

**Press Release – For immmediate release  
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**Natural Resources Canada mandates Eco-West Canada**

**to deliver its ZEVAI project in the Prairies**

**Winnipeg, February 11, 2022** - Natural Resources Canada (NRCan) announced today that it is investing $300,000 to enable Eco-West Canada to deliver a series of webinars and workshops to help increase EV adoption in the Prairies. This Zero Emission Vehicle Awareness Initiative investment will provide Canadians with access to a wide range of information on the latest EV technologies that will fuel the country’s transition to a low-carbon economy and reduce pollution as part of Canada's commitment to achieve net zero emissions by 2050.

Eco-West Canada will be responsible for implementing this project. Based in Winnipeg since 2008, Eco-West Canada is a national, non-profit organization that specializes in the sustainable economic development of small and medium-sized municipalities. Eco-West is part of the AMBM Group and operates under the aegis of Manitoba's bilingual municipal leadership.

For Ivan Normandeau, chair of the board of directors of Eco-West Canada (EWC) and the Association of Manitoba Bilingual Municipalities (AMBM), the timing and momentum for this new initiative are perfect:

“For nearly 15 years, Eco-West has been the driving force of the commitment and contribution of Manitoba's bilingual municipal leadership to the green economy in Western Canada. Through this investment, the federal government is leveraging the expertise and credibility of Eco-West to help municipalities and communities across the Prairies move towards zero-emission vehicles. The spirit of this initiative is perfectly aligned with the $222.4 million investment in sustainable development infrastructure in our Municipal Economic Recovery Strategy.”

“During the last few years, Eco-West Canada has been focused on assisting municipalities with their transition to carbon neutrality. This work has allowed us to more fully appreciate the fact that transportation emissions are key to reaching a net zero society by 2050. In the Prairies, municipalities are increasingly expressing interest in installing EV charging stations in their communities. However, many questions remain for municipalities regarding the adoption of this emerging technology. That is why this new awareness initiative is so important. Eco-West Canada’s main objective is to maximize the economic benefits related to an expedient adoption of ZEVs and related infrastructure. As such, we look forward to creating opportunities that will facilitate the sharing of best practices from other jurisdictions in Canada, and also from local municipalities, by giving leaders the opportunity to show how they are working on transition requirements for their fleets and exploring various zero emission solutions for regional transportation services, in addition to providing charging/refueling infrastructures in their communities,” explains Dany Robidoux, executive director of Eco-West Canada.

“Through investments such as the ones announced today, we’re equipping Canadians with the awareness and knowledge they need to confidently make the switch to a zero-emission vehicle”, says the Honourable Jonathan Wilkinson, Minister of Natural Resources. “Ensuring easy access to ZEVs across Canada is a critical part of our plan to lower emissions and achieve our international climate goals. Through these and similar investments, we are putting more Canadians in the driver’s seat on the road to a net-zero future.”

The following partners will assist Eco-West Canada in disseminating and presenting EV related information and news – via a series of webinars, newsletters to their members, etc. – through their own communication networks: Association of Manitoba Bilingual Municipalities (AMBM), Association of Manitoba Municipalities (AMM), Manitoba EV (formerly MEVA), YHC Environnement and YHC Mobilité (St. Lambert, QC), Saskatchewan Urban Municipalities Association (SUMA), Saskatchewan Electric Vehicles Association (SEVA) and Community Energy Association (CEA in B.C.).

Funding for this project comes from the Zero Emissions Vehicle Awareness Initiative (ZEVAI), which supports the federal government's ambitious goal of having 100% of light-duty vehicles sales by 2035 to be zero-emission vehicles. Since 2015, Canada has invested a historic $1 billion to make EVs more affordable and chargers more accessible for Canadians. These investments are supporting the establishment of a coast-to-coast network of fast chargers in local areas where Canadians live, work and play, while federal rebates of up to $5,000 are helping more Canadians make the switch to an EV.

The Government of Canada and Eco-West Canada are committed to investments in green infrastructure projects that will facilitate the adoption of zero-emission vehicles for Canadians and help them in their transition to a low-carbon future.

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**Related Links**

* [Eco-West Canada](http://eco-ouest.com/en/)
* [Zero-Emission Vehicle Awareness Initiative](https://www.nrcan.gc.ca/energy-efficiency/transportation-alternative-fuels/electric-and-alternative-fuel-infrastructure/zero-emission-vehicle-awareness-initiative/22209)
* [Zero-Emission Vehicle Infrastructure Program](https://www.nrcan.gc.ca/energy-efficiency/transportation-alternative-fuels/zero-emission-vehicle-infrastructure-program/21876)

**Contact:**

Michel Forest, Eco-West Canada

(204) 806-4035

[mforest@eco-ouest.com](mailto:mforest@eco-ouest.com)