

News Release

City of North Vancouver Initiative Brings Climate Information Labels to Gas Stations

September 20, 2016

The City of North Vancouver is the first municipality in Canada to bring Greenhouse Gas Emissions information labels to gas station pumps. The new labels are now installed at all six gas stations located in the City of North Vancouver.

Mayor Darrell Mussatto and Members of Council unanimously supported the label program last fall, following a presentation by a young climate change activist, Ms. Emily Kelsall who asked Council to consider requiring information labels be placed on fuel pumps in the City.

City Council then adopted a unique bylaw to require gas stations in the City to post GHG emissions labels on fuel pumps. The bylaw, the first of its kind in Canada, aims to provide information to the public connecting fossil fuels with climate change and encouraging the public to make positive choices that reduce their impact on the environment. The petroleum companies through the Smart Fuelling program created information labels which are now on the pumps at Chevron, Esso and Husky gas stations in the City. The Smart Fuelling labels feature information about climate change and provide tips and information on fuel efficiency and vehicle maintenance. As well, Petro-Canada, a Suncor business, has rolled out informational labels on pumps across its network, starting in the City of North Vancouver. Since the City began this initiative, other municipalities are also considering doing the same.

"We're very proud to be the first Canadian City to initiate gas pump climate change labels, and I thank the petroleum companies for their participation," says Mayor Darrell Mussatto. "This is a positive, proactive and creative way to reach our community and encourage drivers to consider energy efficient practices. The City leads the way in many innovative climate change initiatives. This is our latest one and we're extremely pleased to be the first."

"Smart Fuelling is a national program with the goal of helping Canadians reduce their carbon footprint, and save money through increased fuel efficiency," says Tricia Anderson, an executive member of Smart Fuelling, and President and CEO of the Canadian Independent Petroleum Marketers Association.

"We support and share the City's belief in this initiative and approach to reach consumers. We are pleased to have started our national informational label roll-out in the City of North Vancouver," says Deborah Gullaher, Vice President, Downstream, Suncor. "Through our labels and our Pump Talk blog, we aim to engage with consumers and increase our role in climate change discussions and solutions."

The City of North Vancouver has launched numerous innovative programs to reduce GHG emissions. The City has built an extensive greenway and bike network encouraging active transportation choices. Additional initiatives such as electric vehicle charging stations, energy efficiency programs for buildings, the Green Can collection program, the City's Carbon Fund, and Lonsdale Energy Corporation all contribute to lowering the City's overall GHG emissions.

Find more information about the City's environmental sustainability initiatives at www.cnv.org/LivingCity
[For more information on the Smart Fuelling program please visit: www.smartfuelling.ca](http://www.smartfuelling.ca)
[For more information on the Pump Talk blog please visit: www.pumptalk.ca](http://www.pumptalk.ca)

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