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GreenPAC Sets the Bar for Environmental Leadership

Group seeks candidates who are strong champions for the environment

TORONTO — GreenPAC today launched its federal election strategy. The organization will translate the broad support that exists for environmental issues into a politically powerful force in the upcoming election.

“When it comes to the environment, Canada is long on affordable solutions and short on the leadership to make them a reality,” said GreenPAC’s Founder and President Aaron Freeman. “Governments need to directly confront the global, complex environmental challenges we’re facing. Our goal is to elect leaders ready to tackle these problems.”

GreenPAC has launched a sophisticated campaign that will match Canadians who care deeply about the environment with a candidate who matches their political values. Canadians will then be asked to pledge their financial and volunteer support to these candidates’ campaigns. Environmental champions traditionally have fewer resources than their opponents, so GreenPAC aims to level the playing field.

“Our goal is to ensure we elect a critical mass of parliamentarians who put the environment first,” Freeman added. “We are endorsing candidates in all parties because environmental leadership needs to be present across the board. The environment can’t afford to be a political football — it must be a priority.”

The candidate endorsement process is headed up by an [Expert Panel](#) made up of non-partisan leaders in various environmental fields. The panel is not tied to any environmental organization. Endorsements will go to leaders who know how to get things done. Political platforms and talking points won’t be assessed; rather past accomplishments in the private, public or NGO sector will be evaluated.

Candidates looking to be considered for a GreenPAC endorsement can fill out the [Candidate Assessment Form](#).

Canadians interested in pledging support for an environmental champion in the election can start the process with [a brief survey](#).

About [GreenPAC](#):

GreenPAC is a new non-partisan organization formed to build environmental leadership in Canadian politics. Its focus is making environmental concerns politically relevant by supporting recruitment, nomination, and election of environmental champions.

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