



Sustainable Waterloo

Environmental Leadership in Waterloo Region

Celebrating Carbon Commitments

Sustainable Waterloo's 2009 Report



Environmental Leadership in Waterloo Region



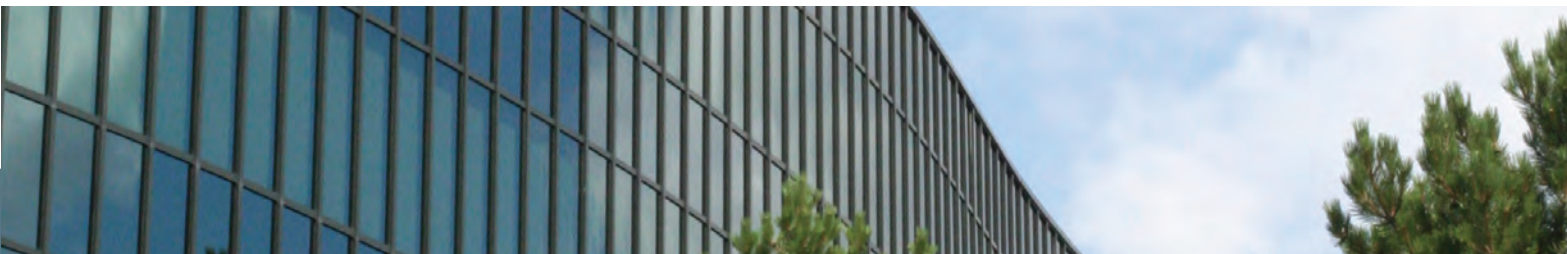
Mission

To advance the environmental sustainability of organizations across Waterloo Region through collaboration.

Vision

For a thriving Waterloo Region with a healthy environment and a vibrant economy.





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Founding Partners



These organizations have championed the work of Sustainable Waterloo by providing initial project funds.



Grantors

Thank you to our grantors for their financial support.



“

When it comes to climate change and grand gestures any day. Sustainable Waterloo meets that standard – they are taking genuine action to help reduce carbon emissions in Waterloo Region and worldwide. Once again Waterloo Region collaboration and innovation have produced a world class model in Sustainable Waterloo. May they prosper and grow!

”

Stephen Woodworth
Member of Parliament, Kitchener Centre

“

Environmental leadership can't just be top down. It requires grassroots participation and drive. That's exactly what Sustainable Waterloo does. Together we can tackle the environmental challenges which face us!

”

Ken Seiling
Regional Chair

“

It is impressive to see the difference we each can make to improve our impact on the environment. Through the efforts of groups like Sustainable Waterloo and individuals of all ages across our community, people are changing their daily activities to make our planet greener and more liveable for today and the future. We have seen great ideas and implemented new programs through residents' applications for Kitchener's Local Environmental Action Fund (LEAF). Together we can reduce our greenhouse gas emissions, limit our carbon footprint and keep our community green for generations to come.

”

Carl Zehr
Mayor, City of Kitchener

“

I am thrilled that Sustainable Waterloo and its Regional Carbon Initiative have inspired so many individuals and businesses to embrace environmental responsibility. Decreasing carbon emissions is an endeavour that requires community support and this organization has been doing an exceptional job at the forefront.

”

Gary Goodyear
Member of Parliament
Minister of State (Science and Technology) (Federal Economic Development Agency for Southern Ontario) Cambridge



“

Vital to the success of Ontario's Comprehensive Climate Change Action Plan is strong support and leadership at both the provincial and local levels.

By facilitating voluntary carbon reductions across Waterloo Region, Sustainable Waterloo is showing exactly the kind of leadership required at the local level. Through collaboration, Sustainable Waterloo is bringing our community together towards the common goal of a healthy environment and a vibrant economy.

”

John Milloy
MPP, Kitchener Centre





Introduction and Report Summary

current focus is the Regional Carbon Initiative (RCI), which supports voluntary target-setting and reductions of carbon emissions by organizations across Waterloo Region.

This 2009 Report, Sustainable Waterloo's first, is the cornerstone of how we formally recognize progress towards environmental sustainability amongst organizations in our community. It provides the opportunity to celebrate the commitments and accomplishments of each member of the RCI specifically, as well as the leadership shown collectively by members across Waterloo Region.

We've learned this year that working towards a sustainable community is a process of marrying education, will, and action. As our community continues to meet and discuss environmentally low-impact activities, we are developing increasingly tangible ideas on how to live in and co-create a truly sustainable Waterloo Region.

Today, our events are our primary source of educating RCI members. It is here where environmental experts, business leaders, politicians, and academics come to learn from each other and contribute to our evolving 'sustainability' dialogue. In 2009, we learned about LEED buildings, greenhouse gas (GHG) inventories, environmental business practices, and heard inspirational success stories from across Waterloo Region and North America.

The will to move towards a sustainable community is driven by several factors from several sectors. Businesses are finding that looking at operations through a GHG lens is not only a great way to reduce costs, but is also a means of increasing brand recognition, engaging employees, attracting talent, and creating a competitive advantage over firms without an environmental strategy. We are learning, however, that the business case only tells part of the story. Organizations are, after all, a collection of individuals who feel a responsibility for the health of our bodies, the community, and environment.

When it comes to action, we hope this report provides a benchmark for the measured progress that organizations in our community are making, specifically the 10 members of the Regional Carbon Initiative (listed on the opposite page). These organizations have shown tremendous environmental commitment and foresight in 2009.

Our members have collectively reduced 154.3 tonnes of GHG emissions and, as of December 31, 2009, committed to reduce 1,243 tonnes. This is the equivalent of taking over 200 cars off the road each year. What's more, they've committed to learning from one another and working together to reduce their GHG emissions voluntarily. With this collaborative mentality at the center, these early results are just the beginning for our members and the wider business community.



Members & Key Commitments



Regional Carbon Initiative Members (as of December 31st 2009)

Pledging Partners

A **Pledging Partner** reports and works towards meeting a 10-year carbon emissions reduction target. Sustainable Waterloo provides GHG-related services and publicly communicates the Pledging Partner's reduction targets.



Gold Pledging Partner
100% absolute GHG reduction



Gold Pledging Partner
100% absolute GHG reduction



Gold Pledging Partner
100% absolute GHG reduction



Bronze Pledging Partner
20% intensity-based GHG reduction
(intensity metric: full-time employee)



**Mennonite
Central
Committee**

Bronze Pledging Partner
20% absolute GHG reduction



Bronze Pledging Partner
20% absolute GHG reduction

Observing Organizations

An **Observing Organization** is provided with the same service offering as a Pledging Partner, and either uses alternative programs to track and report their carbon emissions or is working towards participation in the future.





The Sustainable Waterloo Story

In early 2008, I was one of two Wilfrid Laurier University students who were inspired by a small not-for-profit environmental organization based in Silicon Valley. Filled with equal parts passion, audacity and naiveté, we began our first of what would be hundreds of conversations across our community about helping local businesses work toward environmental sustainability. This idea centred on a few key themes:

collaboration, leadership, and community. And like good business students, we crafted a business plan out of these ideas, out of these conversations, and the model we were inspired by.

Whereas in Silicon Valley it was CEOs of multinational corporations and senior politicians who created Sustainable Silicon Valley, in Waterloo Region the community lead to the launch of Sustainable Waterloo. In a grassroots fashion, our organization was borne out of the passion, commitment and dedication of dozens of visionaries: Some were volunteers who created a website or wrote grant applications, others were business leaders who provided feedback, funding, and leadership. Still others were University professors who agreed to steer this ship in a sensible direction - the list went on and on. You can read about some of these people in the "2009 In Review" section of this report (page 19).

We hosted our first event in January 2009 with over 200 supporters braving a winter storm to hear a corporation from Silicon Valley tell its journey towards sustainability.

In March, a variety of things came together to allow us to launch the Regional Carbon Initiative in June 2009: we received a grant from the Trillium Foundation that would pay my salary for a full year, we hired our second staff member, we moved into a new permanent office in Uptown Waterloo (graciously leased from our friends at Virtual Causeway), we formed a second community-based working group to determine a framework for future GHG reductions. We were also fortunate enough to generate some positive publicity while we were at it.

Before we had a chance to feel too good about ourselves, however, at our first Annual General Meeting last March, an encouraging member of the Board of Directors wisely said to me: "Mike, keep in mind you haven't actually done anything yet, though the pieces are there to allow you to."

These words have stuck with me over the past year. Internally, we are now deliberate about distinguishing our capacity to work towards our mission, the various activities that do so, and actually having an impact with respect to our mission.



“We’re proud to partner with an organization like Sustainable Waterloo and embrace this local, collaborative solution to climate change. Waterloo Region is an entrepreneurial hub and Sustainable Waterloo’s innovative business model is one that we’re proud to support in order to help foster a healthy and environmentally sustainable community.”

Paul Rooney
*President & CEO
Manulife Canada*

Since this conversation, we've continued to put the 'pieces' in place. I'm thrilled that at the end of 2009, we had 10 members in the Regional Carbon Initiative – six of whom have made carbon reduction commitments. To say that some of our members are ambitious would be an understatement! Now in the midst of our first full event season, we've already hosted five events, with six more planned before the end of June 2010, all of which are focused on providing local organizations with the inspiration, knowledge, and tools required to meet GHG reduction commitments.

But our true journey toward "doing something" is reflected most clearly by the progress our members across Waterloo Region are making toward reducing their environmental impact. And truth be told, as we publish this first Report, we are still very much at the outset of this journey.

And so, as happy as we are with the progress made in 2009, it would be fair to point out that collectively, members of our Regional Carbon Initiative only reported GHG reductions of about 154 tonnes combined (just over 100 of those in 2009). In fact, I would be only too pleased to echo the same wise words of the Board from our AGM last March: "keep in mind we haven't actually done (very much) yet, though the pieces are there to allow us to."

And that's really what this 2009 Report is all about: a celebration of the commitments that have been made by organizations across Waterloo Region (namely, over 1,200 tonnes of GHG emission reductions), a benchmark for the progress towards environmental sustainability amongst these organizations in our community, and a retrospective look at what it means to have launched Sustainable Waterloo last year.

We're certainly looking forward to an exciting year in 2010. There are so many more 'pieces' coming together that will allow us to see more progress towards our vision for a thriving Waterloo Region with a healthy environment and a vibrant economy. I hope you'll join with us in working towards this ambitious goal!

Mike Morrice

*Executive Director & Co-founder,
Sustainable Waterloo*



Taking the Natural Step

16 years ago Ray Anderson, the CEO of Interface Inc, a petrochemical intensive textile carpet manufacturing company, was approached about his organization's environmental commitments. Realizing his company lacked any accountability beyond reacting to its applicable laws, Anderson knew something more proactive had to be done to protect the vulnerable and rapidly degrading environment. Since then, Interface has cut its waste in half, increased production, saved upwards of \$372 million dollars and reduced GHG emissions by over 30%.

“

For the next generation of students, sustainable business models are not just a new trend or marketing ploy. Sustainability is our students' passion - it's in their DNA. I look forward to the new world that will stem from these young minds.

”

Ginny Dybenko
Dean

Wilfrid Laurier University, School of Business and Economics



Message from the Board

Celebrating a Commitment to Societal Learning & Collaboration

With the Regional Carbon Initiative launched in June of last year and Sustainable Waterloo now completed its first full year of operations, it is appropriate that we pause to acknowledge the commitment and foresight of the many organizations and individuals who have stepped forward to publicly join the sustainability conversation in Waterloo Region.

Meaningful, engaged conversation is the prime engine of change: it is through conversation that we collectively explore who we are and who we could be, and it is the means by which we co-create our shared future. Congratulations and gratitude are due to those people and organizations who have decided to help lead in this endeavour.

We live, as the old blessing goes, in interesting times. Humanity is facing mounting challenges on many fronts, including freshwater scarcity, food production for a burgeoning population, escalating energy demand to produce food and move people around, and the twin threats of oil depletion and climate change. Actors in all sectors of business, government, education, and civil society are realizing, with increasing clarity and urgency, that these problems are deeply inter-related, and that they are our problems collectively – no one group or individual is at fault, and no group or individual alone can offer a solution. We have to learn our way out together. If our template for social interaction is based purely on a competition model, we will make sub-optimal decisions for all and will tend toward conflict. Our future prosperity depends critically on developing capacity for cooperation across all societal sectors and political affiliations. That's where organizations like Sustainable Waterloo come in.

“

The impact of going green is moving beyond regulatory risk and also becoming a significant business opportunity. Carbon reduction initiatives can help drive cost reductions, increase sales and attract new talent. Sustainable Waterloo is providing leadership by enabling other organizations to become leaders themselves in driving growth through sustainable business practices.

”

Todd Ernst

*Senior Manager | Advisory Services
Ernst & Young LLP*



Beer, Biogas & Co-generation

Heineken U.K., the largest brewery in the United Kingdom, has recently launched two on-site biomass co-generation projects.

This energy sharing initiative will reduce annual GHG emissions by 30,000 tonnes, the equivalent of taking 21,600 cars off the road for a year. Heineken also plans to turn wasted grain into Biogas, an alternative to natural gas.

Message from the Board

A core goal of Sustainable Waterloo is to be a catalyst for societal learning by being a facilitator of sustainability-focused multi-party dialogue and action. All constructive voices are welcome to the conversation, and the more the better. This report celebrates first steps and early movers. The organizations that have enrolled as Pledging Partners in the Regional Carbon Initiative have signalled a commitment to real goals, real effort, and real transparency. They will benefit from that foresight and commitment in a number of ways: through direct cost savings; through unleashing the potential of more fully engaged employees; through an enhanced reputation among stakeholders; and through provoking dialogue on factors in their operating context, which can lead to new ideas for strategic value creation. Those who have committed time and resources as Founding Partners or Observing Organizations have committed to furthering sustainability conversations and learning in their organizations and within the community.

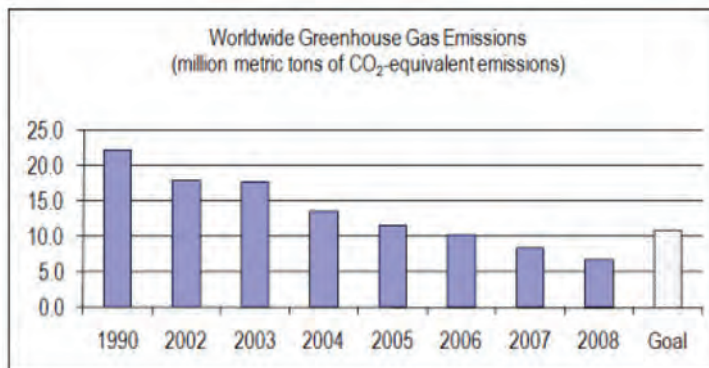
Real leadership is not easy – but it is necessary, if we are to move to a more sustainable trajectory. Please join us in celebrating the foresight and commitment of all our members in this first year of Sustainable Waterloo's Regional Carbon Initiative. And if you haven't already, come join the conversation.

Dr. Barry Colbert

*Director, Wilfrid Laurier University's CMA Centre for Business & Sustainability
Founding Board Member & Treasurer, Sustainable Waterloo*

Sustaining Global Operations

3M Company's environmental strategy has had great success. 3M set an ambitious target to reduce its GHG emissions worldwide by 50% from its 1990 levels. They met this target in only four years. By 2008, 3M had reduced their GHG emissions worldwide by a remarkable 68%! Most of 3M's environmental performance can be attributed to its well-developed global GHG inventory and over 1,400 employee-inspired energy efficiency projects. Below is a graph of 3M's worldwide GHG emissions dating back to 1990, as well as their surpassed goal.





Regional Carbon Initiative: Members' Progress

Collective Achievements

Of the Regional Carbon Initiative's first 10 members, six marked this inaugural year with ambitious greenhouse gas (GHG) emissions reduction commitments as Pledging Partners. Three of these aim to be carbon neutral within the next 10 years while three more will reduce their GHG emissions by 20% during the same time. Collectively, theyⁱ have committed to reduce 1,243.2ⁱⁱ tonnes of GHG emissions. This is the equivalent of taking roughly 200 cars off the road each year.

While these are corporate commitments, for our Pledging Partners these targets also reflect a personal drive to learn and affect change. Through our six educational, technical, and launch events in 2009, our staff and volunteers were challenged and humbled by the feedback and questions we received. It was apparent that a major part of our members' success would come from speaking and learning from each other. We are privileged to take a leadership role in building this community.

Why Join the Regional Carbon Initiative?

In January 2010, we sent out a survey asking our members to reflect on the past year and to share their experiences, statistics, and lessons learned from reducing emissions. With 90% of our members responding, the feedback was both insightful and relevant.

When asked their motivation for joining the Regional Carbon Initiative, our members unanimously agreed that reputation-building is a major factor. This shows that our member organizations are responding to their stakeholders' requests for

Top 4 Reasons to Join the Regional Carbon Initiative

1. Reputation
2. Cost Savings
3. Employee Engagement
4. It's the right thing to do!

accountability on the environmental impact of their operations and that they are looking to build this reputation based on quantifiable action instead of spin and "greenwashing".

Cost savings and employee engagement were also main motivators. Two thirds of our members had these benefits in mind when joining the Regional Carbon Initiative.

What surprised us most was the personal concern for the environment. Although not originally an option on the questionnaire, 60% of our members added comments like, "Because it's the

right thing to do", and "It's our responsibility". David Willms from NDI succinctly added, "On a corporate level, the associated cost savings of sustainability are key, however, as a group of individual employees, we feel called to conduct ourselves (both at home and work) in an environmentally responsible manner." As societal discussions continue as to whether climate change is a moral issue, it appears our members would agree it is.

ⁱ MCC is not included in this list because, at the time of printing, their baseline emissions were not finalized.

ⁱⁱ This may include up to, but not exceeding, 609.2 tonnes of purchased offsets

“

Christie recognizes that business activities affect our natural environment and as a company we are committed to environmentally responsible business practices. It's important that local organizations support green initiatives in our community and the team at Sustainable Waterloo is a great organization working towards a greener Waterloo Region while providing leadership to communities across Canada.

”

Peter Pekurar
Senior Manager of Integrated Systems Management at
Christie Digital Systems Canada, Inc.
Member of External Working Group

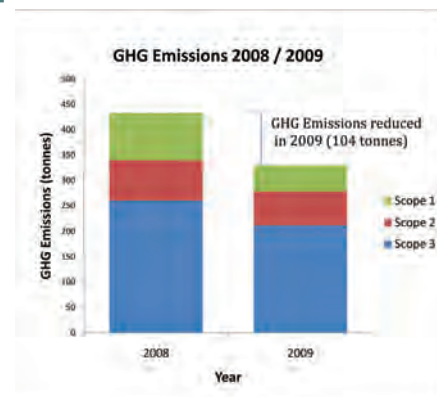
How have Reductions been Achieved: Example Projects

In 2009, our members reduced their GHG emissions by 104 tonnes. While emissions come from direct sources such as heating and vehicle fleet (called "Scope 1" emissions), and indirect sources such as electricity ("Scope 2"), our members found most of their reduction opportunities lay in areas outside of their direct ownership ("Scope 3"). These emissions include: business travel, commuting, waste, and water.

Business Travel and Commuting

While not required in many other voluntary GHG reporting programs, the community that helped us determine the boundaries of the Regional Carbon Initiative made it clear that reporting on business air travel is an important source of emissions and should be required of our members.

Far from shying away from this demand, our Pledging Partners have met and even risen above the challenge. Increasingly our members are recording not only business travel emissions from air travel, but also from car rentals, employee travel, and trips by taxi. Several of our members are taking this further by calculating their total emissions based on the commuting behaviour of their employees. By including these emissions, our members have witnessed greater reduction opportunities. In 2009, indirect Scope 3 emissions on average accounted for 53% of their reduction opportunities.



2008 and 2009 Member GHG Emissions
Divided by Scope

Top ways our Members are Reducing Travel Emissions

Encourage alternative transportation options

- Reimburse public transit passes
- Participate in Commuter Challenge and similar regional activities
- Formally recognize and award employees that select alternative transit methods

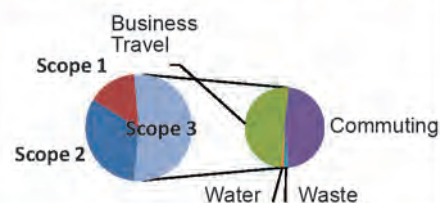
Encourage lower impact vehicles

- Provide reimbursements for fuel efficient car purchases
- Offer preferred parking spots for carpoolers

Lower travel demands

- Open regional offices
- Invest in telecommunications and teleconferencing equipment

Average Footprint by Scope



Average 2009 footprints by Scope
with the details shown for Scope 3



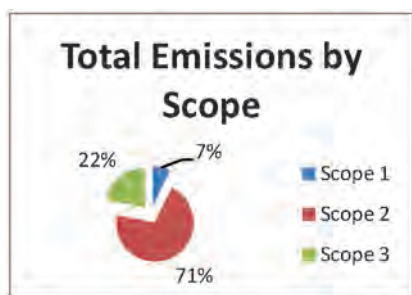
Electricity

Perhaps because not all members include commuting and other areas of business travel in their footprint, electricity is the number one source of emissions for our members' total carbon footprint. In 2009, 71% of our members' total emissions came from electricity generation.

With new government incentives and a few great local resources, lowering electricity demand from the power grid is a great way to begin any GHG emissions reduction campaign.

Conclusion

After one year, the Regional Carbon Initiative is off to a great start. Six organizations have committed to a GHG reduction target, while four others are in the process of doing so. Resources, such as our educational forums; technical workshops; and our growing list of best practices from our members, are in place to help bring these commitments to reality. For more information on each Pledging Partner and Observing Organization, please continue reading for member profile breakdowns.



Breakdown of Total GHG Emissions by Scope



Top Ways our Members are Reducing Electricity Emissions

Education

- Using electric sub meters to get detailed information on energy demand
- Hosting educational lunch and learns with local community groups like Community Renewable Energy Waterloo (CREW)

Increase Efficiency and Conservation

- Switching to energy efficient light bulbs and ballasts
- Adding capacitors on big electricity drainers
- Installing motion sensors in lighting control systems
- Using Variable Frequency Drive (VFD) to optimize equipment efficiency

Renewable Energy

- Investigating participation in the Feed-In Tariff (FIT) program by implementing solar power on the roof of a 100,000 sq. ft. facility
- Conducting a renewable energy study

“ The energy and dedication exhibited by the Sustainable Waterloo team is contagious and inspiring. We applaud them for their successes in engaging and guiding others in The Regional Carbon Initiative. The work of Sustainable Waterloo is a fine example of the inter-sectoral and collaborative leadership that built, and continues to build, our community. ”

Anne Lavender
Executive Director
Leadership Waterloo Region

“ Communitech is thrilled at the degree to which the high-tech sector has supported Sustainable Waterloo since founding, and in particular, we're proud of both Athena Software and NDI for joining as members of the Regional Carbon Initiative this past year. These organizations are capitalizing on an innovative means for organizations across Waterloo Region's high-tech sector to work towards environmental sustainability. ”

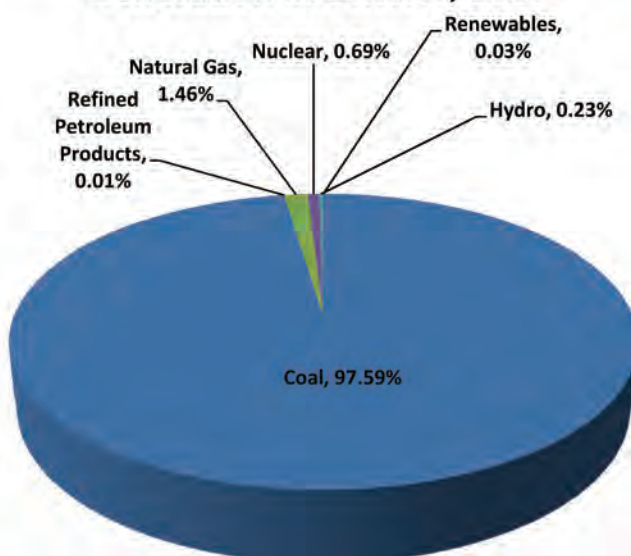
This is because our sector 'gets it': organizations that pursue environmental sustainability and voluntary GHG reductions have a competitive advantage over their peers. Communitech is happy to have partnered with Sustainable Waterloo this year to host sustainability-focused P2Ps, and we're all looking forward to the fantastic work this organization is sure to enable in 2010. ”

Iain Klugman
President, Communitech

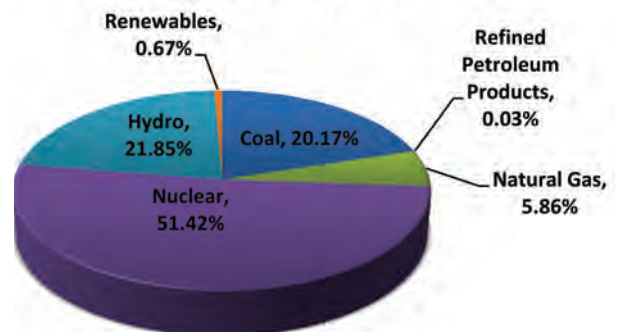
Where do you get your Power?

Ontario is on its way to meeting its green energy commitment to phase out coal power by 2014. The feed-in tariff (FIT) provides the opportunity for businesses and home owners to implement renewable energy projects, such as biomass, biogas, hydro, landfill gas, solar and wind to supply their energy needs. Excess energy that is generated through FIT can be fed back into the grid at higher than market prices.

GHG Emissions from Electricity Generation in Ontario, 2007



Electricity Generation in Ontario by Source, 2007



Pledging Partner Profiles

www.enermodal.com

Info



Gold Pledging Partner

- Reduction Target: 100% in 10 years
- Member since June 2009
- Base year: 2008
- Absolute emission in 2009: 203.1 tCO₂e
- Scope 3 emissions include:
 - All Business Travel
 - Employee Commuting
 - Water
- 75 employees in Waterloo Region

51.2 tonnes of CO₂e reduced since 2008

"Becoming a Gold Pledging Partner in the Regional Carbon Initiative was absolutely the right decision for Enermodal. It not only shows the community that we are going to be held accountable to "walking the talk" as a green building consultant, but also provides fantastic opportunities to learn from peers and professionals in order to help achieve our ambitious GHG reduction commitment."

Stephen Carpenter

President of Enermodal Engineering

Enermodal Headquarters in Waterloo opened its new Triple LEED Platinum candidate office in 2009. The projected total building energy use is 65 kWh/m² of floor area compared with the Canadian average of 400 kWh/m².

Enermodal Engineering

Green Building Consulting Services

Operating since 1980, Enermodal Engineering is Canada's largest green building consultant. Headquartered in Kitchener, Enermodal is the only Canadian firm to provide the full spectrum of green building consulting services, including LEED certification, energy efficiency engineering, mechanical/electrical design, commissioning, educational program development, window rating, and the building performance monitoring.

Reducing Commuting and Business Travel

In 2009, 81% of Enermodal's GHG emissions resulted from business travel and employee commuting. Initiatives focused on reducing these impacts include:

- Installation of a video conference system to reduce travel between offices
- Sustainable Transportation Incentives for employees
 - \$3,000 or \$1,500 reimbursed for each purchase of a LEED 2004 or LEED 2009 compliant vehicle respectively
 - Daily and monthly transit pass reimbursed for commuting
 - Awards and recognition to employees who make extra efforts to use alternative modes of transportation

Green Lifestyle Incentives

Enermodal promotes a culture of sustainable living. Employees receive partial reimbursement for: home energy audits, water conserving softeners, low-flow shower heads, rain barrels and compost bins.

"Replacing one Toronto-Calgary trip with a video conference saves \$1,500 in expenses and lost time while preventing 472kgs of CO₂e—a 3.4% payback on the total cost of the video conferencing equipment."

Sustainable Waterloo 2009 Member Survey



VeriForm Inc.

Manufacturer of Specialized Metal Parts

VeriForm specializes in metal manufacturing of cut, formed and welded parts for many industry sectors, such as mining, forestry and machinery fabrication. The company has been serving customers across North America since 1997.

Cutting Back and Cashing In

VeriForm has documented 42 reduction projects since 2006 with an average payback period of 6.2 months and annual savings of \$91,263. Below are four example projects:

Initiative	Cost	Annual Savings	Payback Period (months)
Install 10 capacitors	\$11,285	\$24,118	5.6
Install programmable thermostat in plant	\$1,200	\$13,911	1.0
Upgrade to T5 lighting	\$2,000	\$12,109	2.0
Disconnects on bay doors to turn off heat when opened	\$1,200	\$7,893	1.8

Uncovering New Opportunities

VeriForm is taking advantage of the emerging low-carbon economy. Based on their in house expertise, the company has won new business and expanded to offer green products and services. Examples include:

- 50% of revenues now come from renewable energy customers
- Shipped 90 solar panel systems in 2009
- VeriGreen, a subsidiary, began operations in March 2009 offering 'green' products and services based on reduction opportunities experienced at VeriForm

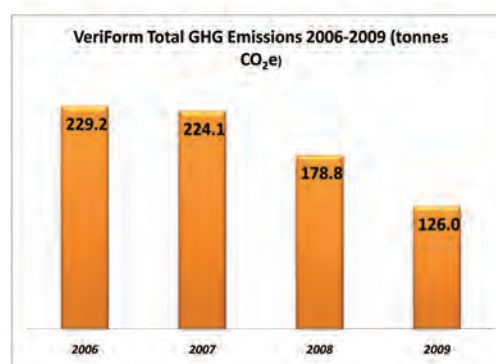


Info



Gold Pledging Partner

- Reduction Target: 100% in 10 years
- Member since June 2009
- Baseline year: 2006
- Absolute emission in 2009: 126.0 tCO₂e
- Scope 3 emissions include:
 - Waste
 - Water
 - Employee Commuting
 - All Business Travel
- 21 employees in Waterloo Region



"Without a doubt, involvement with Sustainable Waterloo and the Regional Carbon Initiative has invigorated our efforts to be "green" in every way: in energy savings, in our sales, in product development, and in our staff's lives."

Paul Rak
VeriForm Inc.

Veriform Inc. has reduced its energy usage dramatically while expanding at their 1982 built Cambridge site. Now, over 50% of their sales are to renewable sectors like biogas and solar.

Info



Gold Pledging Partner

- Reduction Target: 100% in 10 years
- Member since June 2009
- Base year: Average of 2008 and 2009
- Absolute emission reported in:
 - 2008: 413.1 t CO₂e
 - 2009: 421.6 t CO₂e
 - Combined base year: 417.4 t CO₂e
- Scope 3 emissions include:
 - Water
 - Employee Commuting
 - All Business Travel
- ~80 employees in North America

"As an environmental consulting firm, it is important for XCG to show some leadership in the action against climate change and environmental degradation because we agree with the growing millions who believe "it's just the right thing to do."

Richard Rush,
Senior Consultant and Co-founder, XCG

"GHG footprints change from year to year depending on several factors including weather, fluctuations in the economy, and corporate restructuring. To compensate for these variations, XCG has based their commitments on a two-year average. Business travel and commuting accounted for 66% of XCG's carbon footprint in 2008 and 2009. The company has begun to evaluate and prioritize methods to reduce travel and to support telecommuting and teleconferencing."

XCG Consultants Ltd.

Environmental Engineers & Scientists

XCG Consultants Ltd. (XCG) is an environmental engineering and science consulting firm. Founded in 1990, and built on a solid foundation of senior engineering professionals, XCG has grown to over 80 staff in 5 offices in Canada and the United States. XCG quickly earned a reputation for excellence by providing innovative, practical and sustainable solutions for its clients' projects.

Changing Work Practices

GHG emissions reduction initiatives are just now getting started. XCG's Corporate Sustainability Strategy is underway to set targets and implement further emission-reducing practices. This strategy will comprise a diverse range of initiatives, including:

- Changes in work and purchasing practices
- Energy efficient retrofits
- Increase the use of technology to enable less business travel
- Purchases of green energy, hybrid vehicles, and investment in renewable energy

Initiatives on the Go

- Establishing "Green Teams" at each office to help strengthen its environmental and sustainability programs
- Installing LED lighting and motion sensors in its Oakville office
- Investigating the cost effectiveness of implementing solar photovoltaic systems at its three Ontario offices
- Increasing community outreach initiatives

As a Gold Pledging Partner, XCG Consultants Ltd. has made an ambitious commitment to be carbon neutral by 2019.



Athena Software

Enterprise Content Management

Athena Software is an Enterprise Content Management software company based in Kitchener, Ontario that provides a content management software program called Penelope client management. The software is designed for companies in the social and behavioural health services sector. Penelope can be used to assist with information content tasks such as clinical service provision (clinical documentation), case management, scheduling, billing, reporting and evaluation.

Reducing Travel Due to On-site Training

Since much of Athena's GHG emissions result from business travel, the company has targeted on-site client training as a significant reduction opportunity. By adding additional online resources and taking advantage of communication technology, clients requiring on-site training have dwindled to 5% in 2009: almost half of what it was in 2008.

Developing a Green Program

Moving forward, Athena will continue to pursue strategies to reduce business travel related GHGs. The company is planning on rolling out a 'green program' including:

- Incentives for Australian clients to amalgamate implementation and training programs
- Research video conferencing options
- Offer clients the opportunity to purchase carbon-offsets to increase awareness of the affects of business travel

"Only 9% of Athena's GHG footprint results from commuting - employees commute using a mix of carpooling, public transit and human powered transportation. A bike pump and repair tools are kept on site to encourage employees to bike to work. Athena purchased carbon offsets to compensate for all flights taken throughout 2009."



Info



Bronze Pledging Partner

- Reduction Target: 20% in 10 years (intensity based-per employee)
- Member since June 2009
- Base year: 2009
- Absolute emission in 2009: 21.0 t CO₂e
- Scope 3 emissions include:
 - All Business Travel
 - Employee Commuting
 - Waste
- 10 employees in Waterloo Region

"The demonstrated success of individual companies can increase the momentum toward positive change. The RCI provides Athena with support we need to easily monitor our carbon emissions through user-friendly tools and helpful advice. Sustainable Waterloo's supportive network also assists us by increasing our awareness of climate change issues, initiatives and local resources and is a source of motivation and encouragement to achieve our carbon reduction goals."

Dana Fox

Director of Business Development
Athena Software

Dana Fox, Director of Business Development for Athena Software, helps organizations across the globe learn about the benefits of the Penelope client management system.

Info



**Mennonite
Central
Committee**

Bronze Pledging Partner

- Reduction Target: 20% in 10 years
- Member since December 2009
- Base year: 2009
- Absolute emissions not calculated at time of printing
- Scope 3 emissions include:
 - All Business Travel
- 465 employees in North America

"Taking responsibility for our impact on the environment and our global neighbours directly impacted by climate change is very important to MCC. The Regional Carbon Initiative offered a simple and effective means to improve our carbon footprint and communicate that commitment to our constituents."

Rick Cober Bauman

Executive Director, MCC Ontario

"MCC's priorities of sustainable community development, disaster relief, and justice and peace building are only possible within the context of caring for creation, so that each and every community is in right relationship with God and God's creation. RCI is helping us set, track, and monitor our internal capacity in reaching our goals."

Arli Klassen

Executive Director, Mennonite Central Committee

Mennonite Central Committee

Working for Peace & Justice

Mennonite Central Committee (MCC), a worldwide ministry of Anabaptist churches, shares God's love and compassion for all in the name of Christ by responding to basic human needs and working for peace and justice. MCC envisions communities worldwide in right relationship with God, one another and creation.

Supportive Senior Management

Led by the strong support of its senior management, MCC is determined to reduce its GHG footprint at all 23 of its North American offices through its participation in the Regional Carbon Initiative.

MCC Initiatives Across North America

- Build lower impact buildings - installed a geothermal heating and cooling system at its Winnipeg office
- Shake off dependency on fossil fuel powered transportation—55 employees from seven different locations covered 20,647 kms by human-powered transportation in 2009 through the Velorution commuter challenge
- Develop educational resources for congregations and small groups
- Plans to combine the Kitchener office, warehouse and thriftstore with GHG reduction goals in mind
- Compost food waste at offices



Janet Landes, manager of the Care and Share Thrift Shop in Souderton, PA, demonstrates how to recycle cell phones.

Pano Cap Canada Limited

Injection Molded Closures Manufacturer

Pano Cap Canada Limited, located in Kitchener, Ontario, has 40 years of experience in the manufacture of injection molded plastic caps and container closures. It supplies products to the food and beverage, chemical-industrial, health supplement, pharmaceutical, nutraceutical, personal care and cosmetic industries.

Measuring to Manage

Senior management at Pano Cap plans to utilize its completed carbon footprint to identify key initiatives that will help the company maximize its efforts towards sustainability.

Equipment Upgrades

Pano Cap plans to make significant equipment upgrades to increase efficiency and cut energy use, including:

- Upgrading to T8 fluorescent lighting
- Replacing compressors with units using Variable Frequency Drive (VFD) controllers
- Replacing old water chillers with new VFD units

Pano Cap is also investigating participation in Ontario's Feed In Tariff program by implementing solar panels on the roof of its 100,000 square foot facility.

"We see this as an opportunity to show our commitment to becoming sustainable to our community. We also want to use this as a means of educating our employee base on the importance of becoming sustainable and allow them the opportunity to transfer their knowledge to their home environment."

As reported in 2009 Sustainable Waterloo Member Survey



Info



Bronze Pledging Partner

- Reduction Target: 20% in 10 years
- Member since November 2009
- Base year: 2009
- Absolute emissions in 2009: 1,696.6 t CO₂e
- Scope 3 emissions include:
 - All Business Travel
 - Waste
 - Water
- 75 employees in Waterloo Region

"Pano Cap Canada has always been an environmentally conscious organization. We feel it is to the benefit of our organization to demonstrate our commitment to the environment and to be accountable to our community. We are hoping our contribution to the RCI will encourage other community members to step up and take action. It really does make good business sense."

Jim Sinclair

*Pano Cap Canada Limited,
Operations Manager*

The molding hall at
Pano Cap Canada Limited

Observing Organizations Profiles

Info

www.waterloo.ca



Observing Organization

Member Since October 2009

"During its first year in operation, Sustainable Waterloo has taken a strong leadership role in this community by helping the City of Waterloo and other local organizations make environmentally sustainable decisions and respond to climate change. Sustainable Waterloo's guidance and collaborative approach across many sectors have truly made a difference in Waterloo Region."

Mayor Brenda Halloran
City of Waterloo

The City of Waterloo

The City of Waterloo is an incorporated local municipality, located in the Regional Municipality of Waterloo, with a population of 120,800 people.

Council recently approved the draft City of Waterloo Environmental Strategy, which covers a vast array of sustainable initiatives that have been completed, are ongoing or have been identified as opportunities for action. The City is also in the midst of a Wind Energy Feasibility Study and construction is underway on two LEED Silver projects.



Years ago, the City of Waterloo formally made a commitment to consider the environmental impacts of all its services and programs. Its recent draft Environmental Strategy, as well as working with Sustainable Waterloo, has brought together different departments within the City to fully comprehend the GHG impact of City operations. By participating in the Regional Carbon Initiative, the City is well on its way to creating a GHG baseline and an organizational emission reduction target.

Northern Digital Inc.

Northern Digital Inc. (NDI) is an ISO 9001 certified developer of 3D measurement solutions for a diverse field of applications. Its innovative technologies are employed in key medical, life sciences, and industrial markets, including: computer-assisted therapy, clinical gait analysis, sports/biomechanics research, industrial part inspection and ergonomics. The company is headquartered in Waterloo, Ontario and provides services to a global customer base. Regional offices in Germany and Hong Kong provide local R&D, manufacturing and sales support.

Measuring and Monitoring

NDI established its GHG baseline in 2006 and has been tracking emissions since. The company has implemented a number of initiatives including:

- Converting from T12 to T8 lighting in its production area
- Composting kitchen waste
- Switching office printers and copiers to 100% recycled paper

Through measuring and monitoring GHG emissions, NDI has identified business travel, heating and air conditioning as significant contributors to its GHG footprint. The company will determine steps to reduce these sources and others as it moves through the process of establishing reduction targets.

Info

www.ndigital.com



Observing Organization

Member since August 2009

"On a corporate level, the associated cost savings of sustainability are key, however, as a group of individual employees, we feel called to conduct ourselves (both at home and work) in an environmentally responsible manner."

David Willms
Mechanical Engineer, NDI

Quarry Integrated Communications Inc.

Quarry helps clients convert branding into buying. For highly engineered products and services, Quarry provides insight-driven solutions to the challenges of brand positioning, demand generation and customer experience design—across all media and all channels. Headquartered in Waterloo, Quarry also has locations in Toronto, Raleigh-Durham, North Carolina and San Jose, California.

Engaging Employees

Prior to joining Sustainable Waterloo, Quarry established an organizational “green team” and implemented initiatives including:

- Distribution of compact fluorescent light bulbs to employees
- Eliminated polystyrene cups and bottled water from the office
- Lobbied its landlord for bike racks in a secure location in the building
- Provided transit passes to employees as an alternative to parking

Info www.quarry.com

Observing Organization

Member since October 2009

“At Quarry, we are always thinking and planning for the future success of our clients. This [The Regional Carbon Initiative] seemed like a great way to do some planning for the future of our planet—and our own!”



Ken Whyte

*President and COO,
Quarry Integrated Communication*



Quarry was motivated to join Sustainable Waterloo as a way to focus their efforts and achieve meaningful and measurable results related to their sustainability strategy.

Info www.brightonyards.com



Brighton Yards
Housing Co-operative Inc.

Observing Organization

Member Since November 2009

Brighton Yards Housing Co-op

Brighton Yards Housing Co-operative is a non-profit organization whose residents enjoy affordable housing and have a say in their living environment.

A housing co-op is made up of members who choose to live in a community. Here members participate and take responsibility for the day-to-day running and overall direction of the co-op.



2009 In Review: Key Contributors & Milestones

2009 Milestones

This 2009 Report summarizes an exciting year for Sustainable Waterloo. And, as with any start-up, the past year has been one of many firsts: first hires, first events, first members, and this first Report. On the opposite page, we've tried to highlight some of these firsts and other key milestones from 2009.

In Depth: The Regional Carbon Initiative Reduction Framework

As an organization founded on a collaborative model, our success is largely dependent on the support of others in the community. Since our inception, the community support has been overwhelming, and borne from this have been a number of groups in particular that have been essential in helping us work towards our mission.

Perhaps the best example of this collaborative approach so far is our Reduction Framework – the result of two community-based working groups that met throughout the first half of 2009. The first group, aptly named the 'Preliminary Working Group', met from February to March to create the 'Sustainable Waterloo Carbon Reduction Options Paper'. This document outlined three decisions structures that were presented to a second, 'External Working Group' and required consensus on: what GHGs would be included in a reduction target, how member organizations would be ranked, and how ambitious the reduction targets would be.

Beginning on March 24, 2009, 23 representatives from local government, businesses, academia and environmental NGOs gathered bi-weekly to finalize the reduction framework for the Regional Carbon Initiative. The result was a framework that set out everything members of the Regional Carbon Initiative need to know in order to set a carbon reduction target, including: geographic boundaries, types of reduction commitments (absolute versus intensity-based), which emissions to report, permissible baselines and reduction dates and levels. We're especially proud of this process and its output. Although other communities have set regional GHG reduction targets, none have created a similar means for local organizations to voluntarily participate in carbon reduction target-setting within a common framework. On the opposite page is a list of External Working Group participants.

Sustainable Waterloo Events

As we move further into a green economy, there is an increasing appetite and need for education around implementing sustainable business practices. Sustainable Waterloo strives to ensure that its members and the business community have the information they need to properly develop environmental strategies and implement carbon emissions reduction projects that will benefit their organizations. In 2009, we worked towards educating our community and members by running seven events, including the Regional Carbon Initiative Launch Event, three educational forums, two technical workshops, and the first of a series of Sustainability Peer 2 Peer networking workshops in partnership with Communitech.

We were privileged to welcome professional speakers to our events from organizations including Carbon Foresight, Ernst & Young, the City of Cambridge, and IBM. Each event attracted a diverse cross-section of individuals to learn about topics that included conducting a GHG inventory, LEED buildings, commuting alternatives, and strategies to develop GHG reduction projects. But aside from information, the attendees had the opportunity to meet with other individuals with similar ambitions and who were always eager to share ideas, successes, and even failures. As regular visitors continue to attend our events, a sense of community has developed around the goal of achieving more sustainable business operations.

Looking forward to 2010, Sustainable Waterloo's staff and volunteers are eager to continue the development of this group by offering four educational forums and four technical workshops, as well as through partnership with Communitech on future Sustainability Peer 2 Peer networking events, as well as the Kitchener-Waterloo Chamber of Commerce for their 23rd Annual Energy & Environment Forum.

“Climate change represents a critical inflection point for organizations and the communities they are a part of. With this in mind, Sustainable Waterloo has successfully fostered learning and real climate action across a diverse community of stakeholders. Carbon Foresight is proud to have been selected as a speaker for a Technical Workshop in 2009, we're excited to be a partner in this sustainability journey and we eagerly anticipate the road ahead.”

”

Jason Steinberg
President, Carbon Foresight
Member of Preliminary Working Group

2009 In Review: Key Contributors & Milestones

January

- Hosted our first event – an Educational Forum, attended by nearly 200 people on a snowy morning. The event featured Lori Duvall, Eco Responsibility Program Manager for Sun Microsystems, sharing her organization's progress and lessons learned in reducing carbon emissions cost-effectively.

February

- Executive Director Mike Morrice selected to the Waterloo Region Record's "Top 40 under 40".

March

- A volunteer, community-based External Working Group held its first of six bi-weekly meetings to determine a Carbon Reduction Framework for future Regional Carbon Initiative members.

April

- Secured a total \$80,000 in funding from three different Federal, Provincial and Municipal grantors.
- We moved into our first official office space in Uptown Waterloo, thanks to a generous leasing agreement with Virtual Causeway.
- Matthew Day and Lisa Chapman were hired as GHG Services Manager and Events Manager, respectively.

May

- Sustainable Waterloo was the first-ever winner of the Social Entrepreneurship stream of the 'LaunchPad' \$50K Competition.
- Announced partnership with e3 Solutions to provide future Regional Carbon Initiative members with a carbon accounting tool.

External Working Group

David Willms	Northern Digital Inc.
Greg MacKenzie	Ernst & Young LLP
Jay Marteniuk	Schlumberger Water Services
Jeannie Barbu	Open Text
Lindsay Joseph	Maplesoft
Paul Rak	VeriForm Inc
Peter Pekurar	Christie Digital Systems Canada
Robert Kroeger	Google Inc.
Shane Paleshi	Quarry Integrated Communications Inc.
Derek Satnik	Community Renewable Energy Waterloo (CREW)
Julian van Mossel-Forrester	Residential Energy Efficiency Project (REEP)

June

- Confirmed 6 "Founding Partners", each of whom provided \$10,000 of initial project funds.
- On June 16th, we officially launched the Regional Carbon Initiative and announced the first three Pledging Partners of the Regional Carbon Initiative: Athena Software, VeriForm Inc, and Enermodal Engineering.

August

- Announced four sponsors of the 2009/10 Event Season, including Supporting Sponsors RIM, Open Text and UW's School of Environment, Enterprise and Development.
- Northern Digital Inc (NDI) was confirmed as the first Observing Organization of the Regional Carbon Initiative.

September

- Held our first Technical Workshop of the 2009/10 Event Season, focused on how to conduct a GHG Inventory.

October

- Confirmed our largest member to-date: the City of Waterloo signed-on as an Observing Organization of the Regional Carbon Initiative.

December

- Finished 2009 with a total of ten members in the Regional Carbon Initiative – six of whom have committed to carbon reductions as Pledging Partners.

Dr. Jatin Nathwani	Waterloo Institute for Sustainable Energy (WISE), University of Waterloo
Joel Marcus	PhD Candidate, Wilfrid Laurier University
Ray Robichaud	Wilfrid Laurier University, Physical Resources
Pat Lemieux	Wilfrid Laurier University / L Square Consulting
Griffin Carpenter	Campus Environmental Coalition, Wilfrid Laurier University
Anna Marie Cipriani	City of Waterloo
Jean Starchuk	City of Waterloo
John Hill	Region of Waterloo
Mario Petricevic	City of Kitchener
Chris Renn	DALSA Corporation
Deborah Carlson (non-voting member)	The David Suzuki Foundation
Leslie Cook (non-voting member)	Alternatives Journal

External Working Group

Sustainable Waterloo Volunteers

Sustainable Waterloo is more than supported, it is driven by volunteers. Our organization consists of over 25 regular volunteers, made up of individuals from various factions of the community, bound by a shared passion for sustainability.

Without their efforts, Sustainable Waterloo would not be possible. It is, therefore, with the deepest sincerity that we say "Thank You" to all who have contributed over the past 12 months. Below are the individuals who have donated their time and sweat to realize our mission over the course of 2009 (as well as a few from 2008 that haven't previously been recognized!):

Name	Position
Scott Arnald	GHG Services Project Coordinator
Sue Baker-Proud	Fundraising Researcher
Lois Bowman	Project Management Advisor
Micaela Buchnea-Chew	PR Coordinator
Andrew Burns	Business Liaison
Sean Campbell	Sustainability Coordinator / Web & IT Manager
Jenn Carreiro	PR Coordinator
Lisa Chapman	Business Liaison
Hannah Cruikshank	Events Coordinator
Jackie DaSilva	Grant Writer & Reviewer
Naaz Dattu	PR Coordinator
Eric Davis	Legal Advisor
Matthew Day	Research Manager
Ken De Souza	Events Coordinator
Miles DePaul	Business Development Coordinator
Xiaopu Fung	Web Marketing Coordinator
Ben Garcia	Research Coordinator
Sean Geobey	Working Group Facilitator / Advisor
Quinn Hanam	Web and IT Coordinator
Pam Hartman	HR Manager
Caitlin Howlett	Ambassador Program Manager
Joanna la Fleur	PR Manager
Julie Le	Graphic Designer
Ryan Magee	Accountant
Alisa McClurg	Communications Manager
Blythe McKinlay	Photographer
James McLean	Graphic Designer
Thomas Merry	Research Coordinator
Jenn Metzloff	HR Manager
Jody Miller	Web and IT Manager
Joanna Nakitsas	Events Coordinator
Jen Owens	GHG Services Researcher
Chris Ray	General Volunteer
Philip Sahula	Finance and Payroll Coordinator
Gagan Singh Anand	Web and IT Coordinator
Nicoletta Stefou	General Volunteer
Laura Stewart	HR Coordinator
Daya Underwood	Senior Graphic Designer
Dhara Vora	Web and IT Coordinator
Kris Yungblut	Finance Manager



“KPMG is committed to making a difference and having a positive impact in the communities in which we live and work—we believe that Sustainable Waterloo’s objective and activities are aligned with both our Community Leadership and our corporate Sustainability strategies.

As KPMG’s Sustainability Office Champion, I am proud of being a part of Sustainable Waterloo’s volunteer team and of supporting their work in our community.”

Daya J. Underwood
*Sustainable Waterloo Volunteer
Senior Marketing Manager and
Sustainability Office Champion,
KPMG LLP*

2009 In Review: Key Contributors & Milestones

“

Waterloo North Hydro supports conservation programs that are a critical component of the Province's future energy supply strategy. Carbon reduction in many ways comes back to conservation and energy efficiency, which is good for the environment and good for business. Waterloo North Hydro is very pleased to support Sustainable Waterloo as they help us understand and promote carbon reduction initiatives in our community. We should all be proud of the accomplishments of Sustainable Waterloo in this first year of operation.

”

Rene W. Gatien
President & CEO
Waterloo North Hydro Inc.



In addition to this team of volunteers, we're lucky to have had a number of co-op students contribute significantly to our work over the past year. Although only paid a small honorarium throughout their terms, these individuals all quickly became a core part of our team and we were fortunate to work closely with each of them:

Co-ops

Name	Term
Victoria Alleyne	Fall 2009
Miles DePaul	Summer 2009
Mark McLean	Fall 2009
Kyle Pinto	Winter 2008
Denise VanderVeen	Summer 2009

Finally, the following staff have had the privilege of supporting the work of all of these co-ops and volunteers over the past year. This small group is the hub of the Sustainable Waterloo team:

Staff

Name	Position
Lisa Chapman	Events Manager
Matthew Day	GHG Services Manager
Jody Miller	Web & IT Manager
Mike Morrice	Executive Director

WLU MBA Not-for-profit Practicum Interns

Name	Project
Mark Shewfelt	Team Web Portal: Phase 1
Toni Bothwell	HR Policy Development
Yi Sun	Business Development Resource Creation
Jon Lamers	Finance Process Creation
Matthew Pullen	Carbon Accounting Tool Vendor Selection
Peter Galea	Local Economic Research & Database Creation
David Bao	GHG Services Directory: Phase 2
Shirley Zhou	GHG Services Directory: Phase 2
Caitlin Howlett	Marketing Collateral Development

Board of Directors

Dr. Barry Colbert

Director, CMA Centre for Business and Sustainability, Wilfrid Laurier University

Dale Brubacher-Cressman, P.Eng

President
Vigor Clean Tech Inc.

Chris DePaul

Co-founder
Sustainable Waterloo

Rick Endrulat

President and COO
Virtual Causeway

Odilon Pat Lemieux

Founder
L Square Consulting

Mike Morrice

Executive Director
Sustainable Waterloo

Theresa Sauren

Co-Founder and Executive Director
The Reduce the Juice Project

Jan Varner

CEO
United Way for Kitchener-Waterloo and Area

Dr. Steven B Young

Director
Centre for Environment and Business,
University of Waterloo

Advisory Board

Bill Demers

Senior Audit Partner
Ernst & Young LLP

Ray DePaul

Past President & CEO
RapidMind Inc. (acquired by Intel)

Steve Farlow

Executive Director
Schlegel Centre for Entrepreneurship
Wilfrid Laurier University

Jack Gibbons

Chair
Ontario Clean Air Alliance

Mayor Brenda Halloran

Mayor
City of Waterloo

Derek Satnik

Managing Partner
Mindscape Innovations

Rahim Hirji

Senior Vice-President and Chief Financial Officer, Canadian Division
Manulife Financial

Dr. Jatin Nathwani

Executive Director
Waterloo Institute for Sustainable Energy

Jill Schoolenberg

General Manager, Customer and Inside Sales
Microsoft Canada

"I'm proud of the way the local KW industry has stepped up to meet the challenge posed by Sustainable Waterloo. Yet again, KW entrepreneurship is leading the way, showing that carbon emissions reductions, even deep reductions, are more than possible, and we're showing Ontario how to make it happen. Sustainable Waterloo and the Regional Carbon Initiative is a shining example of the kind of innovation that the KW region is known for, and I'm proud to be involved."

Derek Satnik
Managing Partner,
Mindscape Innovations
Advisory Board Member,
Sustainable Waterloo

"I'm thrilled to be part of a start up entity that demands persistence and commitment by all. Such determination is key in a unique cross sector collaboration that addresses such complex issues as Sustainable Waterloo does. In everything Mike and his team do, they balance the "present" and the "future" perspectives."

Jan Varner
CEO, United Way

Founding Partners

Ernst & Young
The City of Kitchener
Virtual Causeway
Wilfrid Laurier CMA Centre for
Business and Sustainability
Waterloo North Hydro Inc.
Manulife Financial

Grantors

The Government of Ontario
The City of Kitchener
Environment Canada
Ontario Trillium Foundation

Supporting Partners

Silver

The City of Kitchener
Pine Lake Communications
Hutton Forest Products Inc.

Bronze

The City of Cambridge
Sybase iAnywhere

In-Kind Support

WLU Schlegel Centre
for Entrepreneurship
Virtual Causeway
Dropbox
PocketMatrix
Cisco Systems
Angle Media Group
Corporate Knights
Bingemans
Communitech

Current Event Sponsors

Presenting Sponsor

Wilfrid Laurier University's CMA Centre for
Business and Sustainability

Supporting Sponsors

Research In Motion Limited
Open Text Corporation
University of Waterloo, School of
Environment, Enterprise and Development
(SEED)

Past Event Sponsors

The City of Cambridge
Wilfrid Laurier University's CMA Centre for
Business and Sustainability
Research In Motion Limited
Open Text Corporation
The City of Waterloo
Dalsa Corporation
RapidMind Inc.
University of Waterloo's Centre for Business,
Entrepreneurship and Technology (CBET)
Laurier School of Business and Economics
The OPS Green Office, Ministry of
Government Services

Offset and Green Energy Providers

Bullfrog Power
The Carbon Reduction Fund
Carbonzero
Kuzuka

Supporters

Thank you to
all our partners for
making the work we
do possible.

A Catalyst for Sustainability

Paper manufacturers often have a difficult time managing the carbon emissions associated with their operations. Catalyst, one of North America's leading mechanical paper producers has reduced its GHG emissions by nearly 70% since 1990. About 73% of the company's worldwide operations are powered by renewable energy, as the organization strives to create products that are not only made with recycled materials, but powered by them as well.



Other Environmental Leaders

When Sustainable Waterloo was founded in July 2008, the Residential Energy Efficient Project (REEP) was

one of the first organizations we met with to explain our work and discuss whether our mission would fit within what was already underway in Waterloo Region's ecosystem of environmentally-focused organizations. REEP was quick to provide their support and mentorship in these first few months.

Throughout 2009, we've been fortunate to work closely with a number of other local environmental non-governmental organizations (eNGOs) in Waterloo Region. While this means we often refer potential clients, partners and collaborators to one another, the benefits run much deeper for all. For the eNGO community, the promise of synergies and more integrated collaboration is incredibly exciting. And citizens of our community should be energized by the breadth of eNGOs that operate in a variety of fields across Waterloo Region. The work being done ranges from advocacy & activism to research dissemination; from education in high schools to "greening" faith communities. Sustainable Waterloo has been fortunate to operate in such a fertile community and we'd like to take this opportunity to recognize the several groups we've worked with in the past year.

“

We need to tackle climate change through a blend of commitment, action and innovation. Sustainable Waterloo plays an important role by helping local businesses find the right balance between economic prosperity and environmental stewardship. Thanks to these efforts, Waterloo Region will lead the way toward the goal of a reduced carbon economy.

”

Peter Braid

Kitchener-Waterloo M.P

Sustainable Waterloo Thanks...

The Residential Energy Efficiency Project (REEP). This longstanding leader in Waterloo Region provides citizens with the tools for sustainable resource use, energy conservation and efficiency, and renewable energy applications.

Community Renewable Energy Waterloo (CREW). CREW is an offshoot from REEP and is dedicated to making renewable energy accessible to the citizens of Waterloo Region while supporting local projects that encourage energy conservation and the use of renewable energy sources.

Reduce the Juice. This project facilitates the creation of youth led initiatives designed to reduce greenhouse gas emissions. They've been running projects in high schools and across our community for two years, spanning from anti-idling campaigns to community engagement on individuals' carbon footprint.

Grand River CarShare. Leading in low impact commuting, they put ideas into action by providing alternatives to car ownership in Waterloo Region.

My Sustainable Canada that advances consumer and corporate citizenship in support of sustainable consumption.



Collaboration: Partnering with NGOs for Corporate Success

The World Wildlife Fund (WWF) has partnered with several large transnational companies, such as Coca-Cola, Hewlett-Packard, IBM, Sony, Nokia, Johnson & Johnson and Nike, in its Climate Savers Initiative. These large corporations are working with WWF to set new industry-wide precedents and collectively reduce their GHG emissions by 14 million tonnes (the equivalent of taking 3 million cars off the road each year). These companies are also saving millions of dollars through more efficient business practices.

“

Congratulations to Sustainable Waterloo for a bumper first year of community and volunteer engagement. REEP has been happy to collaborate with Mike and team this past year, and we appreciate the spirit of mutual support and learning that they bring to the table. We look forward to working together for local action that makes our community more sustainable, and addresses the global issue of climate change.

”

Mary Jane Patterson

Executive Director, REEP

Paul Parker

Chair of the Board, REEP

Waterloo's two universities continue to provide fresh perspectives and enthusiasm in the local environmental movement. Both Wilfrid Laurier and the University of Waterloo offer students a venue for expression and environmental activism through groups including:

- **WPIRG**, who also recently launched a “Climate Action Project” working group
- **LSPIRG**, who has recently spearheaded a working group to run a student-led local farmer's market on campus and provides opportunities for students to be agents of social change
- **The University of Waterloo Sustainability Project (UWSP)**, which is run by student volunteers from various disciplines with a common interest in improving sustainability on their campus
- **WLU's Campus Environmental Coalition**, who united a number of campus environmental groups to successfully obtain administration support and student funding for a recently hired “Sustainability Coordinator”

Waterloo Region hosts many other eNGOs that we look forward to working with in the future, including: the Waterlooians, Greening Sacred Spaces, Friends of Hidden Valley, Transition KW, Urban Harvester, the Grand River Environmental Network, and the recently formed Community Environmental Justice Research Group.

Honoured to be involved in Waterloo Region's eNGO ecosystem

At Sustainable Waterloo, we're proud to fit within this ecosystem by working directly with the business community, local government, academic institutions, and not-for-profit organizations in Waterloo Region. We are pleased to work with this spread of community-based, residential programs, and issue-specific organizations as we work towards our mission of advancing the environmental sustainability of organizations across Waterloo Region through collaboration. Similarly, we hope other eNGOs see our work as a gateway for their projects as collectively we contribute to improved environmental sustainability in Waterloo region.

We're excited to contribute to this thriving landscape of eNGOs in Waterloo Region, and we expect to continue to work even closer with this vibrant community of like-minded organizations in 2010.



Looking Forward

Sustaining Opportunity for the Future: Towards Regional Environmental Excellence

The year 2010 has now arrived and through the environmental lens the last ten years has shown us that this community is contributing to a more sustainable future. Before looking at the importance of sustainability, let's consider some of the local environmental achievements in Waterloo Region over the last decade:

- Waterloo Region was identified as having the lowest water use per person in Canada for a community of this size;
- City of Waterloo installed solar panels and a green roof on their City Centre building;
- City of Kitchener achieved a certified green fleet by international environmental standards;
- City of Cambridge and the Region of Waterloo both designed and constructed Gold certified facilities to highly respected Canadian green building standards;
- Township of Woolwich continues to have active green citizenship with their Environmental Enhancement Committee and Woolwich Healthy Communities initiatives.

“

In just a year and a half, Sustainable Waterloo has made significant progress in engaging our business community, municipalities and educational institutions to envision a more environmentally sustainable future for our region. Their enthusiastic leadership is showing us that we can all play a part in implementing local solutions to climate change.

”

Tim Jackson

*CEO, Accelerator Centre
Partner, Tech Capital Partners*

The green bin, the Residential Energy Efficiency Program (REEP), and University of Waterloo's School of Environment, Enterprise and Development are some of the many more local environmental initiatives that we could add to the list due to the innovation, leadership, and commitment that is visible in this community.

Some of this leadership can be seen within this Report from the commitments and achievements of

Regional Carbon Initiative members. Innovation is also being demonstrated by local businesses that are serving the increased demand for renewable energy or environmental products and services. Preserving a good quality of life for future generations will however require a sustained effort.

The importance of sustainability is based on the fact that a healthy environment supports community health and in the long-term, a strong economy. Our current generation as a whole is responsible for ensuring that the next generation has air, water and land in good quality and quantity to afford them the opportunity for a reasonable quality of life. It is a shared responsibility that we have inherited and now are due to pay it forward to the future.



How we address the challenge of climate change presents a great opportunity to fulfill this responsibility. Although climate change is a global environmental challenge, it will be the collective actions of communities and individuals all around the world, including within Waterloo Region, that will determine if we can preserve a desirable future. Reducing greenhouse gases (GHG) from human activity addresses climate change and a number of other important issues:

- Most sources of GHG from human activity are also the same sources of air pollution that cause smog and severe health effects (e.g. vehicle exhaust);
- Reducing GHG and other air pollutants often involve conserving our non renewable energy resources (e.g. oil and natural gas) which contributes to a more secure energy supply for the future;
- Reducing our GHG and other air pollutants often involves using otherwise wasted energy resources (e.g. landfill gas) or renewable energy sources (solar, wind, geothermal) which contributes to a more sustainable energy supply for the future, along with economic opportunities and cleaner air to breathe.

It is a win-win situation when we can reduce environmental impact and save money while creating a more stable and greener economy.

Optimistically, I believe this community is demonstrating that it is on the path that can lead to a sustainable future. It is encouraging to see all the local achievements and commitments to create a sustainable future as it shows an understanding that continuous improvement is required.

We all have a role to play at work, at home, and on the road. Sustainable Waterloo helps businesses identify their GHG impact, plan for improvement and organize their efforts to effectively contribute to a smaller environmental footprint. Organizations such as REEP can help us at home and others such as Grand River Transit and Grand River Auto Share can help us on the road.

Within this community there are a number of environmental organizations, businesses, conservation agencies, educational institutions, as well as the local municipalities that can enable us to be a positive part of the journey Towards Regional Environmental Excellence (TREE). The reference to a tree is included here because trees not only get bigger as they grow, but they adapt to their surroundings and contribute to their ecological community.

We should be thankful for initiatives such as Sustainable Waterloo's Regional Carbon Initiative for making the effort to help local organizations by enabling them to adapt and contribute to a healthy tomorrow. I encourage you all to consider the role that you can play in this important journey and to participate in the positive environmental momentum in this community.

David Roewade

*Environmental Sustainability Planner
Region of Waterloo*





Photo Credits

Sustainable Waterloo's 2009 Report Photo Contest Winners & Credits

Every photograph in this 2009 Report was either submitted to Sustainable Waterloo as part of our 2009 Report Photo Contest, by members of the Regional

Carbon Initiative as part of their 2009 Member Survey, or was taken at a Sustainable Waterloo event last year. In particular, we would like to thank all of the photographers who submitted entries in our photo contest. Those that appear in this report are credited below.

We organized this contest in order to increase the Waterloo Region content of this 2009 Report. As an organization, Sustainable Waterloo is focused on local, collaborative solutions to environmental challenges. As such, we wanted to use pictures by and of our community to reinforce this local & collaborative vision of change throughout this document. Photo contest winners were selected in each of three categories: Natural Environment, Sustainable Behaviour, and Sustainable Development. The winning photographs are located on the back cover and are:

- **Keith Cowieson**, North Lakeshore Backyard visitor! (Natural Environment)
Downie Woodpecker in North Lakeshore
- **Laura Lica**, Wind Turbine and Sun (Sustainable Development)
At Martin Creek Road and Benjamin Road
- **Enermodal Engineering**, Commuter Challenge (Sustainable Behaviour)
Antoni Paleshi and David Rekker of Enermodal Engineering made use of the proximity of Enermodal's headquarters to the Grand River and canoed into work from Breslau in June as part of the Commuter Challenge. Enermodal placed second in its size category in the Region

Natural Environment

Untitled, Mark McLean - Inside Front Cover
Tree Swallow, Sarah Richer - p. ii
In Bloom, Mark McLean - p. 1
Along the Grand, Sarah Richer - p. 1
rare Research Reserve, Sarah Richer - p. 2
Tree 2, Alysha Campbell - p. 3
Winter Sunrise, Meghan Kelly - p. 5
Flower, Mark McLean - p. 6
Waterloo Park, Alysha Campbell - p. 7
Yellow Morel, Sarah Richer - p. 9
Calming Bliss, Cathy Yip - p. 21
Black Swallowtail Larvae, Sarah Richer - p. 24
Tree, Alysha Campbell - p. 24
Laurel Creek, Laura Lica - p. 24
Canada Violet, Sarah Richer - p. 25
Bridge in the Woods, Meghan Kelly - p. 27
Autumn Dew, Mark McLean - p. 28
Moon, Alysha Campbell - p. 29

Sustainable Behaviour

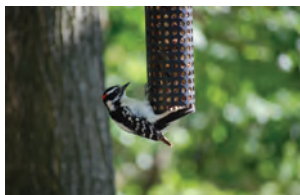
Region of Waterloo Biking,
 Erica Campbell - Inside Front Cover
Waterloo Park-Chris Reading, Erica Campbell - p. 4
Elora Gorge, Erica Campbell - p. 23

Sustainable Development

Close up Wind Turbine, Laura Lica - Front Cover
The Solarium, Nadia Mthombeni - p. 25
Untitled 03, Mark McLean - Back Cover

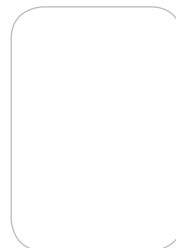
Miscellaneous by Blythe McKinlay

LEED Buildings Educational Forum - Inside Front Cover
Founding Partners Group - p. i
Low Impact Commuting Panel November 2009 - p. 8
External Working Group - p. 19
Sustainable Waterloo Team - p. 22



Environmental Impact Statement

100 copies of this 2009 Report were printed using
35 pounds of 100% post-consumer paper.
Printed on Rolland Enviro100 Print 60 lb. text.



Lifecycle Environmental Impact of Paper Used

35 Pounds of Paper	Environmental Impacts and By-products* (100% post-consumer paper)	Environmental Savings (compared to virgin equivalent)
Wood Use	0 tonnes (0 trees)	0.06 tonnes (0.45 trees)
Net Energy	380,000 BTU	140,000 BTU
Greenhouse Gases	60 lbs CO ₂ e	43 lbs CO ₂ e
Wastewater	182 gallons	207 gallons
Solid Waste	21 pounds	13 pounds

**Environmental impact estimates were made using the Environmental Defense Fund Paper Calculator <http://www.papercalculator.org>*



