



Good morning from the SWR Team,

I hope you had a restful and rejuvenating time with family and friends over the holiday season!

This month I'm glad to announce not only [three new Regional Carbon Initiative members](#), but also a newly converted Silver Pledging Partner: [WalterFedy](#) has set a 40% carbon reduction target, after having been a member of the RCI since February 2011.

As announced last week, we're also [thrilled to welcome Tova Davidson](#), who will begin as Executive Director on January 27th, on Thursday we'll be launching [Sustainability CoLab](#), and there are two opportunities to plug-in to the network with deadlines this week: a [part-time ClimateActionWR Coordinator role](#) closes tomorrow at noon, while entries to the [photo contest this year](#) are open until midnight this Friday.

Please read on for details about these and other updates from our team.

All the best,

Mike Morrice
Executive Director
 Sustainable Waterloo Region

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Regional Carbon Initiative Members

New Pledging Partner Conversion - Congratulations!

WALTERFEDY

[WalterFedy](#)
Silver Pledging Partner
 Reduction Target: 40% absolute
 RCI member since: 2011

Welcome New Regional Carbon Initiative Members



[Healing Path](#)
Observing Organization



The Church of St. John the Evangelist

[St. John the Evangelist Anglican Church](#)
Obvserving Organization



[TD Bank Group](#)
Observing Organization

Renewing Regional Carbon Initiative Members



Crawford and Company
Bronze Pledging Partner
Reduction Target: 20% absolute
RCI member since: 2011



**The Kitchener and Waterloo
Community Foundation**
Observing Organization
RCI Member since: 2011

If interested in joining the Regional Carbon Initiative as either a [Sustaining Partner](#), [Pledging Partner](#) or [Observing Organization](#), please see the [Sustainable Waterloo Region website](#) for further details and contact [Mike Morrice](#) with any questions.

Upcoming Sustainable Waterloo Region Events



Making Sustainability Make Cents

Sustainability projects can generate a significant return on investment (ROI), but people approving your sustainability initiatives need to easily understand the real project payback. At this workshop you will see how other companies use cost reduction calculations to promote their projects, how you can use an ROI analysis tool to help determine a project's financial value, and how factoring in hidden savings of maintenance and avoidance costs can dramatically improve your project payback.

Date: January 30th, 2014

Time: 7:30 a.m. - 10:00 a.m.

Location: 350 Pinebrush Road, Cambridge, ON

Cost: \$35.00

[Registration is now open](#)

5th Annual Evening of Recognition

Mark your calendar for this annual celebration of local business sustainability and the release of our 2013 Report!

Date: Thursday April 24, 2014

Time: 5:00 - 7:00 p.m.

Location: Bingemans

Cost: Free

Registration opens next month

SWR Updates and Collaboration Opportunities



Welcome Tova Davidson, SWR's new Executive Director

Back in June, we announced Sustainable Waterloo Region was launching the search for our next Executive Director - someone to build on the organization's exponential growth over the past five years, and propel it into its next chapter. On behalf of the community representatives that guide the direction of Sustainable Waterloo Region - the organization's Board - we're [thrilled to announce](#) Tova Davidson has been hired to lead Sustainable Waterloo Region into the next leg of the journey.

Part-time Staff Position - Join Our Team!

We are seeking an energetic and results-oriented person to work with us on the [ClimateActionWR](#) program on a part-time basis for the next 10-15 weeks. The ClimateActionWR Coordinator will be responsible for building on the momentum of the recently-approved Climate Action Plan and preparing for implementation by leading interim communications and community engagement activities. Details are available in the [full job posting](#) - please note the application deadline of tomorrow at 12 noon.

Sustainability CoLab Launch Event on January 16th!

In June 2009, Sustainable Waterloo Region launched the Regional Carbon Initiative (RCI), which now supports over 60 organizations across Waterloo Region in setting targets to reduce their carbon impact while increasing their own profitability. Over the past several years, the RCI has captured the attention of more than a dozen communities across Ontario looking to replicate a similar approach to engaging businesses. Exactly four and a half years after the RCI's launch, we are thrilled to invite you to attend the launch of [Sustainability CoLab](#), a national non-profit that will provide the key support services for communities to launch, grow, and accelerate their own RCI-style programs.

CoLab's launch event will be held in Toronto at Artscape Wychwood Barns this Thursday, January 16th. Over 225 business, community and sustainability leaders from across the province have already registered. You're invited to join in the celebrations as CoLab announces (for the first time) its staff, board, funding partners and the first cohort of communities selected to join the CoLab Network.

Date: Thursday, January 16, 2014

Time: 4:00 p.m. – 7:00 p.m. (remarks begin at 4:45 p.m. followed by a short reception)

Location: Artscape Wychwood Barns - 601 Christie St, Toronto, ON

Cost: Complimentary but registration required

Registration: [Online](#)

5th Annual Photo Contest

The deadline for submitting to our 5th Annual Photo Contest is fast approaching this Friday!

Winning entries will be featured in our 2013 Report, which will be launched at our Evening of Recognition in April. Photos must be taken in Waterloo Region and should inspire sustainable behaviour. Winners will be chosen in the following categories: Sustainable Lifestyle, Eco-Design, and Cultural Heritage. There will also be a special recognition to one youth under the age of 18. Visit the [contest webpage](#) for more details!

Develop, Connect, and Contribute - Volunteer With SWR

Do you enjoy working on sustainability-related policy items? Do you have a passion for stakeholder engagement and catalyzing policy change around a common goal? If so, the Policy Engagement Manager volunteer position may be for you. The Policy Engagement Manager leads SWR's policy team, coordinates the Policy Advisory Committee, and promotes policy that support local organizations in meeting their sustainability advancements.

In this role you can:

- Develop your team management and project management skills
- Professionally communicate with a growing network of sustainability leaders
- See the tangible impacts of practical policy development

For more information on the Policy Engagement Manager role and other available positions, please visit the [Volunteer](#) page of our website.

Recommended Environmental Research, Ideas, & Community Events



French Website to Collect All Scientific Data on CO2 Emissions

A one-stop scientific website bringing together worldwide relevant data on climate change was launched in France last week, with the hope of contributing to the fight against global warming. The LSCE, a French laboratory on climate and environment science, has recently launched a unique project called [Global Carbon Atlas](#). The aim of the programme is to [collect all scientific data](#) on carbon dioxide, even with divergent results.

Why Are CEOs Struggling to Prove Sustainability Value to Investors?

A recurring challenge faced by businesses looking to become more fundamentally sustainable is how to demonstrate the value of their initiatives to shareholders and investors. This problem was highlighted by the [triennial CEO study](#) conducted by [Accenture](#) and the UN Global Compact (UNGC), which examined the views of more than 1,000 CEOs. In 2007, just 18 percent of CEOs reported a failure to link sustainability to business value. In 2010, this figure rose to 30 per cent. By 2013, 62 per cent of CEOs said they couldn't accurately [quantify the business value of their sustainability initiatives](#).

Survey Reveals a Surge in Corporate Sustainability Reporting

For the past 20 years, international accounting firm [KPMG has been tracking](#) the [evolution of corporate sustainability reports](#). Recently, it revealed that a large majority of the world's biggest companies now produce the reports. Of the world's largest 250 companies, 93 percent [publish the annual reports](#) -- an impressive figure. In 2008, 74 percent of the largest U.S. companies (by revenue) produced reports; now that figure has reached 86 percent. Worldwide, reporting stands at 71 percent. The biggest gain is in the Asia Pacific region. While just 49 percent of companies reported in 2011, that's risen to 71 percent in the [past two years](#).

From the Blog...

[Introducing Tova Davidson, Our Incoming Executive Director](#)

By Mike Morrice and Barry Colbert

Back in June, we announced Sustainable Waterloo Region was launching the search for our next Executive Director - someone to build on the organization's exponential growth over the past five years, and propel it into its next chapter... [\[Read More\]](#)

[When 3 Months Turns to 3 Years: My Journey with ClimateActionWR](#)

By Sarah Brown

Have you ever started something and vastly underestimated how much impact it would eventually have? Maybe it's a casual first date that becomes a life partner, a lecture that grows to be a sweeping passion, or a few wistful lines that transform into an autobiography ... [\[Read More\]](#)

[Connecting Local to Global: Why Municipal Action on Climate Change Matters](#)

By Melissa Gerrard

It was sometime in the middle of the week while I was sitting on the National Stadium in Warsaw, Poland this past November, that I was hit with an overwhelming sense of unease and disappointment. Though I had heard it from many other NGO observers ... [\[Read More\]](#)

Current Subscriptions

You are currently subscribed to the following Sustainable Waterloo Region Distributions:

- Community Updates: Subscribed
- Technical Workshops: Subscribed
- Educational Forums: Subscribed

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