



2017 Report —→

The background is a dark blue-grey color. It is covered with a repeating pattern of white lines. The pattern consists of concentric circles and zig-zag lines that create a sense of depth and movement. The circles are of varying sizes and are arranged in a way that they seem to recede into the distance. The zig-zag lines are also of varying sizes and are arranged in a way that they seem to move towards the viewer.

10 YEARS



1 MOVEMENT

BUILDING MOMENTUM



10 YEARS

of Sustainable Waterloo Region. We reached our 10th anniversary on July 14th, 2017

100 STORIES

of sustainability. Check out page 37 for the index of stories

1,000 PEOPLE

engaged. Between formal and community events, we speak to over 1,000 people about organizational sustainability each year

10,000 CARS

off the road. The carbon reductions made through the Regional Sustainability Initiative equals exactly 9,282 cars off the road

100,000 DATA POINTS

on sustainability. Data drives Waterloo region, and in our programs, we manage 100,501 points of data that help decision making for organizations and our programs

1,000,000 TONS

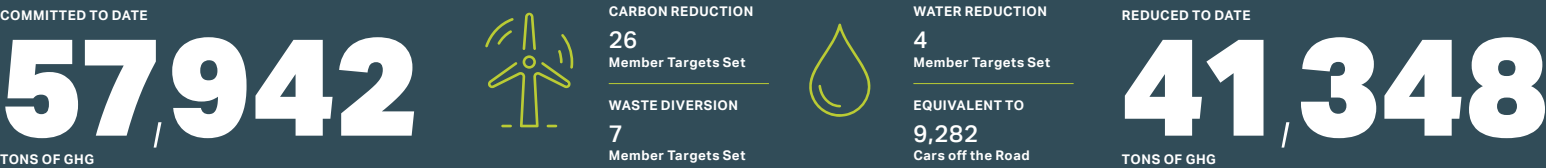
of GHGs managed and monitored. Of that million tons, a commitment has been made to reduce GHGs by 842,000

1 MOVEMENT

together we are creating a sustainable Waterloo region

EMISSIONS COMMITTED & REDUCED

MEMBER PROGRAMS



MEMBERSHIP

SWR PROGRAMS



REGIONAL EMISSIONS



OUTREACH

SWR SOCIAL MEDIA



EVENTS

HELD IN 2017




VOLUNTEERS

REGIONAL



ELECTRIC VEHICLES





It has been 10 years since Sustainable Waterloo Region was incorporated, coming out of a fourth year university independent study project by Chris DePaul and Mike Morrice, and supervised by Barry Colbert, at Wilfrid Laurier University. Over these 10 years, our focus, our impact, and our vision for the low-carbon future economy has grown and flourished. We are built on the solid foundation started 10 years ago, and the work being done by the community in 2017 has been stronger because of it.

2017 has brought together progress, challenges, opportunities, and directions that are creating a new future for SWR and Waterloo region overall. It is the shared vision of all our stakeholders in the region and beyond that is driving us toward a low carbon future.

Here's what our community and partners achieved in **2017**:



Through the **Regional Sustainability Initiative**, 10 targets were set in the areas of carbon, waste, and water. As well, 24 organizations completed an environmental action score creating more tangible and measurable change.



TravelWise saw a 68% increase in users through Carpool Month, Bike Month, and more. Users of gotravelwise.ca are looking for ways to track their impact and reduce it through sustainable transportation.



The Cora Group's **evolv1** building—Canada's first replicable, net-positive energy workplace—moved forward with leaps and bounds on construction and is set to open in 2018.



ClimateActionWR re-invented our community carbon footprint. We have reduced our impact by 5.2% since 2010! This spurred a community conversation about a long-term target and planning to 2050.



ChargeWR showed how electric vehicle adoption is an appealing and fun way to reduce impact. ChargeWR, along with community partners, hosted test drives, engaging hundreds of people, and supporting our community in charging adoption across the region.

Now and from the start of the organization's history, our focus is scaling our impact.

Scaling Up—toward policy change through green building codes, waste diversion targets, and climate goals. **Scaling Out**—by supporting more organizations across Waterloo region to find the sweet spot between reduced impact and business ROI.

Scaling Deep—to affect hearts and minds, and drive towards a future where environmental impact is considered and reduced at every opportunity.

We invite you to join us on this journey. Join a program. Join an event. Join a committee. Let's work together for a cleaner, safer, prosperous Waterloo Region.

Barry Colbert Ph.D.
Board Chair
Sustainable Waterloo Region

Tova Davidson
Executive Director
Sustainable Waterloo Region

PROGRAMS



The Regional Sustainability Initiative is an organization-focused, target-setting program where organizations set carbon, waste, and/or water reduction targets. The program fosters the development of the local clean economy. Members are encouraged to take an overall operational approach that integrates sustainability throughout the entire organization. Participants receive one-on-one support, tools, resources, networking, and training to secure the foundation of a successful action plan.



TravelWise provides sustainable commuting solutions to employees in Waterloo region with the ultimate goal of reducing the number of single-occupancy vehicles traveling on our roads. In addition to offering discounted Grand River Transit (GRT) transit passes and an Emergency Ride Home reimbursement program to employees, TravelWise provides an online carpool matching tool, fun promotional events, and customized commuting reports to member organizations.



ClimateActionWR is a collaboration between local organizations and community members focused on climate change mitigation. Led by Reep Green Solutions and Sustainable Waterloo Region, this program coordinates the activities of the Climate Action Plan. It establishes cross-sector dialogue, facilitates collaborative opportunities, and monitors and measures progress toward the achievement of our community's greenhouse gas emission reduction target of 6% below 2010 levels by 2020.



ChargeWR collaborates with organizations in Waterloo region to plan and implement activities that increase the number of electric vehicles (EVs) and charging stations in the region. Working with partners, the goal is to reach 1,000 EVs by 2020.



evolv1 is a unique project envisioned by Sustainable Waterloo Region, The Cora Group, The David Johnston Research + Technology Park and EY Canada. The Cora Group began development of this first-of-its-kind, net positive, multi-tenant sustainable building in 2017. SWR is working with a variety of community partners on the creation of evolvGREEN, a clean economy innovation hub to foster the development of the local clean economy and build a culture of sustainability in the building.

SWR AWARDS

These awards are given to those who have gone above and beyond in their efforts to support a more sustainable community. These recipients have provided outstanding support to Sustainable Waterloo Region, our programs, projects and people.

SWR Champion of the Year

An individual who has been highly inspiring, involved and supportive of sustainability within SWR and their organization.

This year's champion:

Elena Weber-Kraljevska
Waterloo Catholic District School Board



SWR Partner of the Year

An organization that has gone above and beyond in their support of and participation with SWR in the year.

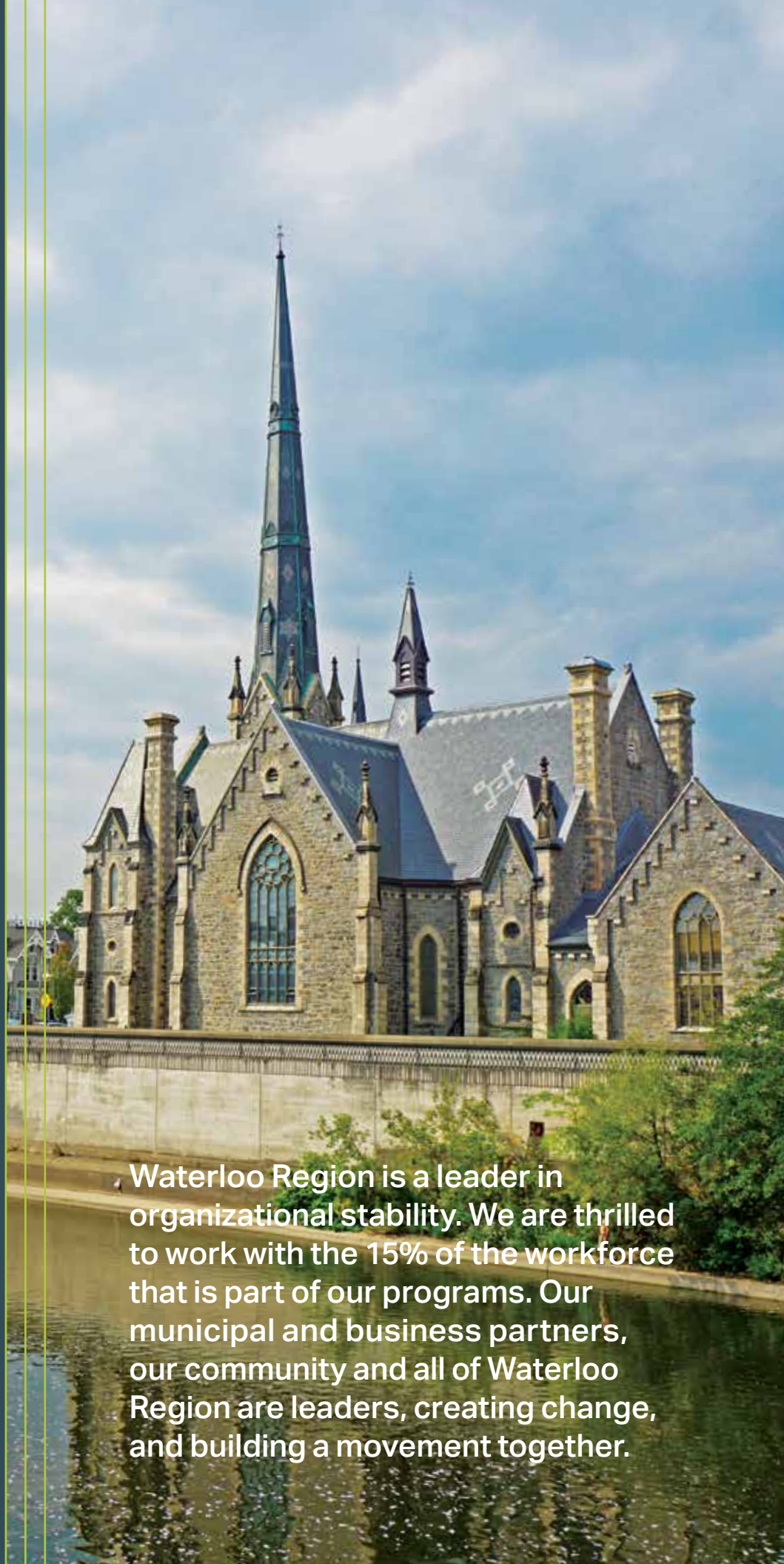
This year's Partner of the Year:



Environmental Awareness

An organization that has shown leadership in the development and promotion of sustainability policies and practices.

This year's Environmental Awareness award:



Waterloo Region is a leader in organizational stability. We are thrilled to work with the 15% of the workforce that is part of our programs. Our municipal and business partners, our community and all of Waterloo Region are leaders, creating change, and building a movement together.

BUILDING OUR CLEAN ECONOMY

The Building is Going Up!

This year The Cora Group began construction on evolv1, which will be Canada's first net-positive energy, multi-tenant office building. It will generate more energy than it uses and contribute clean energy back to Ontario's grid. The building is being constructed based on an approved developer's budget, and is a replicable model that will be shared to enable and encourage other developers to build to this net-positive energy standard. Completion of evolv1 is on schedule for mid-2018, with **EY** Canada, **TextNow**, and evolvGREEN as anchor tenants.

In 2017 a ground breaking was hosted by The Cora Group to celebrate this key milestone. Community partners, project stakeholders, and elected officials all joined the celebration in the pouring rain.



A unique project envisioned by Sustainable Waterloo Region, the Cora Group, the David Johnston R+T Park and EY Canada. The Cora Group began development of this first-of-its-kind, net-positive, multi-tenant sustainable building in 2017. SWR is working with a variety of partners on the creation of the evolvGREEN—a sustainability innovation hub to foster the development of the local clean economy and build a culture of sustainability in the building and beyond.



PROJECT PARTNERS:



Growing a Clean Economy Cluster

evolvGREEN is a formal collaboration between Sustainable Waterloo Region, the City of Waterloo, the Region of Waterloo, University of Waterloo, Wilfrid Laurier University, and the Accelerator Centre. It provides a space to bring together industry leaders, entrepreneurs, academia, and corporate partners to build a community of people that are passionate about the clean economy, the environment, and their health and the health of those around them. Located on the ground floor of evolv1, this cluster will offer a community approach to driving the clean economy, leading changes that will reduce environmental impact and improve well-being.

With evolvGREEN partners two specific projects began over the past year:

The **Accelerator Centre, Ontario Trillium Foundation**, and SWR launched a cleantech incubator. Leveraging the Accelerator Centre's eleven-year track record along with funding from the Ontario Trillium Foundation, cleantech clients are now accessing services unique to their needs. Once ready, this incubator will move into evolvGREEN.

Green buildings rarely meet their performance targets, in part because of occupant behaviour—this is called the "Performance Gap". To overcome this in evolv1, SWR, Sustainable Societies Consulting Group, and a team of researchers led by **Laurier**, and including **Waterloo**, and **York** universities have come together to develop and implement an employee engagement strategy that supports achievement of the building's environmental goals as well as tenant organization success and employee well-being. This team will move into evolvGREEN, where we will continue to work on scaling this model to other buildings and contexts.



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario





2017 continued the historic growth of the Regional Sustainability Initiative.

10 new targets were set, with the highest total of GHGs committed since 2013. GHGs committed are up to 57,942. That's up 8% from 2016.

Members have also reduced a total of 41,348 tons!

The Regional Sustainability Initiative is a member-based program where sustainability leaders take real action and set tangible reduction targets in either greenhouse gases (GHGs), waste, and/or water.

CARBON REDUCTION INITIATIVES



LED streetlight



LED retrofit at THEMUSEUM



LED retrofit at the Parking
Garage at Duke & Ontario Sts.

While the Regional Sustainability Initiative is a broader environmental program, greenhouse gases are still a priority. The **six new GHG targets** this year amounted to nearly **5,500 tons** committed. Here are some highlights:

The biggest targets were set by the **City of Kitchener**, **Conestoga College** and the **Township of Wilmot**.

Township of Wilmot is the first township to set a carbon reduction target. Their target of 25% by 2027 was set in 2017. Their work included a street lighting retrofit along with the other municipalities in the region. Compared to 2016, they reduced electricity by 29,046 KWh.

The City of Kitchener completed many lighting retrofits over the year. Some of the LED retrofits included the Parking Garage at Duke & Ontario Sts., at THEMUSEUM, and portions of the outdoor lighting at the Centre in the Square.

Kitchener Wilmot Hydro and **SaveONEnergy** worked with the **City of Kitchener** to implement nine lighting projects with \$500,000 invested. Save on Energy funded 10%. The projects have a five-year payback period and are expected to produce an annual saving of \$80,000.

Conestoga College has been conducting lighting retrofits in stages. The goal is to retrofit all campuses. They recently upgraded parking lots 5 and 6 at the Doon Valley campus with additional motion sensors that automatically dim lights to 30% when not in use.

CLEANSING CARBON IN A GROWING SUSTAINABILITY CULTURE

The Carbon Cleanse is an annual, month-long challenge that focuses on reducing the environmental impact of energy, waste, water, and commuting. Part of what we love about the competition is that we work with sustainability champions directly and we often get to partner with them. **TechWreckers** handled our e-waste drive, **TravelWise** helped with commuting, the **Region of Waterloo**, and **Reep Green Solutions** helped with water week. We had 16 organizations respond to the challenge.



01



02



03



04

01. **s2e technologies** took to Twitter to display their competitive side while partaking in the commuting week of activities by carpooling and telecommuting.
02. **AET Group** implemented a No Printing Week and saved 4KWh—an equivalent of having ten 100w bulbs on for four hours.
03. **GSP Group** took part in the Carbon Cleanse challenge during energy week – the thermostat was lowered, and staff bundled up for Sweater Day.
04. **TechWreckers** provided collection bins for e-waste and batteries free of charge, bringing together 2210 lbs. of e-waste that will now be disposed of responsibly. This includes 144 display monitors, 627 single-use batteries, and 154 power systems.

The 2017 Carbon Cleanse Winners were:

- 1ST **AET Group** 2ND **s2e Technologies** 3RD **United Way KW**

CULTURE SHIFTING

As the sustainability industry becomes wider and deeper, organizations are finding the additional value of sustainability in saving money on energy costs, culture building, and employee engagement. We are seeing a variety of fun, innovative, and cool ways to keep conservation in mind.

Studio Locale got creative and implemented a coffee cup 'swear jar'. Staff were challenged to avoid using single-use coffee cups, or else would have to place \$1 in the jar, which will be used to support sustainability-focused projects. So far, just \$1 has been collected as the entire staff has now switched to reusable coffee mugs.

The David Johnston Research+Technology Park uses culture-building as a motivator for sustainability activity. The R+T Park Green team is a team of 15 that connects nine buildings, 300 organizations, and 3,000 employees.

WalterFedy keeps staff up-to-date, accountable, and motivated by keeping them informed on their sustainability progress and accomplishments through a dashboard that shows amount of paper saved, water used, and waste diverted. They have been named one of the top 100 in Canada's Greenest Employers for 2017.

The Waterloo Catholic District School Board increased the number of Eco-Schools from 19 (35%) to 29 (53%). By 2019, they plan to have 100% of their schools Eco-School certified.

Farm Mutual Re not only focuses on waste diversion initiatives in their office space, but also on the streets. They 'adopted' the road between Town Line Road and Franklin Blvd in Cambridge. Twice a year, staff go out to remove garbage and debris from the roadsides.

Economical Insurance highlighted their support for sustainable commuters. At their Riverbend Drive location, they allocated the closest parking spots for electric/fuel efficient vehicles and carpoolers.

LEADERS AT LARGE

Leaders in the Sustainable Waterloo Region community are also leaders on the national, provincial, and regional community at large. Here are some of the ways they're representing the network.

AET Group has been recognized for their sustainability efforts with a nomination for the Chamber of Commerce's

Environment and Sustainability Business Excellence Award. They also received recognition for tree donations to Wilfrid Laurier University's Forest Project. Through crowd funding, this project planted over 150 trees on campus including provincial, territorial, national, and ceremonial trees, as well as edible fruit trees in a micro-orchard.

Enviro-Stewards, has been recognized as one of Clean50's top 20 projects for their work with Southbrook Vineyard and are considered a B-Corp Best for the World company.

Sunlife Financial was named to the 2017 Globe 100 list of most sustainable corporations in the world and the Best 50 corporate citizens in Canada. They

have also been recognized as one of Canada's Greenest employers for 2017 and earned a Best Sustainability Report Award for the Finance-Insurance sector.

Trinity Village was recognized in 2017 by the Greater Kitchener-Waterloo Chamber of Commerce with a nomination in the Environmental Sustainability Category.

Wilfrid Laurier University was named most sustainable campus in Ontario by Corporate Knights and was also named the 3rd most sustainable campus Canada-wide.

Economical Insurance teamed up with The Grand River Conservation Authority and volunteered to clear invasive species in the nature centre's pollinator garden, in order to improve the habitats for monarch butterflies.

Farm Mutual Re allocated space at their head-office for a summertime community garden. In 2017, the employee engagement initiative harvested 284 lbs of produce which was donated to the Cambridge Food Bank.

In order to show leadership in building standards, **Conestoga College** now includes a section on sustainability in their RFQs.

Home Hardware teamed up with Product Care Association and Ontario Electronics Stewardship to organise an e-waste drive, collecting 2,220 kg of reusable electronics and donating the \$410.70 profit to Tree Canada. This initiative diverted waste from landfill and raised awareness of alternative recycling and reusing.

GSP Group got creative in their office and turned a holiday season lunch break into a gift wrapping session where staff was taught how to make bows out of recycled paper.



The University of Waterloo added a sustainability 'layer' on their campus map that highlights points where you can find green spaces, drop off e-waste or batteries, water bottle refill stations, and car share parking - just to name a few.



SPOTLIGHT ON WASTE

Waste diversion was the secondary focus of 2017 with three new waste targets set totalling seven targets in the network. All three of these large organizations are leading by example and collectively committed to diverting **130,175 tons** from landfill. New target setters this year are **Conestoga Mall, University of Waterloo** and **Home Hardware**. This is an enormous step up from the 40 tons committed in 2016.

The **City of Waterloo** will power 11.6 homes with dog waste. No joke. Last year, they launched a pilot project in three parks in Waterloo and later, two more in Cambridge. They're turning dog doo into useable biogas. 260 days into the project, 4,963 kg of waste had been diverted, which is about 0.58 metric tons of CO₂ emissions.



EY centralized waste at their Riverbend facility. They now have only two waste receptacles instead of bins at each desk. Waste has been reduced and employee interaction has markedly improved.

Home Hardware in St. Jacobs found a second life in their waste, particularly in the case of paper towels. Previously collected in a waste bin and sent to landfill, they started collecting paper towels in a rolling container which is taken to All Treat Farms where it is processed into compost which is sold, among other places, in Home Hardware stores.

Kuntz Electroplating is improving their waste diversion by not only improving signage throughout the facility, but also by finding solutions for more challenging materials. They recently found a source for their industrial grade wrapping plastic.

rare Charitable Research Reserve has a cereal bag collection and recycling program in partnership with TerraCycle, Reep Green Solutions, and local schools and churches. This partnership ensures the waste is diverted from local landfills, raises awareness of alternative recycling opportunities, and provides revenue streams for worthy charities. rare Charitable Research Reserve receives approximately two cents per bag.



Sustainable Societies Consulting Group helped launch the **Kitchener-Waterloo Library of Things** in 2017. This unique service gives community members access to 350 minimally used items.

E-Score: Making Sustainability Part of the Daily Work

Sustainability is measured in reduced impacts on the environment but it often begins before the first kilowatt is saved. It starts with planning and policy development. Our Environment Score (E-Score) is a way of measuring the institutional sustainability of our members. Regional Sustainability Initiative members have completed the assessment and begun integrating sustainability deep into their operations.

Our E-Score is just one component of the B-Lab assessment. The majority of B-Corps in Waterloo region are members of the Regional Sustainability Initiative including:

Borealis
GRILLE & BAR
Obsessively Local

ENVIRO-STEWARD
engineering change

KINDRED
Credit Union

Sustainable Societies Consulting Group
Sustainable Societies Consulting Group
Sustainable Societies Consulting Group
Sustainable Societies Consulting Group



The Regional Sustainability Initiative is one of seven Green Economy Hubs across Ontario supporting networks of businesses to set and achieve sustainability targets. Together, we're demonstrating that a more sustainable economy is possible.



Living wall in Enviro-Stewards' entrance area

WATER

Reducing your water footprint is often the hardest target to set. It involves reducing your tap water, waste water, and treating your stormwater naturally. This year we welcomed **Stantec's** water reduction commitment. They will reduce their water footprint by 6,000 m³. That means that almost two and a half Olympic swimming pools of water will be saved from treatment plants, pumping stations, sewer systems, and distribution pipes. They join water target pledgers **St. John the Evangelist Church**, **Waterloo North Hydro** and **AET**. Collectively, these targets save the processing of 21,500 m³ of water.

Enviro-Stewards has a living wall in their entrance area that also has a bio filter and promotes air quality. The wall is fed by a rain barrel that collects rooftop rain water.

Kuntz Electroplating

brought on a new water system that re-used waste water for their water softener and deionizer systems. As a result, they were able to eliminate 100% of city water usage in their water softening processes—at least 15,000 m³ has been saved over a five-month period.

Stantec is promoting water reductions by giving tap diffusers to employees to use at home and placing water usage statistics in the lobby area to promote awareness.

Toyota Boshoku in Elmira collects rainwater, drinking fountain water bypass, and air-conditioning condensate to irrigate lawns and flush toilets. It resulted in a city water consumption reduction of about 60%. Onsite signage shares the good news story. Talk about creative solutions!



Rain barrel at St. John the Evangelist Church

MEMBER AWARDS

Rookie of the Year



This award recognizes the most active and accomplished new member of the Regional Sustainability Initiative in 2017. Conestoga College immediately built a baseline and set a 20% reduction target. They hired a sustainability coordinator, developed a Green Team, renovated their Waterloo campus, and scored the 2nd highest on the Regional Sustainability Initiative leaderboard.

Sustainability Breakthrough



This award recognizes a member of the Regional Sustainability Initiative who overcame a substantial sustainability challenge in 2017. This award goes to the University of Waterloo for achieving a campus-wide sustainability policy and strategy, adding a sustainability filter to a campus map, increased composting programs, hosting alternative commuting options, and setting a 60% waste diversion target.

Greatest GHG Reduction



This award recognizes the member of the Regional Sustainability Initiative that has reduced the most emissions in 2017 relative to their size. This year's award goes to City of Kitchener for reducing their GHG emissions by 17%. Reductions can be attributed to LED street lighting, multiple building lighting efficiencies, and a reduction in air conditioning use at community centres as a result of employee engagement.

MEMBERS

OBSERVING

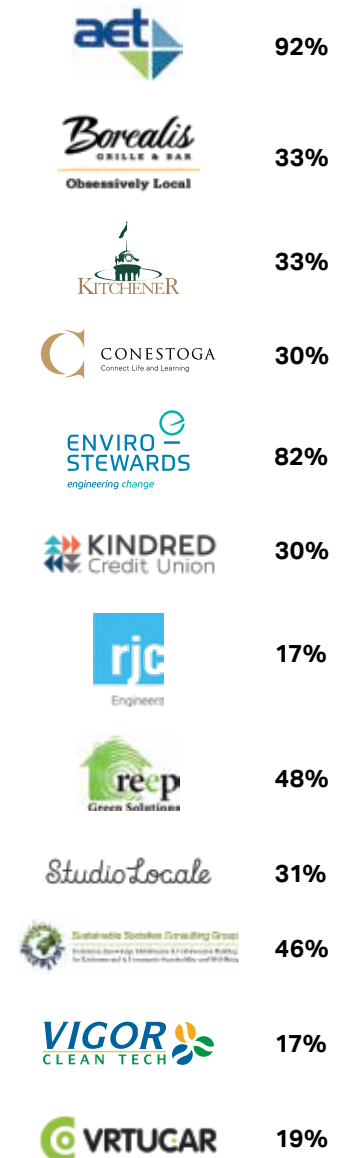
These organizations are starting their sustainability journey, and are understanding their environmental impacts.

CAPACITY BUILDING

These organizations have baselined their environmental impact and are developing an integrated action plan.

E-SCORE REPORTING

These organizations are dedicated to improving the sustainability of their operations and reporting their E-Score.



PLEDGING

Pledging members have set GHG, Waste, and/or Water reduction targets and report annually on their achievements in sustainability.

Bronze

Silver

Gold

Greenhouse Gas



Waste



Water



Other GHG Targets



PLEDGING MEMBERS 2017

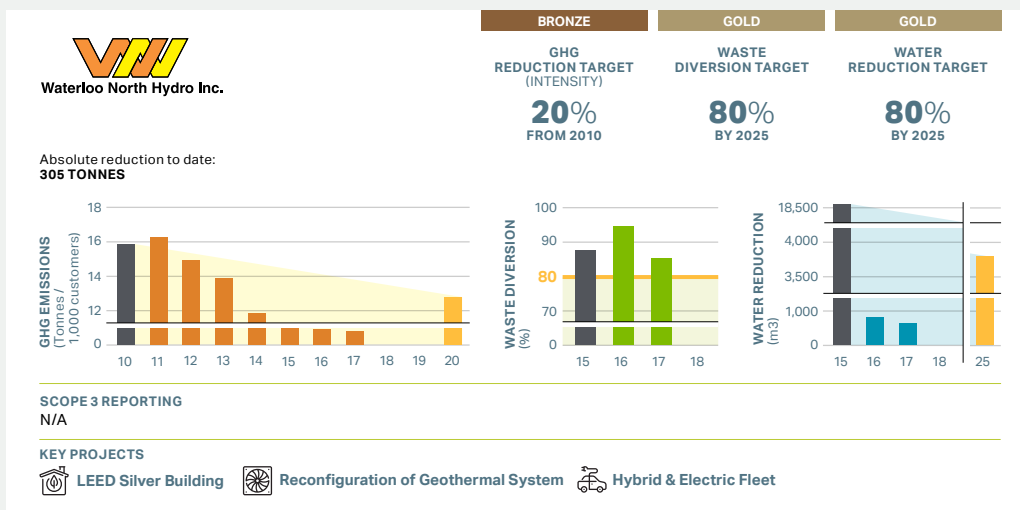
AS OF DECEMBER 31ST, 2017

MEMBER PROGRESS

These pages show the progress of our Pledging Partners. Key terms to know are:

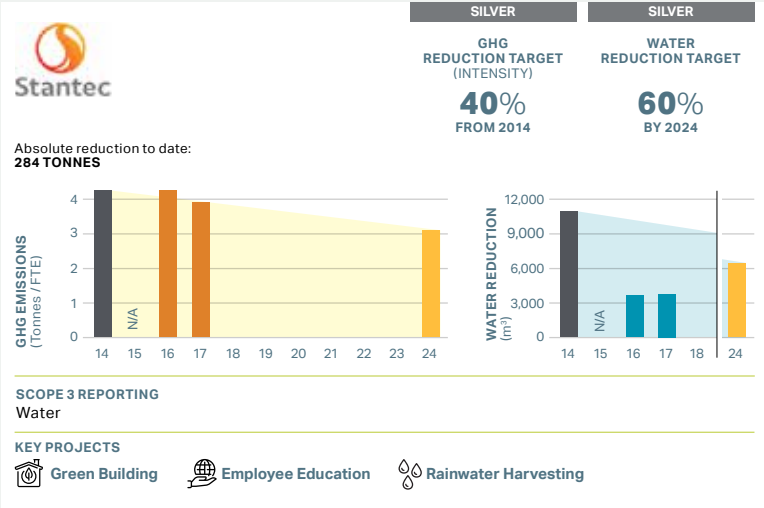
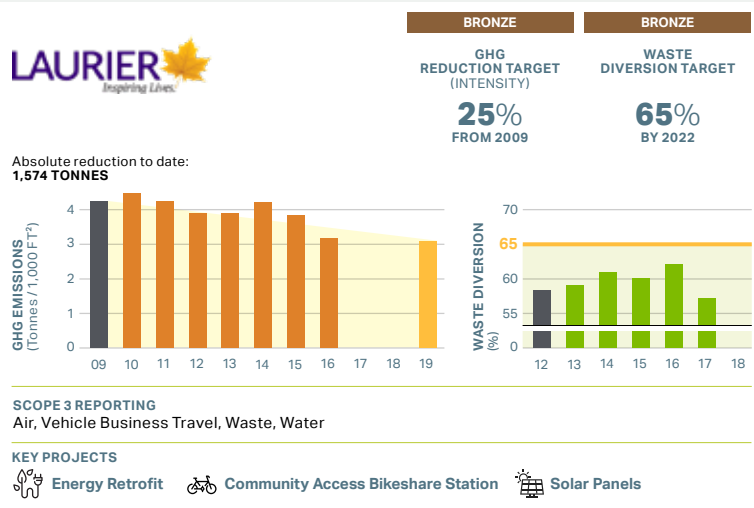
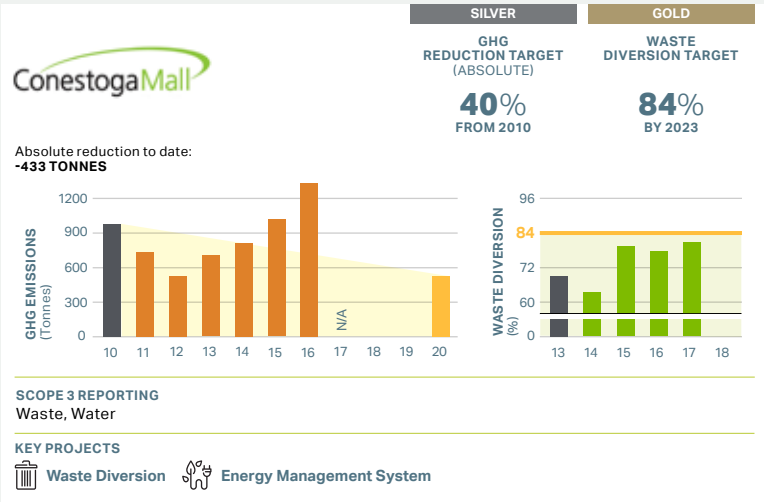
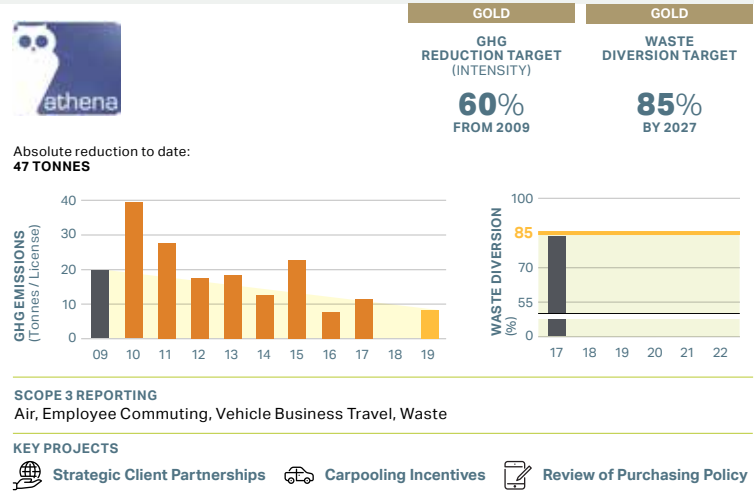
- **ABSOLUTE EMISSIONS**
Total GHG emissions produced by the organization
- **INTENSITY EMISSIONS**
GHG emissions divided by a particular growth indicator
- **SCOPE 3 REPORTING**
Indirect sources of GHG emissions captured in their target
- **KEY PROJECTS**
Areas where members have reduced their GHG emissions

MULTI-TARGET MEMBERS THREE TARGETS

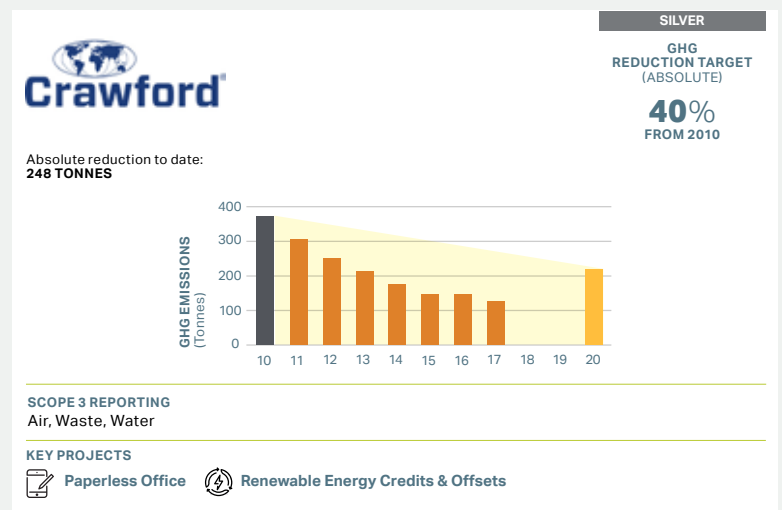
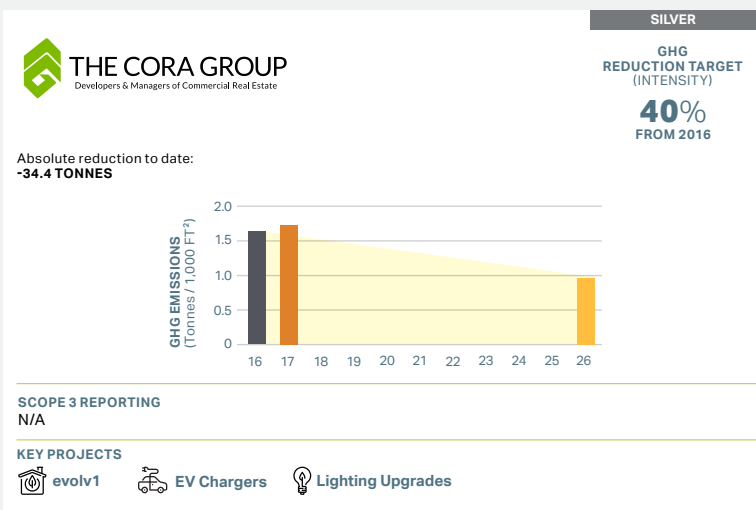
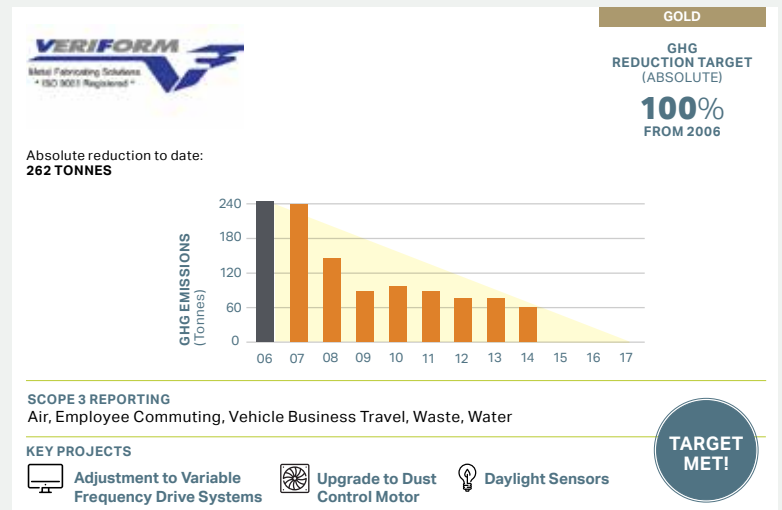
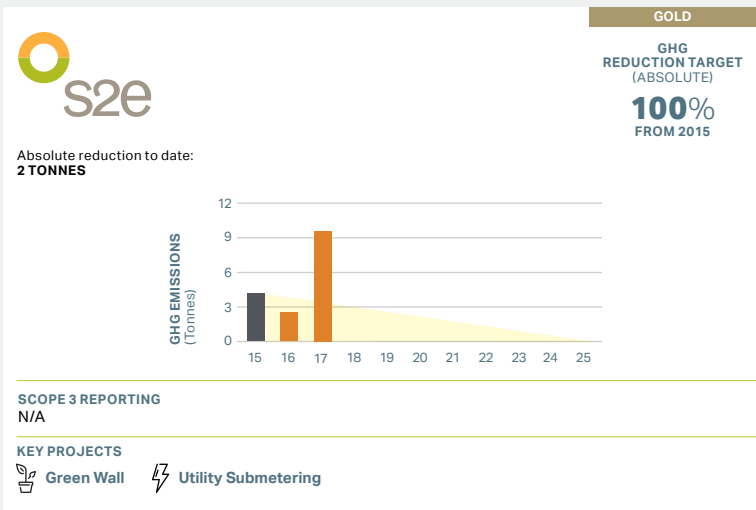
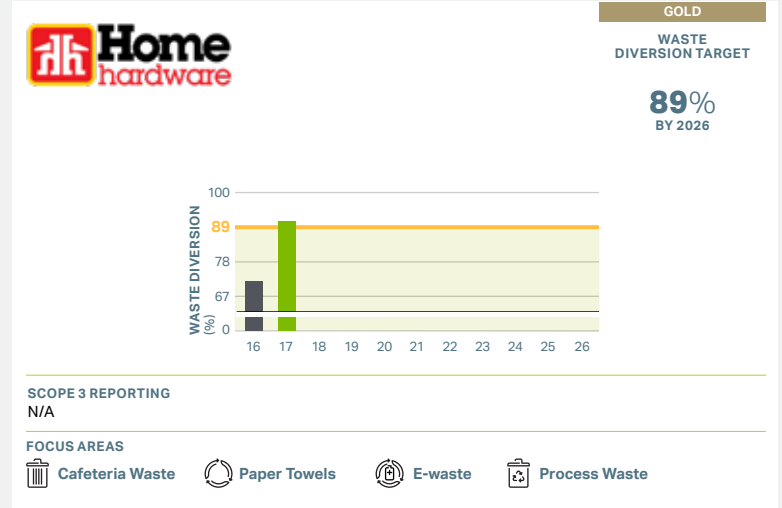
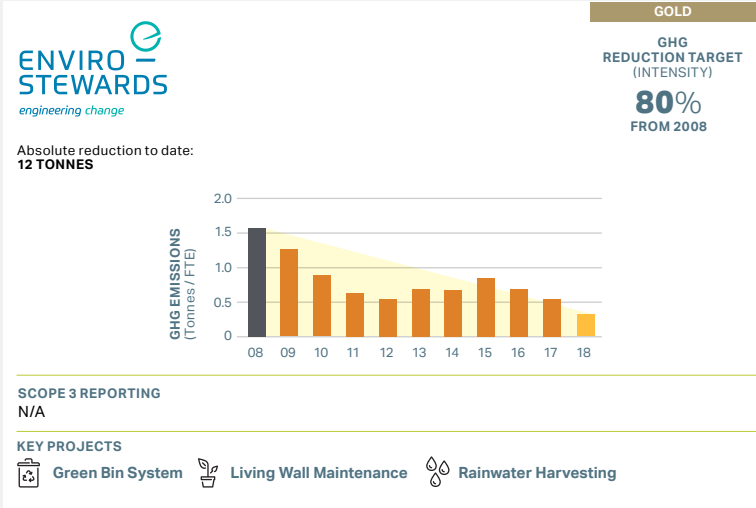


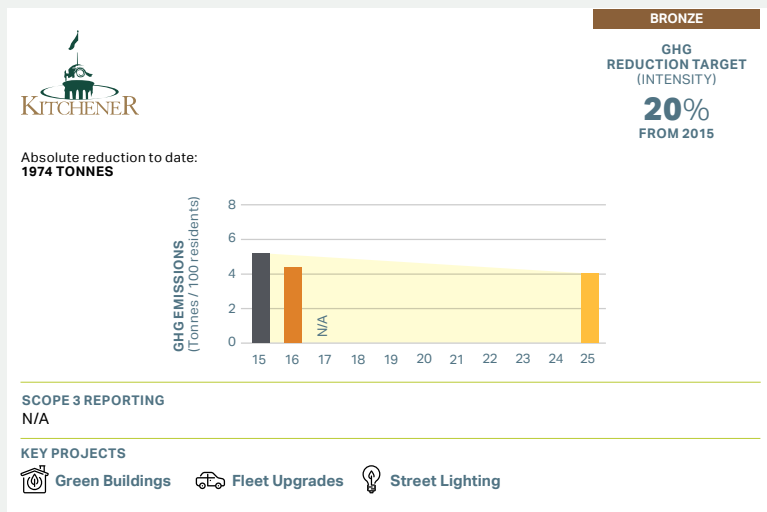
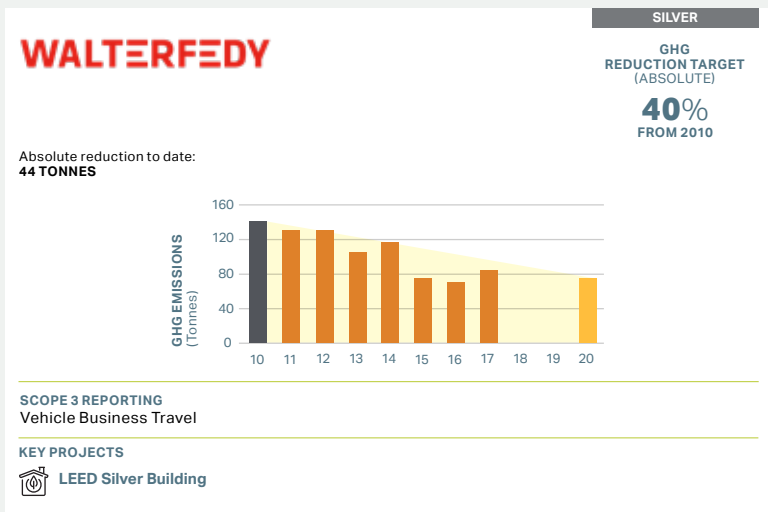
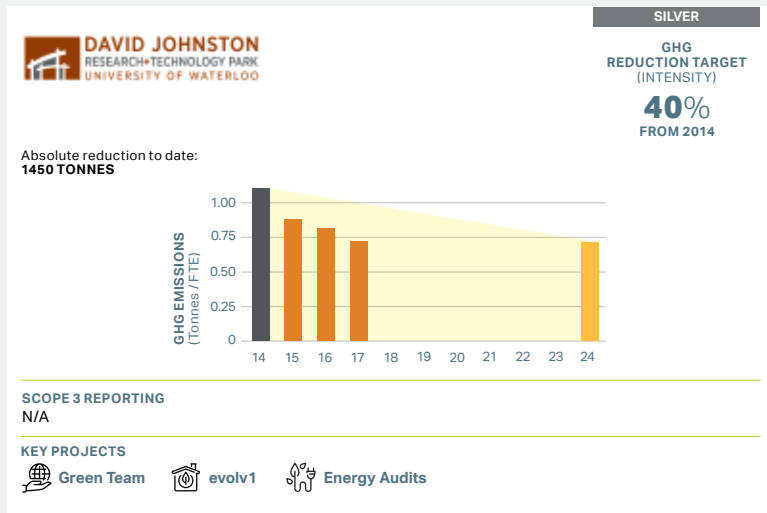
TO SEE MORE PLEDGING
MEMBER TARGETS,
OPEN FOLD

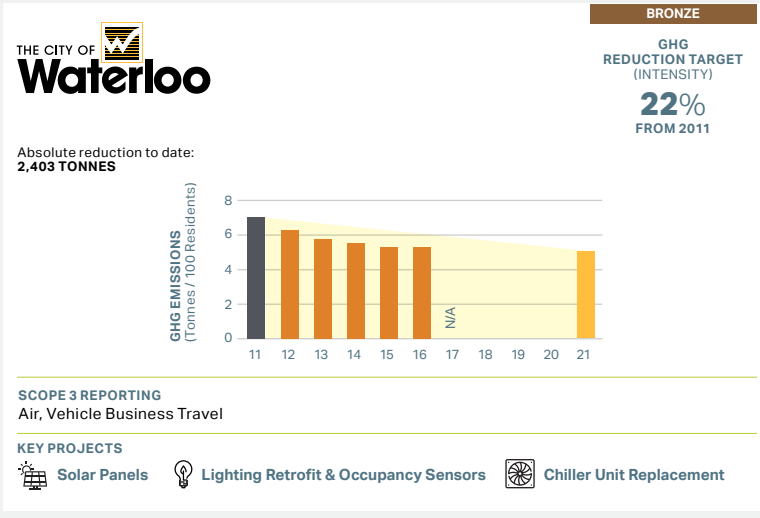
TWO TARGETS

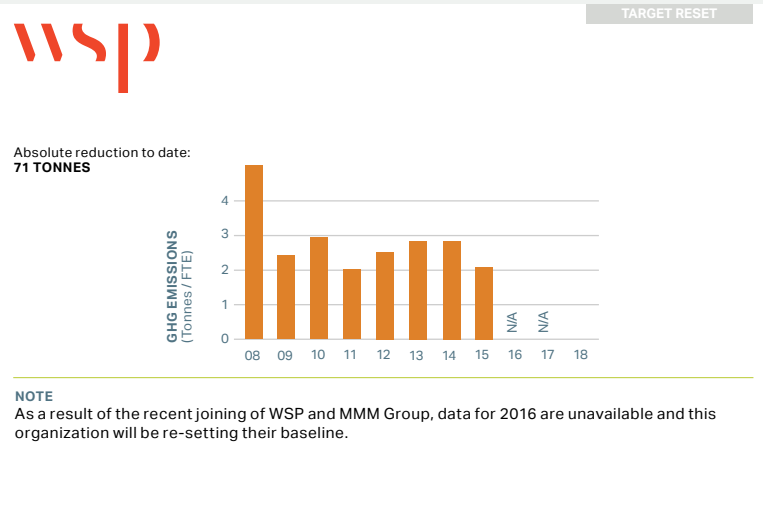
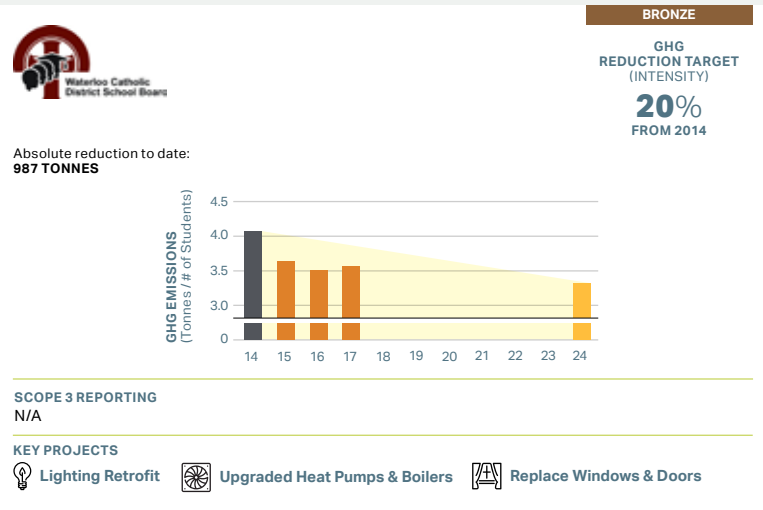
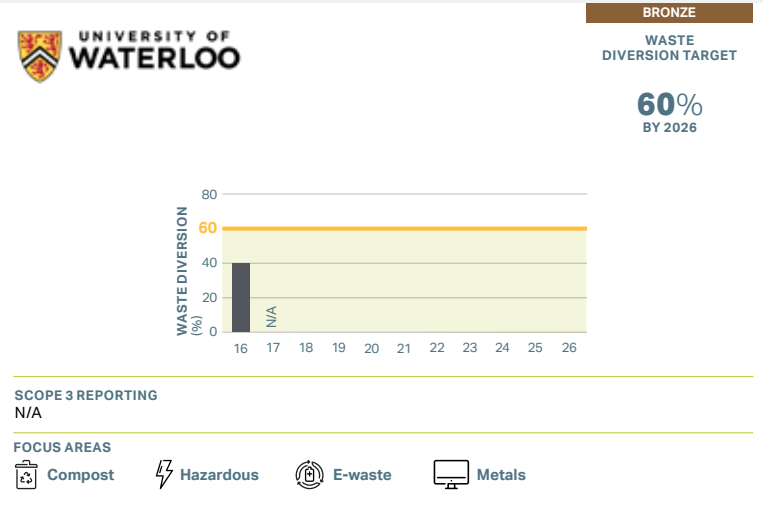
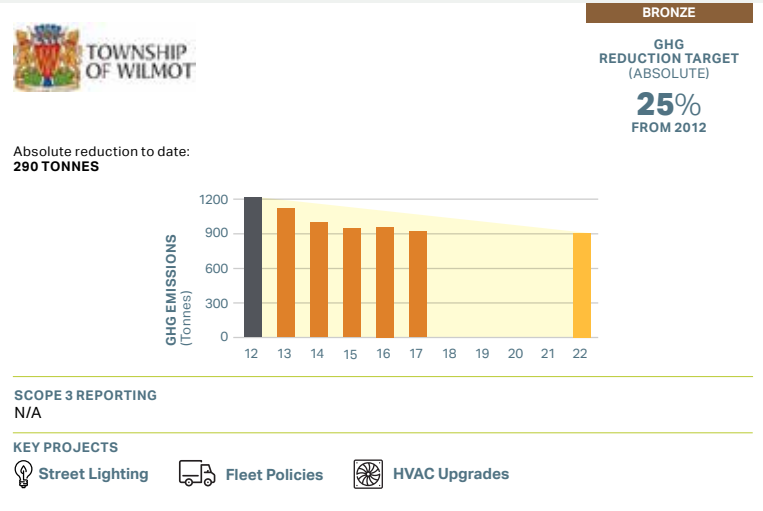
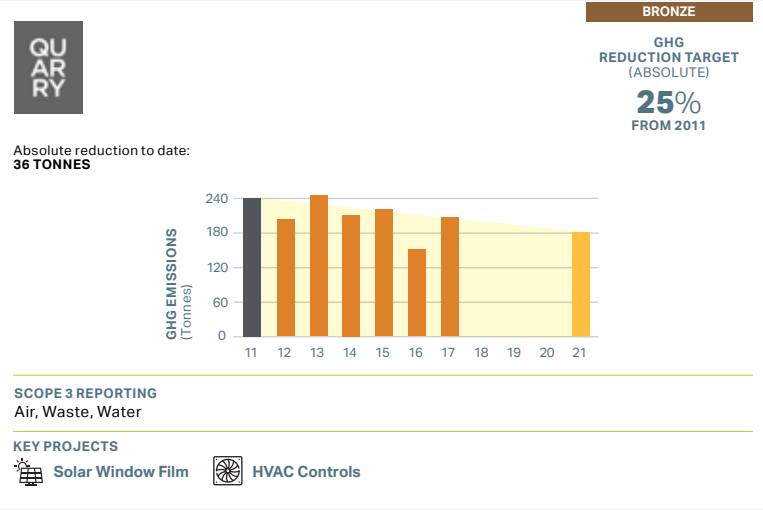



MEMBERS WITH ONE TARGET









The background image shows two red bicycles parked on a red metal bike rack. The bicycles are positioned side-by-side, facing the camera. They have black tires, black seats, and black handlebars. The bike on the left has a white frame with red and yellow accents, while the one on the right has a red frame. They are parked on a paved surface next to a white wall. A red vertical pole is visible on the far left.

Local champions are making
a difference by choosing
sustainable commuting options.

ARE YOU INTERESTED IN CYCLING?

June is Bike Month in Waterloo Region. TravelWise participates by hosting bike month challenges which include activities like going on group bike rides and logging bike trips on gotravelwise.ca. Commuters of Waterloo Region have shared their stories through featured profiles in hopes that others will follow their example. Find more profiles on social media using **#CommutersWR!**

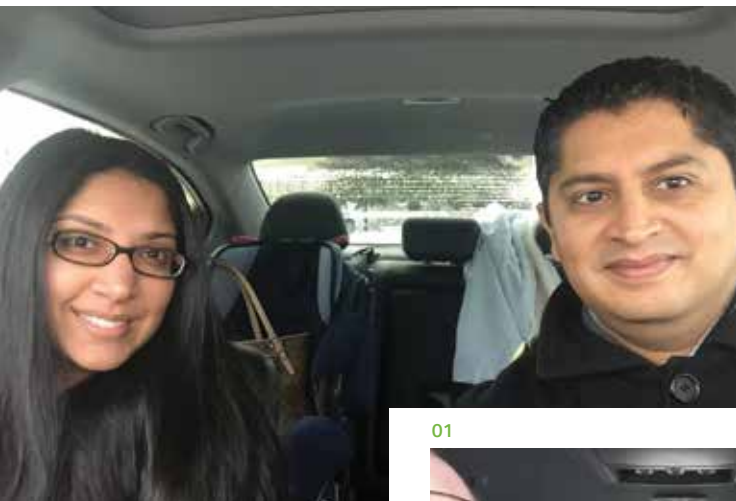
TravelWise offers member organizations **tools and services** to help employees find innovative and sustainable transportation options that reduce the number of single-occupancy vehicles traveling on our roads.

TravelWise is delivered through a public-private partnership between the Region of Waterloo and Sustainable Waterloo Region.

Members

AS OF DECEMBER 31ST, 2017





01



12



CARPOOL MONTH HIGHLIGHTS

- 01.* The **City of Kitchener** stepped up to the plate by posting the first #CarpoolWR karaoke video. Six employees jumped into a van and proudly lip synced Bohemian Rhapsody! AMAZING!
- 02. For the third year in a row, **BlackBerry** won the Carpool Month award, having the most employees engaged in event challenges! BlackBerry also boldly trialed the first Carpool Month 'Drive-Thru' which was a great success.

COMMUNITY EVENTS

TravelWise leads multiple community events throughout the year to help promote **sustainable modes of transportation**. These events **raise awareness** about transportation options, and **start the conversation** around finding carpool partners, learning about biking, finding the best transit routes, and more.

#CARPOOLWR MONTH

In a great carpool, the partners often have strong bonds and friendships. TravelWise hosts Carpool Month on an annual basis in February to encourage community building and emphasize the social aspect

of carpooling. Contest challenges throughout the month included logging trips on gotravelwise.ca, posting #CarpoolWR selfies with a carpool partner, and writing about the carpooling experience.

In 2017, Carpool Month took a twist offering "Drive-Thru's" at member locations which involved providing morning coffee to carpoolers as they drove into work. (Of course, people who drove alone also received refreshments, along with information on how to get started carpooling!).

02



#BIKEWR MONTH

June is Bike Month in Waterloo region. TravelWise participates by hosting bike month challenges which include activities like going on group bike rides and logging bike trips on gotravelwise.ca. There is also strong engagement during Bike Month where TravelWise visits member organizations to deliver bike-to-work breakfasts. These celebratory events are used to thank cyclists for their mode choice, and to encourage people who might be interested in cycling to go for it! In 2017, TravelWise partnered with the **Inter-Municipal Partnership for Active Transportation (IMPACT)** to deliver their 'Bright-On' campaign which aimed to equip cyclists with proper lighting on their bicycles. It was a huge success!



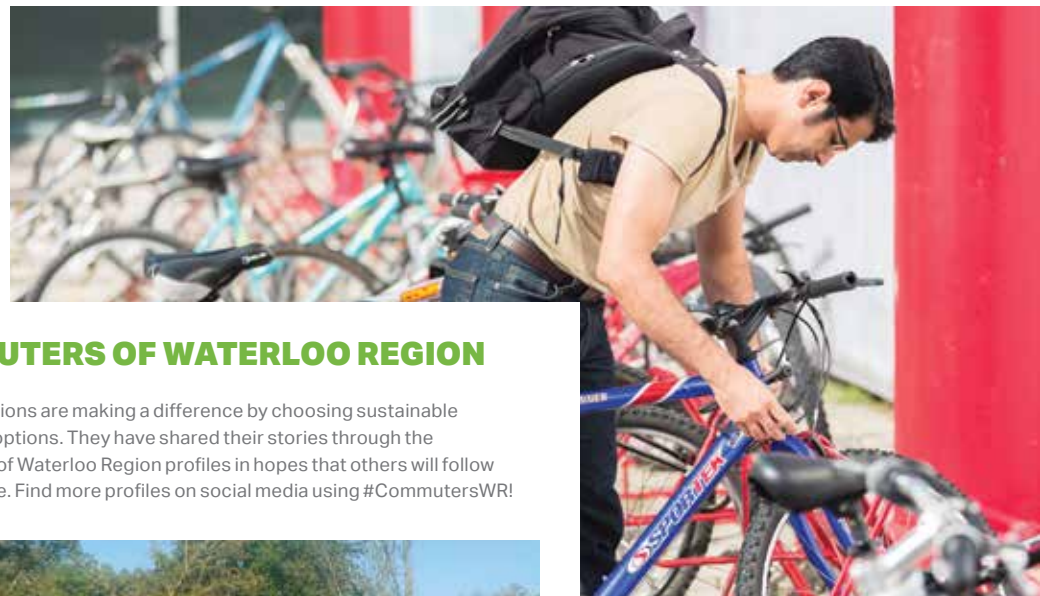
BIKE MONTH HIGHLIGHTS

03. The **University of Waterloo** maintained their momentum from previous years and tagged more than 750 bikes with thank-you notes.
04. Three TravelWise member organizations: **Sun Life Financial**, the **City of Waterloo** and **Crawford & Company** all took part in the Heart and Stroke Foundation's Big Bike Ride to support critical heart disease and stroke research.
05. **D2L**, **Communitech**, and **SWR** teamed up to deliver a community Bike-to-Work breakfast to employees at the Tannery.
06. The Sustainability Advisory Committee at **WalterFedy** hosted a bike-to-work breakfast for employees where they could bring in their bike to receive a free tune-up from **Velofix**.
07. **WSP** is conveniently located on the Lancaster Business Park Trail along the Grand River; employees who rolled in on their bikes received free tune-ups and breakfast for their efforts.

03



04



COMMUTERS OF WATERLOO REGION

Local champions are making a difference by choosing sustainable commuting options. They have shared their stories through the Commuters of Waterloo Region profiles in hopes that others will follow their example. Find more profiles on social media using #CommutersWR!



10



06

MEMBER EVENTS

The TravelWise team loves to visit member organizations and deliver on-site events to promote sustainable commuting options to employees. 2017 saw a record number of these events, with more than 30 different activities scheduled.

08. **Equitable Life** celebrated Earth Day by providing a sustainability symposium to employees which included a TravelWise booth. Attendees got a free plant to take away!
09. **Laurier** started a Sustainability Certificate program for employees including a series of eight lunch & learns. TravelWise had the privilege of participating in two of the events including one workshop on how to use the online gotravelwise.ca portal and one on Bike Month.
10. **The City of Cambridge** organized bike rides for employees after work, culminating with a bike ride social.
11. **Rogers Communications** invited TravelWise to attend two employee events: Earth Week in April, and Wellness Week in May. Other exhibitors included **VRTUCAR**, and **ClimateActionWR**.
12. In partnership with **Ziggy's Cycle & Sport**, **Kitchener Public Library** now loans high-quality bike locks to staff and the public. Locks make it possible for bicycle owners who do not have one, or forgot it at home, to visit the library without leaving their bicycle unsecured.
13. **Lazaridis Hall** at **Laurier** now has solar charging stations available for electric vehicles, as well as new showers and indoor bike storage. Multi-modal magic!

EMPLOYEE TRAVEL SURVEY RESULTS

SHIFTING TO SUSTAINABLE

This year, **TravelWise** saw a shift in responses when drivers were asked what would encourage them to try something different. The **top ten factors** that would help them make a change are:

- 01 AN OPTION OR SUPPORT TO WORK FROM HOME
- 02 BETTER REGIONAL TRANSIT ROUTES
- 03 CARPOOLING OPTIONS
- 04 MORE FREQUENT REGIONAL TRANSIT SCHEDULES
- 05 GUARANTEED RIDE HOME IN CASE OF EMERGENCIES
- 06 BETTER CYCLING TRAILS/ROUTES TO WORK
- 07 PRESENCE OF THE ION
- 08 EMPLOYER PROVIDED BUS (TO AND FROM WORK)
- 09 DISCOUNTED TRANSIT PASSES
- 10 BETTER TRANSIT INTO AND OUT OF WATERLOO REGION

This year, nine member organizations completed the Employee Travel Survey which is used to reveal behavioural commuting patterns, and inform decisions on infrastructure, programming, and supports that could influence commuter choices.

Perhaps the most interesting results are factors that motivated some drivers to start doing something different. Work location, affordability, and the environment all played a large role in employees' decisions to try sustainable commuting.

In some cases, employees were relocated at their organization which put them on better transit routes or closer to home. However, in many cases, being relocated limited commuting options, and employees who previously used sustainable modes started driving alone. Careful consideration should therefore be given before relocating employees, and when it cannot be avoided, extra support and education may help them to make a sustainable transition.

In 2016, **TravelWise** members set a target to reduce drive-alone trips by 5% from 2015 over the next five years. So far, members have collectively achieved a 1% reduction

in driving alone compared to 2015, meaning there is still some work to do. Overall, six **TravelWise** members including **WalterFedy**, **BlackBerry**, the **University of Waterloo**, **Laurier**, the **City of Cambridge**, and the **Region of Waterloo**, have set a corporate mode split target, or their mode split target is in development.

In 2018, we will gather robust data from all members to establish a half-way mode split benchmark. **TravelWise** will work closely with member organizations to identify new ways to support employees with sustainable commuting, and to engage with employees on a personal level to help them plan their commutes.



Corporate Transit Pass Sales

Corporate transit pass sales have grown steadily over the past four years. TravelWise expects to see this number rise in 2018 with the launch of ION light rail transit.



Corporate Transit Pass Sales



Gotravelwise.ca Shows Impact of Sustainable Transportation

Gotravelwise.ca is an online tool used to find carpool matches and log trips. The tool calculates users' impact of using sustainable transportation. To date, approximately 69 tons of CO₂ and \$106,000 have been saved by those who have logged their trip on gotravelwise.ca. Since the tool launched in July 2014, there are more than 3,200 users and 54,000 trips logged.

Gotravelwise.ca Highlights

01. Members of TravelWise receive a private network on gotravelwise.ca that allows them to see statistics such as CO₂ saved from their employees commuting sustainably. In 2017, two key players on the gotravelwise.ca network were the **University of Waterloo** which saved 3.8 tons of CO₂ based on sustainable trips logged, and the **Region of Waterloo** whose employees collectively logged more than 3,254 trips!

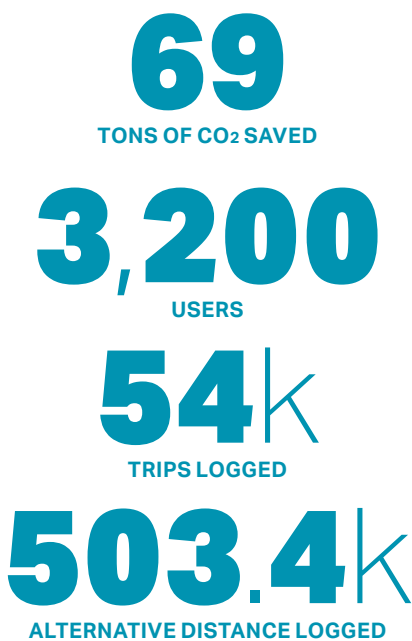
Corporate Pass Sales Highlight

Communitech should be credited as the organization with the highest number of Corporate Transit Passes per employee. Approximately one in every seven employees has a pass!

We are also excited that **PEER Group, Borealis, Thalmic Labs** and **Grosche**, all new members to the program, are purchasing corporate passes for their employees so that they have fewer barriers to using sustainable transportation.

GOTRAVELWISE.CA BY THE NUMBERS

since July 2014



USERS ASKED, AND GOTRAVELWISE.CA DELIVERED!



In 2017, an app called **Commute Tracker** launched for Android and iOS devices. Once downloaded, users can input their most commonly visited locations and their preferred mode of commute. The app will automatically track commutes, and with a simple review process, will log several trips at once.

SUSTAINABLE WATERLOO REGION 2017 Report

MEMBER AWARDS

Leadership and Innovation



This award recognizes an organization that has demonstrated a strong commitment and found creative solutions to encourage sustainable transportation among their employees. This year's award goes to BlackBerry for being the first organization to set an official mode-split target within the network, and for piloting the carpool month drive-thru event. BlackBerry has also shown leadership by winning Carpool Month for the past three years, and by continuously searching for ways to improve their support for employees.

Most Active Member



This award recognizes the most active and engaged member of 2017. This year's award goes to WalterFedy for their enthusiastic involvement in campaigns such as Bike Month and Carpool Month. They also have more than 4,000 km logged on gotravelwise.ca and actively promote sustainability through their Sustainability Advisory Committee. WalterFedy has committed to setting a mode split target for their organization and has done an exemplary job of communicating progress to their employees.

Sustainable Commuting

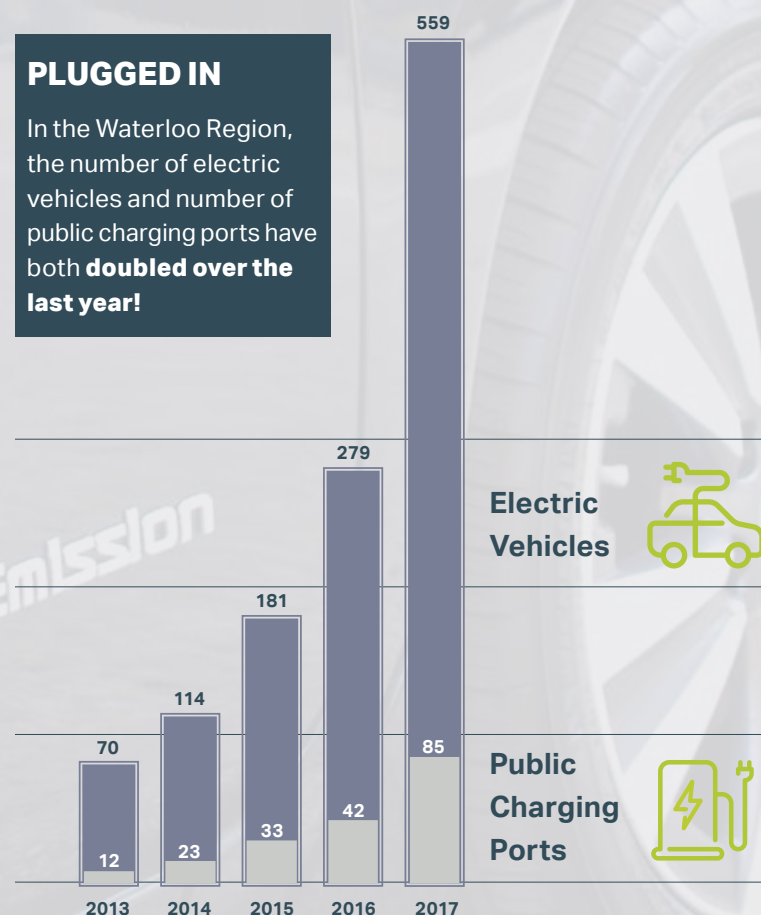


This award recognizes an organization where employees have demonstrated sustainable commuting behaviours. In 2017, Thalmic Labs employees had the lowest percentage of trips that involved driving alone, and the highest percentage of trips using transit and cycling. Thalmic Labs has a strong commuting support system for employees, compensating them for transit passes, and offering a flex time policy that allows employees to adjust their work schedule to accommodate a busy lifestyle as well as their preferred mode choice.

ChargeWR collaborates with organizations in Waterloo Region to plan and implement activities that increase the number of electric vehicles (EVs) and charging stations in the region. Working with partners, the goal is to reach 1,000 EVs by 2020.

PLUGGED IN

In the Waterloo Region, the number of electric vehicles and number of public charging ports have both **doubled over the last year!**



FUEL SAVINGS AND LOWERED EMISSIONS
2016 vs 2017

	2016	2017
Number of EVs	279	559
Annual Fuel Cost Savings	\$509,850	\$1,021,528
Annual Lowered Emissions	1,200 tons	2,404 tons

THE COMMUNITY GETS CHARGED UP!



Breaking Barriers Condos and EVs

Kerry and AJ Mueller wanted to both live in a condo and own an electric vehicle (EV). They reached out to the other tenants of **144 Park St.** in Waterloo and as it turns out, more condo owners were also interested in setting up the infrastructure to allow for at-home charging at this condo building. As of December 2017, 24 out of the 32 parking spots allocated for EV Charging have been sold to condo owners.



Taking Charging to the Curb

A collaborative effort between the three cities of **Cambridge, Kitchener and Waterloo, Grand River Energy (GRE), and ChargeWR** will result in 18 more charging heads in Waterloo Region in 2018. With funding coming together from the cities, GRE, and Natural Resources Canada's FLO program, three two-connector curbside charging stations will be installed in each of the cities in the region. This collaboration will mean there will be more public charging stations available for use by residents and visitors alike.



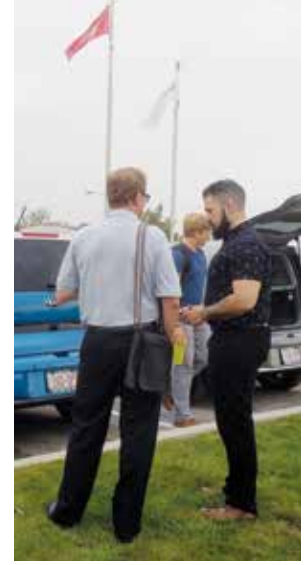
National Drive Electric Week Gets in Gear

Sept. 9 – Sept. 17, 2017 was National Drive Electric Week (NDEW). The **Waterloo Region Electric Vehicle Association (WREVA)** and ChargeWR organized a local event and celebration in Waterloo Region on September 16. This community event, held at Kitchener City Hall, was attended by more than 400 people, with 25 electric vehicles showcased, and more than 50 test drives conducted. This was the biggest NDEW celebration in Canada!



Cool Chargers, Cool Cars

Wilfrid Laurier University celebrated Electric Vehicle (EV) day in October. **Plug 'N Drive** brought three EVs for test drives and 4 EV Owners brought their cars to share their experience and answer questions. This was a great opportunity to get people to check out the cars, and see the cool solar power charging stations at Laurier!



EVs Highlighted at R+T Park Sustainability Day

The **David Johnston Research + Technology Park** green team organized a Sustainability Day on September 19. A wide range of sustainability solutions were highlighted by partners like **Waterloo North Hydro, VRTUCAR, FleetCarma**, and many more. Electric vehicles greeted visitors as they arrived with EV owners showcasing their cars and answering questions. Of course, there were also test drives from **Forbes Motors** who brought a Chevy Bolt, and **Kia Waterloo** who brought 2 Kia Soul EVs.

ClimateActionWR is a collaboration between local organizations and community members focused on climate change mitigation. Led by Reep Green Solutions and Sustainable Waterloo Region, this program coordinates the activities of the Climate Action Plan.

ClimateActionWR establishes cross-sector dialogue, facilitates collaborative opportunities, and monitors and measures progress toward the achievement of our community's greenhouse gas (GHG) emission reduction target of 6% below 2010 levels by 2020.

ClimateActionWR STAKEHOLDERS:

	PROGRAM LEAD	MANAGEMENT COMMITTEE	PROGRAM FUNDER	ACTION OWNER
Reep Green Solutions	●	●		●
Sustainable Waterloo Region	●	●		●
Region of Waterloo		●	●	●
City of Cambridge		●	●	●
City of Kitchener		●	●	●
City of Waterloo		●	●	●
Energy+				●
Kitchener-Wilmot Hydro				●
Waterloo North Hydro				●
Kitchener Utilities				●
Union Gas				●
Community Access BikeShare				●
VRTUCAR				●

ACHIEVING RESULTS TOGETHER

In 2017, the **Region of Waterloo** and the cities of **Cambridge, Kitchener,** and **Waterloo** achieved Community Milestones 4 and 5 in the Federation of Canadian Municipalities' Partners for Climate Protection program. The three cities and the Region collaboratively designed our community Climate Action Plan and approved it in 2013. To meet Milestones 4 and 5, ClimateActionWR worked with the municipalities to support implementation of the plan, and to conduct a re-inventory report to measure progress to date.



5 THINGS WE LEARNED FROM THE RE-INVENTORY

In the spring of 2017, ClimateActionWR completed a re-inventory of our community's greenhouse gas emissions. Using 2015 data, we looked back to see what progress Waterloo Region made between 2010 and 2015 toward our 2020 goal of reducing emissions 6% below 2010 levels. Here are five big things we learned from the re-inventory:

01. Waterloo Region reduced its emissions by 5.2% between 2010 and 2015.

Emissions dropped even though our population grew by 5.7%. Without changes, we expected our emissions to go up 17.5% by 2020. A major contributor to this reduction was the phase out of coal-fired electricity generation in Ontario. Without this change, our total emissions would have been 4.4% higher in 2015 than in 2010. Other contributions to this reduction included improved energy efficiency and moving to lower emission vehicles.

02. Transportation now makes up half of our community's greenhouse gas emissions.

Transportation emissions rose by 5% between 2010 and 2015, and vehicle ownership rose at twice the rate of population growth. Transportation now represents our largest challenge – and opportunity – to reach our target by 2020.

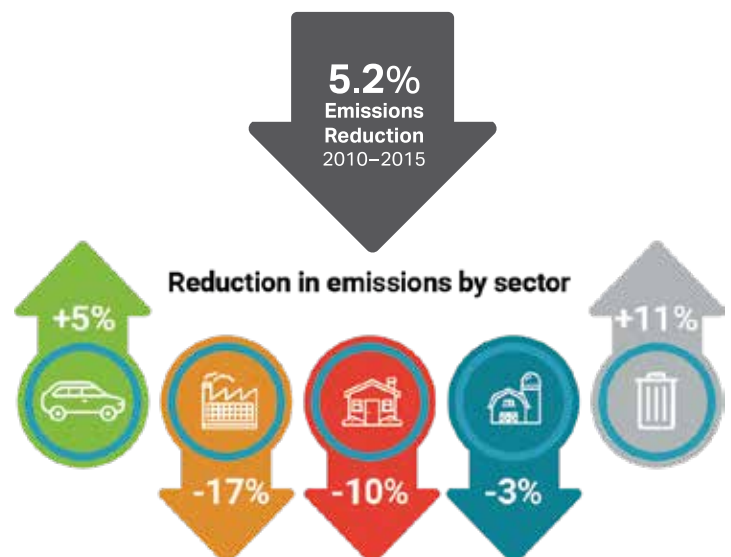
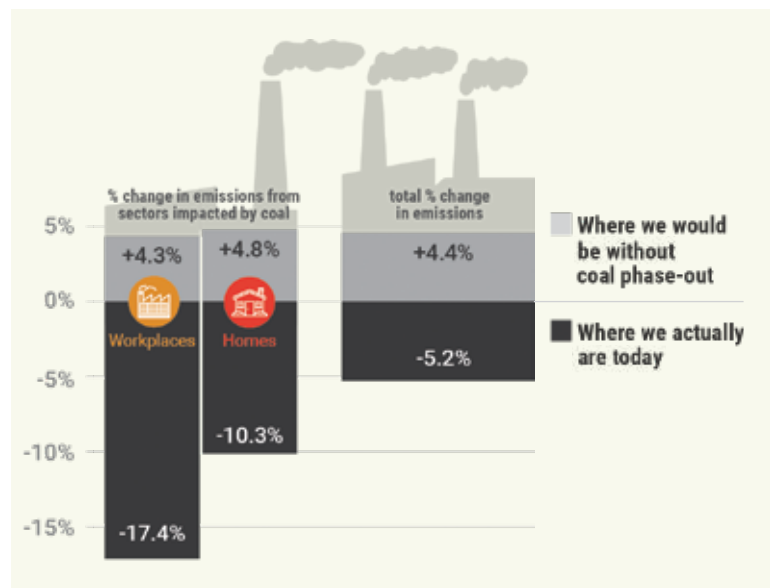
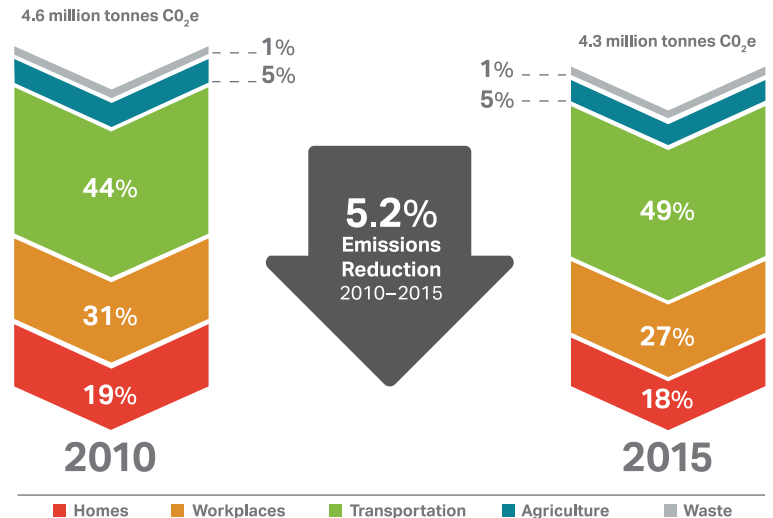
03. Workplaces make up 27% of our emissions, and homes make up 18%. Local workplaces are leading the way toward a low-carbon economy, with a deeper focus on setting carbon reduction targets, conservation, energy efficiency, and fuel switching. In local homes, greenhouse gas emissions have decreased as well, despite the addition of 12,800 new households.

04. Agriculture and waste still make up a small percentage of local emissions, but they are nevertheless significant.

Agricultural emissions, in the form of methane from livestock, make up 5% of our overall emissions, and have decreased slightly since 2010. Waste emissions from organics in the landfill increased by 11% between 2010 and 2015, largely due to population growth. In 2017, the Region implemented bi-weekly garbage collection and weekly green bin and recycling collection to keep organics out of the landfill.

05. We cannot rest on our laurels, and there is still work to be done to meet our 2020 target.

With anticipated growth in our community and the upward trend in vehicle ownership, the carbon footprint in our region is at risk of growing, undoing the 5.2% reduction we have achieved. To meet our target and reach beyond, people across our community are taking action to achieve the future we want.



FOCUS ON SECTOR SPECIFIC IMPACTS

The three areas that produce most of our greenhouse gas emissions in Waterloo region are **Transportation**, **Workplaces**, and **Homes**. To promote changes in these sectors, ClimateActionWR hosts community sector committees that work to support action within their sector to reduce emissions and help execute our Climate Action Plan. Here are some success stories in these sectors:

TRANSPORTATION

Chicopee Hills Walks to School

Chicopee Hills Public School opened in September of 2017. Given its location near Fairway Road North and Lackner Boulevard in Kitchener, the school could easily have become a destination for hundreds of cars each day. Instead, based on leadership from school staff and support from Student Transportation Services, 300 of 550 students walk to school. Once final traffic safety measures are in place, all students at Chicopee Hills will be able to walk to school, reducing greenhouse gas emissions from buses and cars, and improving student health.

Bikeshare Doubles its Trips

During its 2017 season, **Community Access Bikeshare** vehicles were used for 2,198 trips, which is double the number of trips taken in 2016!

WORKPLACES

Half of Enviro-Stewards Employees Biked to Work

Between April and October of 2017, six of **Enviro-Stewards'** 12 employees participated in a bike-to-work challenge. Together they biked a total distance of 3,337.6 km, and avoided an estimated 0.82 tons of carbon dioxide emissions!

Pilot Program Reducing Energy Use from Computer Workstations

Waterloo North Hydro powered up the Advanced Power Strip Pilot Program with their business customers. These new power strips power down computers and shut off peripheral devices after the devices have been unused for a certain length of time. Participating workplaces install 30 to 40 power strips at workstations free of charge as part of the pilot, and these power strips are estimated to save 250 to 370 kWh per workstation every year.

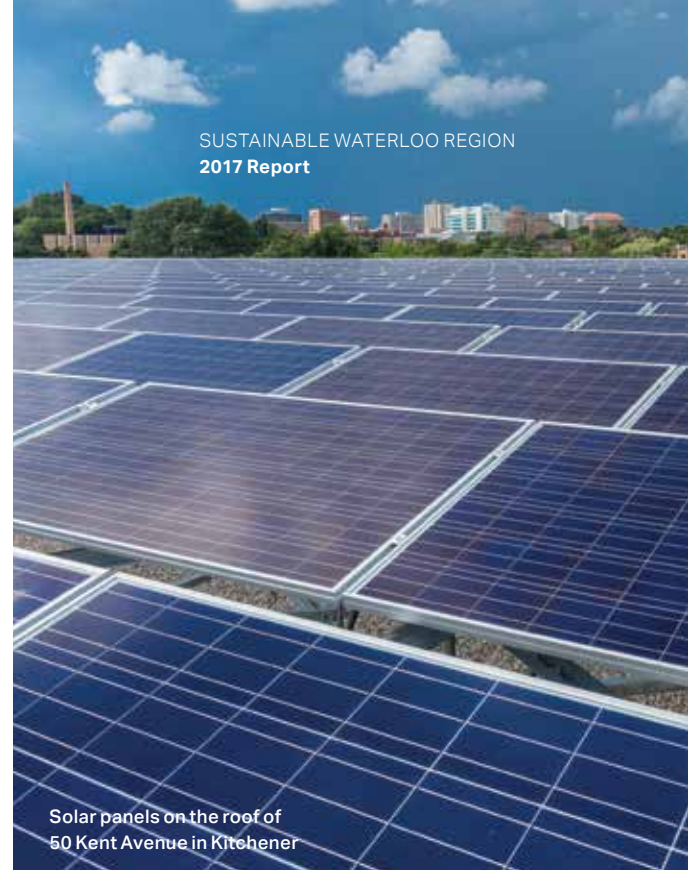
HOMES

2017 Home Renovations Avoid 334 Tons of GHGs Annually

In 2017, **Reep Green Solutions** conducted 229 follow-up home energy audits in Waterloo region, to determine how much energy homeowners saved. Together, these homeowners reduced their annual GHG emissions by a whopping 344 tons. They made use of \$520,000 of incentives, and the work brought \$2.2 million in economic activity.

Renovators Share Best Practices

On November 21, home renovators from Waterloo region participated in a tech advisory group meeting. The meeting was part of the Local Energy Efficiency Partnerships (LEEP) program run by **Natural Resources Canada**, which is delivered regionally, and supports builders and renovators to use technologies for greater energy efficiency and affordability.



Solar panels on the roof of
50 Kent Avenue in Kitchener

WORKING TOWARDS A LONG-TERM TARGET

Waterloo Region has been working towards our community target under the Climate Action Plan to reduce local greenhouse gas emissions by 6% below 2010 levels by 2020.

In 2017, our community took the first steps towards setting a new target, and considering what our community's vision for Waterloo Region in 2050 should be. Based on the results of our community consultations and significant background research, our Management Committee

recommended an emissions reduction target to the community of 80% below 2010 levels by 2050, which is consistent with scientific consensus and with international, national, and provincial targets, as well as targets being set by other Ontario communities. Consultations on this proposed target will continue into 2018, and we plan to bring a long-term target to the three city councils and Regional Council in the spring of 2018 for their consideration. Once a target is adopted, work will begin to create a new climate action plan for our work beyond 2020.

OUR COMMUNITY WANTS ACTION ON CLIMATE CHANGE

ClimateActionWR travelled to 34 community events and locations across Waterloo region. The volunteers on our Street Team visited all three cities and the two largest townships. When combined with online surveys, we heard from 1,830 people, who overwhelmingly told us they want us to set an ambitious long-term target to reduce our greenhouse gas emissions in Waterloo region by 2050. 85% of people we consulted chose a target of 50% or more, and a majority of 53% chose a target of 70% or more.

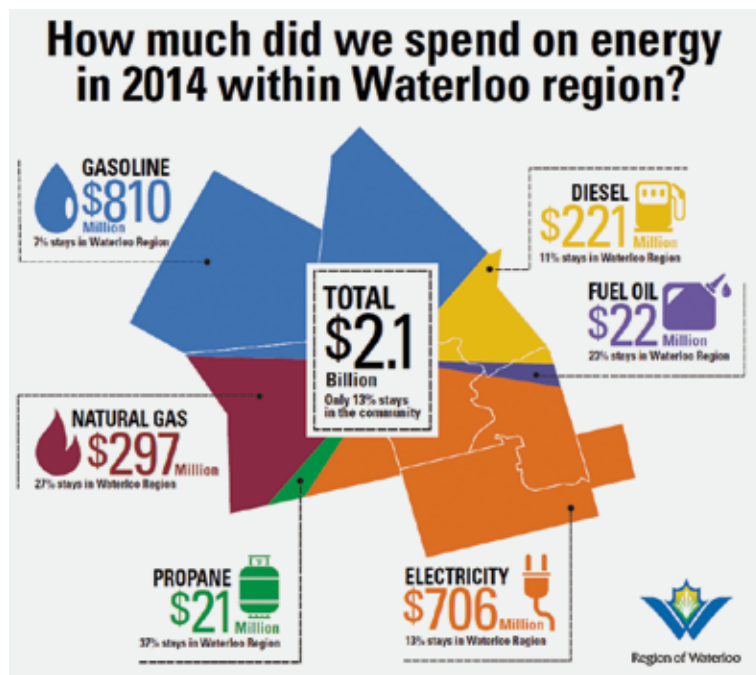
During our conversations with the diverse communities within Waterloo region, we heard different ideas, but the same passion for local action to reduce our emissions.

01. Views from the **St. Paul's Pow Wow**
At the annual Pow Wow run by the Waterloo Aboriginal Education Centre, we heard from attendees about the importance of sustainable agriculture and renewable energy. Most notably, we heard that environmental action is linked to decolonization, and that all demographics and minorities must be considered in our climate action planning.
02. Views from the **Elmira Sugar Kings Game**
From our rural communities, attendees at the Elmira Sugar Kings game in Woolwich on a Sunday night in November told us that they want more electric vehicles, better transit in the urban areas, and more trees planted, especially on farms.
03. Views from the **Cambridge Idea Exchange**
In Cambridge, Saturday visitors to the Idea Exchange were passionate about a huge range of issues, from accountability for waste and public transit access to low carbon buildings and environmental education.

Waste Collection Changes Double Organics Diversion

Diverting organics from the landfill is part of our Climate Action Plan, since those organics produce 1% of our local greenhouse gas emissions. In March of 2017, the Region of Waterloo changed its curbside waste collection program so that green bins and recycling bins are picked up every week, and garbage bags are picked up every two weeks. The change immediately expanded use of green bins. The weight of organics picked up was 124% higher in the March to August period!





PREPARING FOR THE FUTURE WITH THE COMMUNITY ENERGY INVESTMENT STRATEGY

Working collaboratively with the area municipalities and local electricity and natural gas utilities, the Region of Waterloo released its draft Community Energy Investment Strategy. The strategy aims to benefit residents and employers by providing energy savings, benefit the local economy by keeping more dollars spent on energy circulating within the region, and benefit our environment by identifying cleaner, more sustainable sources of energy. The draft strategy was presented for public feedback in November, and identified 22 potential energy opportunities. If fully implemented, those 22 opportunities would decrease our greenhouse gas emissions in Waterloo region by about 50%!

02



Energize: Sustainable City Challenge

In April, the **University of Waterloo** Sustainability Office and the Waterloo Catholic District School Board hosted two high school groups for the Energize: Sustainable City Challenge. Students from Resurrection and St. David's were challenged to reduce Waterloo region's greenhouse gas emissions by 80% by 2050 to meet the Province of Ontario's target, using real data, and pitched their solutions. A team from the University of Waterloo, the Waterloo Catholic District School Board, the **Waterloo Global Science Initiative**, and ClimateActionWR are working to adapt the simulation for use by school-age groups in various settings.

03



ALL OUR THANKS GO TO YOU

Volunteers			Office Team	Board of Directors
BUSINESS DEVELOPMENT Jordan Bean Carina Biacchi Michael Brennan Nicholas Darmanie Cheryl de la Cruz Andy Mao Mariah Smith Elizabeth Wong	FUND DEVELOPMENT Kara Klassen Eunize Lao Cindy Luu HUMAN RESOURCES Karen Rittinger Yvonne Stoll IT SUPPORT Paul Sobering MARKETING Christine Bui Anne Forler Lori Gallagher Sarah Harwood Dave Klassen Raheleh Mohammadi Christine Robson John Rockefeller Paul Sobering Gabriel Tan-Chen PUBLIC RELATIONS Tamara Blagojevic Valerie Chong Lexi Halley Kelly McMath Alexandra Wong	PROGRAM DEVELOPMENT Arcy Canumay Mary Granskou Christine Jewell Janet Kimantas Andreas Mertes Jen van Overbeeke REGIONAL SUSTAINABILITY INITIATIVE Nicholas Cloet Anna Fluder Tasha-Leigh Gauthier Patricia Huynh Jen Owens Jenna Paton Tarana Persaud Andrea Quinn STRATEGY & GOVERNANCE Marty Finestone Janette Kingsbury Leandra Mariani Sheldon Pereira Farzana Rahman Caitlin Scott Marianne Windrow TRAVELWISE Madeline Smith Basak Topcu	STAFF Arcy Canumay Lisa Chapman Kate Daley Tova Davidson Matthew Day Lexi Halley Danielle Laperriere Tarana Persaud Samantha Tavenor Allan Taylor Katie Wall INTERNS Zain Bandali Nicholas Darmanie Riley McKenzie Olivia Muysson Julia Witmer Terry Zhang	Barry Colbert (Chair) The Co-operators Centre for Business & Sustainability, Lazaridis School of Business & Economics, Laurier Kevin Fergin Stantec Susan Jantzi Sun Life Financial Michael Letourneau (Secretary) Sorbara, Schumacher, McCann LLP Ian Miles Energy+ Ian Rowlands University of Waterloo Glenn Scheels GSP Group Albert Singh (Treasurer) Waterloo North Hydro Diane Stanley-Horn Athena Software Jan Varner United Way Waterloo Region Communities Ambassadors Victoria Alleyne CatalystsX Catharine Gerhard Waterloo EDC Joe Gordon SOTI Research Pete Lewis Tech Wreckers Inc Laura Rourke Tigercat Industries Carol Stewart Association of University Research Parks
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EVENTS Sam Dent Selma Fernandez Mac Gregor Mike Hager Jessica Leung Carrie Palmer Tarana Persaud Laura Ross Luke Stein Steve Yessie				
FINANCE Manpreet Dhaliwal Patrick Kelly Cathy Snyder Rick Snyder Julie Vuong				

Event Speakers

David Bois
Home Hardware

Michael Brophy
Ontario Ministry of Energy

Sarah Burch
University of Waterloo

Kathryn Cooper
Sustainability Learning Centre

Ben Dunbar
AET

Frances Edmonds
HP Canada

Katie Harper
Project Neutral

John Hill
Region of Waterloo

Jen McLaughlin
BlackBerry

Lukas Pesa
Great Place to Work Canada

David Roewade
Region of Waterloo

Craig Ryan
BDC Canada

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Dianne Saxe
Environmental Commissioner of Ontario

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Elena Weber-Kraljevska

Mike Wigzell

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Hajar Alvirii

Samra Ashfaq

Miranda Bird

Vanessa Corkal

Nick Darmanie

Sarah Duschenes

Bryden Eby

Leila Emamitaba

Chris Fernandes

Jessica Fisher

Rebecca Garlick

Olivia Gernon

Sam Gray

Alex Horn

Grant Johns

Lynn Marquis

Bronwyn McIlroy-Young

Patrycia Menko

Zainab Moghal

Mariam Nawaz

Hemanth Nunna

Gilian Opolko

Kai Reimer-Watts

Desiree Sam

Anand Shah

Tara Shukla

Olivia Sinko

Elena Weber-Kraljevska

Megan Winiecki

Christian Zavarella

ClimateActionWR Support

City of Cambridge

City of Kitchener

City of Waterloo

Region of Waterloo

Program Development Support

Accelerator Centre

City of Waterloo

Federation of Canadian Municipalities' Green Municipal Fund

Kitchener Waterloo Community Foundation

Region of Waterloo

Sorbara, Schumacher, McCann LLP

United Way
Waterloo Region Communities

University of Waterloo

Wilfrid Laurier University

Regional Sustainability Initiative Support

Ministry of Environment and Climate Change

SWR Support

Government of Canada

A Special Thank-you to



For its support of multiple SWR Programs

EVENTS

Ten years into our operations, events continue to be a pillar for local action connected to sustainability. In 2017, these events helped organizations understand the context in which they operate, engage their teams, enable internal action, celebrate local success, and plan for their future.

Welcoming over 1,000 attendees, the ten events that we hosted in 2017 served members and partners across all SWR programs, and included keynote speakers, workshops, peer learning sessions, and celebrations.



Engaging the Team

Environmental sustainability is still rarely the core focus of an individual's job and it takes more than one person to make change a reality in an organization. In 2017, representatives from local organizations had the opportunity to learn how to create an action plan for employee engagement from Kathryn Cooper, President and Chief Learning Officer at the Sustainability Learning Centre.

Another event featuring David Bois from **Home Hardware** also worked to inspire attendees with insights into how the organization's sustainability practices have changed over the past 50 years, and what they hope to achieve in the coming years.

Enabling Action

Sometimes the passion for environmental change is there, but the knowledge and resources needed to take action are not. In 2017, attendees took steps to overcome some of these barriers by joining us to learn about completing the B Corp assessment, implementing sustainability policies, developing more effective waste management strategies, and accessing financial incentives to make their sustainability projects a reality.

Understanding the Context

Organizations and individuals do not operate in isolation, and instead are impacted by what is going on provincially and beyond. In March this year, we welcomed Dianne Saxe, the Environmental Commissioner of Ontario (ECO), to help our local network understand the Province of Ontario's current emission levels, and how the government plans to take action.

Celebrating Success

Celebration is a way we come together, gaining the energy and inspiration required to take more action. In 2017, we had the opportunity to host our 8th Annual Evening of Recognition, sharing local organizations' sustainability stories and where we presented our 2016 awards. We also celebrated the release of ClimateAction's progress report on Waterloo Region's community carbon footprint (see page 29 for more details on the report). This celebration brought together community members who are passionate about reducing our community's carbon footprint and kicked-off ClimateActionWR's community engagement project, encouraging community members to provide feedback on their vision for the community's long-term path toward reducing Waterloo Region's carbon footprint.

Planning for the Future

Individuals across the local sustainability network understand that their accomplishments to date are only the beginning and that the path for environmental sustainability is always evolving. Looking forward, while still taking action today, is key. In 2017, attendees had the opportunity to hear about upcoming Ontario Regulation 20/17 "Energy and Water Reporting and Benchmarking for Large Buildings," which will require most buildings over 50,000 square feet to report data about their energy and water usage publicly by July 2020. Then looking toward what many organizations can only dream of today, Frances Edmonds from **HP Canada** helped the network to learn more about the circular economy and to re-think their value chains.

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SUSTAINABLE WATERLOO REGION
2017 Report

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