



Good afternoon,

Welcome to the July edition of our Community Update!

What a great month June has been, and all of us here at SWR are looking forward to what is shaping up to be a beautiful summer!

In this edition of the Update, we share some very exciting news about new members of the Regional Carbon Initiative, new members of TravelWise and some exciting developments for Climate Action in Waterloo Region. We are also planning an event to bring electric vehicles to the Region for test drives!

Read on to learn more and please reach out to connect with us. We would love to hear from you!

Have a great day and enjoy the sunshine!

**Tova Davidson**  
Executive Director  
Sustainable Waterloo Region

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## Regional Carbon Initiative Members

### Renewing Regional Carbon Initiative Members



**[Conestoga Mall](#)**

**Pledging Partner**  
RCI member since: 2012  
20% reduction from 2010 (absolute)



**[Mennonite Central Committee](#)**

**Pledging Partner**  
RCI member since: 2009  
20% reduction commitment since 2007 (absolute)



**Obsessively Local**

**[Borealis Bar and Grill](#)**

**Observing Organization**  
RCI member since: 2013

If interested in joining the Regional Carbon Initiative, please see the [Sustainable Waterloo Region website](#) for further details and contact [Tova Davidson](#) with any questions.

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## Upcoming SWR Events

### That's a Wrap!

We are excited to announce that June saw the end of our 2014/2015 RCI Events Season, where over 1000 people from across our community joined us to learn about taking action when it comes to sustainability within organizations. Thank you to our sponsors, speakers, venue providers and attendees for making this season a wonderful success!

We will not be hosting any events throughout July and August, but are excited to hear your suggestions about what you would like to see for our 2014/2015 events or any expressions of interest for sponsorship. Please email [Lisa Chapman](#) with any and all thoughts.

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### The Marsland Centre joins SWR as the first Full-Building Member!

The Marsland Centre has taken a significant step in improving their environmental sustainability by joining Sustainable Waterloo Region's Regional Carbon Initiative as its very first full-building member! Under the new membership option, the fee is covered by the landlord, and tenants are encouraged to join and participate in the reduction strategy and projects, as well as be part of a collaborative Green Team. This allows for potential members to participate in the RCI at a reduced cost, even if they have sub-metering. It also means building owners such as Marsland Centre Ltd. can reap the benefits of cost saving efficiency projects and have an avenue for enhancing their sustainability efforts. SWR is excited to welcome our inaugural member in this innovative new membership option!

### TravelWise is Growing!

We're pleased to announce two new organizations have joined TravelWise, a commuting support network for local employers run jointly by the Region and SWR. Cambridge and North Dumfries Hydro and Kuntz Electroplating join a network of 23 organizations across our region that are encouraging staff to walk, cycle, take transit, and carpool to work. To help build on that momentum, Seychelle Krygsman has joined the SWR staff team as our TravelWise Promotions Coordinator. To learn more about TravelWise and commuting resources available for your organization, please [click here](#).

### Partnership and Funding confirmed for Climate Action Plan Implementation

Waterloo Region's first-ever community action plan on climate change is ready to come to life thanks to the continued leadership and collaboration between the Region of Waterloo, Cities of Cambridge, Kitchener, and Waterloo, REEP Green Solutions, Sustainable Waterloo Region as well as Cambridge and North Dumfries Hydro, Kitchener-Wilmot Hydro, and Waterloo North Hydro. These local partners have committed \$130,000, along with in-kind staff time, towards the implementation of the [Climate Action Plan for Waterloo Region: Living Smarter in 2020](#). We are also excited to welcome Liz Weber to the full-time Plan Manager role! ClimateActionWR is now ready to accelerate our community's action to reduce GHG emissions and report on the progress already made. Onwards we go! Stay tuned for project updates, including details on a public launch event coming this fall, via our [mailing list](#), [Facebook](#), [Twitter](#), or by contacting [Liz Weber](#).

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## Research and Ideas



### B.C Achieves GHG Target

British Columbia has [reached its first greenhouse gas emissions reduction target](#) of 6% below 2007 levels by 2012 as set out in the Province's Climate Action Plan. *Climate Action in British Columbia: 2014 Progress Report* includes discussion of the 2012 interim target and how it was achieved, adaptation actions, and practical outcomes of climate action for British Columbians.

### New Poll Shows Canadians Vastly Overestimate Role of Tar Sands in the Economy

A new poll shows Canadians are confused about the tar sands' significance to our economy. According to Statistics Canada, the tar sands account for just two per cent of Canada's GDP. But polling conducted by Environics and released last week by Environmental Defence shows that the majority of Canadians, 57 per cent, overestimate the tar sands' contribution to the Canadian economy. Forty-one per cent of Canadians believe the tar sands' contribution to our economy is between 6 and 24 times higher than it actually is. [Find out more about it here](#).

### OCO-2 Satellite Goes into Orbit to Track Carbon Dioxide

NASA sent its latest environmental satellite into orbit early last Wednesday to track the ebb and flow of carbon dioxide in Earth's atmosphere, five years after the first Orbiting Carbon Observatory was [lost due to a launch failure](#). OCO-2 rose from its launch pad at Vandenberg Air Force Base in California on a Delta 2 rocket and will eventually join a [train of Earth-watching satellites](#) in a pole-to-pole orbit. [The \\$468 million mission](#) is designed to pinpoint where atmospheric CO2 comes from and where it goes on a global scale, to help scientists understand the mechanism behind climate change. [Find out more about it here](#).

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