



Good morning from the SWR Team,

Welcome to the March edition of the Community Update. It has been an exciting month here at Sustainable Waterloo Region. We are seeing so many wonderful successes in our network and developments for the future of the organization.

This past month we have welcomed new member Kitchener-Wilmot Hydro to the Regional Carbon Initiative. This newsletter offers information on our upcoming Peer-2-Peer as well as the 5th Annual Evening of Recognition, which will be held on April 24th. Join us to celebrate the successes of our members and programs from 2013.

Below we offer some community news as well as ways that you can connect with us! If what you read in this update inspires you and prompts questions, we would love to hear from you!

Cheers,

Tova Davidson
Executive Director
Sustainable Waterloo Region

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Stay Connected –
Our Facebook Page



Regional Carbon Initiative Members

Welcome to Our Newest Regional Carbon Initiative Member!



[Kitchener-Wilmot Hydro](#)
Observing Organization

Renewing Regional Carbon Initiative Members



[City of Waterloo](#)
Bronze Pledging Partner
 Reduction Target: 22% intensity
 RCI member since: 2009



[EcoShift Power Corp.](#)
Bronze Pledging Partner
 Reduction Target: 20% absolute
 RCI member since: 2010



[Home Hardware](#)
Observing Organization
 RCI member since: 2012

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 [Tova Davidson](#) with any questions.

Upcoming SWR Events



Prioritizing Sustainability in a Growing Business - Peer-2-Peer Session

Prioritizing sustainability in a quickly growing business is an endeavour that takes a creative, pro-active, and ever-changing approach in order to be effective. Diane Stanley-Horn, Director of [Athena Software](#), will share the successes and challenges that she has experienced while continuing to keep Athena Software engaged in sustainability initiatives during its consistent expansion. Attendees are encouraged to come prepared to share their own experiences, in order to recognize common best practices and challenges.

Date: Thursday, March 13th, 2014

Time: 8:00 am to 9:30 am

Location: Atlas/Matrix Room, Communitech Hub, Tannery, 151 Charles Street W, Kitchener

Cost: Free

Registration: [Online](#), for RCI and Communitech Members only

5th Annual Evening of Recognition

A promotional poster for the 5th Annual Evening of Recognition. The top half shows a photograph of a large audience seated in a conference hall, facing a stage with a presentation screen. Overlaid on the right side of the photo is the Sustainable Waterloo Region logo and event details: "April 24th, 2014", "5:00 - 7:00 pm", "Bingemans Conference Centre", and "Free, registration required". A large green arrow points from the bottom left towards the event details. Below the photo, there is a call to action: "Click Here to Register Today!". The bottom section of the poster contains the event title "Sustainable Waterloo Region's 5th Annual Evening of Recognition" and a paragraph of text: "Join us at our 5th Annual Evening of Recognition as we release our 2013 Report and celebrate a shift in sustainability norms across Waterloo Region. Come together with hundreds of business and community leaders, and discover how local organizations' actions and Regional Carbon Initiative members' greenhouse gas reduction targets are contributing to this shift." At the very bottom, it says "Visit our website for more details: www.sustainablewaterlooregion.ca/register".

Click Here to Register Today!

Sustainable Waterloo Region's 5th Annual
Evening of Recognition

Join us at our 5th Annual Evening of Recognition as we release our 2013 Report and celebrate a shift in sustainability norms across Waterloo Region. Come together with hundreds of business and community leaders, and discover how local organizations' actions and Regional Carbon Initiative members' greenhouse gas reduction targets are contributing to this shift.

Visit our website for more details: www.sustainablewaterlooregion.ca/register

SWR Updates And Collaboration Opportunities



Auditor Needed for SWR

We are currently searching for a local firm that would be interested in being Sustainable Waterloo Region's annual auditor. Having a strong local presence and an interest and familiarity with the organization is recommended.

If interested in learning more, please contact [Ian Miles](#) (T: 519 621-8405 ext. 2355)

Evening of Recognition Sponsorship

Does your organization want an exclusive recognition opportunity at a 500+ attendee event attracting business leaders from across Waterloo Region? Sustainable Waterloo Region is excited to offer opportunities for your organization to be part of our [5th Annual Evening of Recognition](#).

Email [Julie Raineault](#) with any questions about RCI event sponsorship opportunities.

Develop, Connect, and Contribute: Volunteer with SWR!

Do you have a talent for creating exciting and effective social media strategies? Do you enjoy developing an organization's outward presence in the community? Are you passionate about local environmental sustainability? If so, then the Community Relations Lead volunteer role may be right for you. In this position, you can:

- Gain experience planning social media, blog, and community event strategies
- Network with a broad variety of interested team members and stakeholders
- See how effective outreach and Community Relations can foster success towards our mission

For more information on the Community Relations Lead and other volunteer opportunities, please visit sustainablewr.ca/volunteer.

Sustainability News & Ideas



WISE Film Screening: Pandora's Promise

WISE will host a special screening of Pandora's Promise, a groundbreaking new film which asks whether nuclear power, the technology we fear the most, could save our planet from a climate catastrophe, while providing the energy needed to lift billions of people in the developing world out of poverty.

There will be a short introduction by Dr. Peter Poruks, Ph.D., Manager of Regulatory Affairs, the Canadian Nuclear Association, who will also be available for questions following the screening

Date: Tuesday, March 11th, 2014

Time: 5:30 pm to 7:00 pm

Location: RCH 302, University of Waterloo, 200 University Avenue West, Waterloo

Cost: Free, open to the public

Registration: [Online](#)

Geo-Engineering Could Make Climate Worse, Study Says

Far from offering a simple fix, sci-fi solutions to global warming may in fact make the problem worse, a probe of "geo-engineering" options says. Once mocked as unscientific, geo-engineering proposals are gaining traction as carbon emissions soar, placing Earth on track for warming of maybe 4 degrees Celcius (7.2 degrees Fahrenheit) by 2100. Ideas, mainly experimental or untested, include building mirrors in space to reflect the sun's rays or growing plankton to boost absorption of heat-trapping carbon dioxide (CO2). Researchers have devised a computer model to project the impact of five geo-engineering proposals under a scenario of continuing high carbon emissions. [Find out more about the research here.](#)

Obama Urged Not to Abandon 'Social Cost of Carbon' Tool

Leading environmental organizations are pressing the White House not to bow to industry pressure to abandon the government's main method for measuring the future costs of global warming pollution and the benefits of new pollution controls. At issue is an economic calculation know as the "social cost of carbon," or SCC, which estimates the cost in dollars that society will ultimately pay for the harm caused by each ton of carbon dioxide added to the atmosphere.

That price tag helps policymakers decide how much economic sense it makes to impose costly emissions controls. [Find out more about it here.](#)

From the Blog...



Gaining Momentum: How Waterloo Region employees are starting to travel wiser

By Mat Thijssen

There's an old saying that the definition of insanity is to do the same thing over and over again and expect a different result. As I poured over countless books, journal articles, and news releases on climate change while doing my research for my MA in the summer of 2011, I could not help but feel... [\[Read More\]](#)

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- Community Updates: Subscribed
- Technical Workshops: Subscribed
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