

**NOW
MORE
THAN
EVER**

1

We need to be thinking of a constantly changing landscape. With negative climate reports worldwide, it is necessary to stand firm in the work that we do and boldly push forward in the face of these challenges.

2

We need to intensify our impact by increasing membership in our programs and helping our network of organizations commit to making their operations as sustainable as possible.

3

We are now moving beyond first steps to transform our systems for the betterment of the community, with a focus on energy, mobility, and green buildings.

4

We need to celebrate leaders by supporting and recognizing the work of individuals who are making a mark on their organizations and in their communities.

5

We need to turn information into action by transforming our experiences and insights into tangible results for a prosperous and sustainable Waterloo region.

We need to take action.

With new research emerging telling us that we need to mitigate emissions and reduce impact on the environment, it is apparent that **immediate action on climate change is critical**. The UN Intergovernmental Panel on Climate Change (IPCC) reported that **we have 12 years to cut global carbon emissions by 45%** from 2010 levels, becoming carbon neutral by 2050. The urgency is indisputable and Canadians can no longer deny that we have a major role to play in solving this global issue.

Canadians produce **three times more greenhouse gas emissions** than the average G20 country. Now more than ever we can be **leaders for a sustainable future**.

22 tonnes

of GHGs produced by
Canadians per person,
per year on average †

12 years

to cut global
carbon emissions

45%

cut to global carbon
emissions from 2010
levels by 2030

Waterloo Region is taking action.

In Waterloo region **great things are happening**. Our program members are not only working vigorously to achieve their corporate targets, but many are doubling down and **setting even higher goals** in order to make a deeper impact. In some cases, they are reaching **beyond their own scope** to encourage others in their network and value chains to also look at their environmental actions and commitments so they too can make **changes in how they conduct business**.

The community recently adopted a new long-term, ambitious, carbon-reduction target. We are committing to **a different future for Waterloo Region**, one where local leaders and community members embrace change and strive towards a cleaner and healthier lifestyle.

Partnerships have formed to build the local clean economy as **clean tech and sustainable business** quickly becomes the norm.

Demonstrations of what is possible for sustainable business, mobility, and buildings are right here in Waterloo Region, driving us all forward as the **sustainability innovation capital of Canada**.

Barry Colbert Ph.D.
Board Chair

Tova Davidson
Executive Director

† Climate Transparency (2018): *Brown to Green: The G20 Transition to a Low-Carbon Economy*, Climate Transparency, c/o Humboldt-Viadrina Governance Platform, Berlin, Germany www.climate-transparency.org

EMISSIONS COMMITTED & REDUCED

MEMBER PROGRAMS

COMMITTED TO DATE

62,500

TONNES OF GHG



CARBON REDUCTION

26
Member Targets Set

WASTE DIVERSION
8
Member Targets Set



WATER REDUCTION

3
Member Targets Set

EQUIVALENT TO
14,117
Cars off the Road

REDUCED TO DATE

62,884

TONNES OF GHG

MEMBERSHIP

SWR PROGRAMS

TRAVELWISE

38

TOTAL MEMBERS

REGIONAL SUSTAINABILITY
INITIATIVE

68

TOTAL MEMBERS



TOTAL FTE

44,206
Workforce

EVOLVGREEN

16
Partners & Supporters

REGIONAL EMISSIONS

SHORT-TERM GOAL

6%

GHG reductions below
2010 levels by 2020



Approved in 2018

LONG-TERM GOAL

80%

GHG reductions by 2050

OUTREACH

SWR SOCIAL MEDIA

SOCIAL MEDIA IMPRESSIONS

1.01M

ACROSS ALL CHANNELS



FOLLOWERS

11,384
Across all Channels

ENGAGEMENTS

11,540
Across all Channels

EVENTS

HELD IN 2018

OVER

3,271

ATTENDEES AT PUBLIC EVENTS



EVENTS

49
Held in 2018

SPEAKERS

10

VOLUNTEERS

REGIONAL

DOLLAR VALUE

\$167K

VOLUNTEERS HOURS



VOLUNTEER HOURS

11,883
Logged in 2018

DIRECTLY INVOLVED

116
Volunteers

ELECTRIC VEHICLES

IN WATERLOO REGION

1,487

EVs ON THE ROAD



REGIONAL

158
Public Charging Ports

EV TEST DRIVES

85
Approximately

PROGRAMS



The Regional Sustainability Initiative facilitates voluntary target-setting in greenhouse gas, waste, and water reduction by organizations committed to sustainability across Waterloo region. 2018 was focused on program development, with the kick-off of the change management workshop series and expanded technical service offerings. It was also the year that the Regional Sustainability Initiative achieved a new milestone with the highest number of targets being set, with 29 Pledging members setting 37 reduction targets across various sectors.



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) 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 reducing greenhouse gas emissions. 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 GHG emission reduction target of 6% below 2010 levels by 2020. With the new goal of reducing emissions by 80% by 2050, we are transitioning towards implementing a long-term plan for a low carbon future.



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. Having already surpassed our goal of achieving 1000 EVs on the road by 2020, in 2018 the program continues to promote the expansion of the region's charging network as well as showcase the growing number of EV model options to generate interest and support for zero-emissions driving.



The Cora Group's evolv1 is Canada's first net-positive energy, zero carbon commercial office building. Nestled within the David Johnston Research + Technology Park, this building was envisioned in 2014 by Sustainable Waterloo Region, The Cora Group, the David Johnston Research + Technology Park, and anchor tenant, EY Canada. Completed in the fall of 2018, evolv1 demonstrates the viability of building design that contributes to environmental well-being and the clean economy.



evolvGREEN is the region's foremost collaborative workspace for entrepreneurs, researchers, and clean economy supporters. Located within evolv1, it is a partnership between Sustainable Waterloo Region, the University of Waterloo, Wilfrid Laurier University, and the Accelerator Centre. At the forefront of systems transformation we offer pioneering sustainability programs, cutting-edge research, and the commercialization of innovations that drive the clean economy.

NOW Sustainable Waterloo Region

is proud to be stewards of this clean and prosperous future. It is an honour to work with partners from all sectors of our community, private businesses, public institutions, other non-profits, and more. It is inspiring to support the work that is being done all over this region.

EVER



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:

Peter Lewis
TechWreckers



SWR Partner of the Year

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

This year's Partner of the Year:



Best Partnership

Two or more organizations that formed a meaningful partnership in order to achieve a shared environmental goal.

Best Partnership 2018:





EVENTS

Building Knowledge, Building Community

In 2018, events across all our programs welcomed over 3,000 attendees. Program and community members had the opportunity to hear from keynote speakers, participate in workshops, join in the celebrations and network with like-minded individuals.



Reflecting on the Past

In April of 2018, we took some time to revisit the roots of Sustainable Waterloo Region by hosting our 9th Annual Evening of Recognition at Wilfrid Laurier University. As we recognized ten years of operations for Sustainable Waterloo Region, it became clear to attendees how environmental sustainability across Waterloo region has progressed since we began in 2008.

Initial interest in sustainability and emissions monitoring has blossomed into reduction targets set across carbon, waste, commuting, and water. Today we are also seeing ambitious goals related to the built environment, community action on greenhouse gas (GHG) reductions, and a beautiful passion for sustainable transportation. These are all cause for celebration.

Looking Toward the Future

2018 launched Sustainable Waterloo Region into the future, clearing a path for innovation and inspiration through well-deserved celebratory events. This included:

- Waterloo Region's unanimous approval of ClimateActionWR's goal to reduce GHG emissions by 80% by 2050.
- The grand opening of Canada's first net-positive energy building, The Cora Group's evol^v1.

In March of 2018, we explored all the great commuting options available in the region with an event featuring a number of activities focused on EVs and other sustainable transportation methods. With the launch of the ION train imminent, transformation in transportation is on the horizon.

Inspiring Change

The word "change" can create challenges and opportunities alike. It takes dedicated effort, requiring both strategy and inspiration. Acknowledging these challenges, our June 2018 event focused specifically on change management within organizations as it relates to environmental sustainability, helping attendees to identify strategies and opportunities in the workplace.

At the beginning of the year, Melissa Mirowski from IKEA Canada inspired attendees by sharing how the organization has integrated sustainability into its operations, production, and people, using a holistic approach.

Measuring Impact

Planning for action is essential, but ongoing implementation and measurements of success are required to attain meaningful results in today's business environment. Our May event highlighted the importance of financial decision-making when striving to boost sustainability. Financial metrics are not only impactful, but they are a key communication tool within organizations to motivate change.

Events in October and November of 2018 sought to educate organizations on technical strategies that they can use when looking at energy management and waste reduction, providing actionable next steps for attendees.

evol^v1

In November we were thrilled to be a part of The Cora Group's evol^v1 grand opening, celebrating the partnerships and years of work that went into the development of this iconic building that will inspire further sustainable development and building designs in the coming years.

80 by 50

June saw the approval of our community's new "80 by 50" goal, which seeks to reduce GHG emissions by 80% by 2050. The goal was unanimously approved by the three city and Regional councils across Waterloo region, and brought the community together in celebration of this major step towards bold climate action.

ALL OUR THANKS GO TO YOU

Volunteers

BUSINESS DEVELOPMENT

Jordan Bean
Carina Bicchì
Cheryl de la Cruz
Jody Fennell
Flavia Fontana Giusti
Nicholas Darmanie
Mariah Smith
Elizabeth Wong

CLIMATEACTIONWR

Rachel Everett
Matthew Klassen
Dan Shaver
Juan Sotés

EVOLV1

Christine Jewell
Andreas Mertes
Jen van Overbeeke

CHARGEWR

Arcy Canumay
Sarah Fries
Armen Poladian
Gibson Stoll

TRAVELWISE

Basak Topcu

WEB

Lachlan Mason
John Rockefeller
Marianne Windrow

FUND DEVELOPMENT

Kara Klassen
Eunize Lao
Cindy Luu

FINANCE
Manpreet Dhaliwal
Hannah Dubber
Patrick Kelly
Julie Vuong

HUMAN RESOURCES

Yvonne Stoll

IT SUPPORT

Tarana Persaud
Paul Sobering

COMMUNICATIONS

Sena Ame
Olivia Paxton-Beesley
Tamara Blagojevic
Valerie Chong
Manpreet Dhaliwal
Anne Forler
Sarah Fries
Simone Hacikyan
Lexi Halley
Sarah Harwood
Fani Hsieh
Kelly McMath
Raheleh Mohammadi
Elmira Persaud
Silvia Yaguchi

REGIONAL SUSTAINABILITY INITIATIVE

Sarah Brown
Nicholas Cloet
Anna Fluder
Tasha-Leigh Gauthier
Patricia Huynh
Carrah Johnston
Jen Owens
Jenna Paton
Tarana Persaud
Andrea Quinn

STRATEGY & GOVERNANCE

Farzana Rahman
Caitlin Scott

EVENTS

Saliha Haider

CLIMATEACTIONWR MANAGEMENT COMMITTEE

Claire Bennett
Anna Marie Cipriani
Tova Davidson
Michelle Lee
Mary Jane Patterson
David Roewade
Justin Readman
Paul Willms

CLIMATEACTIONWR SECTOR COMMITTEE MEMBERS

Joan Ang
Dave Blake
Carole Boucher
Martina Braunstein
Dan Brotherston
Arcy Canumay
Wendy De Gomez
Jason Hammond
David Hannah
Gudmundur Johannesson
John Kokko
Pardeep Kumar
Blake Larson
Martha Lenio
Stephanie MacPhee
Michele Martin
Leslie Maxwell
Stephanie McCallum
Jen McLaughlin
Zainab A. Moghal
Scott Morton-Ninomiya
Kate Pearce
Michelle Pinto
Jeff Quint
Ashton Romany
Matthew Schiedel
Allan Taylor
Mat Thijssen
David Trueman
Umar Waqas
Elena Weber-Kraljevska
Mike Wigzell

CLIMATEACTIONWR STREET TEAM

Rasha Abusitta
Irfani Ausri
Christopher Fernandes
Sarah Fries
Issam Hasne
Fani Hsieh
Charles Jia
Mostofa Kamal
Cecilia Liu
Autumn-Sky Loosemore
Ashara Meidell
Patrycia Menko
Jeremy Nicholas
Sunday Onoja
Andrew Palmer
Muriel Praught
Olivia Sinko
Kayla Sutton

Environmental Impact Statement

750 copies of the 2018 Report were printed using
XXX kg of 100% post-consumer recycled paper. It was
also distributed digitally to reduce printed copies.

By using more sustainable paper we saved:
XXX kg of GHG emissions | XXXX litres of water
XX kg of solid waste | XXX kilowatt hours



Ancient
Forest
Friendly™

FSC

Environmental impact estimates were made using the
Environmental Paper Network Paper Calculator Version 3.2

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City of Waterloo
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Kitchener Utilities
Waterloo North Hydro

MovingWR Support

Environmental Defence
Waterloo Region Electric Vehicle Association

evolv1 Support

Accelerator Centre
City of Waterloo
Federation of Canadian Municipalities' Green Municipal Fund
Kitchener Waterloo Community Foundation
Ontario Trillium Foundation
Region of Waterloo
Sorbara, Schumacher, McCann LLP
United Way Kitchener Waterloo & Area
University of Waterloo
Waterloo North Hydro
Wilfrid Laurier University

Regional Sustainability Initiative Support

Government of Ontario, Ministry of Environment, Conservation and Parks

SWR Support

Colleges and Institutes of Canada
Eco Canada
Government of Canada
Government of Ontario, Ministry of Training, Colleges and Universities
United Nations Association in Canada

In-kind Support

Avocado Co-op
Sorbara, Schumacher, McCann LLP
Studio Locale
Tech Wreckers Inc.

A Special Thank You to



For its support of multiple
SWR Programs

See what our
Program members
have accomplished.



Learn what
Waterloo Region
is doing for
a clean future.



We are building ^{NEW} PARTNERSHIPS to
develop ^{TRANSITION} STRATEGIES so that we will
achieve our ambitious "80 BY 50"
GOAL.

**NOW
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THAN
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We need a
CLEANER
more
PROSPEROUS
future.

ClimateActionWR is a collaboration between local organizations and community members focused on reducing community greenhouse gas emissions. 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 GHG emission reduction targets of 6% below 2010 levels by 2020 and 80% by 2050.

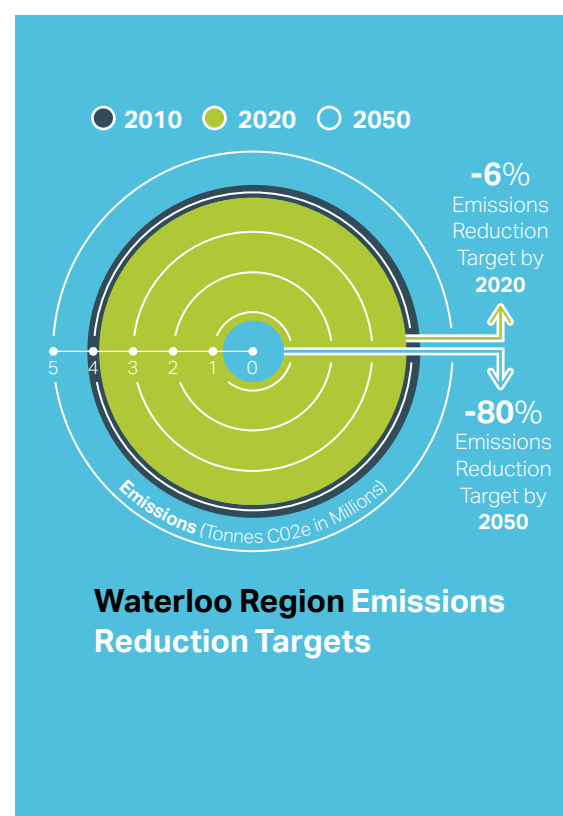
Imagining a Low-Carbon Future for **Waterloo Region**

We now have a region-wide target to reduce GHG emissions by **80% by 2050**. With this new, more ambitious goal, ClimateActionWR is ready to take on more partnerships, innovate on reduction strategies, and jump start long-term planning.

Stakeholders across Waterloo region are putting together a united effort to reduce GHG emissions through decisive climate action. The short-term climate action plan has set the stage for the region to pursue a bold new reduction target, and it is time now

to widen our community engagement and strengthen our partnerships.

The "80 by 50" target will enable us to create a long-term climate action plan that will be the foundation for a low carbon future in Waterloo region. **It is time to plan a low-carbon community for the future of Waterloo region.**



Achieving Significant Emissions Reductions

To achieve deep emissions cuts, it is imperative that ClimateActionWR facilitates actions in Waterloo region's top three emitting sectors: transportation, workplaces, and homes. ClimateActionWR hosts community sector committees that meet monthly to support and further climate action. This year the sector committees focused on engaging local municipalities, identifying and connecting community stakeholders, and supporting our long-term GHG target endorsement.

Transportation

The Region of Waterloo released the 2018 Transportation Master Plan called Moving Forward, which provides guidelines to evaluate and prioritize transportation projects over the next 25 years.

The City of Waterloo completed its streetscape project for cycling in Uptown Waterloo. The new bike lanes are separated and raised from the street, which will ensure that pedestrians and cyclists are protected from vehicular traffic. This project is a demonstration of the desire and need in our community for creating a city core that promotes healthy and sustainable commuting choices.

Waterloo Region received all 14 of the ION light-rail trains, a major milestone in expanding the sustainable transportation network in the region. The system is set to be up and running in 2019, which will be both a historic moment for the community and a launching point for further progress.

Workplaces

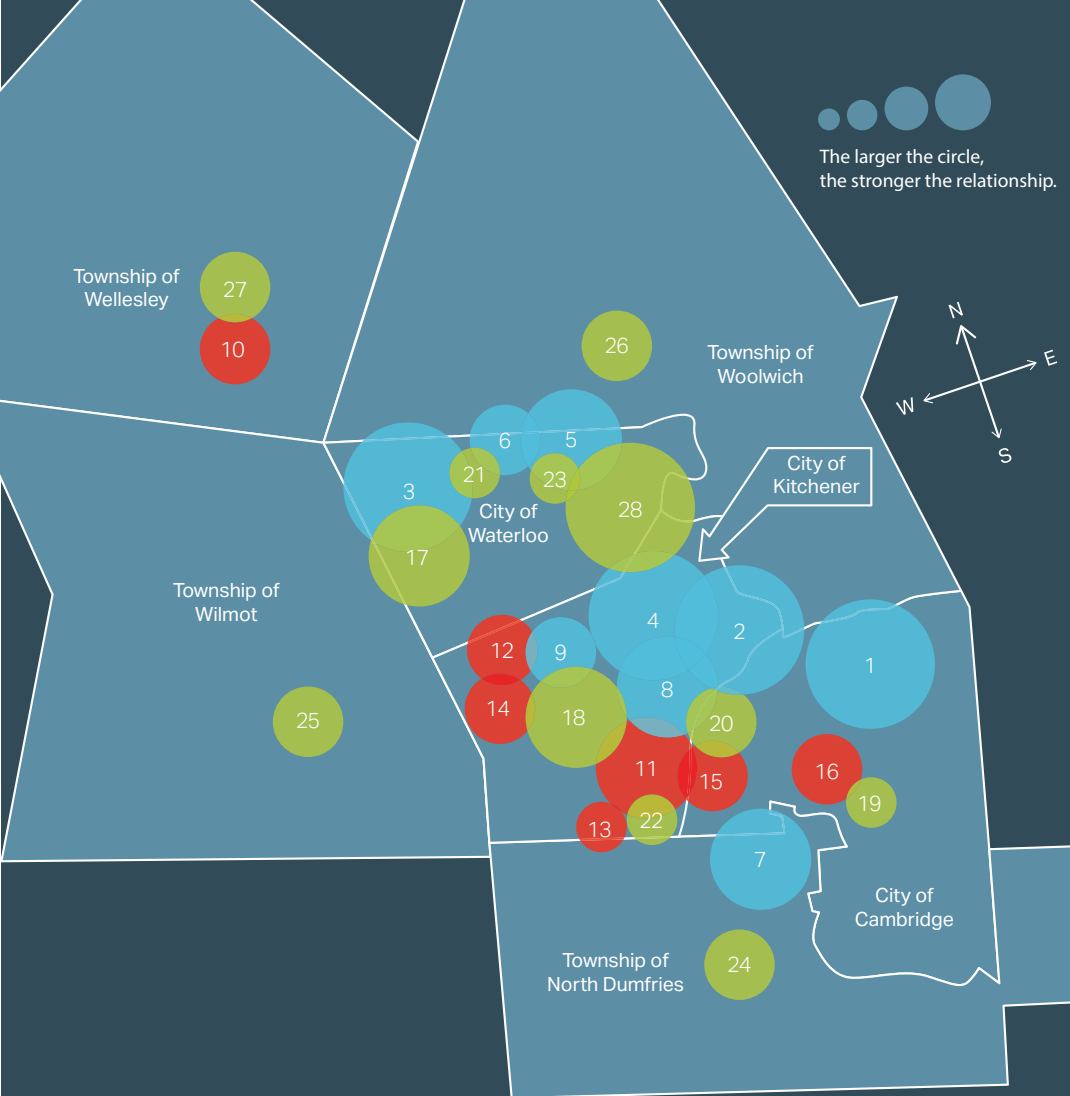
One of the most notable achievements in the workplace sector this year was the opening of **The Cora Group's evovl1 and evolvGREEN**. Canada's first net-positive, multi-tenant office building, evovl1 is home to evolvGREEN. Together they are a local hub, developing and implementing clean tech and sustainable practices.

The Save on Energy programs have continued to prove to be a success by tracking ahead of the **Conservation First Framework** target. The Framework maps out Ontario's energy conservation goals over the next six years, with 69.4% of the Ontario-wide 7 GWh reduction target for conservation programs having already been met.

Homes

Project Neutral officially launched with over 300 people in **Waterloo Region** signed up as of January 2019. It is a community-focused, carbon-calculating tool. The online platform provides personalized insights and actions to help residents reduce household carbon and join the shift to a cleaner future.





Strengthening Community Support

The commitment to climate action among our program leads, action owners, partnerships, and collaborators enables ClimateActionWR to facilitate local initiatives that will help us achieve our target. As we move towards reaching this objective, we need to start looking ahead to potential partnerships as we begin working on the new “80 by 50” goal. This map shows the strength of the community working towards becoming a more prosperous and cleaner future.

We must seize the opportunity to increase the number of organizations and initiatives that help to support ClimateActionWR. With 28 organizations and initiatives already involved in ClimateActionWR, we are excited to work with many more, including townships, private organizations, and non-profits.

Action Owners

- 1 City of Cambridge
- 2 City of Kitchener
- 3 City of Waterloo
- 4 Region of Waterloo
- 5 Waterloo North Hydro
- 6 Union Gas
- 7 Energy+
- 8 Kitchener Utilities
- 9 Kitchener Wilmot Hydro

Collaborations

- 10 Hold the Line
- 11 Waterloo Region Environmental Network
- 12 The People's Climate Foundation
- 13 Wroute
- 14 VRTUCAR
- 15 Project Neutral
- 16 Cambridge City Green

Partnerships

- 17 University of Waterloo
- 18 WCDSB
- 19 Building Knowledge
- 20 Divest Waterloo
- 21 IC3
- 22 LIFE Co-op
- 23 The Cora Group
- 24 Township of North Dumfries
- 25 Township of Wilmot
- 26 Township of Woolwich
- 27 Township of Wellesley
- 28 Waterloo Global Science Initiative

Building Community Partnerships and Engagement

In 2018, our volunteers contributed **over \$20,000** worth of their time to **ClimateActionWR projects**.



01

01. Street Team volunteers attended the Mill Courtland Neighbourhood Market to collect ideas for climate action. It was one of 17 Street Team events intended to engage the community.
02. Our three sector committees—transportation, workplaces, and homes—came together in November of 2018 to play the "Energize: Sustainable City Challenge", where participants try to reduce Waterloo Region's emissions by 80% by 2050. The game has been played by hundreds of youth and professionals since its inception.
03. Busking for Change provided entertainment for the Kitchener Climate Rally in June of 2018. In addition, they went around Waterloo region to collect donations for local environmental non-profits using their mobile giving platform.
04. TravelWise hosted a booth at the Kitchener Climate Rally in June of 2018. Various community groups came together at the rally to showcase what environmental sustainability projects they were working on.
05. Our Street Team Volunteers attended the "Bestival" in Belmont Village in Kitchener. It was a one day festival bringing local artists to the Village to celebrate music and other artistic expressions, where our team got a lot of unique feedback on climate action.



02



03



04



05

Outreach

In November of 2018, ClimateActionWR went to three classes at the University of Waterloo to pilot a workshop activity. This activity will be used as we begin planning our long-term climate action plan in 2019, and will be an essential pillar to our community consultations for long-term planning.

1

Activity

3

Presentations

60+

Participants

80 by 50 Community Celebrations

To celebrate the endorsement of the "80 by 50" target and build awareness around local climate action, ClimateActionWR hosted two events, one for Kitchener/Waterloo and another for Cambridge, with the support of the following organizations:

- **Energy+**
- **Project Neutral**
- **The People's Climate Foundation**
- **University of Waterloo Sustainability Office**
- **VRTUCAR**
- **Waterloo Global Science Initiative**
- **Waterloo Region Environmental Network**



Street Team Campaign

Our Street Teams headed out into the community for a second year in a row to engage Waterloo region's residents on climate action. This year, community members were asked two questions to provide us with input on our long-term climate action planning: **"What are actions that the community could take to support climate action?"** and **"What could you do on an individual level?"**

We provided community members with information on how they could take action including local services, incentives, and programs available in Waterloo region. Over 325 people participated in the interactive activity, not to mention all the individuals who engaged with our team to learn and connect.

The most common areas of change suggested by participants were related to energy and waste. Much of the feedback related to energy included turning off the lights and turning off monitors at the end of the day at the workplace. For waste, the comments highlighted more comprehensive waste management systems in the workplace as well as composting and recycling more often at home. These suggestions reinforce the idea that physical engagement with sources of GHG emissions could be a key strategy in mobilizing the community around climate action.

2
Events

12
Booths

100+
Attendees



17
Events

18
Volunteers

325+
Participants

PLEDGING MEMBERS 2018

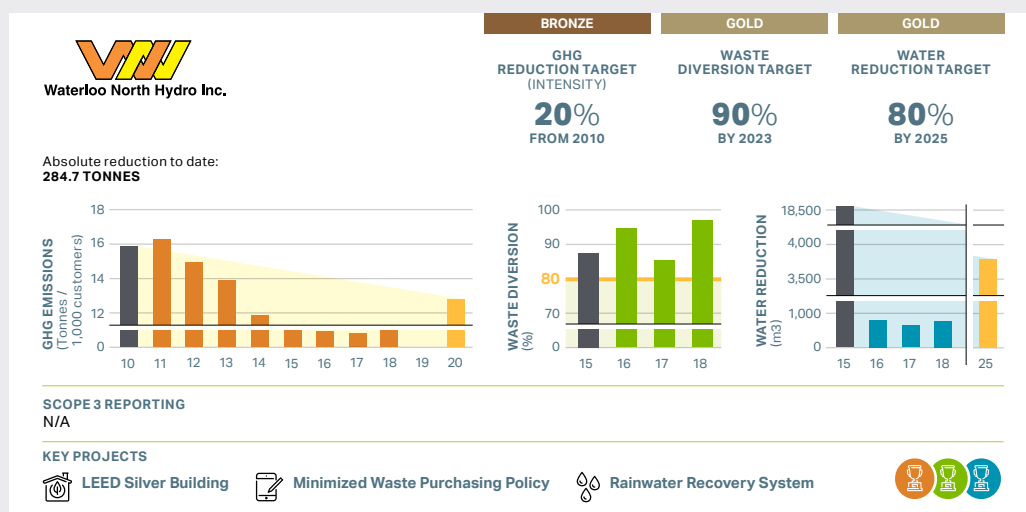
AS OF DECEMBER 31ST, 2018

MEMBER PROGRESS

These pages show the progress of our Pledging Members. 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
- **GROWTH**
The rate of financial growth experienced by an organization

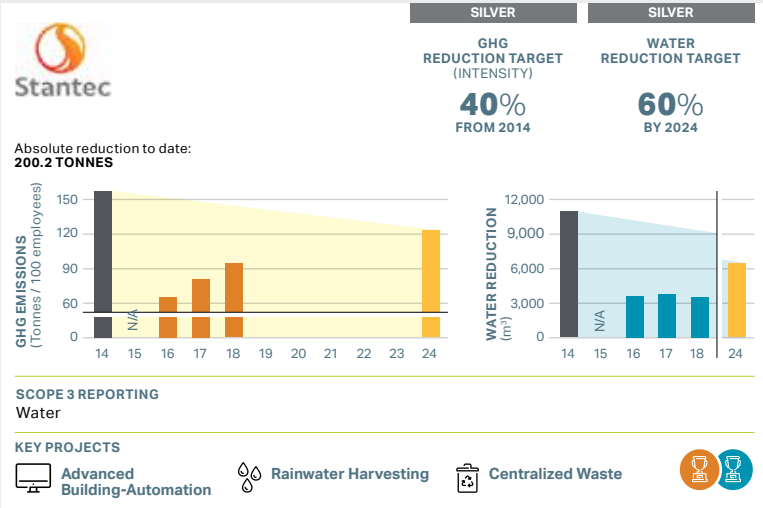
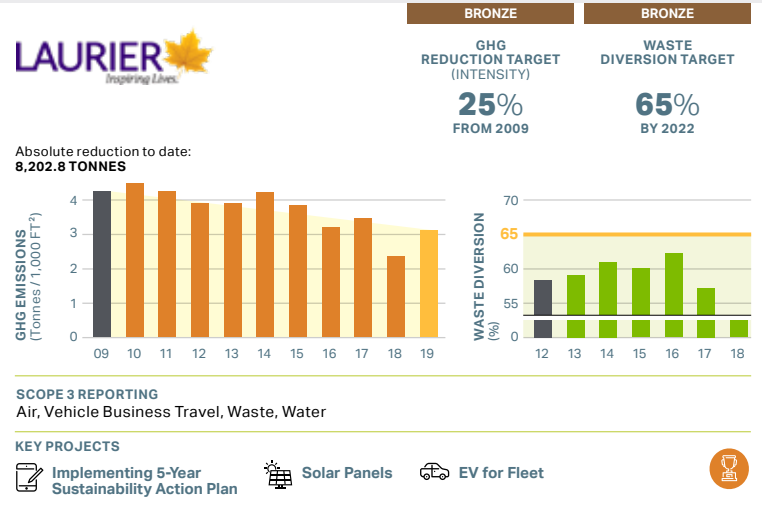
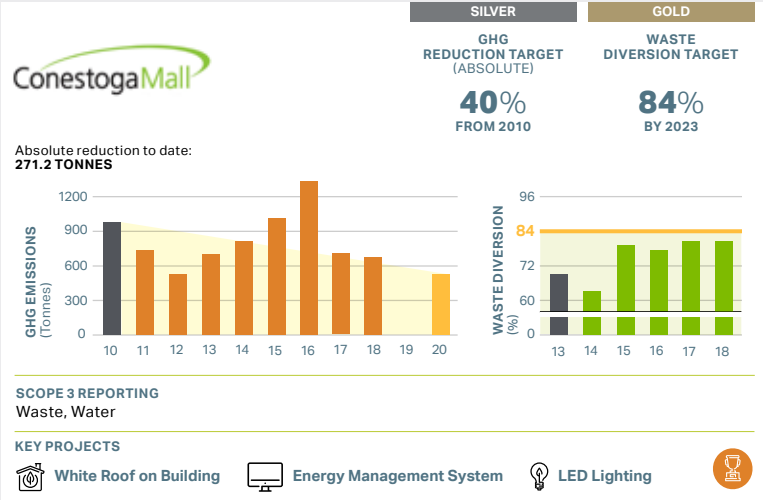
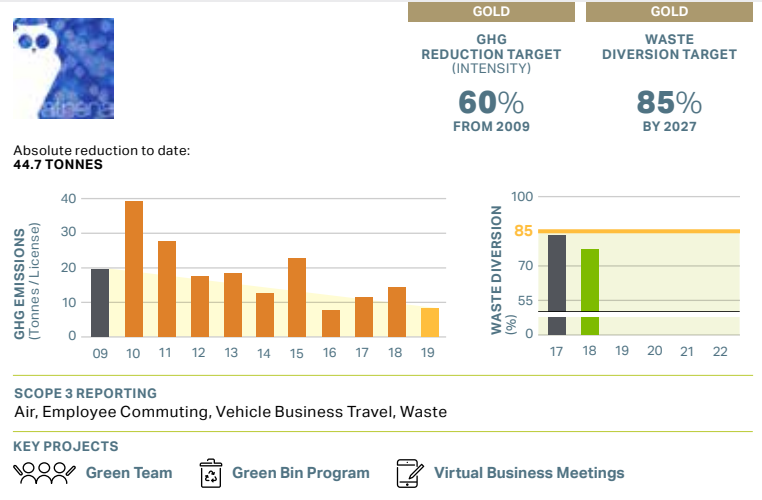
MULTI-TARGET MEMBERS THREE TARGETS



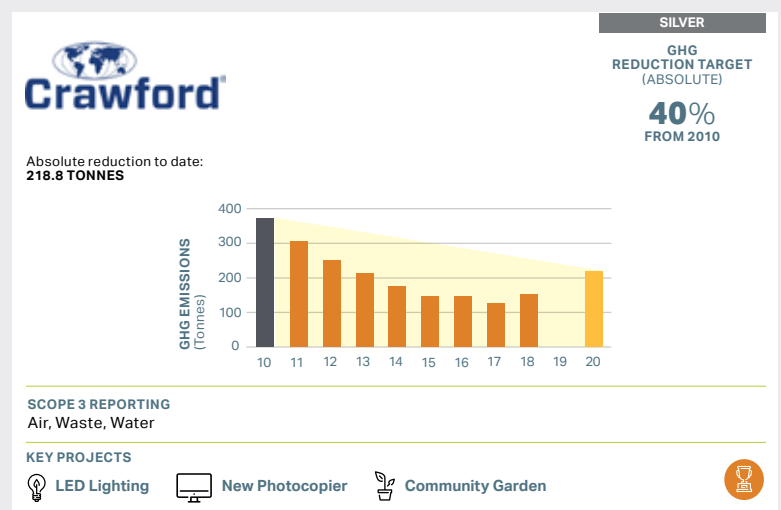
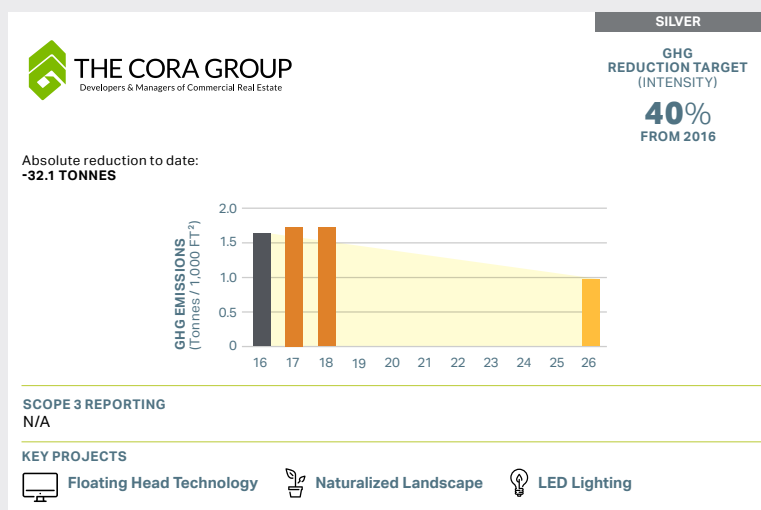
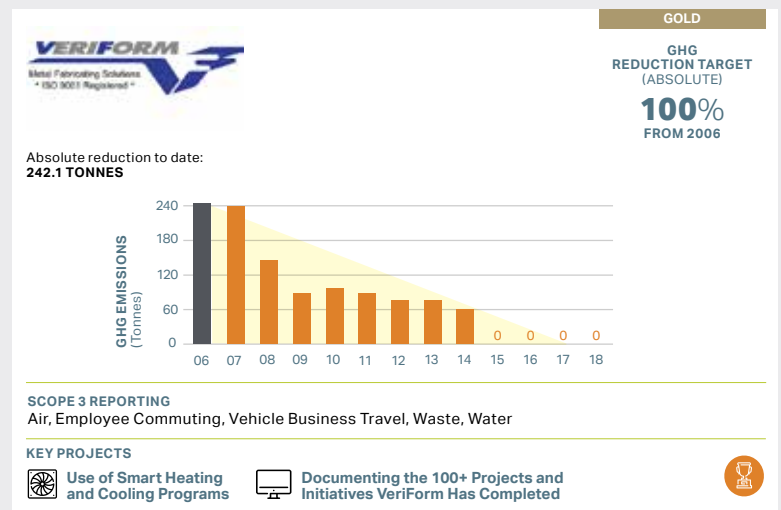
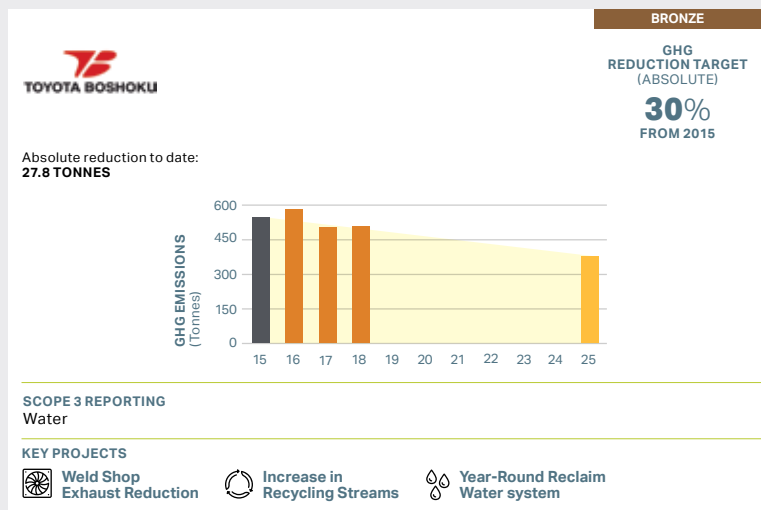
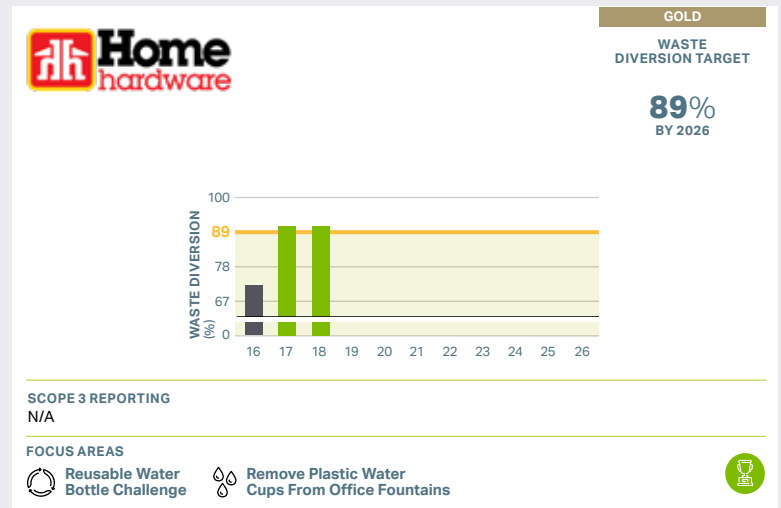
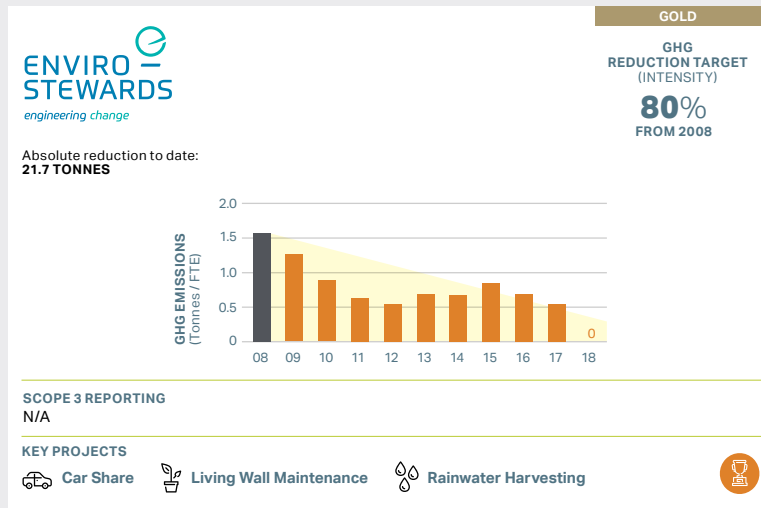
TO SEE MORE PLEDGING
MEMBER TARGETS,
OPEN FOLD

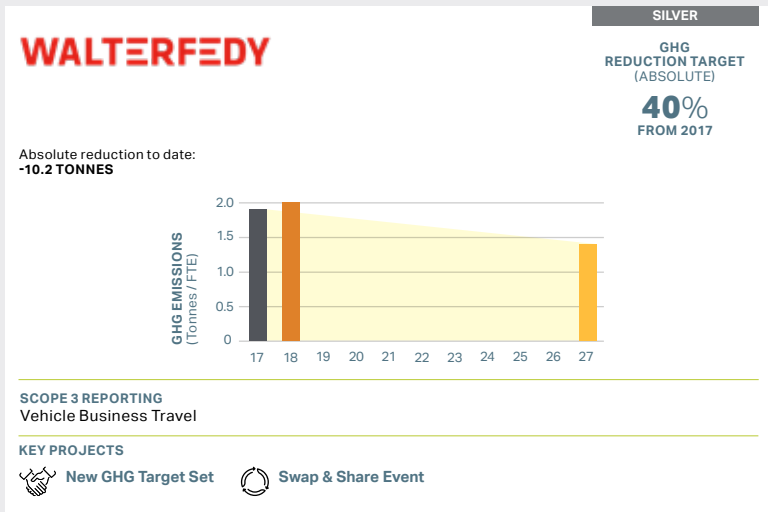
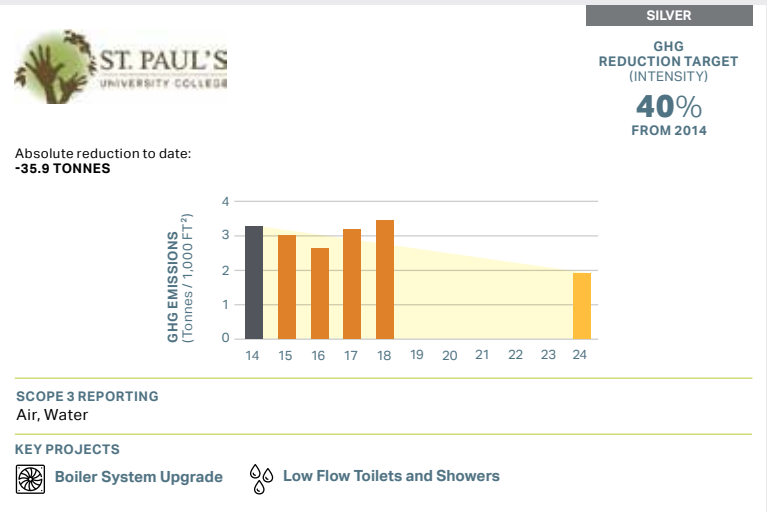
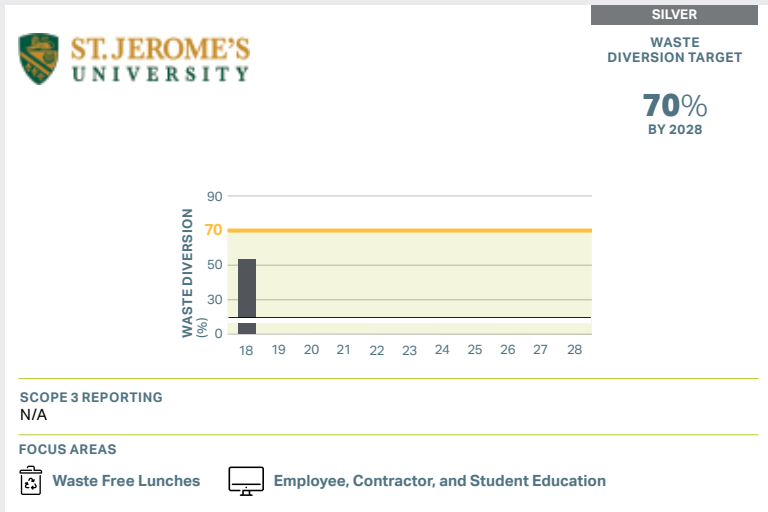
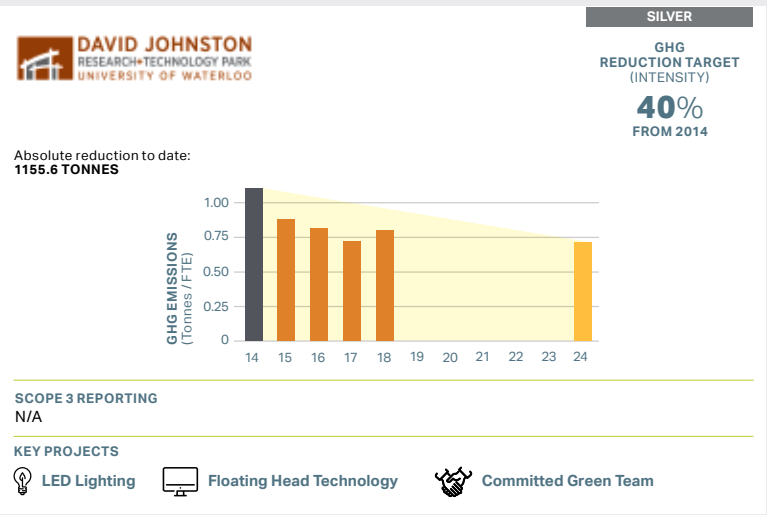
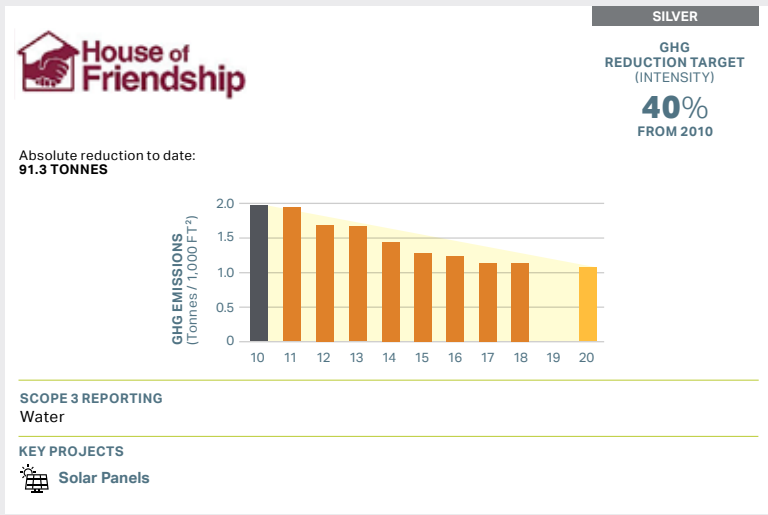
Now more than ever businesses
and organizations are reducing
their environmental impact
and reaping the benefits.

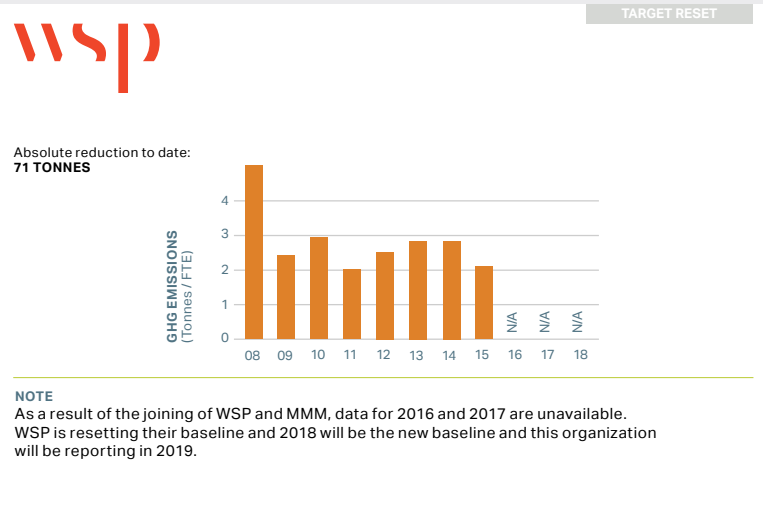
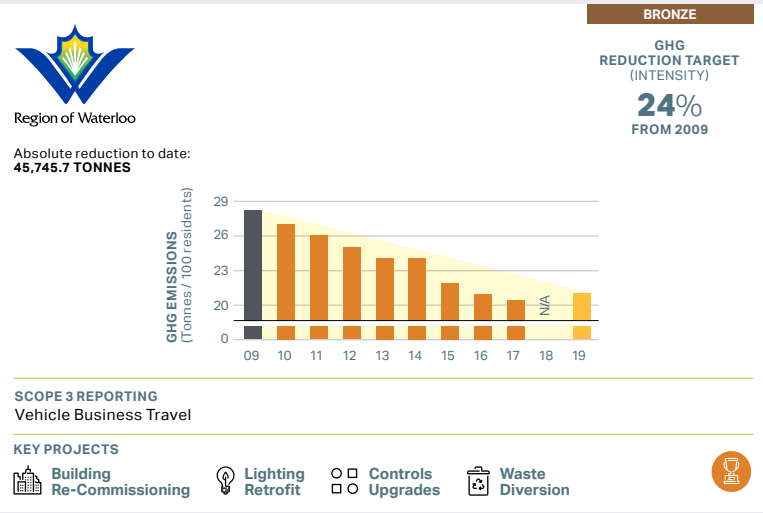
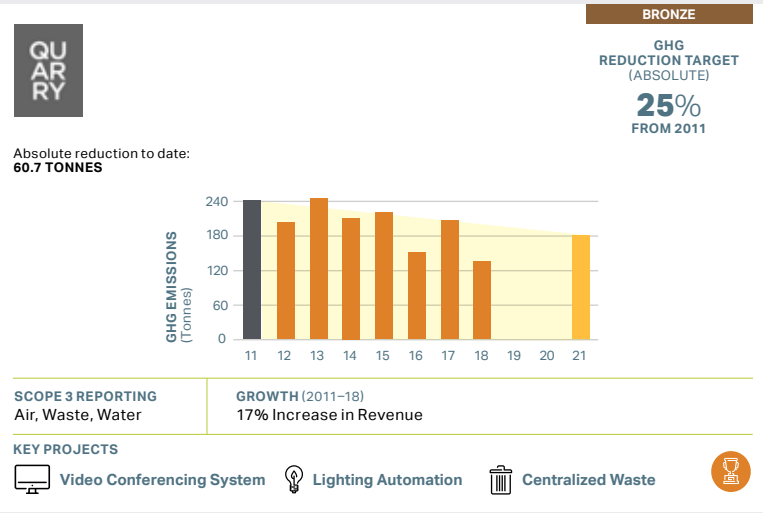
TWO TARGETS



MEMBERS WITH ONE TARGET







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.

ECOCAFE

Manulife

MARSLAND CENTRE LIMITED

rjc
Engineers

rlb Chartered Professional Accountants

Sun Life Financial

SARONA

The TOWNSHIP of NORTH DUMFRIES

TOWNSHIP of WELLESLEY

COBER

CONESTOGA
Early Learning Centre

economical INSURANCE

Energy+
ENERGY+ INC.

enviro
DIGITAL PRINTING

GOWLING WLG

GREATER KITCHENER WATERLOO CHAMBER OF COMMERCE
BUSINESS BUILDING COMMUNITY

ONYX
ENERGY

seven shores
COMMUNITY CAFE

TECHWRECKERS
Local Computer & Technology

United Way
Waterloo Region Communities

WATERLOO REGION
DISTRICT SCHOOL BOARD

WOOLWICH TOWNSHIP

90%

aet

KINDRED
Credit Union

41%

19%

Bluebird

KITCHENER WATERLOO COMMUNITY FOUNDATION

31%

36%

Borealis
GRILLE & BAR
Obsessively Local

KITCHENER/WILMOT HYDRO

13%

29%

Centre for International Governance Innovation

ProMark
Window Film & Blinds Inc.

17%

32%

CONESTOGA
Connect Life and Learning

rare

29%

36%

DIVA
INTERNATIONAL INC.

reep
Green Solutions

58%

25%

ecovert Cx
commissioning

saturnpower

19%

83%

ENVIRO STEWARDS
engineering change

ST. PAUL'S
UNIVERSITY COLLEGE

49%

8%

GSP
group
SHAPING GREAT COMMUNITIES

StudioLocale

22%

13%

INNERSEE

Sustainable Societies Consulting Group
Production, Research, Infrastructure & Publication Building
for Environment & Community Sustainability and Planning

43%

67%

KFI

VCT GROUP

10%

PLEDGING

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

Greenhouse Gas

Bronze



Silver



Gold



Waste



Water



Other GHG Targets





Beyond Target Setting

Accurate reporting and tracking of key performance indicators are vital to both measuring and limiting environmental impact. With more and more organizations looking to incorporate sustainability into their business model, the Regional Sustainability Initiative has all the tools to provide the necessary support and usher them into the clean economy. This includes helping those who may be unable to set GHG, waste, or water reduction targets. The Environment Impact Assessment is a tool offered in partnership with B Lab that calculates an overall environment score (e-score). This metric enables organizations to measure, compare, and further integrate sustainability into all areas of their business.

Our network includes the following organizations who have been recognized by B Lab for being "Best for the World": **Borealis Grille & Bar, Diva International Inc., Enviro-Stewards, Kindred Credit Union, Sarona Asset Management, and Sustainable Societies Consulting Group.**

Borealis Grille & Bar is a positive force in the community, raising money for river restoration projects, sponsoring a music concert series at three different Performing Arts Centres, and supporting multiple local charitable initiatives with a focus on child well-being.

Diva International Inc. Educates and empowers women through corporate care partnerships, product donation, and menstrual health research.

Enviro-Stewards' safe water social venture, the Safe Water Project, empowers local communities in South Sudan to create viable long-term solutions for clean drinking water. They have also made their training materials available to other development organizations to maximize their reach.

Kindred Credit Union focuses on socially responsible investing and was the first Canadian financial institution to show that all of its GICs qualify as Socially Responsible Investments, meaning they produce both financial returns and positive social/environmental impact.

Sarona Asset Management has been recognized as an honoree in many "Best for the World" lists. They apply their ethical, social, and environmental values by investing growth capital in private equity funds and companies that benefit local communities and the environment.

Sustainable Societies Consulting Group's business model as a values-based social enterprise is supporting communities, organizations, and businesses in their efforts towards social justice, sustainability, and attaining equity and inclusion.

With an expanded target setting and policy creation scope, the network has increasing opportunities for a larger impact. Members can take advantage of many supports to develop and implement sustainability through the completion of the Environment Impact Assessment. Starting in 2020, all members must report on a target setting area of GHG, waste diversion, water footprint, and/or e-score within three years of joining.





Energy Reducing Projects

The Regional Sustainability Initiative continues to support organizations with the implementation of various carbon reduction projects in their facilities, which is having a positive impact on both their bottom lines and the environment. We have a suite of reporting and tracking tools available for organizations to use and help implement sustainable practices that result in improved business performance. Check out these innovative energy reducing projects completed by Regional Sustainability Initiative members.

The Cora Group achieved LEED® Gold status for New Construction in 2013 for The Cora Building, which is three stories high and has an area of 102,029 square feet. One amazing feature is they installed floating head technology for their primary tenant, AGFA Healthcare. It reduces energy consumption in air conditioning systems for data centres, demonstrating a **25% savings in utility costs**, allowing the system to pay for itself in just ten months. **Waterloo North Hydro** and a **SaveonEnergy** incentive helped fund the project.

Toyota Boshoku Canada pledged to **reduce their GHG emissions by 154 tonnes**, setting an **absolute reduction target of 30%**. This will be achieved primarily through exhaust reduction projects, changes in compressed air use, and both building envelope and space heating/cooling improvements. Through these changes they expect to reduce energy consumption, make their systems more effective, reduce noise, and

optimize employee comfort in the manufacturing space.

Conestoga College installed a 225 tonne ground source heat pump system to provide thermal energy and a 500 kW solar photovoltaic (PV) system at the Cambridge campus. The two projects will **reduce 390 tonnes of GHGs annually**, which is the equivalent of **removing 98 cars from the road**. The solar PV system will offset 100% of the annual load of the geothermal system and provide additional renewable electricity for usage at the campus. The project was paid in part by the **Greenhouse Gas Campus Retrofit Program Innovation Fund** from the provincial government.

Region of Waterloo Corporate Energy Office completed **25 lighting retrofits** of various facilities with the installation of LED lighting technology. The result will be an annual energy **reduction of 338,424 kWh** of electricity, equating to an annual **savings of \$50,764** and an avoidance of approximately **13,537 kg of GHG emissions**.

City of Kitchener facilities received lighting upgrades, replacing high-pressure sodium, metal halide, and fluorescent fixtures with LED bulbs. Lighting retrofits occurred at the **Breithaupt Centre Pool**, **Budd Park** soccer field, **Don McLaren Arena**, **City Hall** elevator lobbies and stairwell, **Sportsworld Crossing Twin Pad**, and the **Guelph Street Storage Facility**. Both the **Breithaupt** and **Forest Heights Pools** also had their hot water heat recovery system upgraded. They now repurpose hot water from a boiler to heat swimming pool water, resulting in a more energy efficient system.

Kitchener Wilmot Hydro led by example at their offices and issued LED lights for all renovated spaces in their Control Room, IT office, and employee kitchen. The retrofit has a projected annual savings of **\$3,344.02** and an energy savings of **22,293.48 kWh**.

MEMBER AWARDS

Rookie of the Year



This award recognizes the most active and accomplished new member of the Regional Sustainability Initiative. In their first year, Diva International placed 3rd in our annual Carbon Cleanse and have already completed their GHG inventory for their head office in Kitchener. The internal Eco Diva team achieved B Corp certification and are working on implementing a paperless policy.

Greatest GHG Reduction



WALTERFEDY

This award recognizes the organization that has reduced the most GHG emissions relative to their size. This year there are two winners, Quarry and WalterFedy.

Quarry decreased their flight related GHGs by 35%, all while over 80% of their client business is US based. They increased the amount of video conferencing and reduced air travel time through education and policy change.

WalterFedy reduced both their direct and indirect GHGs by 6%. They accomplished their Silver Pledging Partner absolute reduction target of 40% and re-committed to another 40% by 2027. They developed a five year action plan and now have annual implementation projects and reduction forecasts in place.

Sustainability Breakthrough



This award recognizes the organization who overcame a substantial challenge in order to become more sustainable. Toyota Boshoku set a bold GHG reduction target of 30% as well as implemented the use of a third-party contractor for all their 'difficult-to-recycle' waste.

2018 Carbon Cleanse Highlights

The Carbon Cleanse is a month-long event with a series of sustainability challenges following four weekly themes: energy, waste, commuting, and water. It is a chance for organizations to engage employees and work together to reduce their footprint, whilst competing to see who can win the prize for having the largest reduction. Successful and purposeful engagement with employees through the Carbon Cleanse reinforces a company culture of sustainability, reduces their environmental impact, and retains and attracts employees who are looking for jobs with organizations that are taking proactive steps to make a difference in regard to environmental issues.

The 2018 Carbon Cleanse Winners were:

- 1ST** Tie between: **AET Group** and **s2e Technologies**
- 2ND** **GSP Group**
- 3RD** **Diva International Inc.**



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Water Footprinting

Waterloo region relies primarily on groundwater wells and the Grand River for our drinking water supply, so protecting this precious resource, especially in the face of climate change, is of the utmost importance. There are various supports for local organizations, but they are not always the same from one community to another. The Regional Sustainability Initiative helps organizations to navigate this landscape and find the best solution for their specific needs. There are many ways to reduce your water footprint and to receive the associated energy reductions, cost savings, and incentives. A water footprint as defined by the Regional Sustainability Initiative is the sum total of the organizations' water consumption, waste water, and stormwater

AET Group continued their Project Evergreen renovation of their current office space. They increased the permeability of their rear parking area by 384 square feet and planted a variety of native drought-tolerant and low maintenance vegetation. These will help to manage stormwater runoff, contribute to cleaner groundwater by filtering sediments, and act as a sound buffer to traffic. They also incorporated water management in their official business model with their Water Conservation Policy and Stormwater Management Policy.

Waterloo Region District School Board was named a Water Efficient Certified Business by the Region of Waterloo. The pilot program between the Region and the school board modeled five schools' water usage which identified opportunities for significant reductions. They replaced their old steam boilers with a closed-looped water based system. The total water savings were 20.2 cubic metres per day, with the capital expenditures being sufficient to ensure a return on investment greater than two years.

Kuntz Electroplating was recognized by the Region of Waterloo as a Water Efficient Certified Business. They completed a water conservation project which improved their reverse osmosis water process, successfully reducing city water usage by ~15,000 cubic metres over a five to six month period.

Crawford & Company office space in Kitchener was due for an updated outdoor landscape, so they took this opportunity to plant drought-tolerant vegetation around their building. This created a beautiful natural aesthetic while reducing the use of outdoor sprinklers or additional watering.

Banning single-use water bottles and bringing your own reusable one is the new norm for many organizations. Borealis Grille & Bar, Economical Insurance, EY Canada, GSP Group, Reep Green Solutions, Studio Locale, and the Region of Waterloo are some examples of members that are encouraging reusable water bottle and coffee mug use at their locations.

Waste Diversion

Landfill capacity is not infinite and appropriate future sites are becoming limited. Waste diversion focuses on keeping materials out of the landfill and measures the percentage of waste that is either recycled, composted, or reused. These targets can also result in monetary savings, as organizations are often required to pay a fee in order to have waste removed from their sites. In other words, reduced garbage equals a lower cost of removal. The Regional Sustainability Initiative has a database of best practices for diverting waste and reducing operating costs associated with waste management.

City of Kitchener expanded their waste efforts beyond corporate diversion to include community waste. Organics programs were added to all community centres that have food operations, giving the public an alternative to putting their scraps in the garbage. **They also partnered with the Downtown Kitchener Business Improvement Area** to improve waste management in the core. By installing sensors in receptacles to indicate when they are full, they can prevent garbage trucks emptying cans before they have reached capacity.

Conestoga Meat Packers partnered with the **Provision Coalition** and **Enviro-Stewards** to reduce food waste in the plant. Through this partnership, the three main waste reducing projects identified would save a projected **49,825 kg of food with a 0.1 year payback.**

Tradeforce Tech Carbon Sequestration Program

Tradeforce Tech, an energy efficiency retrofit and building services contractor, launched a new program that expands and amplifies the carbon reduction power of their customers. For every energy project in which their clients invest, Tradeforce Tech will plant enough mangrove trees in Haiti to sequester the equivalent of the carbon dioxide reductions of the project. One of the first implementations of this program was for a new lighting system that was estimated to reduce electricity consumption by 1,500,000 kWh every year for the next 15–20 years, which resulted in 15,000 mangrove trees being planted. The power of this initiative is that the returns on both the energy savings and the carbon capture potential will be seen by their customers for years to come.

St. Jerome's University set the highest waste reduction target in 2018, with a pledge to achieve a **70% diversion rate by 2028.**

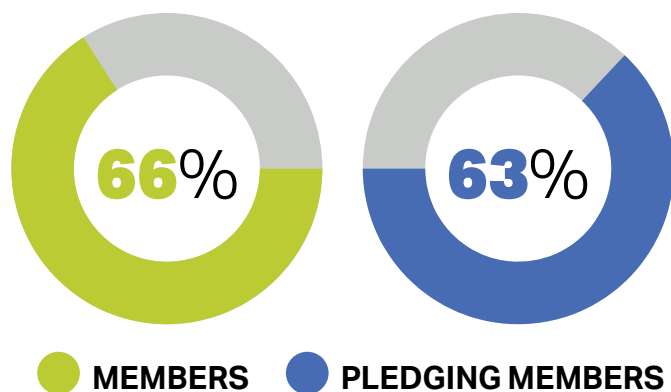
Conestoga Mall continues to work on attaining their **84% Gold waste diversion target** by providing additional training for all staff and tenants on recyclable and compostable materials. Additional staff were also hired over the Christmas holidays to help properly sort their waste. In 2018, they added liquid disposal units to the food court waste receptacles, and staff were treated to a field trip to the Waterloo Waste Management Facility to see what the process is like once waste leaves the property.

Green Teams

Green teams are a major driver of success for our program members. They can connect with all levels of the organization, from facilities to marketing and so much more, in order to integrate their sustainability goals with the needs and priorities of different departments and decision-makers. In short, Green Teams are the great collaborators that help to embed organizational values within the broader context of community and environment.

2018 GREEN TEAMS

The percentage of pledging members and members who have Green Teams.



Master's Level

All GHG, waste diversion, and/or water footprinting targets are designed to be achieved in ten years. Once this milestone has been reached, members continue to look for new opportunities to reduce their environmental impact even further, allowing the partnership with the Regional Sustainability Initiative to evolve to Master's Level.

Enviro-Stewards views continued membership with the Regional Sustainability Initiative as an ongoing improvement to their business. Understanding the next level of impact and commitment is important to them. They have achieved a GHG reduction of 76.7% per employee with an absolute reduction of 16.9%, despite their employment having grown by 350% since their baseline year of 2008. Their original target commitment was an 80% reduction per employee by 2018.

EY Canada will achieve their GHG reduction targets ahead of their projected timeline and will be moving into Master's Level. They are now a resident of the evolV1 building, which is a collaboration between them, The Cora Group, Sustainable Waterloo Region, and the David Johnston Research + Technology Park. They have also committed to helping guide other members through the sharing of their experiences.

WalterFedy has been a member of the Regional Sustainability Initiative for ten years and a Pledging Partner for five. In 2016, they met their Silver Pledging Partner goal of reducing their absolute carbon footprint by 40%. In 2018, they formally signed off on completing this milestone and recommitted to the reduction program over the next ten years. The goal of their new action plan is to reduce GHG emissions by another 40%, this time focusing on business vehicle travel and employee commuting. In 2019, they are already aiming to reduce emissions by 5.3%.



The Regional Sustainability Initiative played a key role in the 2013 launch of Green Economy Canada. Today, we are one of seven Green Economy Hubs across Ontario supporting networks of businesses to set and achieve sustainability targets. Together, we are demonstrating that a more sustainable economy is possible.

Members and green teams are continuing to drive innovative solutions to engage employees, implement sustainable initiatives and achieve their reduction targets.

**NOW
MORE
THAN
EVER**

GREENHOUSE GASES REDUCED

The Regional Sustainability Initiative showcases the results of a network of organizations that are making sustainability monitoring, tracking, and reporting a business priority. 2018 marks the year that the total amount of GHG reductions were greater than the total amount of that was committed.

62.5K	62.9K
TOTAL TONNES COMMITTED (CO ₂ e)	REDUCTIONS TO DATE (CO ₂ e)

GROWING JOBS AND A CLEAN ECONOMY

The **government** is looking to our program members as examples of what small and medium sized businesses can do to create jobs and grow the clean economy.

VeriForm has made numerous investments in cutting its carbon emissions and improving its competitiveness. They became carbon neutral four years ago, which has increased their profit margins through operating efficiencies implemented across **100 projects**. Their ongoing actions caught the attention of the Honourable Federal Minister of the Environment, Catherine McKenna, who toured their facilities in July of 2018.

VeriForm has effectively reduced their emissions by 78% while more than doubling their facility footprint, adding 30% more staff, and saving more than \$192,000 on their annual operating costs.





The Regional Sustainability Initiative facilitates voluntary target-setting in greenhouse gas, waste, and water reduction by organizations committed to sustainability across Waterloo region.

2018 was focused on program development, with the kick-off of the change management workshop series and expanded technical service offerings.

Awards **Members** Have Won

Members of the Regional Sustainability Initiative have long been known to be leaders within our community as well as their respective industries. Now more than ever, their incredible work and commitment to the environment is being recognized and awarded both within and beyond Waterloo Region.

AET was the recipient of the 2018 Top Employer from Eco Canada, listed as one of Waterloo Area's Top Employers as a part of the 2019 Canada's Top 100 Employers Project, ranked 388th on Growth 500 which is the definitive ranking of Canada's Fastest Growing Companies, and nominated for the Environment and Sustainability Award through the Greater Kitchener Waterloo Chamber of Commerce.

Conestoga Mall was certified Platinum by BOMA Best, their highest level of certification for sustainable building design. It recognizes excellence in energy and environmental management as well as performance in commercial real estate.

Diva International Inc. became a certified B corporation®, was recognized as a Top Employer in Waterloo region by Canada's Top 100 Employers, and was ranked No. 138 on the 30th annual Growth 500 by Canadian Business and Maclean's.

Enviro-Stewards' work received Clean50 Top Project Awards for their work with Maple Lodge and Dextran. In the case of Maple Lodge, opportunities for resource conservation identified by Enviro-Stewards totaled \$3.44 million per year with an average payback under two years. They were recognized once again as "Best for the World" by B Lab, received an Energy Globe Award for their Safe Water Project, and were the only Canadian company selected for a Global SDG award.

Sun Life Financial received many honours this year including being one of the 2018 Global 100 Most Sustainable Corporations in the World and Best 50 Corporate Citizens in Canada as selected by Corporate Knights. They also made the list for the FTSE4Good Index for demonstrating strong Environmental, Social, and Governance (ESG) practices.

University of Waterloo received the Sustainability Tracking, Assessment, and Rating System (STARS) Silver Rating.



Pledging Members

Since 2009

This year the Regional Sustainability Initiative achieved a new milestone with the highest number of targets being set, with 29 Pledging members setting 37 reduction targets across various sectors.

WE MUST ENCOURAGE
THE ADOPTION OF EVs WITHIN
OUR GENERAL COMMUNITY,
promoting the overall experience
of driving an electric car.

We must be **LEADERS**
in the community, in the **ADOPTION**
and **PROMOTION** of sustainable
transportation for businesses. 🚗

NOW MORE THAN EVER

ChargeWR

UNPRECEDENTED GROWTH

In 2018, ChargeWR further facilitated the adoption of electric vehicles (EVs) and the expansion of our existing charging network. More than being zero emissions, driving an EV is a unique experience that is unlike a traditional gasoline car.

Through our many partnerships and events, the community was able to get up close and personal with electric cars to see exactly what they have to offer. One test drive is all it takes to convince many of the power of EVs, and the increasing number of owners helps to drive that fact home. We have already surpassed our target of 1,000 EVs by 2020, demonstrating that electric transportation is part of the future of Waterloo region.

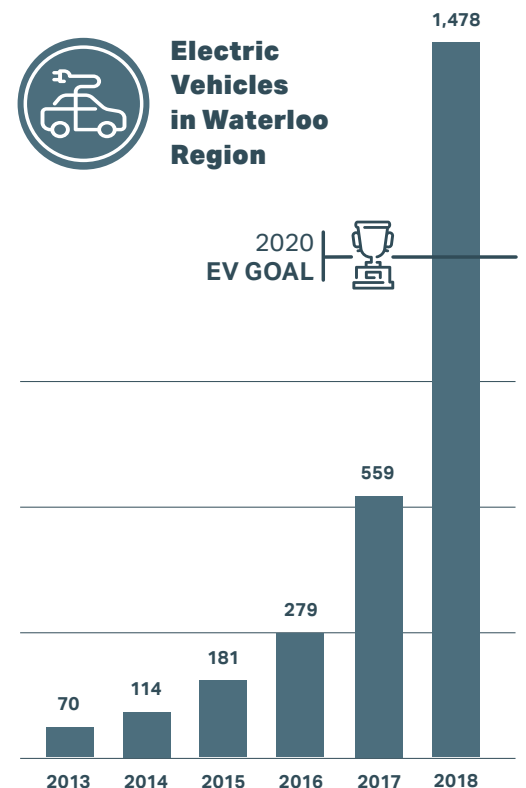
This past year we saw the following developments in the region's charging network:

- 25 new public charging stations
- The official launch of Tesla's Cambridge Supercharger site
- The completion of evol1 and the installation of 28 charging ports



**Electric
Vehicles
in Waterloo
Region**

2020
EV GOAL



A Community Driving Towards **Change**

ChargeWR and its community partners are moving full speed ahead in their mission to promote EVs in the region. The best way to encourage EV adoption is to get people behind the wheel, as it can be difficult to describe how different it is driving an electric car as opposed to a traditional gasoline one. Thanks to EV owners volunteering both their time and vehicles, ChargeWR was able to work with our partners to create many opportunities to see why going electric is the best option.

Government Partners **Taking Action**

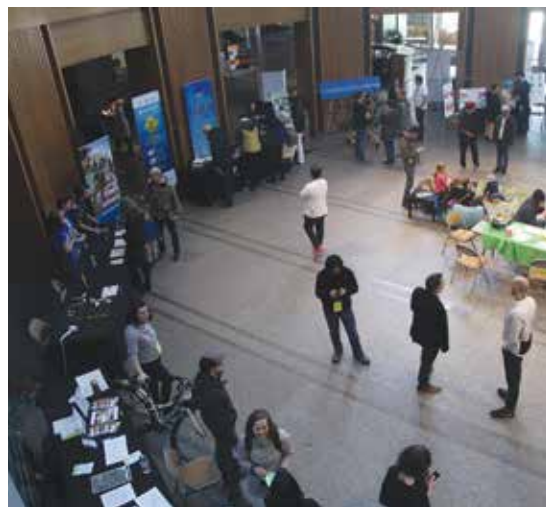
A comprehensive charging network is key to promoting EV ownership and ChargeWR has worked to make charging more convenient. We identified an opportunity to develop and install nine curbside charging stations in Waterloo region in collaboration with the following organizations:

- City of Cambridge
- City of Kitchener
- City of Waterloo
- FLO
- Grand River Energy (GRE)
- Natural Resources Canada

Funding was provided by the three cities as well as National Resources Canada. GRE has since managed the project and is coordinating the implementation of the charging stations with the local hydro companies. The project is slated to be completed by mid-2019, with each city installing three curbside charging stations.



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NOW IS THE TIME TO TAKE CHARGE

Despite reduced funding support, governments and businesses are continuing to build out a vast charging network, and the benefits of EV ownership are more compelling than ever, convincing car owners to make the shift to electric. Through our partnerships with TravelWise and the Regional Sustainability Initiative, as well collaborations with organizations like GRE and WREVA, we will continue to promote EVs across Waterloo region. Seeing is believing, and we have more events planned to get people in an EV, and are working closely with organizations and businesses to further increase the number of public charging stations.

01. **Waterloo Region Electric Vehicle Association (WREVA)** has been a partner since 2015, helping to organize numerous EV showcases and test drives. Our most popular event was the annual National Drive Electric Week (NDEW) that was attended by over 500 people. Held in September at Kitchener City Hall, it was the largest NDEW event in Canada for the second year in a row. More than 20 EVs were on display with test drives being offered by Plug'n Drive.
02. **MovingWR** was a celebration of the various smart commuting options available to people in the Waterloo region, organized by TravelWise. At the event, ChargeWR partnered with WREVA to bring more than ten EVs to the steps of Kitchener City Hall where owners were able to share their experiences with the community. Greg Vann Nissan, VRTUCAR, and Barry Cullen Guelph also provided additional EVs for test drives.
03. **WalterFedy** organized an event in June of 2018 for their employees at their Kitchener offices to learn more about EVs and their benefits. More than 50 employees came out to speak with EV owners while Kia Waterloo and Greg Vann Nissan offered test drives. The event sparked conversations about installing charging stations in the office parking lot and convinced a number of employees to buy an EV for their next vehicle.



Service Uptake

Corporate Pass Transit Sales

Perhaps the most exciting development this year in transit was the increased sales of our TravelWise discounted Corporate Pass. Not only does the **Corporate Pass provide 15% savings**, but there is also no commitment from employees to purchase a pass longer than one month at a time. They can use their Corporate Pass easyGo fare card to load stored cash value during times when they do not need to buy a whole month pass.

This additional flexibility in Corporate Pass options and the ability to use them on the highly anticipated ION train helped to bolster sales in 2018:



Gotravelwise.ca

Since the tool launched in July of 2014, there have been more than:



Gotravelwise.ca is an online tool used to find carpool matches and log trips. It calculates the users' impact from using sustainable transportation.

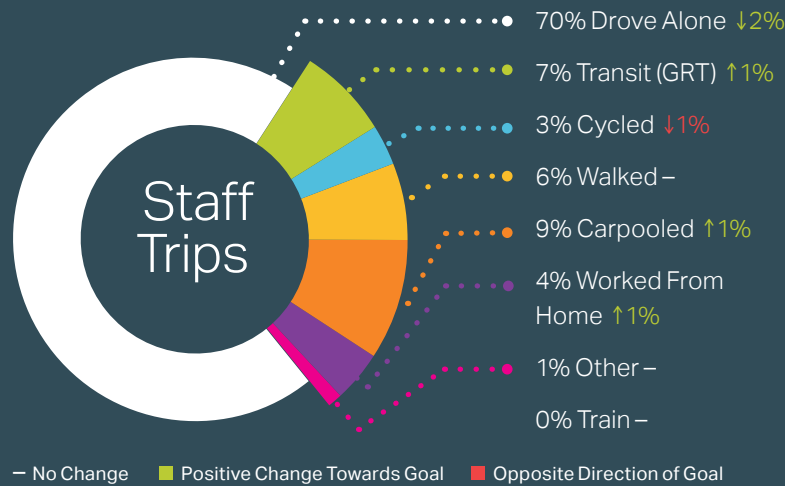
Improving Commuting Options

How Are We Doing?

In 2015, TravelWise set a target to reduce drive alone commuting by 5% over five years, from 72% in 2015 to 67% in 2020. In 2018, 27 organizations took part in an employee travel survey to determine our progress. We found that, drive alone trips have decreased by 2%. We have another 3% to go before we achieve our target.

Mode Shift 2015 vs 2018

Changes in mode of transportation from 2015 to 2018

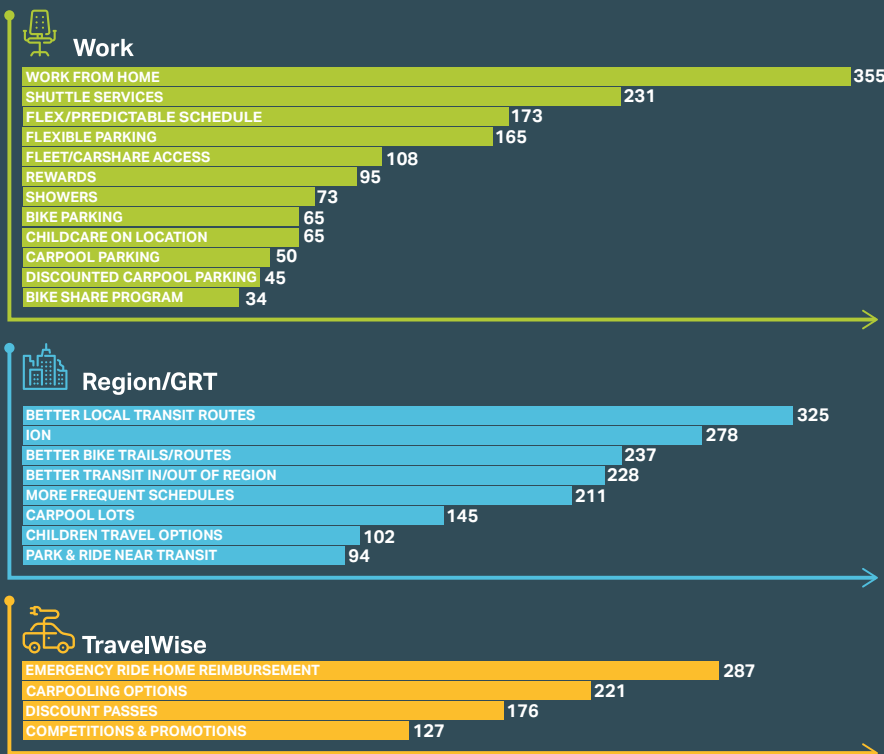


Employee Travel Survey Results

SUSTAINABLE WATERLOO REGION
2018 Report

What Can We Do Now to Reach Our Goal?

When TravelWise asked drivers what would motivate them to try something other than driving alone, a major influence was transit improvements. This presents a great opportunity with the imminent launch of ION and GRT's network redesign. Other top factors included an option/support to work from home and more carpooling options.



Based on these results, **TravelWise has identified a number of things we can do to support more sustainable commuting.** A few of these activities are listed below.

Promote Carpooling Options in Waterloo Region

When asked what would help them make a switch, a majority of drivers suggested that having more carpooling options would be beneficial. Coordinating campaigns to showcase and reward the use of the carpool matching tool on gotravelwise.ca is a great way to shift commuting behaviours. This theme will be made a focus throughout 2019 in order to help maintain habits beyond Carpool Month. Similarly, more research will be done to explore perceptions towards carpooling in order to decide whether new services like rideshare in Waterloo Region would help in promoting smart commuting.

Support and Promote the Launch of ION

Drivers also noted that better local transit routes would help them change their behaviours. It is expected that the launch of the light rail transit system, ION, and the associated expanded bus network will provide additional transit options for employees. TravelWise will play a large role in encouraging the use of ION to members once it launches, through on site events and promotions. The Corporate Pass fare card available to employees through TravelWise will also be valid on ION.

Provide Coaching & Resources to Encourage Telework Policies

The number one motivator that would encourage drivers to stop driving alone is an option from their employer to work from home. This is not surprising given that the top two factors that shape employees' decisions to drive include time constraints and convenience.

TravelWise will review case studies from organizations that promote a telework policy at their workplace in order to build a case for others that are interested, but not yet committed to developing such a policy.

There is a strong desire among the community to reduce the amount of time spent on the road. With 40% of drivers interested in using more smart commuting options, TravelWise's services and support can help employers to better integrate sustainable transportation in the workplace, making it an easy choice for staff.

MEMBER AWARDS

Leadership and Innovation + Most Active Member



This award recognizes an organization that has demonstrated a strong commitment and found creative solutions to encouraging sustainable transportation among their employees. This year's award goes to Sun Life Financial for having reduced their drive alone rate by 5% from their baseline year in 2010, and for installing a new secure bike storage cage on site for employees. They also won the Carpool Month engagement award in 2018, and introduced a policy where carpoolers do not pay for parking services, which is a great incentive to encourage the practice.

Sustainable Commuting



This award recognizes an organization whose employees have demonstrated sustainable commuting behaviours. In 2018, Paradigm Transportation Solutions Limited (PTSL) had a 100% response rate to their employee travel survey, and had the lowest percentage of trips that involved driving alone. They not only allow employees to work from home, but encourage it as well. This is a guaranteed fast and convenient solution for employees that reduces barriers that might otherwise make sustainable commuting a challenge.

Rookie of the Year



This award recognizes the most active and engaged new member of 2018. This year's award goes to Cambridge Pallet Ltd for their enthusiastic involvement in orienting new employees to the TravelWise program. They held three different orientation sessions for employees who start shifts at different times of the day and work around the clock. They were also quick to setup a communications board for employees to help raise awareness about TravelWise benefits available to them. Finally, Cambridge Pallet had an incredibly low drive alone rate, with a number of employees using carpooling and transit to get to and from work.

TravelWise leads multiple community events throughout the year to promote sustainable modes of transportation. These events help to raise awareness about commuting options and spark conversation around finding carpooling partners, learning good biking habits, and finding the best transit routes. Sustainable transportation benefits employees by promoting healthier and more active lifestyles, which leads to higher satisfaction and better retention at workplaces.



Bike Month

Bike Month is one of our favourite times of year because we get to celebrate cyclists on warm sunny days in June by challenging them to take part in our Bike Month challenges. In 2018, we encouraged cyclists to take CAN-BIKE's free e-learning course for a refresher on bike safety and rules of the road. We also created an online contest so people could log their bike trips for a chance to win some amazing prizes.

Bike-to-work breakfasts were offered at member locations, and people were trained on how to load their bikes onto the GRT bus 'n' bike rack.

01. Attending UW's Bike Day event where safety checks, free food, and lots of resources were provided to interested cyclists, new cyclists, and cycling enthusiasts.
02. Bike safety checks offered by Velofix at our BlackBerry Bike Month event.



01



02

Transit Showcase

New this year, employees served by TravelWise were able to beta-test **Grand River Transit's new EasyGO Fare Card**. It is a reusable smart card that will make paying fares on GRT's family of services faster, easier, and more secure.

The system made it possible to introduce a new campaign for our transit contest called the "**Twelve Days of TravelWise**" where twelve lucky winners received a free Corporate Pass for the month of January 2019. We received a heartening story from one of the winners who had this to say:

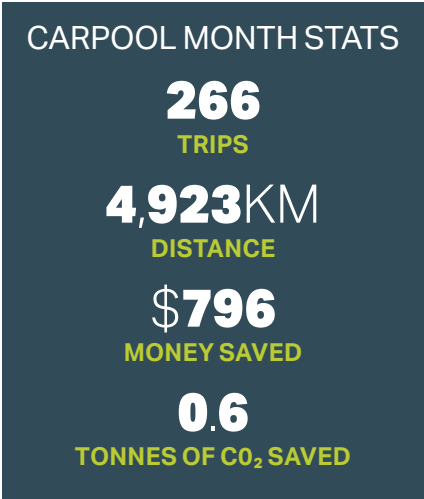
"I won a January free pass from you, and thought I would try using it as much as possible instead of my car through the month. Not only was it much, much easier than I feared, I enjoy it—much more than dealing with driving especially at this time of year."

—Katharine Mills, City of Waterloo

Katharine preferred transit to driving so much that she purchased another Corporate Transit Pass in February.

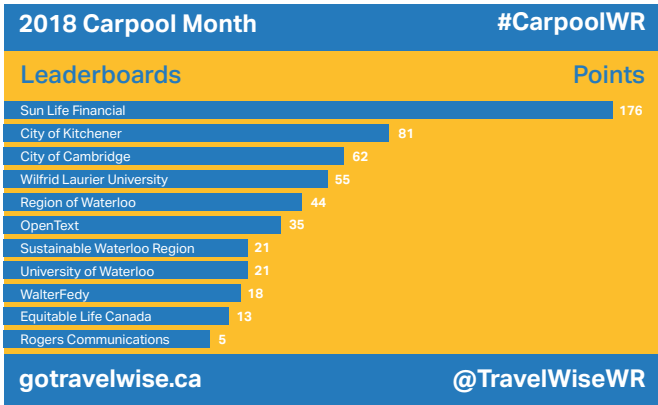
TravelWise doubled the number of on-site events for Carpool Month in 2018 and had great uptake on the use of gotravelwise.ca. Over the course of the month, more than **250 carpool** trips were logged, with the total number of **carpool trips made in 2018 increasing by ~46,000**.

- 01. Sun Life Financial took the lead by hosting an on-site carpool month event, encouraging employees to post carpool trips on gotravelwise.ca and showcase their initiative on social media. They regularly support employees by providing free parking for carpoolers which creates new incentives for drivers to make a change.
- 02. We organized a "carpool drive-thru" event with Wilfrid Laurier University, who was the runner up for Carpool Month. We celebrated carpoolers behind Lazardis Hall by offering coffee and treats to those who showed up with multiple people in their car. It was chilly, but lots of fun. Thank goodness for hot coffee.



Carpool Month Highlights

What better way to promote carpooling than by creating a competition between organizations to see who can inspire the most employees to participate in Carpool Month? This year, we challenged our members to engage their employees by inspiring them to start a carpool on gotravelwise.ca, log their trip, post a **#CarpoolWR** selfie, or nominate their group for a Commuters of Waterloo Region profile. Supporting carpooling efforts is especially important for long-distance drivers who can reduce their emissions significantly by finding a buddy to share a ride.



02

01

MovingWR

For the first time, TravelWise hosted **#MovingWR**, an event to celebrate and showcase sustainable commuting options in Waterloo Region. It was coordinated alongside community members including: **Waterloo Region Electric Vehicle Association (WREVA)**, **Waterloo Global Science Initiative (WGSi)**, the **University of Waterloo**, **Wilfrid Laurier University**, the **City of Cambridge**, **City of Waterloo**, **City of Kitchener** and **The Regional Municipality of Waterloo**.

A number of activities such as 'decorate your bike' stations, 'how to fix a tire' workshops, and interactive GRT fare box demonstration, were used to engage the public and build awareness about using active and sustainable modes of transportation.

A highlight of the event was an electric vehicle (EV) showcase provided by **WREVA**. Attendees were able to view numerous EVs and speak with owners in person about the benefits of going electric.



LEADERS HAVE SET AN EXAMPLE,
MAKING SUSTAINABLE
COMMUTING THE EASY CHOICE FOR
THEMSELVES AND THEIR TEAMS.

**NOW
MORE
THAN
EVER**

Businesses must continue
to provide the support
required for employees to
choose sustainable
transportation for work.



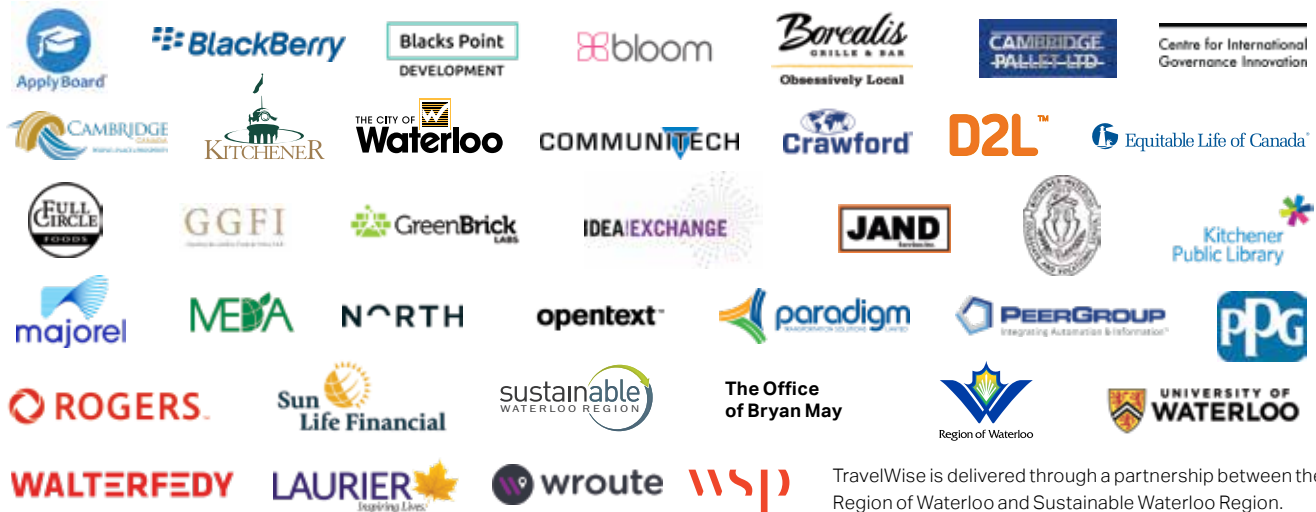
TravelWise offers member organizations tools and services to help employees find innovative and sustainable transportation options that reduce the number of people driving alone on our roads.

This is important now more than ever given that transportation accounts for 49% of greenhouse gas emissions (GHG) in Waterloo Region.

Employees of TravelWise members have access to **carpool matching software**, **discounted transit passes**, and reimbursement for **emergency rides home**.

Members

AS OF FEBRUARY, 2019



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

DEVELOPERS,
BUILDERS, AND
BUSINESSES

MUST
PUSH
FOR

SUSTAINABLE
DESIGNS, SYSTEMS
AND PROCESSES

WITHIN
THEIR BUILT
ENVIRONMENTS

TO REDUCE
COMMERCIAL
GHGS,

AND IMPROVE
WATER + WASTE
IMPACTS.

**NOW
MORE
THAN
EVER** Partnerships between
entrepreneurs, industry
leaders, + researchers
are needed to
DRIVE innovative
solutions for a
clean economy.

evolv**1**

 **evolv**
GREEN

evolvGREEN Innovation Hub Takes Off

The consequences of climate change demand multi-sector partnerships that propel the clean economy forward. evolvGREEN is an Innovation Hub where industry leaders, entrepreneurs, academics, and corporate partners work together to drive clean economic development. Located in evolv1, evolvGREEN saw two projects take off in 2018.

The Accelerator Centre and Sustainable Waterloo Region witnessed the continued growth of their Clean Tech Accelerator Program. The first of its kind in Canada, this program supports companies innovating in the areas of sustainable technologies, smart buildings, and renewable energy. One of the startups, Livescape, makes living walls to improve air quality in buildings. The Chief Executive Officer, Ashley DeMarte, won a competitive bidding process to create the state-of-the-art 40-foot living wall in The Cora Group's evolv1's atrium.

evolv1's ability to counteract climate change rests partly on its actual environmental performance. Previous research suggests a link between the performance of net-positive buildings and their internal cultures. To explore this link, evolvGREEN's "Culture of Sustainability" project engages evolv1 citizens to see what kinds of building features and social routines would help reinforce more sustainable practices. Researchers involved in this joint initiative between Wilfrid Laurier University, the University of Waterloo, and York University, will measure evolv1's environmental performance as well as indicators of a culture of sustainability. Over the long term, they will scale their findings to other high-efficiency buildings in Canada.

evolvGREEN is a partnership between Sustainable Waterloo Region, the University of Waterloo, Wilfrid Laurier University, and the Accelerator Centre. Many thanks to our supporters, the City of Waterloo, The Cora Group, Cowan, Melloul Blamey, Ontario Trillium Foundation, Social Sciences and Humanities Research Council, Sorbara Law, Teknion, and TD.

Growing our Clean Economy

The Cora Group's evolv1 Opens its Doors

With the official opening of evolv1 in the fall of 2018, The Cora Group sent a resounding message to the development community that high-efficiency green building design is not only good for the planet, it is a good business decision.

The Cora Group's evolv1 is Canada's first net-positive energy, multi-tenant office building, and the first project to receive a Zero Carbon Building-Design certification from the Canada Green Building Council. This means that no net GHG emissions are associated with the building's operations. Indeed, The Cora Group's evolv1 is capable of generating 108% of its energy needs on site through rooftop and parking lot solar arrays, a solar thermal wall, and geothermal heating and cooling.



In November of 2018, the evolv1 partners (The Cora Group, the David Johnston Research + Technology Park, anchor tenant EY Canada, and Sustainable Waterloo Region) joined members of the community and other building tenants (the Accelerator Centre, Borealis AI, TextNow, the University of Waterloo, and Wilfrid Laurier University) to celebrate the grand opening of evolv1, setting a new benchmark for profitable, high-efficiency green building design in Canada.



2018 Program Updates

A large, thick white curved arrow that starts from the left side of the page, curves downwards and to the right, and ends with its arrowhead pointing towards the text 'NOW MORE THAN EVER'.

**NOW
MORE
THAN
EVER**