Federation of Canadian Municipalities, the Green Municipal Fund (GMF) is a \$1.65 billion endowment from the Government of Canada. GMF helps municipalities implement sustainability projects and emission-reducing policies—creating lasting environmental change, improving your quality of life, and driving sustainable economic growth in your community and across Canada.



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Video



Social Posts

Green Municipal Fund 2,880 followers 5d · 🌐 + Follow ...

NEW FUNDING FROM the Green Municipal Fund: We've redesigned our long-standing funding offers to better serve Canadian municipalities of all sizes. Our energy, transportation and waste funding can help you upgrade infrastructure and reduce local GHG emissions.

With support from the **Government of Canada**, GMF has enabled climate innovation at the local level for over 23 years. Our revised funding offer can help you switch to sustainable solutions faster. Learn more: <https://lnkd.in/gzHvqUZr>

NEW FUNDING
Stackable funding for municipalities:
Up to \$10M in combined grants and loans for eligible project costs

29 21 reposts

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Join us tomorrow from 1 to 2 pm E.T at our upcoming webinar, **Shaping the future: Integrating Anti-Racism, Equity, Inclusion, and Reconciliation in Green Municipal Fund initiatives**. Our panellists will discuss how these crucial principles are being woven into the fabric of sustainable development within **#CDNmuni**.

In a world where climate change impacts are felt unevenly across communities, understanding and implementing AREI+R principles is not just a matter of policy – it's a necessity for creating a fairer, more resilient future.

Register now.

WEBINAR
Shaping the future:
Integrating anti-racism, equity and inclusion and reconciliation in Green Municipal Fund initiatives

January 25, 2024
1 p.m. ET

Webinar: **Shaping the future: Integrating anti-racism, equity and inclusion and reconciliation in Green Municipal Fund initiatives**
greenmunicipalfund.ca · 1 min read

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FCM and the **Government of Canada** are pleased to announce a \$9.3 million investment through the **Green Municipal Fund** to build a new net-zero fire station in the **City of Peterborough**. With an energy efficient design, the station will use renewable energy to reach net-zero emissions and save thousands on annual operational costs.

Learn more about this exciting project: <https://lnkd.in/gq4aS4pB>

FUNDING
\$9.3 million for the construction of a new net-zero fire station in Peterborough through the Green Municipal Fund
with Natural Resources Canada | Ressourc...

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Managing their municipal fleet differently is helping the **City of North Battleford, SK**, reduce costs and GHG emissions. The **#CDNmuni** is now using fewer vehicles more efficiently and replacing older ones with EVs following the results of a study funded by the **Government of Canada** and GMF. Read our case study to learn more 📖

CASE STUDY
Updating municipal vehicles to lower emissions—and costs
In North Battleford, a fleet analysis highlighted potential for both net-zero progress and cost savings

Case study: **Updating municipal vehicles to lower emissions—and costs**
greenmunicipalfund.ca · 2 min read

4

Document Templates



GREEN MUNICIPAL FUND FONDS MUNICIPAL VERT

January 8, 2021

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Address goes here
Ottawa, Ontario
K1Z 6Z6

Dear person's name

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Sub-title

Author



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Sub Title Three	Large	12	56

Document Title

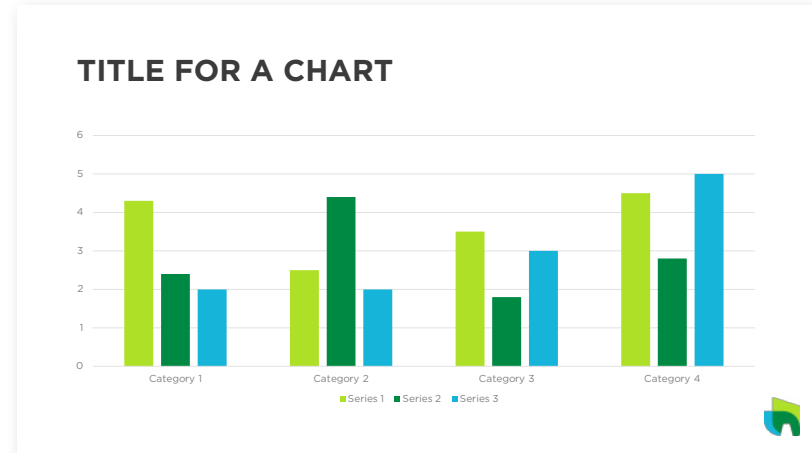

2





An Example Title



AN EXAMPLE SUB-TITLE



A TITLE FOR TWO



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- egestas, quis tincidunt felis
- aliquam. Donec ndimentum convallis cursus.
- Duis fringilla nibh non diam mattis, vel pretium sapien iaculis.

- Praesent vitae felis metus.
- Phasellus vel auctor sem, vitae mollis justo.
- Vivamus dolor nibh, mattis eget tincidunt non
- Molestie ac arcu.



A TITLE

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