

# greenapple



A project of the Appleton Charitable Foundation  
[www.appletonfoundation.org](http://www.appletonfoundation.org)

## GreenApple Launch in Vancouver

The Appleton Foundation launched GreenApple, a national Canadian education and information program. GreenApple works with small businesses and city governments to enhance public health and air quality through the advancement of hybrid vehicles and alternative fuels. The Appleton Foundation will commit up to \$1 million on public education and research in Canada for this program.

In addition, GreenApple will produce a national report ranking the air quality measures taken by up to 20 Canadian urban centres.



Young Global Leaders support GreenApple

Gas prices and greenhouse emissions continue to increase to alarming rates, hurting people in their pocket book as well as their lungs. In fact, young people have the highest rate of asthma of Canadian citizens, with the asthma rate in children under 14 increasing over 400% since 1978.

The Canadian charity is working in partnership with successful initiatives in the United States, such as SmartTransportation.org. "We are excited to form a partnership to improve environmental health in Canada, while reaching a common global vision to reduce greenhouse emissions" says **Barry Appleton**, National Director of GreenApple and Chairman of the Appleton Foundation. "Air pollution does not recognize any boundary - so we have a shared problem in enhancing air quality in many Canadian cities located near the US border. Our partnership with SmartTransportation will help Canadians work with Americans together to enhance air quality and reduce greenhouse gases," he added.

Also joining Mr. Appleton was Jack Hiday, Chairman of SmartTransportation.org, and Diamond Shivji, one of the first taxi drivers in Vancouver to switch to a hybrid taxi. Mr. Shivji explained how making the switch was not only easy, but had a dramatic impact on his business' bottom line. Since he bought his Toyota Prius in 2003, he's logged more than 300,000 kms and saved roughly \$36,000 in fuel.

"Vancouver's hybrid taxi cab program and other initiatives are international examples of best practices in improving urban health and the environment," said Mr. Appleton. "Through programs like GreenApple, we hope to see steady progress towards healthy, vibrant communities, full of opportunity."



Appleton Foundation  
77 Bloor Street West  
Suite 1800A  
Toronto, ON M5S 1M2

[www.appletonfoundation.org](http://www.appletonfoundation.org)

604.484.5518

# what can YOU do?



Vancouver hybrid taxi drivers support GreenApple

While **individuals** can do their part by **driving less** and switching to **hybrid** vehicles, governments can take the following steps:

- provide preferred access to multiple-occupancy high-speed lanes for all hybrid vehicles, enhanced public transit and car pools;
- upgrade city vehicles fleets to hybrid and other lower-greenhouse gas emission vehicles;
- create idle free stopping zones near elementary and primary schools increase the use of electric and diesel-hybrid transit vehicles;
- encourage renewable and non-polluting energy technologies;
- provide parking incentives for hybrid and low emission vehicles; and
- adjust the required retirement dates for taxis and other vehicles for hire by increasing the useful life for hybrids and reducing those for gasoline vehicles.



to learn more about greenapple and the appleton foundation, please visit our website at: [www.appletonfoundation.org](http://www.appletonfoundation.org)