



**2012 Report**

Celebrating A Sustainability Network



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## 2012 Report Design

The design of this report focuses on the intersection of two key features of our community: information technology and our collaborative nature. Far from undermining a sense of togetherness, technology reinforces it and fosters the shared learning and connections that form the hub of our region’s sustainability network. In this way, follow along with the blue and green (fibre optic) cables in the design as they connect the Regional Carbon Initiative members represented through smart phones and tablets.



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## Member Reporting

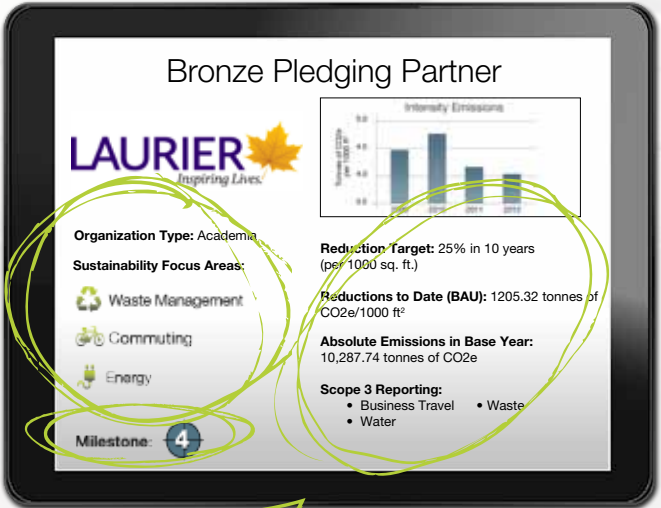
Throughout the report RCI Observing Organizations are recognized on smart phones and Pledging Partners are recognized on tablets. Below are the key terms you should know:

**Sustainability Focus Areas:**  
Areas where members are finding GHG reductions

**Milestones in the Regional Carbon Initiative:**  
Milestone 1 = Onboarding  
Milestone 2 = Completing a GHG inventory  
Milestone 3 = Creating a GHG action plan  
Milestone 4 = Publicly making a GHG reduction commitment

**Reduction Types:**  
Absolute (total emissions)  
Intensity (based on a growth metric such as employees or square feet)  
Business as Usual (BAU – would-be emissions according to organizations growth)

**Scope 3 Reporting:**  
Optional emission sources captured in GHG reduction target





# This Is What a Sustainability Network Looks Like

After celebrating different aspects of sustainability actions of organizations in our community in our last two year-end reports, selecting the theme for this 2012 Report seemed relatively easy. From every angle it was obvious: a strong sustainability network now exists across Waterloo Region. This network has grown because our actions have taken root, and it's expanding with continued momentum.

Our community is part of a global sustainability movement that has been growing over the past 20 years, with more pronounced action taken in the recent past. We're part of a paradigm shift that is moving away from passively hoping for international agreements to solve our most pressing ecological challenges. Now we're getting our hands dirty in community-led solutions, like those Sustainable Waterloo Region (SWR) has championed for the past five years.

## The Regional Carbon Initiative

Take the Regional Carbon Initiative (RCI), our flagship program. By the end of 2012, 16 RCI member organizations had collectively committed to reducing 45,000 tonnes of greenhouse gas (GHG) emissions within the next 10 years, the equivalent of taking over 10,000 cars off the road every year. The remaining 42 RCI members have an intention to set commitments, and we'll support them in doing so. These 58 organizations include eight of the largest insurance companies in Canada, every local municipality, a majority of our hospitals and electric utilities, our two universities, and representation from almost every sector across our economy. In fact, RCI members employ almost 13 percent of Waterloo Region's workforce, representing over 30,000 employees and covering 16 million square feet of our commercial, institutional, and manufacturing space.

## A Growing Network

While Regional Carbon Initiative members are strong representatives of this growing network, it also includes a much wider diversity of active participants. An array of local sustainability practitioners including renewable energy outfitters, energy auditors, young people demanding higher sustainability practices of local employers, leading and growing environmental non-profits, ambitious public-sector planners, and forward-thinking politicians are all working with others in our community towards a more sustainable future.

Now, as we work within this network, the impact of our actions is multiplied: ideas are shared with more people, support is offered with more collaboration, and solutions are adopted by more players. This active network is built on the same 'barn-raising' mentality, innovation, and zeal for solving 'wicked' challenges such as climate change defines Waterloo Region itself. And so, as our progress begins to take shape, we're eager to see how far our collective momentum will take us.

Read on, and if you haven't already, we urge you to jump in and take part. Now is the time.

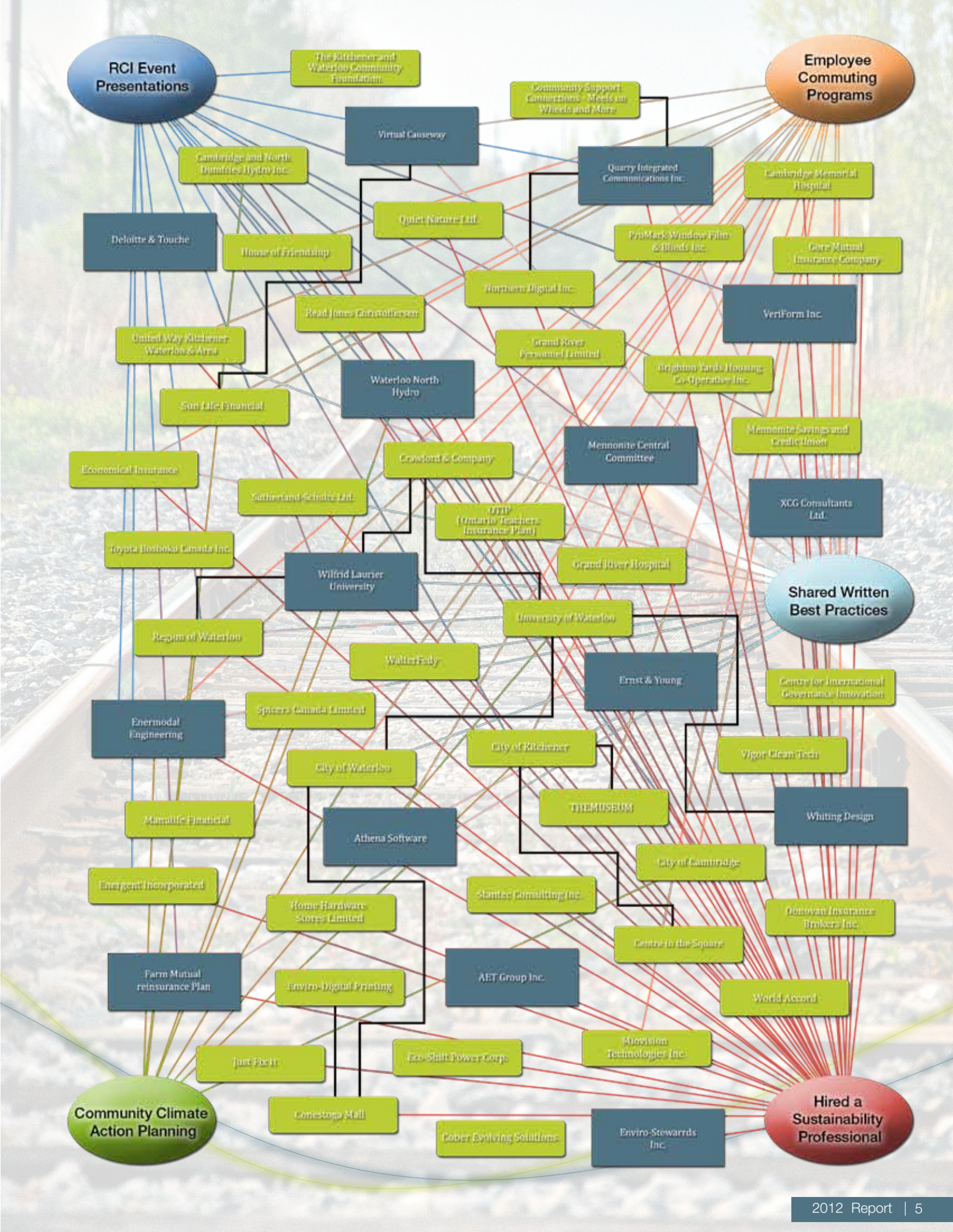


**Mike Morrice,**  
Executive Director  
Sustainable Waterloo Region



**Dr. Barry Colbert,**  
Board Chair  
Sustainable Waterloo Region

► Regional Carbon Initiative members and their employees play a key role in our region's sustainability network. They constitute almost 13 percent of the workforce and are heavily connected to one another. This graphic displays some of the interrelated activities that RCI members undertake including whether they a) have spoken at a Regional Carbon Initiative event, b) participated in an employee commuting program such as Commuter Challenge or as a member of TravelWise, c) have shared sustainability best practices by contributing to the RCI's 'Living Documents' d) participated in the development of a community Climate Action Plan through a ClimateActionWR Task Force, and e) consulted low-carbon economy professionals to reduce GHG emissions.





# Regional Carbon Initiative Members

as of December 31, 2012

## Pledging Partners

A Pledging Partner reports and works towards meeting a 10-year GHG reduction commitment. A Sustaining Partner is a Pledging Partner with a higher financial investment.



Status: **Sustaining Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 12](#)



Status: **Gold Pledging Partner**  
Commitment: **100% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 22](#)



Status: **Gold Pledging Partner**  
Commitment: **80% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 11](#)



Status: **Gold Pledging Partner**  
Commitment: **100% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 21](#)



Status: **Gold Pledging Partner**  
Commitment: **100% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 14](#)



Status: **Gold Pledging Partner**  
Commitment: **100% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 9](#)



Status: **Silver Pledging Partner**  
Commitment: **40% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 17](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 10](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 23](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 13](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 10](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 14](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Absolute**  
More info on [page 18](#)



Status: **Bronze Pledging Partner**  
Commitment: **20% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 17](#)



Status: **Bronze Pledging Partner**  
Commitment: **25% reduction in 10 years**  
Intensity or Absolute: **Intensity**  
More info on [page 17](#)

## Observing Organizations

An Observing Organization either uses alternative programs to track and report their GHG emissions or is working towards a future commitment.























Observing Organization

**Mennonite Savings and Credit Union**

Organization Type: Not-For-Profit  
Financial / Banking / Insurance

Sustainability Focus Areas:

- Waste Management
- Renewable Energy

Milestone: **3**

Gold Pledging Partner

**XCG**  
Environmental Engineers & Scientists

Organization Type: Consulting

Sustainability Focus Areas:

- Energy
- Commuting
- Business Travel

Milestone: **4**

**Absolute Emissions**

Year	CO2e (tonnes)
2008	150.03
2009	145.00
2010	140.00
2011	135.00
2012	130.00

Reduction Target: 100% in 10 years

Reductions to Date: 6.26 tonnes of CO2e

Emissions in Base Year: 150.03 tonnes of CO2e

Scope 3 Reporting:

- Commuting
- Water

Observing Organization

**KITCHENER**

Organization Type: Municipal Government

Sustainability Focus Areas:

- Sustainable Buildings
- Energy

Milestone: **2**

Observing Organization

**GRAND RIVER HOSPITAL**  
*your health, your hospital*

Organization Type: Social Services

Sustainability Focus Areas:

- Waste Management
- Energy

Milestone: **1**



Connections between sustainability-minded organizations are increasing across Waterloo Region. These connections are fed by an appetite for action on the environment, greater local knowledge and expertise, and – more tangibly – **by the collective commitment of RCI members to reduce GHG emissions by 45,000 tonnes.** Our annual Evening of Recognition is proof of increasing public interest in the environmental leadership

shown by these organizations. With attendance records being set year after year, it is now the largest organization-focused sustainability event in the region. Members' reduction efforts have, in turn, boosted the demand for services like energy audits, environmental consulting, and GHG inventories from local sustainability professionals. Other leading programs in our region, such as Community CarShare and TravelWise, are strengthened by high participation from RCI members who have developed strong sustainability capacity through their commitments towards overarching GHG reduction goals.

As their capacity increases, RCI members are actively embedding sustainability into the daily and long-term decision-making processes of their organizations. **Wilfrid Laurier University**, for example, targets future buildings to be built to LEED Silver standard or higher via their Campus Master Plan. This impacts RCI members like **WalterFedy** and **Enermodal Engineering** who design such buildings, and increases

# Sparking Sustainability Connections

## *A 2012 Overview*





#### ◀ Networking in WalterFedy's Piazza

Quiet Nature installed this naturalized landscape for Enermodal Engineering ▶

With a focus on overarching sustainability goals like GHG reduction targets, RCI member organizations are continuing to institutionalize sustainability into their operations. In doing so, they continue to catalyze our emerging sustainability network, building market demand and local expertise. This increasingly robust and diverse network is collectively moving sustainability from the fringes to the mainstream. They're inspiring others in our community to jump in (pg 12), connect with one another (pg 16), and implement innovative ways to reduce GHG emissions (pg 20).



education and awareness by engaging students on issues of sustainable development. **Mennonite Central Committee** is another organization that has innovatively integrated sustainability into their daily operations: they now require all departments to pay an internal carbon tax on air travel. Income from this policy is then used to fund future sustainable projects such as their upcoming energy efficient building at 50 Kent Ave. and geothermal energy projects – both of which further strengthen the local network. The **Region of Waterloo** has long integrated sustainability into their decision-making as well. For example, since 2005, all new construction of Region buildings and expansions to existing facilities over 500m<sup>2</sup> must also meet LEED Silver rating as a minimum standard.

Observing Organization

Organization Type: Social Services  
Sustainability Focus Areas:  
Waste Management  
Energy  
Milestone: 2

Observing Organization

Organization Type: Design  
Sustainability Focus Areas:  
Waste Management  
Sustainable Buildings  
Water  
Energy  
Milestone: 3

Bronze Pledging Partner

Organization Type: Finance / Banking / Insurance  
Sustainability Focus Areas:  
Sustainable Buildings  
Commuting  
Energy  
Milestone: 4

**Absolute Emissions**

Year	2008	2009	2010	2011	2012
Value	100	120	110	100	90

Reduction Target: 20% in 10 years  
Reductions to Date: 20.37 tonnes of CO<sub>2</sub>e  
Emissions in Base Year: 174.52 tonnes of CO<sub>2</sub>e  
Scope 3 Reporting:  
• Waste  
• Water

Observing Organization

Organization Type: Information / High Tech  
Sustainability Focus Areas:  
Energy  
Milestone: 4

Observing Organization

Organization Type: Construction  
Sustainability Focus Areas:  
Waste Management  
Milestone: 3

Observing Organization

Organization Type: Co-operative  
Sustainability Focus Areas:  
Waste Management  
Energy  
Milestone: 1

Observing Organization

Organization Type: Social Services  
Sustainability Focus Areas:  
Waste Management  
Energy  
Milestone: 2

Bronze Pledging Partner

Organization Type: Information / High Tech  
Sustainability Focus Areas:  
Waste Management  
Commuting  
Milestone: 4

**Intensity Emissions**

Year	2008	2009	2010	2011	2012
Value	100	120	110	100	90

Reduction Target: 20% in 10 years (GHG/licence)  
Reductions to Date (BAU): 16.35 tonnes of CO<sub>2</sub>e  
Emissions in Base Year: 20.79 tonnes of CO<sub>2</sub>e  
Scope 3 Reporting:  
• Business Travel  
• Waste  
• Commuting  
• Water  
\*note: Reductions are based on a relative increase since base year

Gold Pledging Partner

Organization Type: Environment / Energy Services  
Sustainability Focus Areas:  
Waste Management  
Commuting  
Energy  
Milestone: 4

**Intensity Emissions**

Year	2008	2009	2010	2011	2012
Value	100	120	110	100	90

Reduction Target: 80% in 10 years (per employee)  
Reductions to Date (BAU): 10.8 tonnes of CO<sub>2</sub>e  
Emissions in Base Year: 4.13 tonnes of CO<sub>2</sub>e/employee  
Absolute Emissions in Base Year: 33.06 tonnes of CO<sub>2</sub>e



# Growing Our Impact

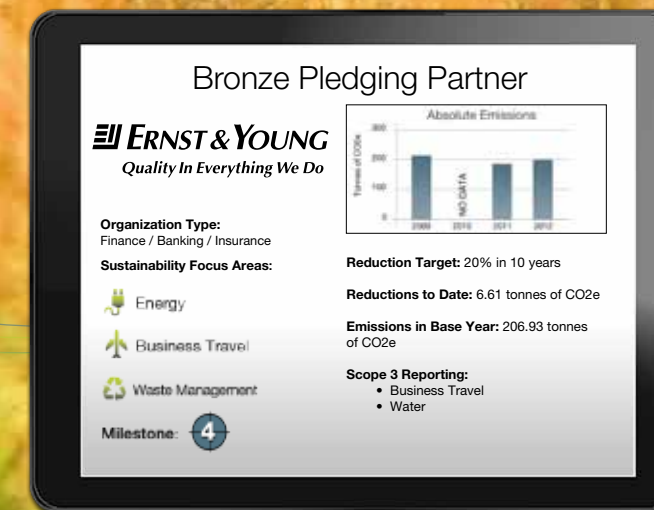
The Regional Carbon Initiative welcomed 20 new members in 2012. There are now 58 organizations that have made a GHG reduction commitment or have an intention to do so.

These 20 organizations were inspired by the hundreds of sustainability projects and the thousands of tonnes of GHG reductions undertaken by their peers in the past four years. Now they're connecting with others to identify projects, start green teams, and share their own best practices within the network.

So why is membership growing so quickly? In short: our network now has the organizational strength and leadership that make clear the benefits of plugging in. New members receive actionable advice from seasoned organizations, projects implemented are achieving both sustainable and profitable results, and the credibility organizations gain as RCI members is more valuable than ever.

“ Sustainable Waterloo Region uses technology as an enabler that allows RCI members to share insight into new and creative ways to reduce their own carbon footprint. ”

Jim McIlwham - Ernst & Young LLP







Their new headquarters at 50 Kent Ave. in Kitchener will help MCC Ontario achieve their GHG reduction target to the delight of Rick Cober Bauman, Executive Director and Dan Driedger, Resource Development Director.

◀ The Sun Life Financial building at 225 King St. Waterloo

This diverse network includes businesses, governments, institutions, and not-for-profit organizations. We're nearing a tipping point where everybody can see people like themselves making positive changes. In 2012, RCI membership grew across several industries. **Spicers**, a paper distributor, and **Enviro Digital Printing** joined existing member **Cober Evolving Solutions** in looking to enhance the sustainability of paper and printing industries by sharing lessons on paper audits, printing best practices, paper selections, and waste diversion. In healthcare, both **Grand River Hospital** and **Cambridge Memorial Hospital** joined the RCI last year. While the insurance industry saw **Donovan Insurance** and **Manulife Financial** join the majority of their peers. Other sectors - academia, municipal government, environmental services, and utilities - all noted similar trends.



Observing Organization

**enviro**  
DIGITAL PRINTING

Organization Type: Manufacturing  
Sustainability Focus Areas:  
Waste Management  
Energy  
Fleet Services  
Milestone: 1

Observing Organization

**Spicers**

Organization Type: Communications  
Sustainability Focus Areas:  
Waste Management  
Energy  
Business Travel  
Milestone: 1

Observing Organization

**ECO-SHIFT POWER CORP.**

Organization Type: Environment / Energy Services  
Sustainability Focus Areas:  
Energy  
Waste Management  
Milestone: 2

As the collaboration within this network grows, successful GHG reduction projects become easier for members to identify and implement. And companies finding successes are sharing them beyond typical boundaries. **Crawford & Company**, **Mennonite Central Committee**, **Sun Life Financial**, and **Read Jones Christoffersen** are taking steps to expand successful programs from their Waterloo Region offices and are implementing them in their facilities beyond our regional borders. We're also seeing companies like **Ernst & Young**, **Eco-Shift Power**, and **Virtual Causeway** extending efforts outside their organizations by educating employees on integrating sustainability into their homes. And, as organizations continue to push boundaries and share successes, their impact is extended to others who can then build on these actions, taking our collective progress towards sustainability even further.

◀ University of Waterloo's School of Pharmacy in Downtown Kitchener

Gold Pledging Partner

**Whiting**  
DESIGN  
RESEARCH

Organization Type: Design  
Sustainability Focus Areas:  
Waste Management  
Energy  
Commuting  
Milestone: 4

Absolute Emissions  
Tonnage of CO2e  
2010 2011 2012

Reduction Target: 100% in 10 years  
Reductions to Date: 0.4 tonnes CO2e  
Emissions in Base Year: 2.13 tonnes CO2e

Scope 3 Reporting:  
• Business Travel  
• Commuting  
• Waste

Bronze Pledging Partner

**Mennonite Central Committee**

Organization Type: Social Services  
Sustainability Focus Areas:  
Sustainable Buildings  
Business Travel  
Energy  
Milestone: 4

Absolute Emissions  
Tonnage of CO2e  
2010 2011 2012

Reduction Target: 20% in 10 years  
Reductions to Date: + 10.71 tonnes of CO2e  
Emissions in Base Year: 129.56 tonnes of CO2e

Scope 3 Reporting:  
• Business Travel

Observing Organization

**rci** Read Jones Christoffersen  
Consulting Engineers

Organization Type: Professional Service / Consulting  
Sustainability Focus Areas:  
Waste Management  
Commuting  
Milestone: 2

Observing Organization

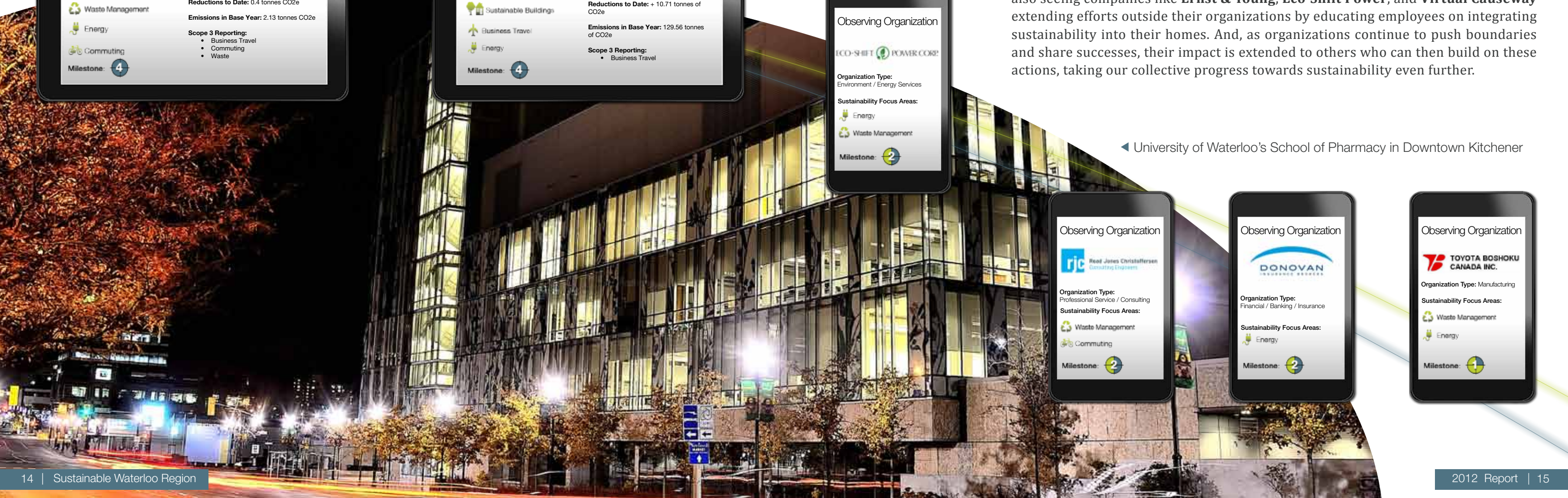
**DONOVAN**  
INSURANCE BROKERS

Organization Type: Financial / Banking / Insurance  
Sustainability Focus Areas:  
Energy  
Milestone: 2

Observing Organization

**TOYOTA BOSHOKU CANADA INC.**

Organization Type: Manufacturing  
Sustainability Focus Areas:  
Waste Management  
Energy  
Milestone: 1







Observing Organization

Organization Type: Municipal Government  
 Sustainability Focus Areas:  
 Energy  
 Water  
 Milestone: 2

# Making Progress Easier

There is something that distinguishes RCI member organizations in their sustainability efforts: they commit to results. It's a differentiation that we clearly outline with potential members before they sign on.

And as new members begin to connect with the sustainability professionals, strategies, and tools they need to succeed, they often find their progress is simpler than expected.

In 2012, we celebrated the first five RCI members ever to convert from an Observing Organization to a Pledging Partner – joining 10 other organizations that have made a public GHG reduction commitment. **Farm Mutual Reinsurance Plan** and **Quarry Integrated Communications** both made 20 percent commitments to absolute reductions in their carbon footprint over 10 years. The remaining three organizations made intensity-based commitments. **AET Consultants** made a 40 percent commitment and **Wilfrid Laurier University** a 25 percent commitment, both based on per square foot of office space, whereas **Waterloo North Hydro** made a 20 percent commitment per customer. These organizations are now using the accountability that comes with their commitments to provide clarity and efficiency in achieving their reduction targets.

Other members are taking advantage of our well-connected network to make progress on their reductions as well. For example, both **Ontario Teachers Insurance Plan** and **Crawford & Company** have taken part in the **University of Waterloo's** 4th year Environment & Business student projects to explore sustainability opportunities in commuting. **Quarry Integrated Communications** and **Northern Digital Inc.** have completed energy reduction projects as a result of the **saveONenergy** programs, which are offered through members **Waterloo North Hydro** and **Cambridge and North Dumfries Hydro**.

Observing Organization

Organization Type: Utilities  
 Sustainability Focus Areas:  
 Energy  
 Milestone: 1

Observing Organization

Organization Type: Financial / Banking / Insurance  
 Sustainability Focus Areas:  
 Energy  
 Commuting  
 Business Travel  
 Milestone: 3

Silver Pledging Partner

Organization Type: Environmental Consulting  
 Sustainability Focus Areas:  
 Sustainable Buildings  
 Energy  
 Business Travel  
 Commuting  
 Milestone: 4

Reduction Target: 40% in 10 years (per employee)  
 Reductions to Date (BAU): 2.44 tonnes of CO2e/employee  
 Absolute Emissions in Base Year: 87.6 tonnes of CO2e  
 Scope 3 Reporting:  
 • Business Travel  
 • Waste  
 • Commuting  
 • Water

Bronze Pledging Partner

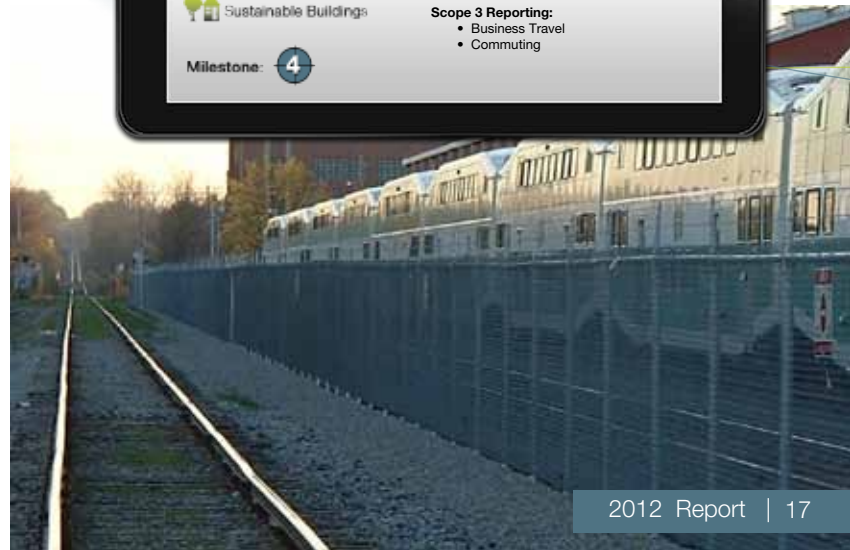
Organization Type: Academia  
 Sustainability Focus Areas:  
 Waste Management  
 Commuting  
 Energy  
 Milestone: 4

Reduction Target: 25% in 10 years (per 1000 sq. ft.)  
 Reductions to Date (BAU): 1205.32 tonnes of CO2e/1000 ft²  
 Absolute Emissions in Base Year: 10,287.74 tonnes of CO2e  
 Scope 3 Reporting:  
 • Business Travel  
 • Water  
 • Waste

Bronze Pledging Partner

Organization Type: Utilities  
 Sustainability Focus Areas:  
 Waste Management  
 Fleet Services  
 Sustainable Buildings  
 Milestone: 4

Reduction Target: 20% in 10 years (per 100 customers)  
 Reductions to Date (BAU): 17.87 tonnes of CO2e/100 customers  
 Absolute Emissions in Base Year: 827.17 tonnes of CO2e  
 Scope 3 Reporting:  
 • Business Travel  
 • Commuting





Successful projects implemented by members often result from the collaboration and shared learnings with others in our network. **Athena Software** helped start a network conversation about ‘green leases.’ Similarly, **Farm Mutual Reinsurance Plan** is learning lessons about green teams from **Enermodal Engineering** and **XCG Consultants**. Through exchanges like these, seemingly unrelated organizations connect because of similarities in building types, employee counts, green team maturity, level of technical expertise, corporate culture, and industry. And, as these connections continue to result in more successes, members are seeing their progress become easier and their commitments become achievable.

Observing Organization

  
Meals on Wheels and More

Organization Type: Social Services

Sustainability Focus Areas:  
 Waste Management  
 Commuting

Milestone: 2

Observing Organization

  
United Way  
Kitchener Waterloo & Area

Organization Type: Social Services

Sustainability Focus Areas:  
 Waste Management

Milestone: 2

Bronze Pledging Partner




Organization Type: Communication

Reduction Target: 20% in 10 years  
Absolute Emissions in 2012: Unavailable  
Base Year: 2011

Sustainability Focus Area:  
 Energy

Milestone: 4

Observing Organization

  
miovision  
rethink traffic

Organization Type: Information / High tech

Sustainability Focus Areas:  
 Commuting

Milestone: 2

Observing Organization

  
UNIVERSITY OF  
WATERLOO

Organization Type: Academia

Sustainability Focus Areas:  
 Waste Management  
 Fleet Services  
 Sustainable Buildings

Milestone: 1

Observing Organization

  
OTIP RAE0

Organization Type:  
Financial / Banking / Insurance

Sustainability Focus Areas:  
 Waste Management

Milestone: 3

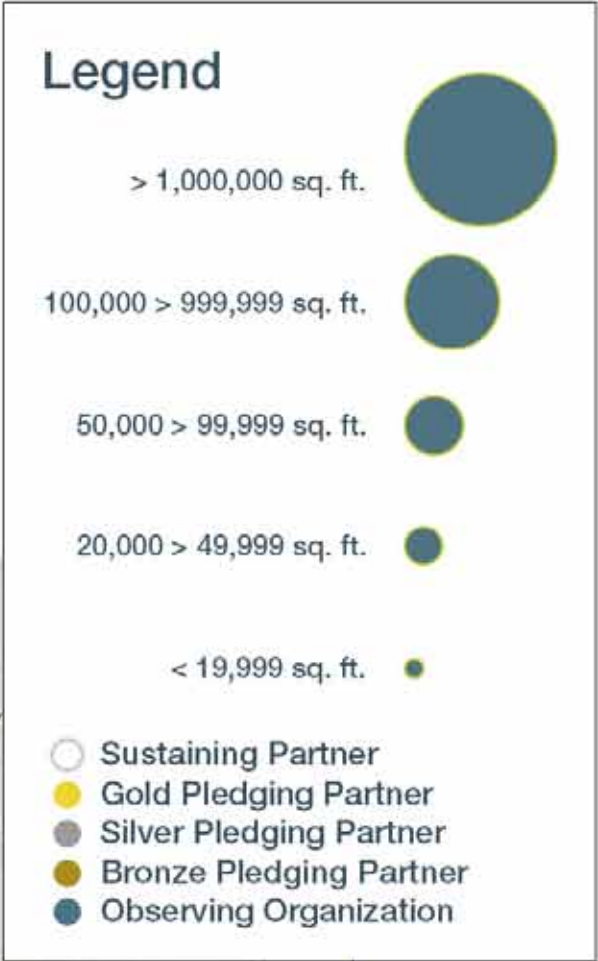
Observing Organization

  
Manulife Financial  
For your future

Organization Type:  
Finance / Banking / Insurance

Sustainability Focus Areas:  
 Energy

Milestone: 1



“ Becoming a Pledging Partner formalized Waterloo North Hydro’s commitment to reducing our environmental impact, which is one of the things that good companies do. Other anticipated benefits include making our business more efficient, cost effective and sustainable. ”

Jeff Quint - Waterloo North Hydro

Regional Carbon Initiative members are working to reduce the impact ▲ of 16 million square feet of heated facility space in Waterloo Region.



# Realizing Results

Measuring progress is an essential step RCI members take towards achieving their commitments. Not only do they report their annual GHG emissions to the Regional Carbon Initiative, members often calculate both their GHG and cost reductions on a per-project basis.

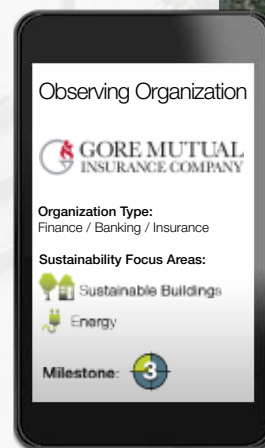
Successful projects increase an organization's sustainability, cost-savings, and employee/public engagement levels. In 2012, we saw members take on more exciting projects once again.

The **Region of Waterloo** pays close attention to measuring results. They implemented solar flaring technologies at the landfill, eliminating roughly 6,000 tonnes of GHG emissions a year. And their new biosolids and wastewater treatment master plan is expected to save 13,000 tonnes of GHGs a year, in part by capturing and using waste heat to offset traditional fuel requirements. In total, the Region of Waterloo sustainability projects reduced 25,000 tonnes of GHG emissions in 2012. The **City of Cambridge** is also realizing a reduction of 55 tonnes of GHG emissions a year after installing a geothermal heating and cooling system at the W.G. Johnson Centre. **Conestoga Mall** began a two-year exterior LED lighting program that reduced the annual power usage of their outdoor lighting system by 156 MWh in 2012.



▲ The Region of Waterloo's Solar PV System at 339 Bishop St. in Cambridge.

The living wall enhances the natural beauty of Cambridge City Hall while providing air purification. ►





Other members targeted vehicle-related fuel consumption to reduce their GHG emissions and increase employee engagement. **AET Consulting** developed a commuting mileage tracker that pops up on employees' computer screens when they log in every morning, which captures commuting mileage and carpooling data. **Enermodal Engineering** hosted their annual Commuter Olympics, creating a spirit of competitiveness that inspires staff to shift their commuting habits away from single car driving and reminds them to record their daily commuting habits through their transportation tracking system. **Farm Mutual Reinsurance Plan** developed a “work from home” policy to reduce commuting-related GHGs. And **VeriForm** upgraded to digital shipping procedures, which reduced fuel consumption and unnecessary product movements by 78 percent.

Waste program efficiencies were also realized by members working to increase their sustainability. **Wilfrid Laurier University** achieved a 63 percent waste diversion rate through the expansion of their recycling and composting program. Similarly, **Ontario Teachers Insurance Plan** replaced plastic cutlery with corn-based biodegradable cutlery, and **WalterFedy** implemented an organic waste collection program at its facility.

Through projects like these, we're starting to see measurable progress from organizations across our network. Not only are these members getting their hands dirty finding solutions that work for their own operations, they're finding solutions that work for organizations across our community and beyond our geographic boundaries. And, as new players continue to adopt these solutions, the paradigm continues to shift and the collective results of our local network begin to take hold within the global movement towards sustainability.

Observing Organization

Organization Type: Construction

Sustainability Focus Areas:  
Waste Management  
Energy

Milestone: 1

Observing Organization

Organization Type: Arts & Culture

Sustainability Focus Areas:  
Renewable Energy (Solar)  
Commuting

Milestone: 2

Observing Organization

Organization Type: Information / High Tech

Sustainability Focus Areas:  
Fleet Services  
Waste Management

Milestone: 2

Observing Organization

Organization Type: Consulting

Sustainability Focus Areas:  
Commuting  
Waste Management  
Energy

Milestone: 2

Observing Organization

Organization Type: Engineering Consulting

Sustainability Focus Areas:  
Waste Management  
Water

Milestone: 1

Observing Organization

Organization Type: Corporate Social Responsibility

Sustainability Focus Areas:  
Waste Management  
Energy

Milestone: 1

Gold Pledging Partner

Organization Type: Environment / Energy Services

Sustainability Focus Areas:  
Sustainable Buildings  
Commuting  
Fleet Services

Milestone: 4

Reduction Target: 100% in 10 years (per employee)

Reductions to Date (BAU): 131.52 tonnes of CO2e

Absolute Emissions in Base Year: 288.12 tonnes of CO2e

Scope 3 Reporting:  
• Business Travel  
• Waste  
• Commuting  
• Water



Hot water solar preheat system on the Region of Waterloo's LEED Gold Christopher Children's Centre.

Observing Organization

Organization Type: Arts & Culture

Sustainability Focus Areas:  
Renewable Energy (Solar)  
Energy

Milestone: 1

Observing Organization

Organization Type: Retail

Sustainability Focus Areas:  
Waste Management  
Energy

Milestone: 2

Bronze Pledging Partner

Organization Type: Finance / Banking / Insurance

Sustainability Focus Areas:  
Sustainable Buildings

Milestone: 4

Reduction Target: 20% in 10 years

Reductions to Date: 65.96 tonnes of CO2e

Emissions in Base Year: 322.87 tonnes of CO2e

Scope 3 Reporting:  
• Business Travel  
• Waste  
• Water

“Conestoga Mall's commitment to sustainability is reflected extensively in the areas of energy consumption, reduction in greenhouse gas emissions and waste management. We are excited to be part of the Regional Carbon Initiative and are already discovering new ways to improve and “do better”.”

Rhonda Richmond - Conestoga Mall





# Regional Carbon Initiative Sustainability Awards

These awards are presented each year to Regional Carbon Initiative members who made significant achievements in the past year. The five winners are:

## Greatest GHG Reduction

This award recognizes the member of the RCI that has reduced the most GHG emissions in a one-year time period (based on percentage). XCG Consultants reduced their emissions by 18 percent in 2012.



## Rookie of the Year

This award recognizes the most active and ambitious new member of the RCI in 2012. The criteria for the RCI Rookie of the Year includes progress in measuring and reducing GHG emissions, attending SWR events, and sharing information with other RCI members.



## Most Active Member

This award recognizes the most active member of the RCI in 2012. The criteria for the Most Active Member includes attending the most events in the 2012 season, making efforts to reduce their commuting impact to the events, and progress made in reducing GHG emissions based on projects, milestones completed, and sharing best practices with other RCI members.



## Most Active Green Team

This award recognizes the member of the RCI with the most active and effective green team. The criteria for the Most Active Green Team include successfully completing measurable sustainability projects, engaging their colleagues, and establishing sustainability support from their organization.



## Honourable Mention

This year's Honourable Mention goes to the Region of Waterloo for being *the most connected Regional Carbon Initiative member* in our region's sustainability network. In addition to completing some of the most ambitious projects of any RCI member to-date in 2012, the Region of Waterloo extended its sustainability leadership to other local initiatives, including both ClimateActionWR and TravelWise.



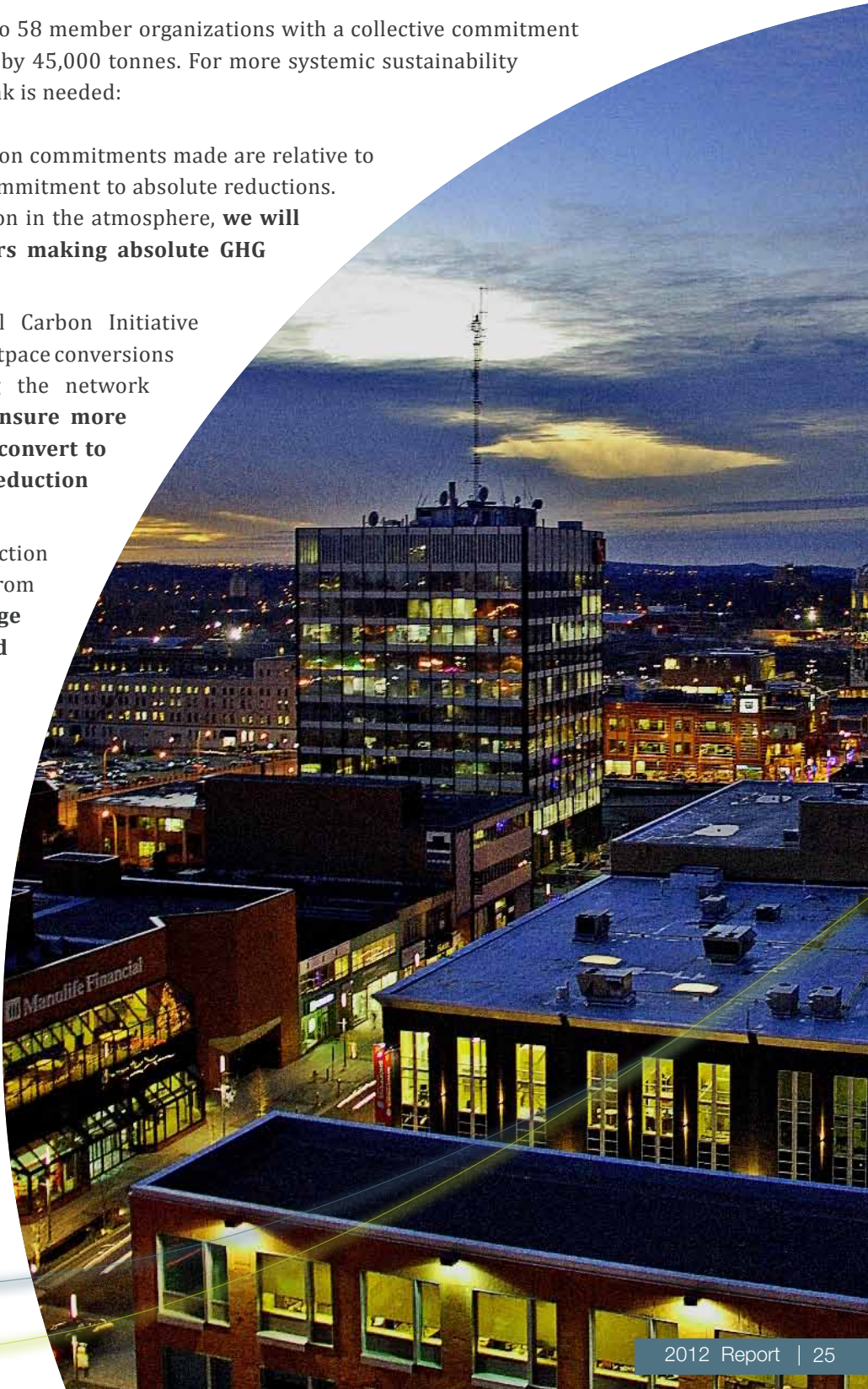
# Behind the Numbers: *There's Plenty More to Do*

At Sustainable Waterloo Region, while we have broad ambitions for a shift in the sustainability of our community, we're deeply focused on results. This is reflected in our start-up story, our culture and programs. Our progress is measured by impact and outcomes. And so, with this page, we hope to make explicit some of the limits of the Regional Carbon Initiative's measured impact since launching in June 2009 by going behind the numbers and showing what is needed in order for the network to continue to grow.

In 2012, the Regional Carbon Initiative grew to 58 member organizations with a collective commitment across the program to reduce GHG emissions by 45,000 tonnes. For more systemic sustainability advancements to be made, this is what we think is needed:

- First, a large portion of the GHG reduction commitments made are relative to the growth of the organization, not a commitment to absolute reductions. To achieve an overall reduction of carbon in the atmosphere, **we will need to have more Pledging Partners making absolute GHG reduction commitments.**
- Second, the growth in new Regional Carbon Initiative Observing Organizations continues to outpace conversions to Pledging Partners. While growing the network is important, so too is **the need to ensure more Regional Carbon Initiative members convert to Pledging Partners with public GHG reduction commitments.**
- Third, the majority of the GHG reduction commitments made to-date come from one organization. **We need more large emitters to make ambitious and realistic GHG commitments**, grounded in increasing profitability.

The results to-date of the Regional Carbon Initiative show early promise of what the sustainability network in Waterloo Region is capable of achieving. In just over three years, we've seen the foundation emerge in our community for wider-scale changes to take place, and we've seen the momentum build exponentially. For our part, we will continue to make it as easy and clear as possible for the community to understand where we stand and what more is needed as we work with organizations to grow towards sustainability. In turn, this will increase the economic competitiveness and the environmental health of our community.





# Taking it Further

As the collective results of our sustainability network begin to take shape, Sustainable Waterloo Region continues to explore new community-driven initiatives and partnerships that increase the impact of our work and build on the momentum of our local network.



TravelWise is the Region of Waterloo's Transportation Management Association that allows organizations across Waterloo Region to offer innovative and sustainable transportation options to their employees, aimed at reducing the number of people driving to work alone. The program offers carpool matching software, emergency ride home services, and discounted transit passes as well as outreach and measurement tools.

Transportation is the single largest source of GHG emissions in Waterloo Region, accounting for 40 percent of our carbon footprint. TravelWise currently works with 17 organizations to mitigate their environmental impact by engaging their employees through events and the promotion of available services. This effort has resulted in over 800 local employees expressing interest in these new commuting options. Sustainable Waterloo Region is proud to help with TravelWise program coordination and to share our experience in working with local organizations on sustainability initiatives.



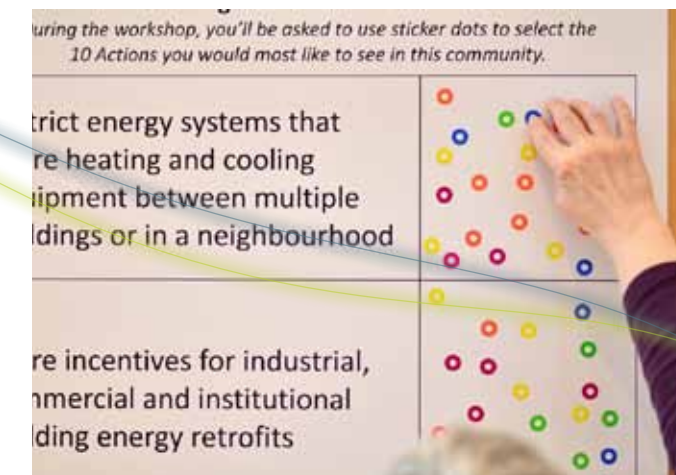
ClimateActionWR is a collaborative initiative that is building on the success of the Regional Carbon Initiative and other existing community resources to develop a Climate Action Plan and GHG reduction target for the community of Waterloo Region as a whole. The collaborative is led by Sustainable Waterloo Region, REEP Green Solutions, and the Region of Waterloo in partnership with the City of Cambridge, City of Kitchener, and City of Waterloo. In addition, the collaborative receives valuable participation from local utilities, stakeholder organizations, and the community at large.

In May of 2012, ClimateActionWR completed a community-wide GHG emissions inventory, showing that in 2010 the carbon footprint of Waterloo Region was 3.61 million tonnes of CO<sub>2</sub>e. These emissions came from local energy use, traffic volume, landfill waste, and agricultural activities. The Climate Action Plan, when implemented, will propel local sustainability efforts forward and measure community-wide reductions as we work together to lower our collective carbon impact and enhance our quality of life in Waterloo Region.



Sustainable Waterloo Region is leading the launch of Sustainability CoLab, a national not-for-profit with a mission to enable community-driven and action-oriented approaches to business sustainability. In response to wide interest in the Sustainable Waterloo Region model, Sustainability CoLab will provide the strategic approach, administrative framework, and organizational support for scaling this model of engaging businesses in measurable greenhouse gas reduction initiatives to communities across Ontario.

With seed funding secured from the Ontario Trillium Foundation, Sustainability CoLab will launch in Fall 2013 with three affiliates across Ontario to support program delivery, while also supporting other communities through the early stage research, program development, and stakeholder engagement of these initiatives. Inspired by the growing sustainability network in Waterloo Region, Sustainability CoLab looks to expand and build upon this network by identifying greater collaboration opportunities across borders, mobilizing new resources, and leveraging our collective impact for systemic change.





# Thank You

## Volunteers

Joanne Adair, *Employee Engagement Advisor*  
Katharine Albrecht, *Financial Operations Lead*  
Victoria Alleyne, *Strategic Planning Lead*  
Andrea Arbuthnot, *Communications Specialist*  
Brianna Aspinall, *ClimateActionWR Community Engagement Coordinator*  
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Neo Yin, *Ambassador Program Coordinator*

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Matthew Day, *RCI Program Manager*  
Miles DePaul, *Sustainability CoLab Manager*  
Helena Kwiecinski, *RCI Events Manager (Jan. – Aug.)*  
Mike Morrice, *Executive Director*  
Cameron Scott, *Business Development Manager (Jan. – June)*  
Mathew Thijssen, *TravelWise Coordinator*

## Co-op Students

Brianna Aspinall, *Spring 2012*  
Danielle Avila, *Spring 2012*  
Melissa Gerrard, *Fall 2012*  
Ana Gonzalez Guerrero, *Winter 2012*  
Tom Ostapchuk, *Winter 2012*  
Jessica Peixoto, *Fall 2012*  
Puninda Thind, *Fall 2012*  
Amber Turvey, *Winter 2012*

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David Roewade, *Sustainability Office, Region of Waterloo*  
Derek Satnik, *Managing Director and Chief Innovation Officer, Mindscape Innovations*



## Ambassadors

Sarah Colvin, *Supervisor, Energy Efficiency Cambridge and North Dumfries Hydro*  
Catharine Gerhard, *Business Development Officer, Canada's Technology Triangle*  
Jeff Quint, *Manager, Conservation and Energy Management, Waterloo North Hydro*  
Erin Rudland, *Interim Executive Director, Downtown Kitchener BIA*  
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Social Innovation Generation (SiG)  
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## Growing Roots Program

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Mary Jane Patterson, *Executive Director, REEP Green Solutions*  
David Roewade, *Sustainability Office, Region of Waterloo*

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Matthew Hoffmann, *Associate Professor, University of Toronto*

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## SWR Office Artwork

Christina Preece  
Melissa Doherty

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# Reflections from Ottawa

## Unleashing the Power of Networks

One of the most urgent economic and environmental challenges Canadians face is climate change. Research by the federal government has long confirmed that climate change is inevitable and its impacts can already be observed, particularly in Canada's North where melting permafrost is leading to buckling roads, other infrastructure challenges, and new stresses for migratory wildlife. Across Canada and worldwide, scientific research shows that climate impacts will include more severe and prolonged droughts similar to the drought that Ontario and other regions faced in 2012, more frequent and severe weather events, and increased risk to human health and the environment such as respiratory diseases in vulnerable populations, West Nile virus and other impacts brought about by warmer average temperatures.

For over twenty years now, all levels of government in Canada have been trying to address the underlying causes of climate change, mainly linked to greenhouse gas emissions. However, progress to-date has been limited. Emissions of greenhouse gases, the main driver of climate change, keep increasing here in Canada.

“It's clear that climate change is a challenge too big for governments to tackle alone. It needs the innovation and commitment of community-based organizations, the private sector and individuals working together.”

The big challenge is finding new ways to reduce greenhouse gas emissions and prepare Canadian communities for the impacts already being seen, and those expected. This is where partnerships come in. It's clear that climate change is a challenge too big for governments to tackle alone. It needs the innovation and commitment of community-based organizations, the private sector and individuals working together. And this is where the power of networks is being felt everyday – companies and individuals pulling together through networks of common commitment to make a difference.

We are just now beginning to unleash the power of these networks right across the country, driven in part by social media and by the creativity and principles of people and communities working together.

Waterloo Region is one example of such a network. Local organizations are coming together to make real commitments to reduce greenhouse gases and are finding multiple benefits from joining such a network - from a better sense of their energy use, to a growing sense of pride among employees and clients in doing the right thing. New research shows that companies that engage in environmental initiatives such as reducing their carbon footprint have higher employee satisfaction and retention because people take pride in where they work.

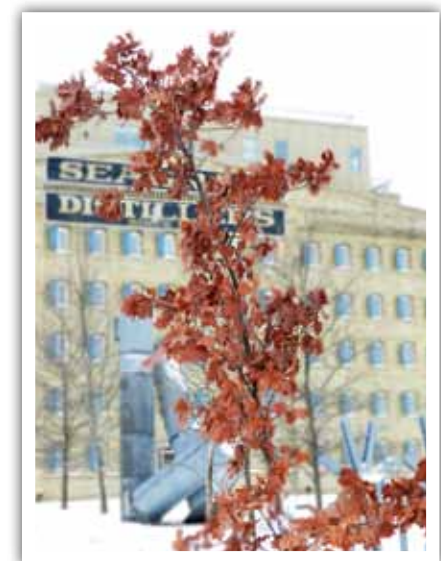
I am therefore very pleased to join in celebrating all of the members of the Regional Carbon Initiative on five years of innovation, leadership and climate commitment and wish the sustainability network in Waterloo Region every success. The rest of the country can learn from your progress to-date.

Scott Vaughan,  
*Commissioner of the Environment and Sustainable Development of Canada  
Office of the Auditor General of Canada  
March, 2013*

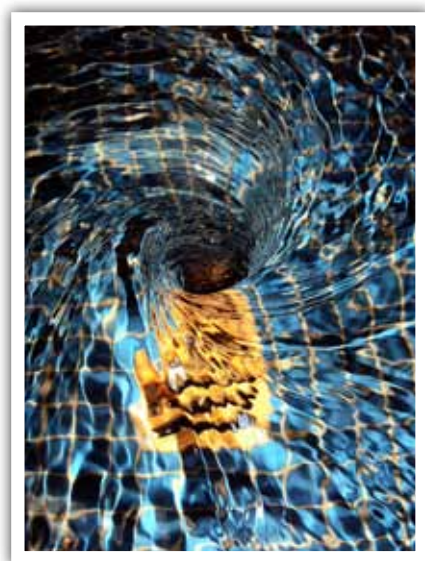


## 2012 Photo Contest

Sustainable Waterloo Region's Photo Contest not only allows us to showcase the local beauty and talent in our region, but it also reinforces our philosophy of collaboration and community-building. Winning photographs (below) were determined using an online vote in three categories: Sustainable Action and Design, Community and Cultural Heritage, and People and Nature. Special recognition was also awarded to a youth photographer under the age of 18.



**Community, Culture and Heritage**  
Seagram Lofts  
Elizabeth McFarlane



**Sustainable Action and Design**  
Water  
Medea Rasheed



**People and Nature**  
Splash  
Grantley Creese



**Youth**  
Symbol of Peace – The Museum  
Riya Subramonian

## Photo Credits



Every photograph in this report was either submitted to Sustainable Waterloo Region by members of the Regional Carbon Initiative, volunteer photographers or by contestants in the 4th Annual Sustainable Waterloo Region Photo Contest. We would like to extend our thanks to all of these photographers.

- SWR Photography**, Brent Wettlaufer, Cover page and photos throughout report
- Carrots**, Hilary Abel, pg. 2-3
- Railroad**, Brandon Pike, pg. 5
- Enermodal Landscape**, Quiet Nature, pg. 11
- Mennonite Farmer**, Jim Stirtzinger, pg. 12-13
- Sunlife Financial**, Ivor Traber, pg. 14
- MCC**, MCC Ontario, pg. 15
- GO Trains**, Ivor Traber, pg. 17
- Bishop Street PV System**, Region of Waterloo, pg. 20
- Cambridge City Hall**, Jonathan Collie, pg. 20-21
- Train**, Samantha Saechao, pg. 22
- Hot Water Solar**, Region of Waterloo, pg. 23
- Downtown Kitchener**, Brandon Pike, pg. 25
- Bike and Bus**, TravelWise, pg. 26
- St. Jacobs Market**, Cailin Munroe, pg. 31





Interested in becoming part of the growing sustainability network in Waterloo Region?

Visit our website:

**[www.sustainablewr.ca/plugin](http://www.sustainablewr.ca/plugin)**

to learn more and discover how you can strengthen the network!

## Environmental Impact Statement

### 350 Copies of this 2012 Report were printed using:

- 46 kg of 100% post-consumer paper
- Printed on Mohawk (uncoated)
- Also distributed digitally to reduce waste

### Savings derived from use of paper manufactured from recycled tree fibre in lieu of virgin tree fibre:

- 1 tree preserved for the future
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Calculations to demonstrate the environmental benefits of using recycled fibre in lieu of virgin fibre are based primarily upon information publicly available at: [www.environmentaldefense.org](http://www.environmentaldefense.org)



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