



What We Do

Sustainable Waterloo Region fosters collaborations that enable local organizations to convert their sustainability interest into action. These organizations participate in our programs to achieve environmental and economic benefits. By building networks, setting a common direction for results, and publicly reporting on progress, we are working to maximize both the individual and collective successes of organizations in Waterloo Region.

Who We Are

We are a dedicated team, motivated by a shared passion for progress towards sustainability across Waterloo Region. Together we are working to realize our vision for an environmentally and economically resilient community that prioritizes the well-being of current and future generations.



Current SWR Programs and Projects

All of our programs are focused on fostering collaborations that enable local organizations to convert sustainability interest into action. Read on to see how.

Regional Carbon Initiative

Empowers local organizations to set and achieve greenhouse gas (GHG) reduction targets through collaboration with other sustainability leaders, access to reporting tools, and lessons on implementing cost-effective GHG reduction projects. The Regional Carbon Initiative is SWR's flagship program.



ClimateActionWR

Champions the endorsement of the Climate Action Plan, a community-wide GHG inventory and reduction plan. The plan was developed by ClimateActionWR, a collaboration led by SWR, REEP Green Solutions, and the Region of Waterloo, working in partnership with participating municipalities, local utilities, area organizations, and the community at large.



TravelWise

Brings together public and private interests to support and promote alternatives to single-occupancy vehicle travel. The Region of Waterloo provides supportive tools and resources to TravelWise member organizations, and SWR provides program coordination and development.



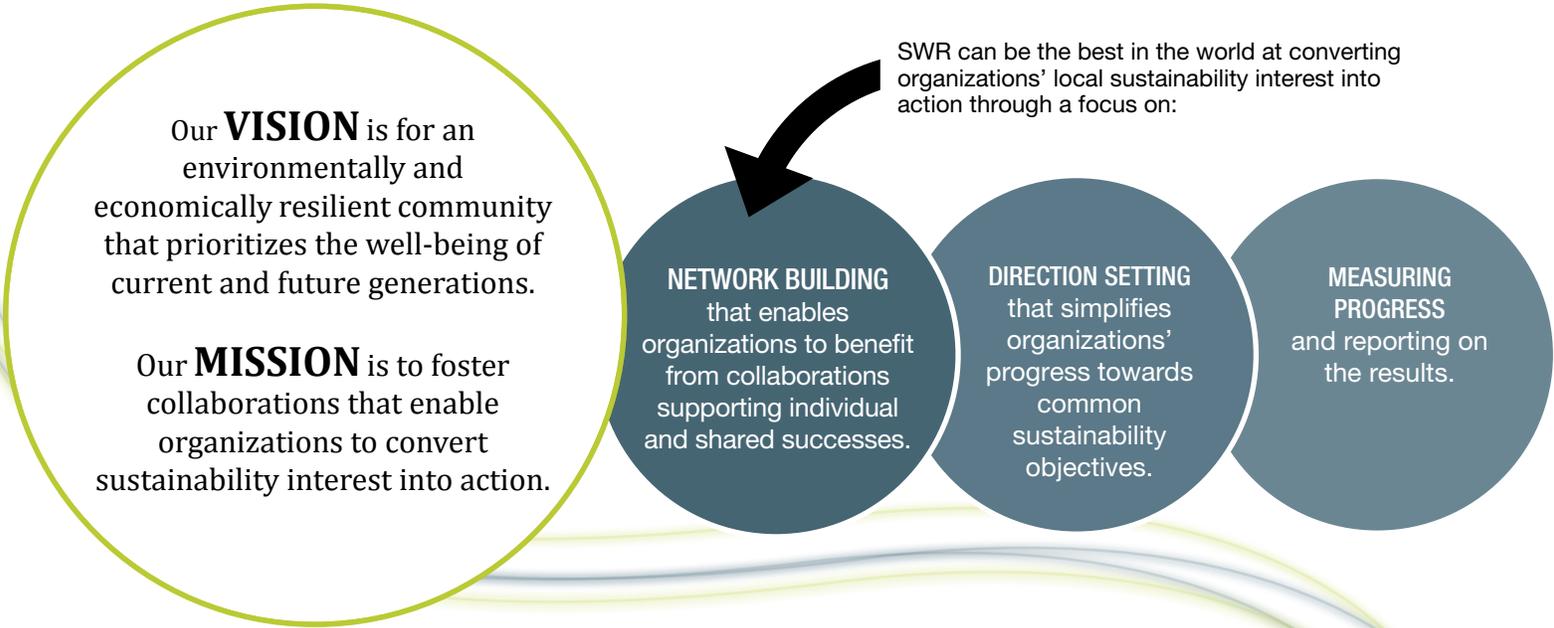
Policy Engagement

Rallies support for policy improvements in collaboration with business, political, and community leaders. SWR works to have policy changes implemented that increase the ability of local organizations to advance their environmental sustainability.



Our Strategic Direction

Our strategic direction defines how we plan to achieve our mission and work toward our vision.



Measuring Success

We use organization-wide metrics to evaluate our overall success and use program-specific indicators to understand how well we're doing at converting sustainability interest into action.



Program-specific

IMPACT
45,300t GHG reduction commitments
76% on track to meet commitments

PARTICIPATION
403 Evening of Recognition attendees
60 RCI members

CAPACITY
2 staff, 2 interns, 19 volunteers
90% membership renewal rate
90% expenses funded by program revenue

IMPACT
4.5% reduction in single occupancy vehicles

PARTICIPATION
3,000 employees at over 30 events
1,700 TravelWise software users
185 corporate transit passes sold

CAPACITY
20 member organizations
1 staff

IMPACT
Community Action Plan created
6% community GHG reduction target

PARTICIPATION
6 Lead Organizations
42 task force members
130 Community Forum Series participants

CAPACITY
1 staff, 5 volunteers

Organization-wide

Sustainability Network
Depth - participating organizations: 74 (14% of the Region's workforce) | Breadth - multiple program participants: 12 (16% of participants)

SWR Team
5 Staff and 2 Interns | 56 volunteers and 6 volunteer-led functional areas