



# DO WHAT MATTERS

{ Lake Friendly Practices + Actions for Businesses }



The South Basin Mayors and Reeves (SBMR), leaders from 9 communities in the south basin of Lake Winnipeg, recognized a need for action by all, to protect the health of Lake Winnipeg. In 2009 they, in cooperation with Manitoba Conservation and Water Stewardship, initiated the Lake Friendly Program to build community awareness of the serious issue of deteriorating water quality in Manitoba, Canada and throughout the world. The Lake Friendly Program is a call to action, it encourages cooperation from all sectors and provides clear, coordinated and immediate steps we can all take to do what matters in protecting and preserving our precious fresh water resources.

#### **THE MEMBERS OF THE LAKE FRIENDLY WORKING GROUP ARE:**

**Rick Gamble**, Mayor Village of Dunnottar, Chair, South Basin Mayors and Reeves  
**Colleen Sklar**, Executive Director, Lake Friendly Project  
**Henry David (Hank) Venema**, International Institute for Sustainable Development  
**Dimple Roy**, International Institute for Sustainable Development  
**Mike Scatliff**, Scatliff, Miller, and Murray  
**Doug Chorney**, Keystone Agricultural Producers  
**Alanna Gray**, Keystone Agricultural Producers  
**Donna Dagg**, Manitoba Liquor and Lotteries  
**Shane Robins**, Manitoba Conservation Districts Association  
**Armand Belanger**, East Interlake Conservation District  
**Colleen Andreychuk**, Manitoba Conservation and Water Stewardship  
**Marla Riekman**, Manitoba Agriculture, Food and Rural Initiatives  
**Sue Barkman**, Manitoba Chambers of Commerce  
**Christine Hutlet**, North Basin Manager, Red River Basin Commission  
**Grant Nordman**, Chair, Partnership of the Manitoba Capital Region

This 'Manitoba First' approach engaged the working group, key stakeholders and experts who graciously volunteered their time and expertise, providing the best solutions we have, based on what we know today. We cannot list them all, but we thank them for their contributions.

THE LAKE FRIENDLY PRACTICES FOR BUSINESSES ARE ENDORSED BY:  
International Institute for Sustainable Development (IISD), Manitoba Conservation Districts Association,  
Manitoba Chambers of Commerce, the Province of Manitoba and Green Manitoba



# WHY WE MUST ACT NOW:

*Water is our most precious resource. One of the greatest problems facing lakes, rivers and streams today is excess nutrients (primarily phosphorus) entering our waters. These nutrients cause an overgrowth of algae, that is choking our waters, destroying habitat, fouling beaches and can be toxic to humans and animals. If this continues, our waters will not be able to recover.*

There are two ways to deal with this problem:

- 1) reduce the amount of nutrients entering our waterways
- 2) recover the nutrients at the shorelines.

We must do both and we must act quickly.

Lake Friendly Practices are actions that will reduce the amount of nutrients entering our waterways. These practices, and projects underway to recover nutrients at the shoreline and on the land, will help restore the health of lakes.

A Lake Winnipeg bioeconomy approach—an economy built on renewable resources that focuses on nutrient capture and recycling—can create opportunities for new industries and jobs in rural and urban Manitoba and bring revenue into the province that can improve our quality of life.

Saving Lake Winnipeg is a huge challenge.

It will take time and commitment by many to achieve.

But we must take action now.

## IN FIVE YEARS:

Lake Winnipeg's water quality is improving.

Manitobans have a whole new way of thinking about how we manage our resources and how we view the environment. We have a new relationship with water.

Being Lake Friendly is an essential part of who we are as Manitobans. Everyone knows what is being done to save the lake and what they are being asked to do. We are doing this together.

We have made serious long term investments toward solutions that improve the state of the lake while growing our economy, improving our quality of life and developing solutions for the world.

## WHO ARE WE?

We are the Lake Friendly Working Group—a collaboration of people whose hearts, minds, careers and livelihoods have been focused on defining the challenges and developing solutions for our struggling waters.

We came together to define a solution approach, with practical actions that all Manitobans can take to improve the health of our waters.

This 'Manitoba First' approach engaged key stakeholders and experts who graciously volunteered their time and expertise, providing the best solutions we have, based on what we know today.

## WE BELIEVE:

The best approach is to focus on our own actions, working toward solutions.

We need to start from where we are today. We don't have all the answers, but we can use the best solutions we have, based on what we know, now. This approach will call us to continuously improve what we do and how we do it across all sectors.

Collaboration and collective effort is the only way this can occur. It is the responsibility of each and every Manitoban to do what they can to support Lake Winnipeg, our great lake, and all of our waters for ourselves and future generations.

Before we can ask our neighbors for support, we need a 'Manitoba First' plan of action. Manitobans must be leaders in this effort.

We believe this community can be an example for the world.

We believe this is achievable.

*Here is what we're asking of you...*



## IN YOUR BUSINESS

### THROUGHOUT YOUR BUSINESS

Reduce nutrients and other harmful substances from entering the drain.

Wash fleet vehicles at a car wash that recycles water and uses nutrient-free washing products.

Adopt a sustainable procurement policy and purchase goods manufactured in a responsible manner.

Purchase products that are made by manufacturers that have taken steps to reduce their impacts on the environment and minimize pollution to our waterways.

Buy cleaning products which have either a **Green Seal**, **EcoLogo** or **UL Environment** certification mark.

Buy paper and wood products that come from responsibly managed forests such as **Forest Stewardship Council® (FSC®)** certified products.

Buy **Electronic Product Environmental Assessment (EPEAT)** certified electronic equipment. EPEAT certified computers are manufactured with less hazardous material like lead and mercury.

Ensure all contracted workers are aware of and follow your sustainable procurement policy when purchasing goods required to complete service contracts.

Consider sponsoring and promoting Lake Friendly messages and events in your community and among your customers.

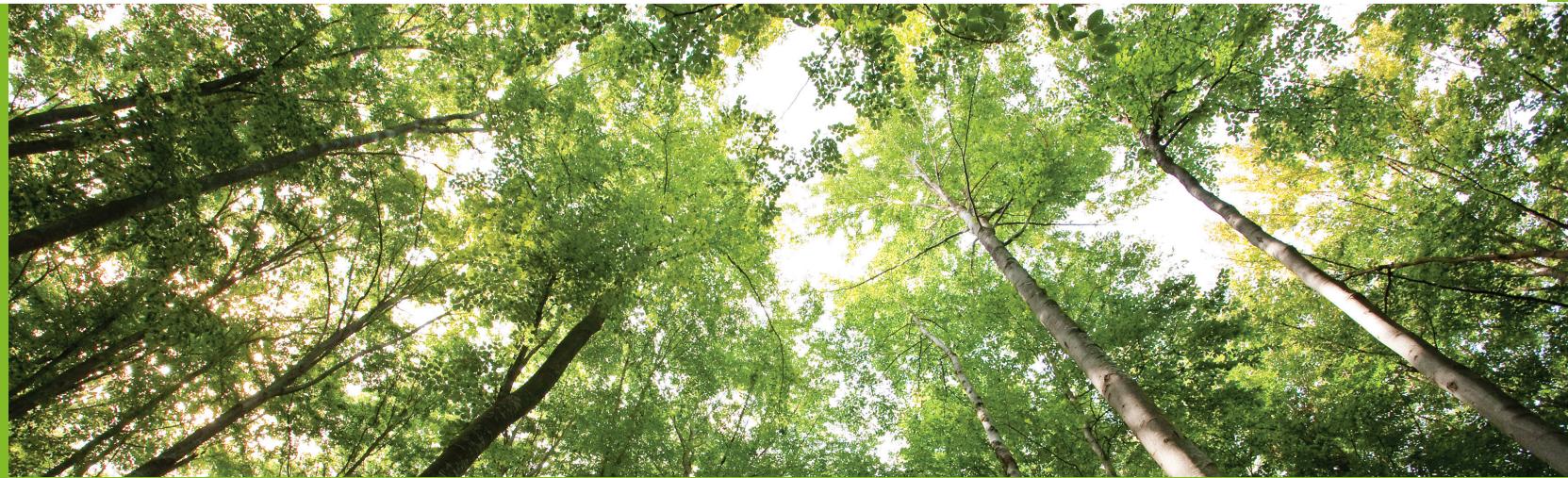
### ON YOUR GROUNDS

Make sure only rain and snow melt go down the street drains and/or into catchment areas.

***Employ landscape maintenance services that minimize impacts to waterways:***

Reduce the need for chemical weed control, through proper plant and material selection, appropriate site preparation and careful maintenance. Weed control should be accomplished by the use of: organic mulches, manual labour, and herbicide controls, in that order.

***Keep informed about global water issues by visiting [www.lakefriendly.ca](http://www.lakefriendly.ca) and [www.unwater.org](http://www.unwater.org)***



## EVERWHERE

### TREAT WATER AS IF WE HAD TO DRINK IT.

Don't be wasteful with water.

Never put used oil or other chemicals down storm drains or in drainage ditches. Bring chemicals to a hazardous waste management depot for proper disposal.

Reduce nutrients (fertilizers, etc.) and other harmful substances from entering the drain.

### USE YOUR CONSUMER POWER FOR GOOD.

**Purchase goods made by manufacturers that have taken steps to reduce their impacts on the environment and minimize pollution to our waterways:**

Buy cleaning products which have either a [Green Seal](#), [EcoLogo](#) or [UL Environment](#) certification mark.

Buy paper and wood products that come from responsibly managed forests such as [Forest Stewardship Council® \(FSC®\)](#) certified products.

Buy [Electronic Product Environmental Assessment \(EPEAT\)](#) certified electronic equipment. EPEAT certified computers are manufactured with less hazardous material like lead and mercury.

Support businesses that sponsor and promote Lake Friendly initiatives.

### SPEAK YOUR MIND. GET INVOLVED.

Promote and support Lake Friendly actions and events.

Get community groups involved.

Support initiatives that help protect our waterways.

Spread the word about ways in which we can all help protect our waterways.

Let your elected representatives and local officials know that you support and encourage policies and processes that protect our waterways.

Take part in municipal planning meetings to make sure developers and planners consider alternatives to drainage conventional ways to manage runoff.

Support proposals that contain adequate consideration and design detail to collect, convey, manage and treat overland runoff and drainage.

**Keep informed about global water issues by visiting [lakefriendly.ca](#) and [unwater.org](#)**



## JOIN US BECOME PART OF THE SOLUTION

Lake Winnipeg will only be saved if we all do our part. It is time for us to develop a whole new relationship with our water.

The Lake can't be saved by governments, by businesses, by agriculture, by changing our personal habits, or through science alone. It can be saved by doing ALL these things TOGETHER, in a Manitoba-first solution-focused approach.

We are the stewards of an incredible and precious collection of natural resources that is the envy of the world. It is our privilege and our responsibility to save the lake today and protect it for tomorrow.

All levels of government, leaders in the business community, the science community, the agriculture industry and other jurisdictions beyond Manitoba are working on innovative solutions to protect our waters. In the coming months and years you will hear much more about the projects that are underway.

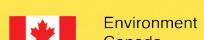
That's why now, more than ever, our everyday actions will make an impact. If we get this right, we will save our lake and be a model for communities around the world.

Join us today in protecting and preserving our fresh water resources.

Visit [www.lakefriendly.ca](http://www.lakefriendly.ca) for information on being Lake Friendly and to find out what is happening in:

- > Homes
- > Farms
- > Cottages
- > Schools
- > Businesses
- > Municipalities

THE LAKE FRIENDLY PRACTICES  
ARE PROUDLY SUPPORTED BY:  
*South Basin Mayors and Reeves, the Province of Manitoba  
and Environment Canada*





1749 Portage Avenue  
Winnipeg, MB R3J 0E6  
204-505-0303

[www.lakefriendly.ca](http://www.lakefriendly.ca)