

## **Earth Day Canada Launches Unique Online Environmental Resource with the Help of Microsoft Canada**

*Replacing open source systems with .NET-based architecture helps Earth Day Canada offer Canadians a richer user experience*

**MISSISSAUGA, ON – April 22, 2008** – Microsoft Canada Co. today announced that Earth Day Canada, a leader in environmental education and action, has unveiled its new EcoAction Teams online calculator ([www.calculator.ecoactionteams.ca](http://www.calculator.ecoactionteams.ca)) running on a platform based entirely on Microsoft® software. Established in 2003 as a pilot program, the EcoAction Teams program has helped participants in over 25 communities across Ontario take action to help the environment before being expanded to include other provinces and territories in 2008.

The new calculator tool provides the EcoAction Teams Program with additional resources designed to help households and municipalities across Canada reduce their environmental impact. It shows visitors how to take action to save money by using less energy, generating less waste, reducing fuel and water consumption and shopping more sustainably.

To ensure that [ecoactionteams.ca](http://ecoactionteams.ca) offers Canadian a rich and compelling online experience, Earth Day Canada turned to Toronto-based Web services firm Trioro Inc., who designed and built the new site using Visual Studio® 2005 developer software, .NET Framework 2.0 and AJAX. Visitor log-in information and related calculator data is now stored in a database powered by SQL Server® 2005 database software, while the site takes advantage of a secure and reliable hosted platform based on the Windows Server® 2003 operating system.

The new .NET-based portal replaces an earlier version that ran a mix of open source software and heterogeneous point solutions. That platform lacked the power and scalability to support the growing appeal of Earth Day Canada initiatives. Server crashes were common, calculator functions were rudimentary and Earth Day Canada found it difficult to track site trends and make informed decisions as report generation often took hours to complete. Adding or updating site content could only be done by IT staff.

By taking advantage of the new .NET-based platform, Earth Day Canada staff is now able to instantly update or make changes to the calculator. The [ecoactionteams.ca](http://ecoactionteams.ca) user experience has also been greatly improved – the conservation calculator, for example, has far more user features and the new SQL Server database allows Earth Day Canada to aggregate the data in numerous ways in order to report Green House Gas emission reductions, and energy, water and waste savings by postal code, city, province or by identified groups of participants. This information is critical as EcoAction Teams seeks to partner with more Canadian municipalities on green initiatives. As well, the time and resources IT staff must commit to running the site has been sharply reduced.

“As the country’s leading environmental educator, we need a dynamic and easy-to-use online resource to help households and municipalities get the information they need to go green,” says Jed Goldberg, President, Earth Day Canada. “The results we’ve seen since moving to Microsoft software have been dramatic. The calculator is far more robust and now offers Canadians a dynamic and easy-to-use tool. As well,

our site usage reports can be completed in minutes, and our IT staff now has more time to focus on taking full advantage of our online communication tools to help reduce Canada's environmental impact. We're delighted to work with Microsoft Canada to better engage Canadians in resource conservation."

"Canadians have come to expect a unique and enjoyable Web experience. At Microsoft, we continue to work with our technology partners and leading Web sites like ecoactionteams.ca to help them take advantage of the integration and scalability features of the Microsoft platform, which are designed to help them harness the full power of the Web for their customers and employees," said Rini Gahir, senior product manager, Developer and Platform Evangelism, Microsoft Canada.

#### **About Microsoft Canada**

Established in 1985, Microsoft Canada Co. is the Canadian subsidiary of Microsoft Corporation (Nasdaq "MSFT") the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft Canada provides nationwide sales, marketing, consulting and local support services in both French and English. Headquartered in Mississauga, Microsoft Canada has 10 regional offices across the country dedicated to empowering people through great software - any time, any place and on any device. For more information on Microsoft Canada, please visit [www.microsoft.ca](http://www.microsoft.ca)

#### **About Earth Day Canada**

Earth Day Canada (EDC), a national environmental charity founded in 1990, provides Canadians with the practical knowledge and tools they need to help the environment. It was recently recognized as the top environmental education organization in North America, for its innovative programs and educational resources, by the Washington-based North American Association for Environmental Education (NAAEE), the world's largest association of environmental educators. EDC regularly partners with thousands of organizations in all parts of Canada. [www.earthday.ca](http://www.earthday.ca)

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