

2019 Year in Review

MEASURING SUSTAINABLE CULTURE

Historically Canadians have approached the sustainability challenge by looking at the numbers and the technology. These have been seen as the answer to our looming environmental crisis and the path forward. And so, to honour that, here are some of the numbers from 2019 for the impact of Sustainable Waterloo Region and our members and partners across this incredible community.



EMISSIONS COMMITTED & REDUCED

MEMBER PROGRAMS

COMMITTED TO DATE

65,560

TONNES OF GHG

CARBON REDUCTION

27
Member Targets Set

WASTE DIVERSION

8
Member Targets Set

WATER REDUCTION

3
Member Targets Set

EQUIVALENT TO

15,595
Cars off the Road

REDUCED TO DATE

69,471

TONNES OF GHG

MEMBERSHIP

SWR PROGRAMS

TRAVELWISE

49

TOTAL MEMBERS

TOTAL FTE

55,320
Workforce

REGIONAL SUSTAINABILITY INITIATIVE

92

TOTAL MEMBERS

MUNICIPAL PARTICIPATION

100%
Partners & Supporters

CLIMATE EMERGENCIES DECLARED

BY MUNICIPAL GOVERNMENTS

8

GHGs PRODUCED PER CANADIAN

22

TONNES

YEARS TO CUT GLOBAL EMISSIONS

11

FROM 2019

PERCENTAGE OF EMISSIONS

45%

FROM 2010 – 2030

EVENTS

HELD IN 2019

OVER

3,560

ATTENDEES AT PUBLIC EVENTS

EVENTS
78
Held in 2019

OUTREACH

SWR SOCIAL MEDIA

SOCIAL MEDIA IMPRESSIONS

635K

ACROSS ALL CHANNELS

FOLLOWERS

11,073
Across all Channels

ENGAGEMENTS

5,740
Across all Channels

VOLUNTEERS

REGIONAL

VOLUNTEER HOURS

15,254
Logged in 2019

DIRECTLY INVOLVED

91
Volunteers

DOLLAR VALUE

\$305K

ELECTRIC VEHICLES

IN WATERLOO REGION

2,047

TYPICAL COST TO CHARGE AN EV

\$530

PER YEAR

TYPICAL COST TO FILL GASOLINE CARS

\$2,500

PER YEAR

For Canadians, and everyone globally, this past year has been one of real growth in awareness and concern about climate change. We have seen it become a conversation in political forums, social media platforms, and at our own dinner tables. More of us know the numbers, and we are learning about emerging and alternative technology both of which are crucial in supporting a low carbon future. But we also know we need to do more than educate ourselves, we have to work towards real cultural change.

The 2019 numbers indicate that we are indeed making moves forward in our ongoing quest for a low carbon future. For our organization, quantification and target setting is an essential part of everything we do. This ensures the efficacy of our programs while demonstrating the ambitious targets and incredible actions of organizations across the region. Read on into the report to see lots more numbers and quantified metrics of the impact of programs and partners.

However, we also know that we are not going to solve the challenge of climate change through technology and numbers alone. This global challenge requires all of us to integrate our lifestyle choices, our business choices, and the culture we create as organizations and as a community. The appetite to adopt new technologies and make the changes that the numbers reflect, are driven by choices of culture and human behavior.

The technology exists today to create a low carbon future.

The business case has been proven that we can prosper through this transition to a low carbon economy.

Now we need to drive our community to embrace a culture where sustainable business is not only possible, it is expected and it is revered, as it is an indication of strong prosperity.

Waterloo region is home to so many incredible organizations, innovations, and solutions that are leading toward our stronger, more prosperous future. Please join us in celebrating all of them and thanking them for the work they are doing, creating culture and driving these incredible numbers.

Sustainable communities and sustainable organizations are the future. Join the growing movement in Waterloo region today. Let us help you have a more prosperous future together.

Barry Colbert Ph.D.
Board Chair

Tova Davidson
Executive Director

Organizations in our region have proven that low carbon business is possible — and profitable.

SWR supports the growth of organizations in our community to implement sustainable business practices.

JOIN US today in making Waterloo region the leader in low carbon economies!

READ MORE ABOUT SOME OF THE PROGRAMS AVAILABLE OR REACH OUT TO BUSDEV@SUSTAINABLEWATERLOOREGION.CA TO LEARN HOW YOU CAN IMPLEMENT A CULTURE OF SUSTAINABILITY IN YOUR ORGANIZATION



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.



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.



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.



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.

519-603-2223 | SUSTAINABLEWR.CA | [@SUSTAINABLEWAT](https://www.instagram.com/SUSTAINABLEWAT)

ENVIRONMENTAL IMPACT STATEMENT

450 copies of the 2019 Report were printed using 100% post-consumer recycled paper. It was also distributed digitally to reduce printed copies.

BY USING MORE SUSTAINABLE PAPER WE SAVED:

GHG emissions | litres of water | solid waste | kilowatt hours



Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 4.0

Welcome

Across all of our programs we welcomed over **1000 attendees** to our events. Program and community members had the opportunity to hear from keynote speakers working tirelessly on sustainability initiatives across the region, as well as educational events offering support and guidance on how to **create a culture of sustainability** and create a better region today and for future generations to come. By offering added support and reaching out further to support more activities across the region that reduce impact while supporting the development of **a stronger local economy**. Our events are designed to build the community, support the vision of a sustainable future, and create a Waterloo region that creates prosperity and sustainability.



Events

648

Attendees across all events

TravelWise total = 1983

Climate Action = 87

35

Climate Action Reachout
Events Held in 2019
(Street Teams Community Canvassing)

12

Events held in 2019
(including Climate Action)

900

Community members
engaged with

Climate Action 80 by 50

TRANSFORMING WATERLOO REGION

An 80 by 50 goal was approved in 2018 seeking to reduce GHG emissions by 80% by 2050. Quickly after, Climate Action began to engage the local community and experts in finding ways to target this goal. Street teams, engagement with over 900 community members, interviews, and events such as 100 Debates and On the Table helped Climate Action share their knowledge with the wider community. As well as reducing the emissions of existing businesses and the community Climate Action also looks at the ways we can transform our systems for the betterment of our community, and more specifically in the areas of energy, mobility and high performance buildings.

One Year at evolV1

EPICENTRE FOR SUSTAINABLE EVENTS

EvolV1 has become an epicentre for sustainable events in the region following the Grand Opening. Hosted in evolVGreen, the event highlighted the sustainability efforts of their tenants and partners. SWR celebrated the 10th Annual Evening of Recognition right here at home, celebrating sustainability initiatives by our members and across the community. Since then other community partners have hosted a variety of events in our carbon neutral space, such as Doors Open and Canadian Green Buildings Council.

THIS
MAP CAN BE
USED AS A
POSTER!

CLIMATE
ACTION_{WR}

evolV1

REFLECTING ON THE PAST

In April 2019 SWR hosted their largest Evening of Recognition yet, with **380 in attendance** from across the community, celebrating and inspiring change and efforts made to be more sustainable. The event was hosted at evol1, **celebrating the success** of the first net positive energy, multi tenant office building in Canada. The event commemorated many of our members and the positive changes they are making in ensuring a sustainable future across the region.

Outside our regular community events Regional Sustainability Initiative hosted several workshops and events on transforming our education and insights into tangible results, focusing on **mobility, green buildings and measurable goals** such as the Carbon Cleanse, helping organizations see how their actions are working against milestones.

LOOKING TOWARD THE FUTURE

Throughout 2019 we hosted events aimed at educating and celebrating **inspirational changes** across the region. Climate Action continued their workshops and street team as our community is working together to achieve Waterloo region's short-term community target of a 6% greenhouse gas emission reduction by the end of 2020. We also celebrated the launch of ION Light Rail, introducing a **sustainable solution** to meet our community's future transportation needs as it increases people's ability to travel around the community without need of a personal vehicle.

INSPIRING CHANGE

A major part of SWR's remit has been creating events that give members the resources and experts that can help them learn and adapt, ensuring they are able to **make sustainability a priority** in their organisations and reach their milestones. As part of this we took part in events such as On the Table, giving us an opportunity to **listen and engage** with the community on green energy, mobility and green buildings. We also invited Patagonia as a keynote lecture, discussing their role as a leader in corporate social responsibility, and challenging more businesses to take their commitment further.



MEMBER 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.

BEST PARTNERSHIP

This award is being presented to the group of members that have stepped up and gone above and beyond to push the creation of a sustainable community in 2019. All eight area municipalities have stepped up and joined forces this year creating strong leadership and a culture of sustainability in all corners of our community. The Region of Waterloo, The City of Cambridge, The City of Kitchener, The City of Waterloo, The Township of North Dumfries, The Township of Wellesley, The Township of Wilmot, and The Township of Woolwich have all taken steps individually and together in this area. All area municipalities endorsed the long term GHG reduction target of 80% by 2050. All have joined the Federation of Canadian Municipalities Partners for Climate Protection. All have joined our Regional Sustainability Initiative, and most have now set GHG reduction targets for their organization. All have declared a climate crisis/emergency. All are coming together around the table in the creation of our long term Climate Action strategy and Short Term Plan.

Thank you to all eight area municipalities for their leadership, for working together for to make a low carbon future a reality in our community, and for being such incredible partners to SWR and all members of the environmental sector.

BEST PARTNERSHIP 2019:



ALL OUR THANKS GO TO YOU

Volunteers

BUSINESS DEVELOPMENT

Carina Biacchi
Nicholas Darmanie
Jody Fennell
Flavia Fontana Giusti
Mariah Smith
Elizabeth Wong

CHARGEWR

Arcy Canumay
Mark Keating
Armen Poladian

CLIMATE ACTIONWR

Megan Geregthy
Andreas Mertes
Amanda Smith

COMMUNICATIONS

Sena Ame
Valerie Chong
Nicholas Cloet
Sarah Fries
Simone Hacikyan
Fani Hsieh
Kelly McMath
Sebastien Modol
Olivia Paxton-Beesley
Elmira Persaud
Maria Smirnova
Silvia Yaguchi

EVENTS

Saliha Haider

FINANCE

Hannah Dubber
Patrick Kelly
Redmond Naval
Julie Vuong

FUND DEVELOPMENT

Carine Clemente
Justin Hammond
Kara Klassen

HUMAN RESOURCES

Patricia Huynh
Yvonne Stoll

IT

Tarana Persaud
Laura Qualey
Paul Sobering

REGIONAL SUSTAINABILITY INITIATIVE

Sarah Brown
Nicholas Cloet
Matthew Day
Anna Fluder
Tasha-Leigh Gauthier
Patricia Huynh
Jen Owens
Jenna Paton
Andrea Quinn

STRATEGY AND GOVERNANCE

Caitlin Scott

TRAVELWISE

Arcy Canumay
Basak Topcu

WEB

Lachlan Mason
John Rockefeller
Marianne Windrow

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Miranda Burton
Lisa Chapman
Krista Cressman
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Diane Stanley-Horn
Athena Software

Sustainable Waterloo Region Event Speakers

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Partridge Fine Landscapes

Bala Gnanam
BOMA Toronto

Rebecca Goodstein
Patagonia

Caitlin Mulroney
North

Mason Prout
Patagonia

Matt Steven
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ClimateActionWR Support

City of Cambridge

City of Kitchener

City of Waterloo

Kitchener Utilities

Region of Waterloo

Waterloo North Hydro

ClimateActionWR Street Team

Kendra Abdul
Dave Best
Chandni Bhatt
Ella Buchnea
Katie Buchnea
Owain Buchnea
Valentina Castillo Cifuentes
Laura Chandler
Vivien Dadds
Nicole Davis
Stefanie DeSousa
Alex Farley
Tino Fernandes
Karina Frey
Yilin Han
Natasha Ing
Marija Mandic
Mayah Moosajee
Andreas Mertes
Veronica Nhio-son
Laura Rodriguez
Noor Shaikh
Meg Ward
Krystal Yee Jing Ing

evolvGREEN Support

City of Waterloo

Ontario Trillium Foundation

Region of Waterloo

TD Ready Commitment

SWR Support

Colleges and Institutes of Canada

Government of Canada

Government of Ontario, Ministry of Training, Colleges and Universities

United Nations Association in Canada

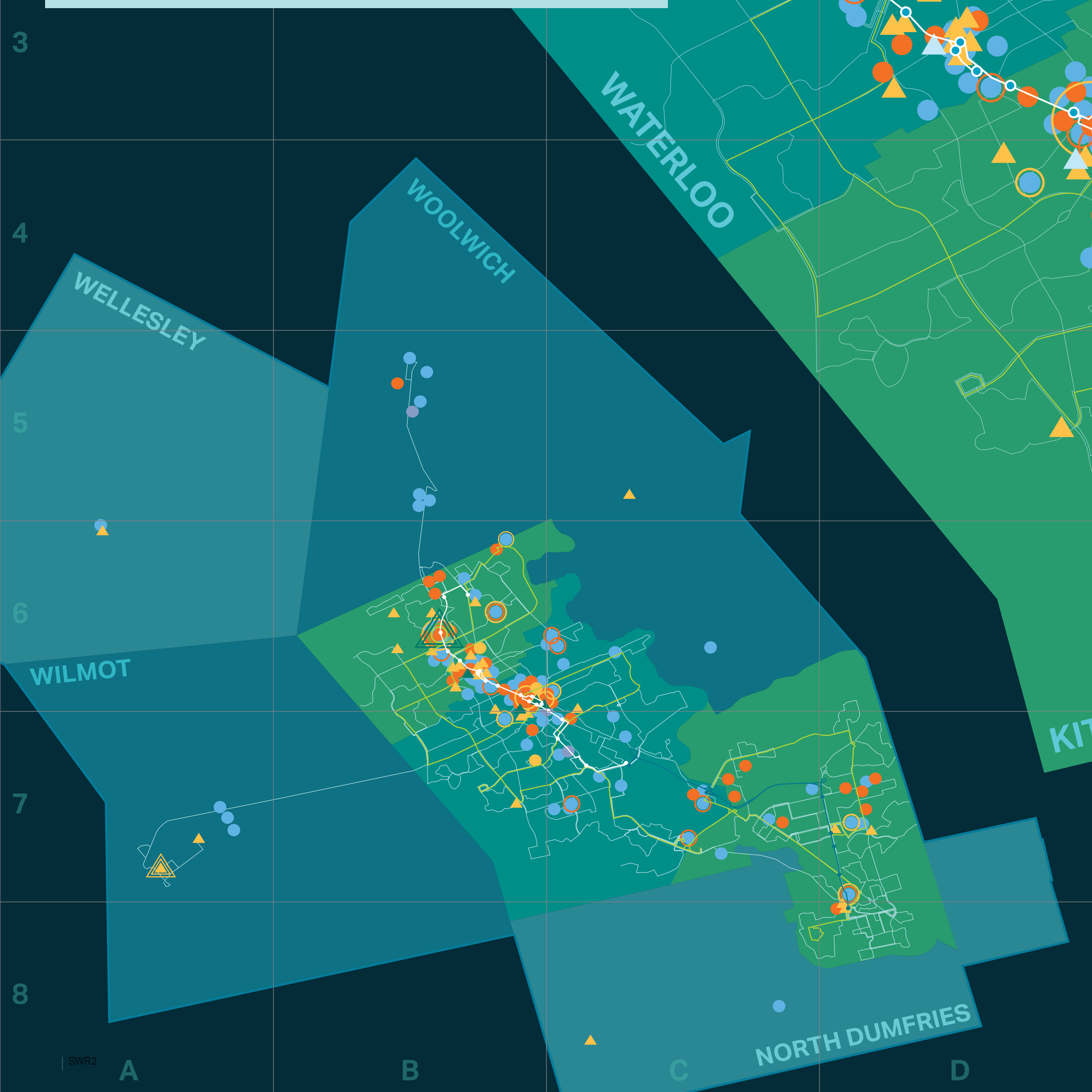
A Special Thank You to



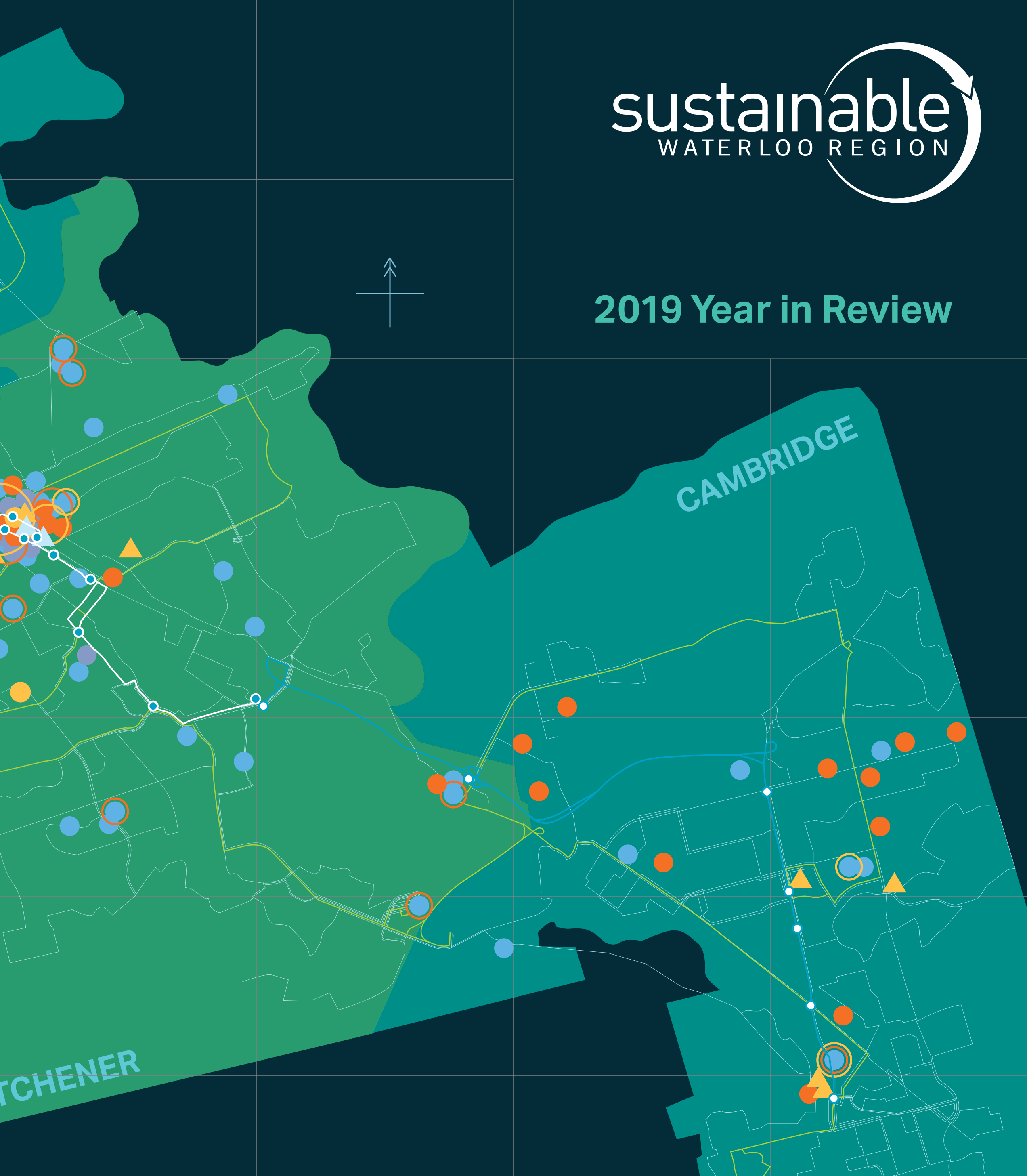
Our sustainable Waterloo region

We are so proud of all our members and
partners that are working together to
create our low carbon, prosperous future.

Thank you from the SWR Team



2019 Year in Review



Legend

LOCATION SYMBOLS

- Member
- Multi-Member
- Event
- Multi-Event

PROGRAMS

- Regional Sustainability Initiative
- ClimateActionWR
- SWR
- evolv1
- BIA Pilot – Regional Sustainability Initiative
- TravelWise
- evolvGREEN

PUBLIC TRANSIT ROUTES

- ION Train
- ION Bus
- iXpress Bus
- GRT Bus

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90	OpenText		C1	2D
91	Oracle NetSuite		C1	4E
92	Paradigm Transportation Solutions		C1	5H
93	Peer Group Inc, The		C1	3D
94	Perimeter Institute for Theoretical Physics		C1	3D
95	PPG Coating Services		C1	5H
96	ProMark Window Film & Blinds		B2	2D
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Regional Sustainability Initiative

>> The Regional Sustainability Initiative facilitates setting voluntary **reduction targets** in greenhouse gas emissions, water, and waste diversion by organizations committed to sustainability within Waterloo region. Every organization's sustainability journey is different; our milestones provide a customized approach to **inspire action** and **support transformation** in organizations of varying size and industry.

OUR NETWORK INCLUDES OVER 94 LIKE-MINDED ORGANIZATIONS, WHO HAVE COMMITTED TO REDUCING 65,560 TONNES OF GHG EMISSIONS OVER THE NEXT 10 YEARS.

Join the Movement!

Our Regional Sustainability Initiative Program can guide your organization towards real and attainable environmental change, that is also customized to your unique operations. Our support will build your internal capacity through coaching, access to an exclusive resource library, as well as Green Team establishment and support.

This foundation will form the building blocks towards attainable goal setting for energy, waste and water reductions. We will provide access and training for our data collection and management software and you will have access to our exclusive online portal, MemberLink. There you will find detailed and real-world sustainability related project ideas and a community of members to connect to and collaborate with. You will also have exclusive and priority access to in-person and web-based events throughout the year that provide networking opportunities, education and inspiration.

Contact us so we can help your organization find the intersection of financial and environmental sustainability.

Inspire

42.8%

of members identified a positive impact to financial performance as a result of implementing sustainability initiatives in 2019

Support

78.6%

of members implemented GHG Reduction projects in 2019

Connect

65.3%

of members have an established "Green Team"

47.6%

of members implemented waste diversion projects in 2019

Measure

38%

of members implemented water management projects in 2019

Celebrate

2019 MEMBER AWARD WINNERS

Greatest GHG Reduction of the Year Toyota Boshoku



This award recognizes the organization that has reduced the most GHG emissions relative to their size and Toyota Boshoku did this by decreasing their absolute emissions by 16% since 2018! Projects that helped accomplish this feat include installing higher efficiency IT room cooling equipment, updating old end-of-life equipment with more energy efficient options and reducing run-time of equipment and lighting with timers and sensors. Toyota Boshoku is a triple threat with targets in the areas of carbon emission reductions, waste reduction and water consumption reduction.

Sustainability Breakthrough Downtown Kitchener BIA



This award recognizes an organization that has overcome substantial barriers in their path to sustainability and one that has also driven innovation in the process. The Downtown Kitchener BIA did just that with their unique pilot project that launched in 2019 to address the food waste produced in downtown kitchens. They now create renewable energy from organic waste produced by BIA members and they have also found a way to benefit their local community in the process. You can read more about their inspiring story in this report!

Rookie of the Year Arcadian Projects










































This award recognizes the most active and accomplished new member of the Regional Sustainability Initiative. In their first year, Arcadian Projects attended all of our 2019 events, completed their GHG inventory, completed a waste assessment with us and kicked-off their Green Team. We are excited to see what your second year of membership brings!

Members

AS OF DECEMBER 31ST, 2019

PLEDGING

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

	GOLD	SILVER	BRONZE
Greenhouse Gas	  	       	           
Waste	   		 
Water			
Other Targets	     		

E-SCORE REPORTING

The Environmental Impact Assessment is a tool offered in partnership with B Lab. This tool calculates an overall environmental score "E-Score" related to an organization's direct and indirect environmental impacts and is 1 of 4 impact areas requiring assessment for B-Corp Certification. The metric used enables organizations to measure, compare, and further integrate sustainability into their business and is a percentage score out of 100.

64%		19%		36%	
29%		32%		33%	
21%		83%		8%	
13%		41%		31%	
13%		67%		17%	
29%		70%		19%	
64%		22%		43%	
10%					

OBSERVING

These organizations are starting their sustainability journey which includes understanding their environmental impact and building their internal capacity.

CAPACITY BUILDING

These organizations are building their internal capacity and developing an integrated action plan.

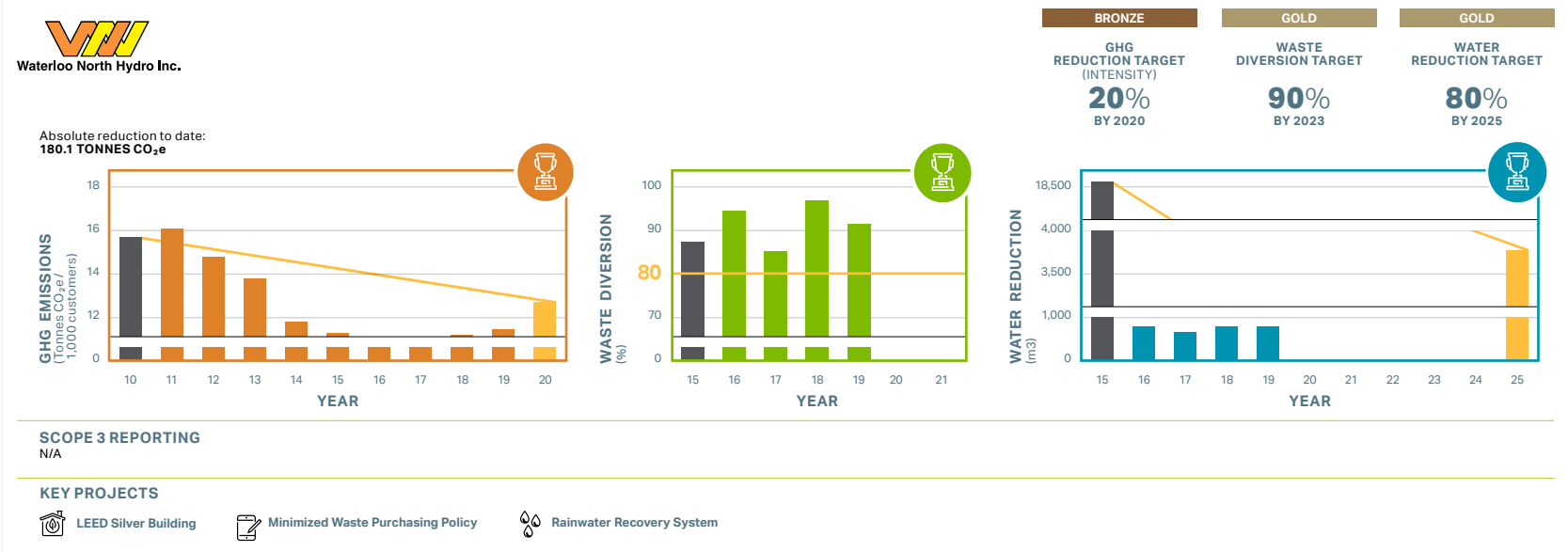
		
		
		

Pledging Members 2019

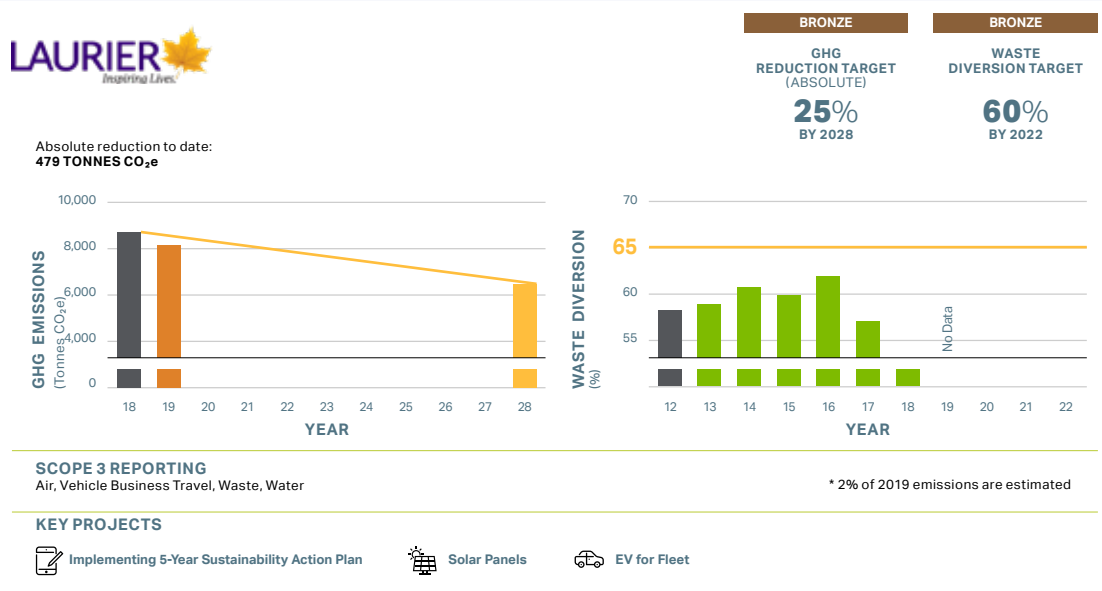
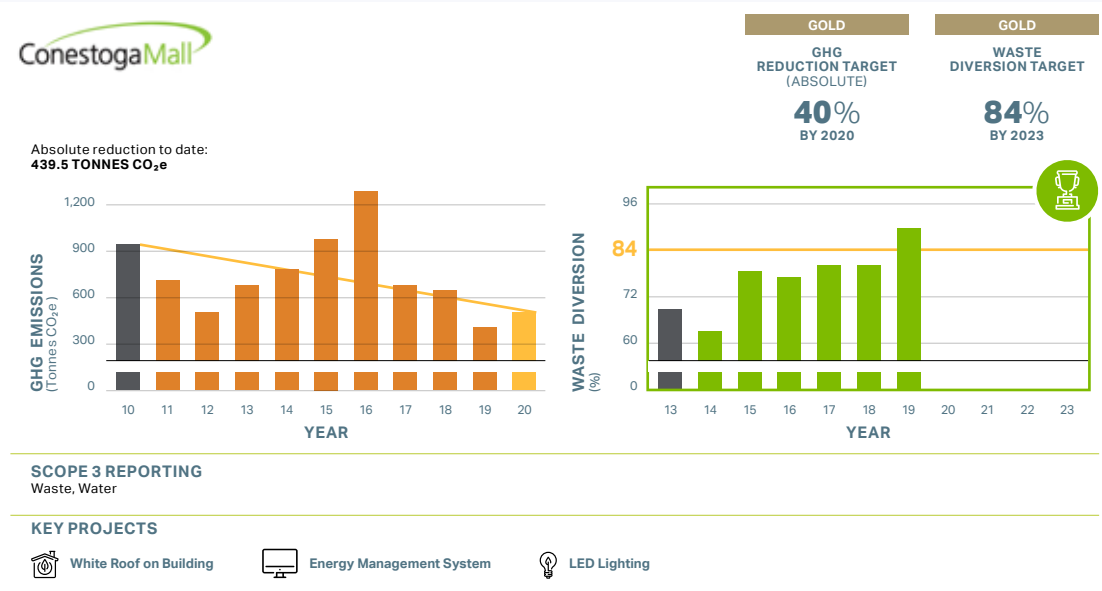
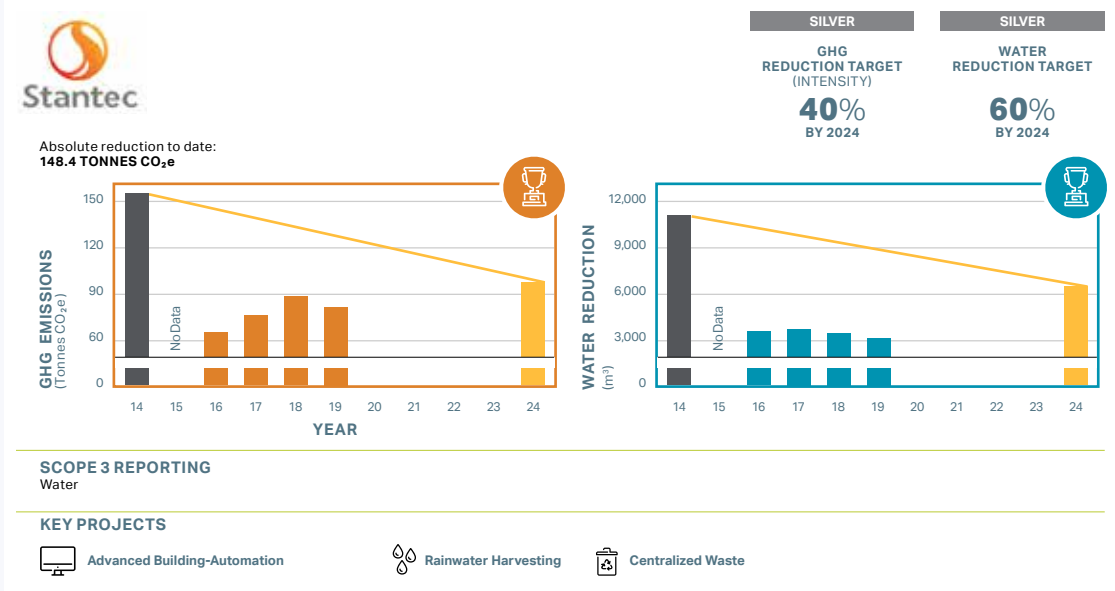
Multi-Target Members

AS OF DECEMBER 31ST, 2019

THREE TARGETS



TWO TARGETS



Key Terms

These pages (B3–B5) 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 the financial growth experienced by an organization.

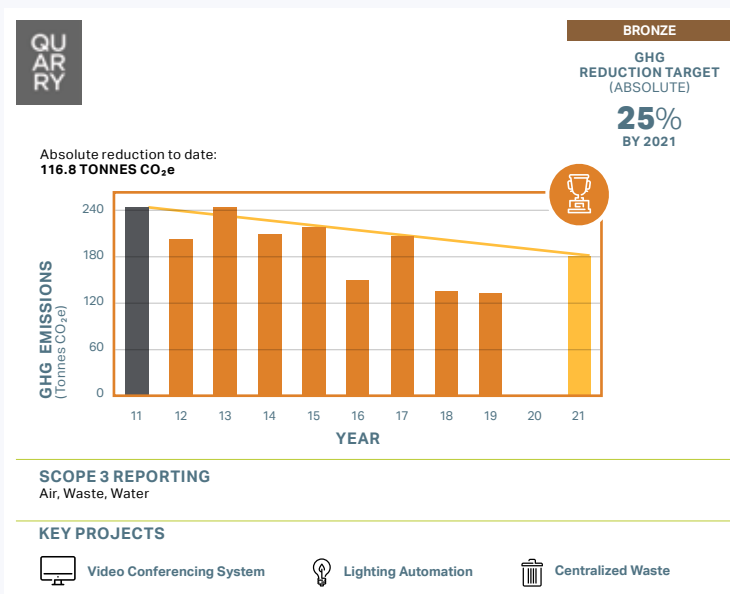
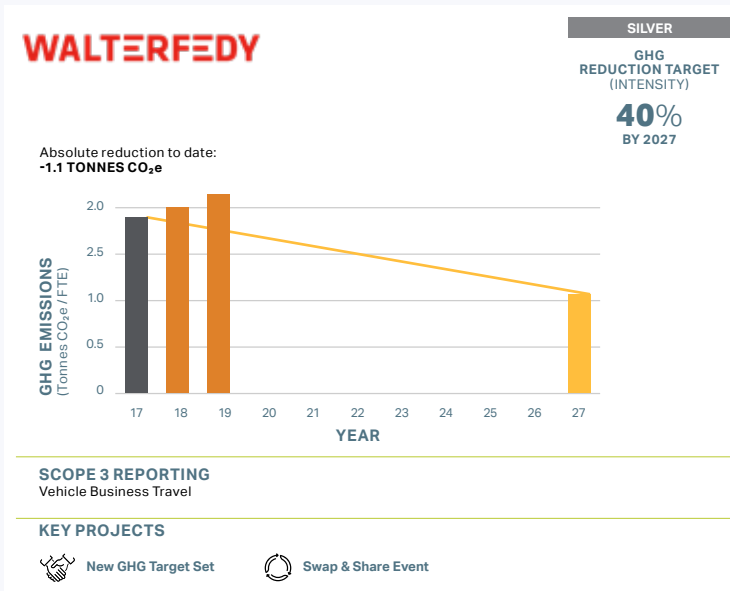
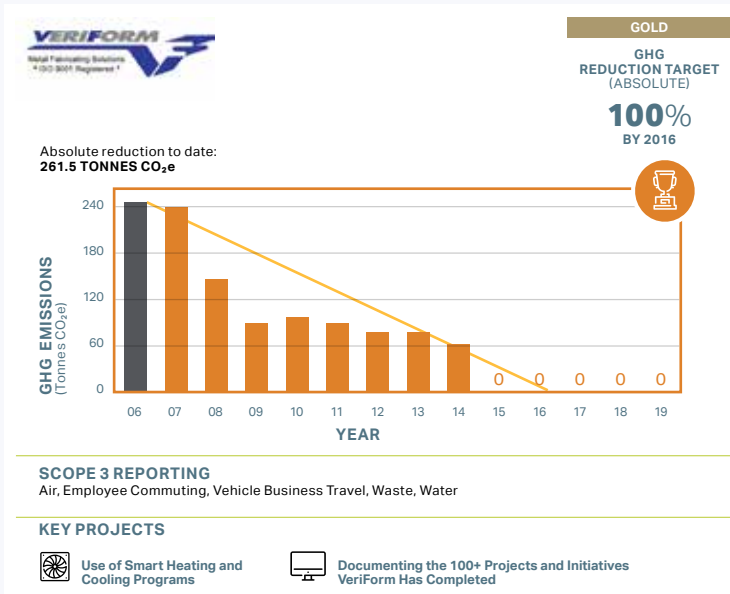
Reading the Graphs

Our Pledging members have either met or exceeded their target when:

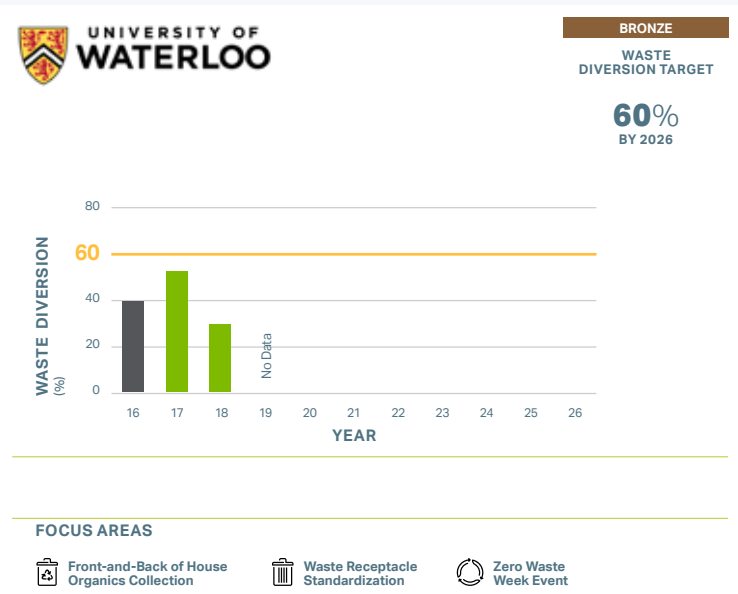
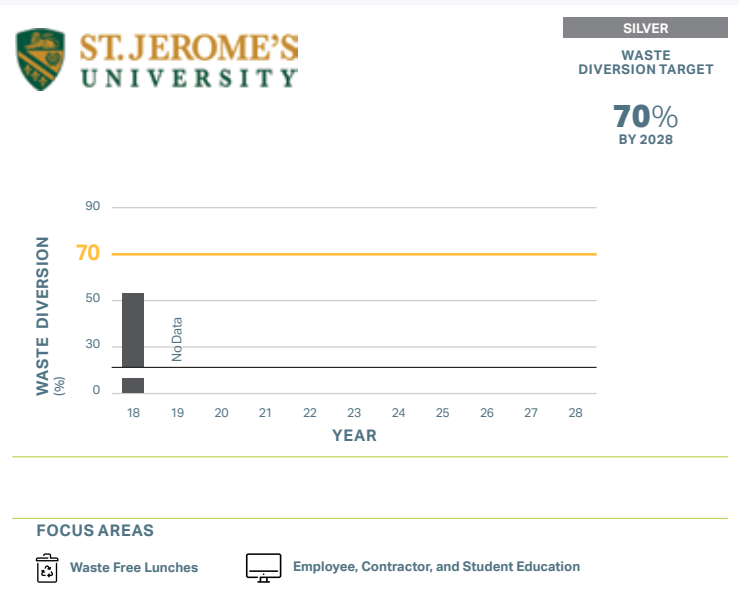
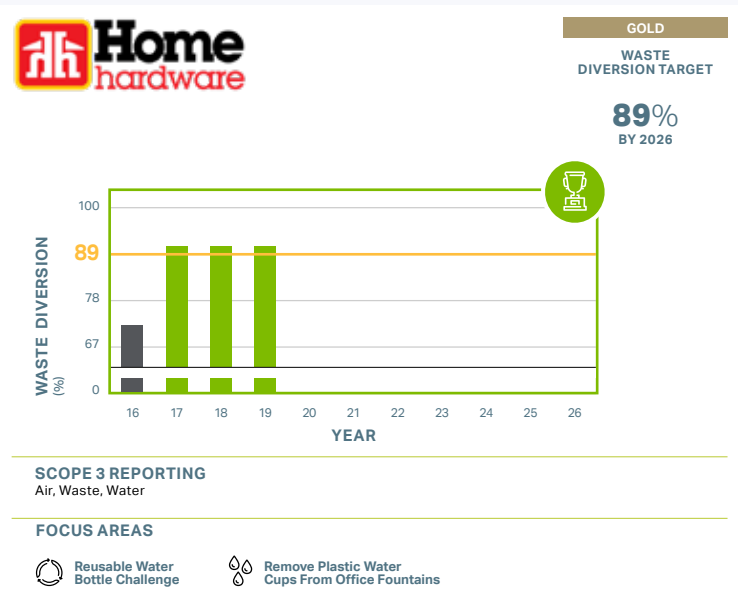
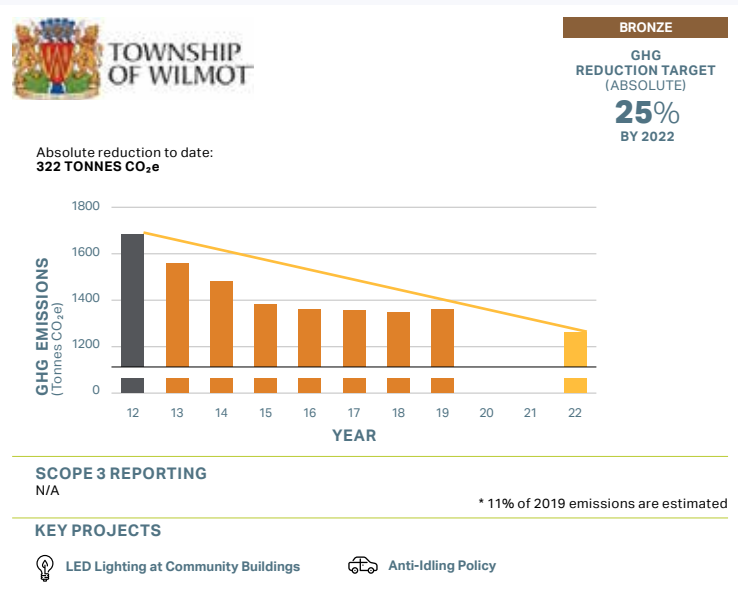
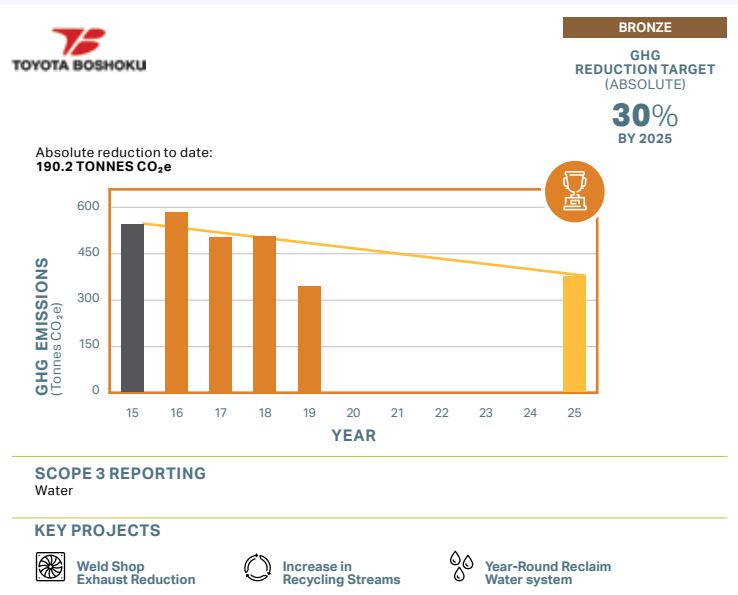
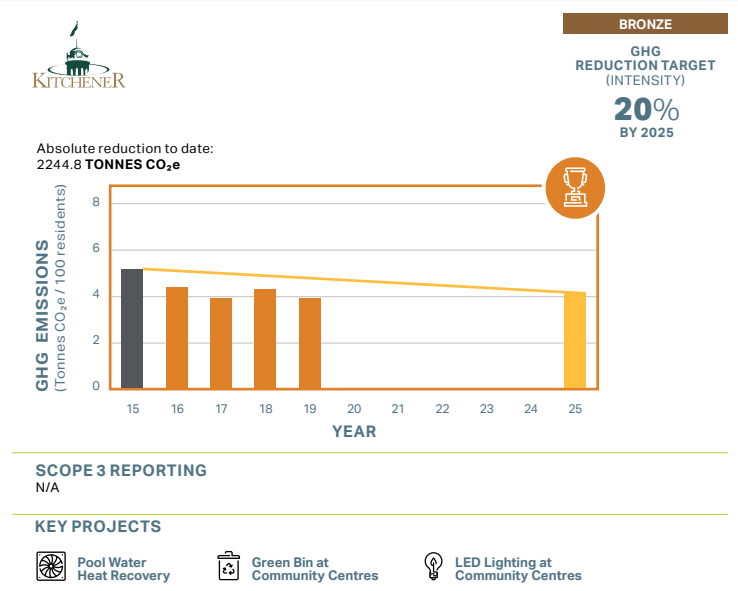
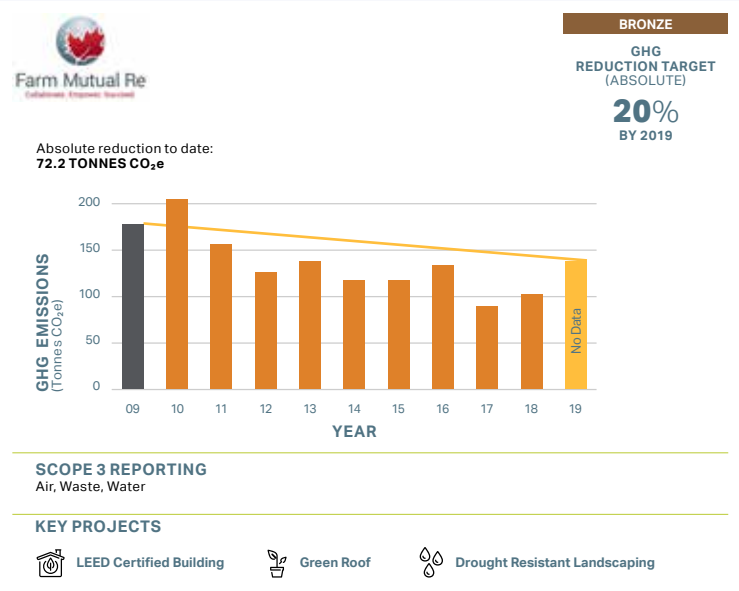
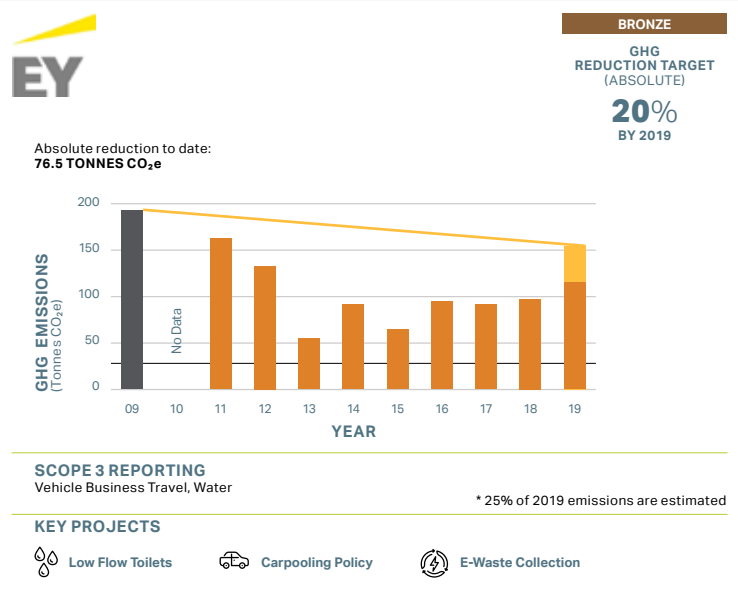
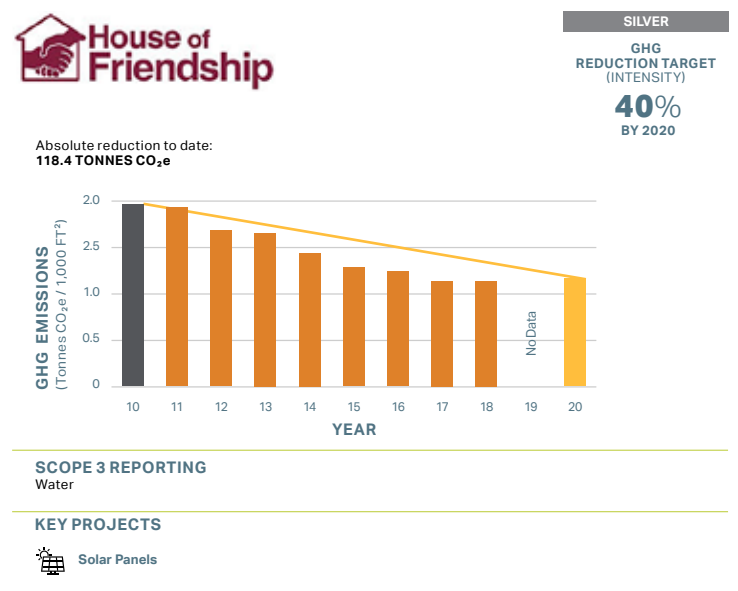
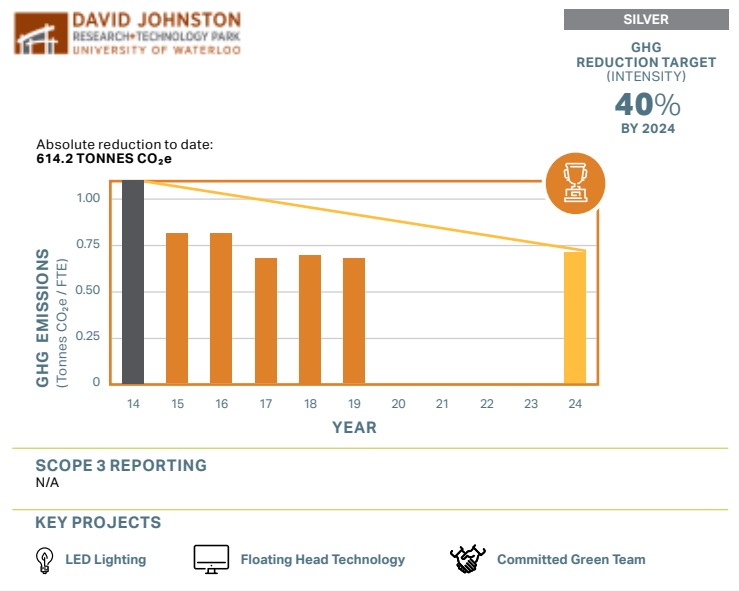
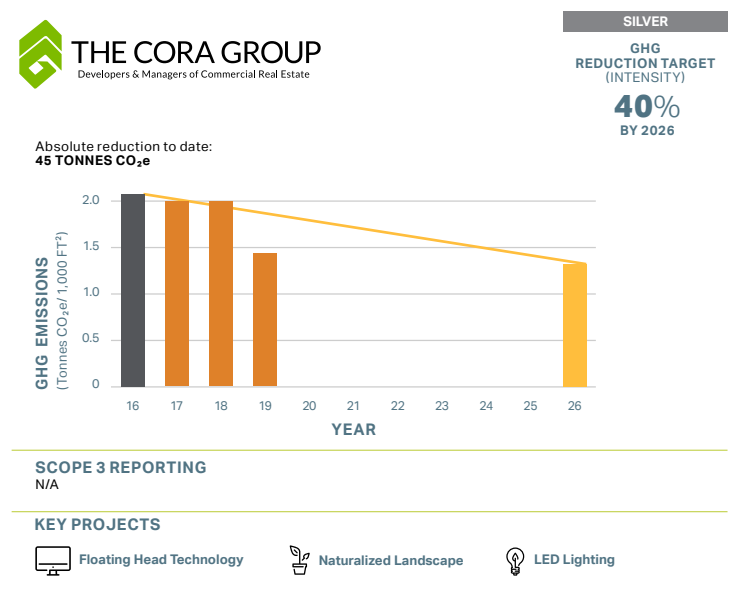
- GHGs**
Bar is below target line
- WASTE**
Bar is above target line
- WATER**
Bar is below target line

ONE TARGET

AS OF DECEMBER 31ST, 2019



AS OF DECEMBER 31ST, 2019



Celebrating Success

Members that hit their target in 2019



In 2019, the Regional Sustainability initiative saw 13 members hit 16 sustainability targets in the areas of absolute and, intensity based GHG emission reductions, waste diversion from landfill and water consumption reduction. In this year, 3 of our members also managed to hit 2 targets each.

Conestoga Mall exceeded both their absolute GHG emission reduction target and waste diversion target, by reducing their emissions by 50%, and achieving a 90% waste diversion. Stantec also exceeded their intensity based GHG reduction target, and reduced emissions 50% per 100 full-time employees while also exceeding their water reduction target by 10%. Waterloo North Hydro reduced their water consumption by 95%, hitting their 80% reduction target 5 years ahead of schedule while also reducing their intensity based GHG emissions 20% per 1000 customers by 2020.

The members who hit their target in 2019 managed to accomplish this within the 10 year window, with Kuntz Electroplating Inc. exceeding their intensity based GHG reduction target of 27% per 1000 sq ft plated nickel, which is 7 years ahead of schedule!

A number of members go even further by continuing to advance their reduction efforts, even after reaching their initial reduction targets through the Regional Sustainability Initiative. Members who have met a GHG reduction target include: VeriForm reduced their absolute GHG emissions by 100% since 2006; Crawford who reduced absolute GHG emissions by 52% in 2019; FMRP reduced absolute GHG emissions 40% since 2009; Enviro-Stewards has reduced their emissions 100% since 2008; House of Friendship reduced their intensity based emissions by 50% per 1000 square feet as of 2018. We have also seen a number of members achieve waste diversion targets, those members include: Wilfrid Laurier University, Waterloo North Hydro, AET, and Home Hardware.

Members that hit their waste reduction targets:

AET

- Diverted 90% of waste in 2019
- Hit their target 5 years ahead of schedule

How they did it:

In relocating to their new office, AET prioritized waste centers and education of employees to ensure more effective recycling and organics collection.

Conestoga Mall

- Diverted 90% of Waste
- Exceeded target by 6%
- Hit their target 4 years ahead of schedule

How they did it:

Conestoga mall introduced a green bin program for retailers and food court customers, which allowed them to divert an entire waste stream from landfill. The mall also runs a recycling program for retailers and customers that positively impacts the achievement of their diversion target.

A waste diversion target is a measure of waste diverted from the landfill, this could be by means of organics collection, recycling or other alternative and more sustainable disposal options.



Home Hardware

- Diverted 90% of waste in 2019
- Exceeded target by 1%
- Maintained 90% diversion rate since 2017

How they did it:

Home Hardware is transitioning from single-use plastic in Dealer Mail to responsibly sourced envelopes that can be reused and recycled in all municipalities across Canada. Home Hardware has been purchasing sustainably manufactured paper for several years and various departments are undergoing process modifications to reduce paper consumption. As a result of this process modification, the department reduced paper consumption from 29,000 sheets in 2018 to 7,000 sheets in 2019.

Waterloo North Hydro

- Diverted 91% of waste in 2019
- Exceeded target by 11%
- >80% diversion rate since 2015

How they did it:

Waterloo North Hydro reduced the number of waste pickups and continues to promote alternative waste streams including compost, recycling, and e-waste.

Members that hit their intensity based GHG reduction targets:

Conestoga College

- Hit their target 6 years ahead of schedule
- Reduced emissions by 32% per 1000 sq ft
- Exceeded target by 12%

How they did it:

Conestoga College retrofitted their Cambridge Campus with a 250 ton Ground Source Heat Pump system (Geothermal) and 500 kW Solar Photovoltaic system to provide thermal energy and renewable electricity. Combined these have the potential to reduce 390 tonnes of CO₂e per year, which is the equivalent to removing approximately 98 cars from the road.

City of Kitchener

- Hit their target 6 years ahead of schedule
- Reduced emissions by 24% per 100 residents,
- Exceeded target by 4%

How they did it:

The City established an Energy Efficiency Reserve Fund, to complete energy audits at 53 municipal facilities to inform capital planning and ensure conservation, efficiency and innovation. In 2019, the city completed energy efficiency projects resulting in 999.28 megawatt hours saved.

City of Waterloo

- Hit their target 2 years ahead of schedule
- Reduced emissions by 27% per 100 residents
- Exceeded target by 5%

How they did it:

The City of Waterloo prioritized emissions reductions through energy efficiency and fleet. All new or renovated city facilities larger than 5,400 square feet must be at least LEED silver certified. The City of Waterloo also installed solar panels and batteries on two vehicles following a successful one-year pilot project that tested the idea on two other work trucks.



David Johnston Research + Technology Park

- Hit their target 5 years ahead of schedule
- Reduced their emissions by 44% per full-time employee,
- Exceeded target by 4%

How they did it:

The Research + Technology (R+T) Park was impressively able to hit their target and reduce emissions despite significant growth in the number of employees within the R+T Park. The park also benefited from efficiency improvements made to the electricity grid.

Members that hit their absolute GHG reduction targets:

Crawford

- Hit 20% reduction target in 2015 and increased to 40%
- Reduced emissions 52% since 2010
- Reduced emissions 12% more than committed
- Completed their target 1 year ahead of schedule

How they did it:

Crawford and Company worked with our landlords and building equipment maintenance staff to ensure the most efficient energy profile is in place on our HVAC and other mechanical equipment. Exterior lighting replacement and replace 30 LED lamps in the parking lot area.

Region of Waterloo

- Reduced emissions by 28% per 100 residents
- Exceeded target by 4%

How they did it:

The Region of Waterloo reports one calendar year behind, and therefore hit their target in 2018! The Region of Waterloo reduced their emissions despite an increase in the number of residents over time. The Region of Waterloo reduced emissions by conducting LED retrofits which saved 155 tonnes of CO₂e, and the installation of solar panels creating 255,000 kWh of clean energy.

Stantec

- Hit their target 5 years ahead of schedule
- Reduced emissions by 50% per 100 full-time employees
- Exceeded target by 10%

How they did it:

Stantec met their target in part by moving to a more energy efficient building with the David Johnston Research and Technology Park. In collaboration with Cora Group, they also conducted a LED retrofit which resulted in significant GHG reductions and cost savings.

Waterloo Catholic District School Board

- Hit their target 5 years ahead of schedule
- reduced emissions by 25% per student
- Exceeded target by 5%

How they did it:

In 2019, the Waterloo Region Catholic District School Board decreased their natural gas and electricity consumption despite an increase in the number of overall students served within their facilities.

Waterloo North Hydro

- Hit their target 1 year ahead of schedule
- Reduced emissions by 30% per 1000 customers,
- Exceeded target by 10%

How they did it:

Waterloo North Hydro met their target by substantially reducing fleet and electricity emissions. Fleet was reduced by introducing auxiliary power systems to eliminate idling, and by introducing secondary catalytic converters. The introduction of dual fuel systems in passenger vans and pickup trucks also reduced their fleet emissions by 45 tonnes of CO₂e!

Kuntz Electroplating Inc.

- Hit their target 7 years ahead of schedule
- Reduced emissions by 27% per 1000 sq ft plated nickel
- Exceeded target by 7%

How they did it:

Kuntz electroplating met their target by reducing both electricity and natural gas emissions, despite an increase in production activities.

Kuntz Electroplating put in a new plating line which helped with heat recovery. In addition, energy efficient HVACs were installed where possible. Steam trap changes are in place to reduce the amount of natural gas required.

In Total:

69,471 tonnes CO₂e emissions were reduced by the members who hit their target in 2019 – **Equivalent to 15,595 cars off the road for a year!**

Members that hit their water reduction targets:

An organization's water target encompasses is established by calculating their water footprint, which is the sum of the organization's water consumption, sanitation, and stormwater.



Stantec

- Reduced water consumption by 70.32%
- Exceeding their target by 10%
- Completed their target 5 years ahead of schedule

Waterloo North Hydro

- Reduced water consumption by 95.47% reduced,
- Exceeded target by 15%
- Completed their target 6 years ahead of schedule

Absolute reduction refers to the total quantity of greenhouse gas emissions being emitted, regardless of economic output.



Quarry

- Reduced emissions 50% since 2011
- Doubled their original 25% targeted emission reductions
- Completed their target 2 years ahead of schedule

How they did it:

Quarry attributed their success to an LED retrofit, along with "Curb Our Carbon Workdays" where staff were encouraged to work remote, allowing for the 27000 sq. ft. of office space to be put into an unoccupied state. In 2019 this initiative took a total of 185,000 km worth of commuting vehicles emissions off the road and has improved employee productivity while transforming the culture of the company for the better.

Toyota Boshoku

- Reduced emissions 60% since 2015
- Doubled their targeted 30% emission reductions
- Completed their target 6 years ahead of schedule

How they did it:

Toyota Boshoku implemented a number of electricity and natural gas savings projects over the last year. These projects included installing higher efficiency IT room cooling equipment, updating old end-of-life equipment with more energy efficient options such as lighting with timers and sensors, while also reducing run-time of equipment.

CARBON CLEANSE 2019

Every year we run Carbon Cleanse, a 4 week no holds barred competition that engages our member organizations' employees to **reduce their carbon footprints** in the areas of energy, waste, commuting and water. In 2019 we had **19 participant organizations** all vying for the top spot in one of the closest races we have seen in the last 5 years! Veteran organizations and newcomers alike were incredibly motivated, helping to reinforce **a culture of sustainability** in their respective workplaces. Hearing stories of people changing their habits because of what they were learning is why we love running the Carbon Cleanse every year.

2019 WINNERS

1ST



2ND



3RD



01. EcoCafe did not forget about Commuting Week even while on a business trip to Boston. Not only did they carpool across the border, but they also took the opportunity to use the local transit system to get around the city.



02. Kindred Credit Union turned their thermostat down by a couple degrees during Energy Week for Sweater Day. They made sure to bundle up so they could still stay comfortable while in the office.



03. GSP Group's meatless, zero waste potluck with the lights off to commemorate Earth Hour



04. Onyx Energy pulled out all the stops during Waste Week. They held their own zero waste potluck and collected the most e-waste with 144.6lbs per full-time employee.



DOWNTOWN ORGANIC WASTE DIVERSION PILOT PROGRAM

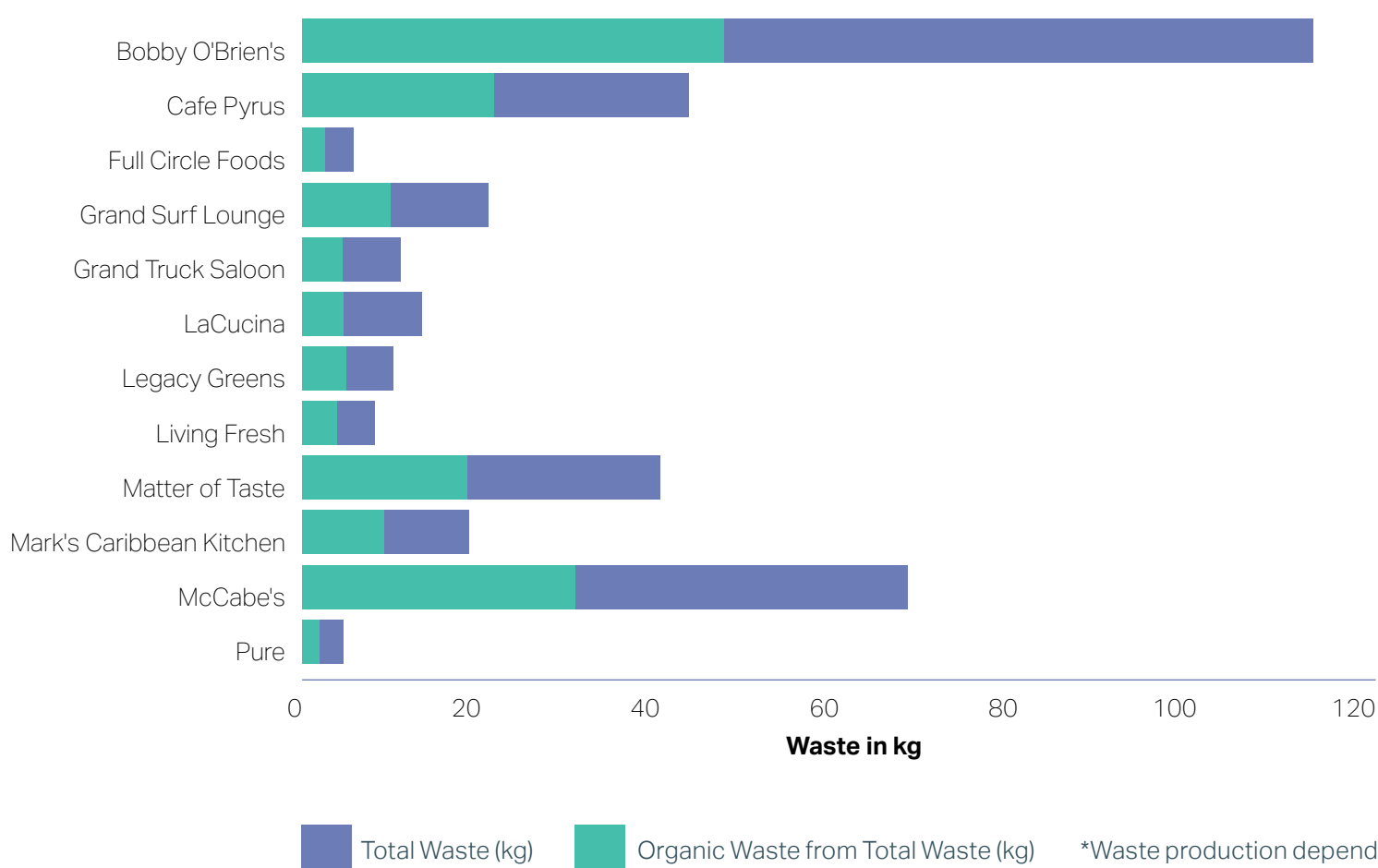
>> This Waste Diversion Pilot is the **first of it's kind** in Ontario and perhaps Canada! This innovative one year program began in July 2019 and is centrally administered by the Downtown Kitchener Business Improvement Area (BIA) and supported by Sustainable Waterloo Region. In 2019, **13 organizations** were working to support the local circular economy by creating much needed jobs, diverting waste from landfill and generating a **renewable source of energy**!

How It Works

The organic waste generated in these businesses from normal operations are sorted from daily waste and stored in designated organics bins, which are then collected by the Working Center's Job Cafe, creating employment opportunities for at-risk populations. The organic waste is then transferred to a centralized bin and picked up by RTC Bins so it can be hauled to Bio-En Power Inc.'s processing plant in Elmira. The waste is converted into green energy through anaerobic digestion and the biogas produced is used in the Region of Waterloo as electricity. Throughout this process, Sustainable Waterloo Region provides ongoing training, conducts waste assessments to assess diversion, capture and contamination rates, and provides reports summarizing the findings.

Projects like these are crucial, as diverting organics from landfills actually transforms waste into a resource all while decreasing the emissions generated by landfills. Emissions from Canadian landfills account for 20% of national methane emissions and Canada's Greenhouse Gas Inventory reported that in 2015, approximately 30 Megatonnes of carbon dioxide equivalent was generated at Canadian landfills, which is 4,607,753 homes' electricity use for one year!

Potential Daily Organic Waste Diversion*



In 2019, this pilot has:

Diverted
83.83
tonnes of organic waste from the landfill

Diverted
19
tonnes of carbon dioxide equivalent from the Region of Waterloo's landfill

Generated
565,861
lightbulbs by the anerobic digestion process, converting the organic waste to energy

Powered
36.59
homes for a month from the clean energy generated through anerobic processing of the waste

GREEN ECONOMY

Is one of seven Green Economy Hubs across Canada supporting a growing network of businesses and organizations to set and achieve sustainability targets. Together, we're demonstrating a more sustainable economy is possible.



What is TravelWise?

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 in Waterloo Region.

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



JOIN TODAY

[REGIONOFWATERLOO.CA/TRAVELWISE](https://regionofwaterloo.ca/travelwise)



Photo Credit: GRT

AN INTERNATIONALLY RECOGNIZED PROGRAM

In 2019, the TravelWise program won the Association of Commuter Transportation's (ACT) Outstanding Transportation Management Association Award. ACT is the international organization of professionals who work to reduce traffic congestion, improve the lives of commuters and livability of communities by providing a mix of reliable and affordable transportation options. The award is presented each year to an organization that best uses its public or private partnerships to achieve local or regional transportation goals.

Employee Benefits

- Corporate pass (15% less than GRT's monthly adult pass)
- Access to online carpool matching software
- Emergency ride home reimbursement program
- Promotions, events, and incentives to reward sustainable transportation choices

Help make your commute or your employees' commute healthier and greener!

Employer Benefits

PROMOTIONS

- On-site staff orientation/events
- TravelWise-wide events
- Marketing materials for employee engagement

REPORTING

- Employee travel behaviour surveys
- Workplace assessment
- Program service uptake

BEST PRACTICES

- Resource guides
- Target setting and action plan assistance
- All-member workplace champion meetings

RECOGNITION

- Employer awards
- Brand exposure

Members

AS OF DECEMBER 31, 2019



>> Member Events

TravelWise leads multiple community events throughout the year to promote sustainable modes of transport. These events help to raise awareness about different kinds of transportation options and spark conversation around finding carpooling partners, learning good biking habits, and finding the best transit routes. Promoting healthier and more active lifestyles leads to higher employee satisfaction and better retention at workplaces.

Bike Month

In 2019 TravelWise coordinated a Bike Month Contest with two challenges that encouraged commuters to cycle to work. The first contest challenged community members to complete CAN-BIKE's e-learning certificate for a refresher on how to bike and the rules of the road. The second challenged them to track their bike trips on gotravelwise.ca for a chance to win one of three \$100 Downtown Dollar Gift Certificates.



Photo Credit: University of Waterloo

RIDE YOUR BIKE

25,236

KM Travelled

That's like riding the Trans Canada Trail (the longest recreational, multi-use trail network in the world.)

800,000

Calories Burned

The same amount that would be burned by shoveling snow 24 hours a day for eighty-three days.

\$ 8,200

Saved

That's about the average cost of sixteen road bikes.

31

Events

That is the equivalent of an event a day for all of Bike Month.

5.8 tonnes

CO2 Saved

The weight of a full-grown African elephant.

1,135

Attendees

The same number of people as students in a large high school.

3,745

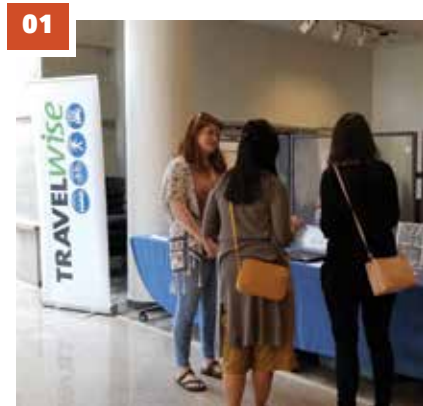
Trips

Or the same as driving to and from work everyday for five years.

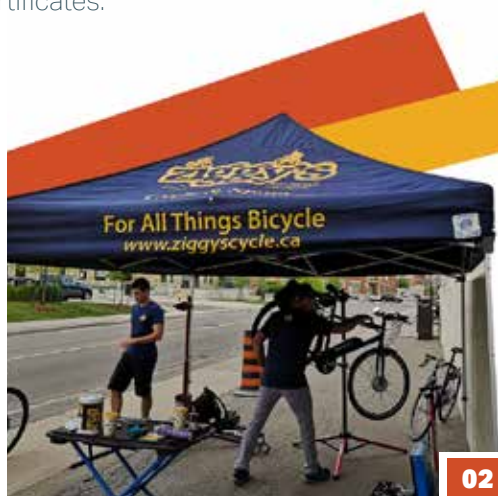
245

Participants

That's enough to fill over six GRT buses.



01. Employees at Sun Life Financial learn about the cycling benefits on-site including a new secure bike cage.



02.

02. Communitech and D2L employees enjoyed a bike-to-work breakfast, including bike tune-ups!

03. You can bring your bicycle on-board ION trains—single-seat, two wheeled, non-motorized bikes only.

04. North celebrated bike and pride month together with bike tune-ups and a tea party!



Photo Credit: GRT



04.

Carpool Month READY. SET. GO!

0.9 tonnes

CO2 Saved

That's the average weight of a car.

455

Trips

That's like riding the GRT routes nine times!

7,784

KM Travelled

That's like riding the LRT round-trip two hundred times.

85

Carpool Requests

The same amount of text messages as the average person sends & receives each day.

\$1,300

Saved

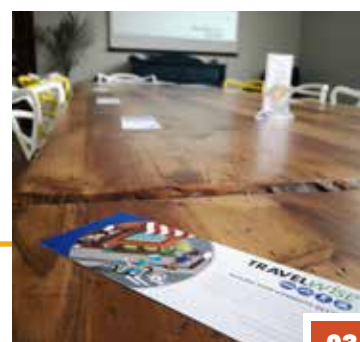
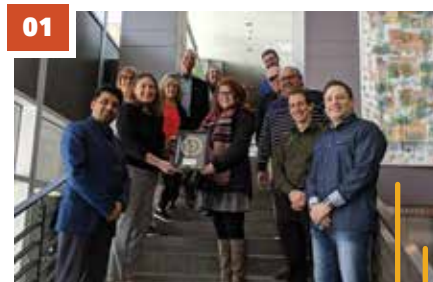
That's equivalent to a two year supply of large coffees.

49

Participants

That's a full GRT bus.

In 2019, TravelWise hosted the annual Carpool Challenge! Participants could compete to win prizes by posting their carpool requests, logging carpool trips and engaging in our social media challenges. The social media challenges aligned with TravelWise's most recent social endeavour, the addition of Instagram!



03.



04.

01. City of Kitchener won for most carpool trips and plans combined during Carpool Month! City staff including carpools celebrate this accolade!

02. North had the most carpool trips planned for carpool month 2019! Staff promoted carpooling with a karaoke video!

03. Employees participating in Wilfrid Laurier University's Staff Sustainability Certificate Program attended a lunch and learn on how to use the TravelWise carpool matching program!

04. Crawford and Company won for their division with this team of carpools! All are avid carpools and logged their trips daily!

Transit Showcase

As a promotion for the TravelWise Corporate Pass - **15% less than a monthly GRT pass** - TravelWise hosted a contest and a Corporate Pass Picture Day at various member sites. Anyone that requested a TravelWise Corporate Pass during the campaign would be entered to win a free month of transit for January 2020!

THE CAMPAIGN WAS SUCCESSFUL IN ITS VERY FIRST YEAR!

14

Organizations Participating

12

On-site Events

110

Passes Requested

Commuters of Waterloo Region

Local champions are making a difference by choosing sustainable commuting options. Sharing stories helps to inspire and encourage others to follow by example. Find more profiles on social media using **#CommutersWR** and submit a local champion to **TravelWise@RegionofWaterloo.ca**



How are we doing?

TravelWise conducts Employee Travel Surveys to better understand how people commute and how TravelWise's services can encourage employees to try something different than driving alone. In 2015, TravelWise set a target to reduce drive alone commuting by 5% over five years, **from 72% in 2015 to 67% in 2020**.

What can we do now to reach our goal?

When TravelWise asked drivers what would encourage them to try something different, the **top three factors** that emerged were:

Better Local Transit Routes

Potential Solution:
The launch of ION light rail and GRT's 2019-2020 network redesign will make it easier for more people to get around the Region.

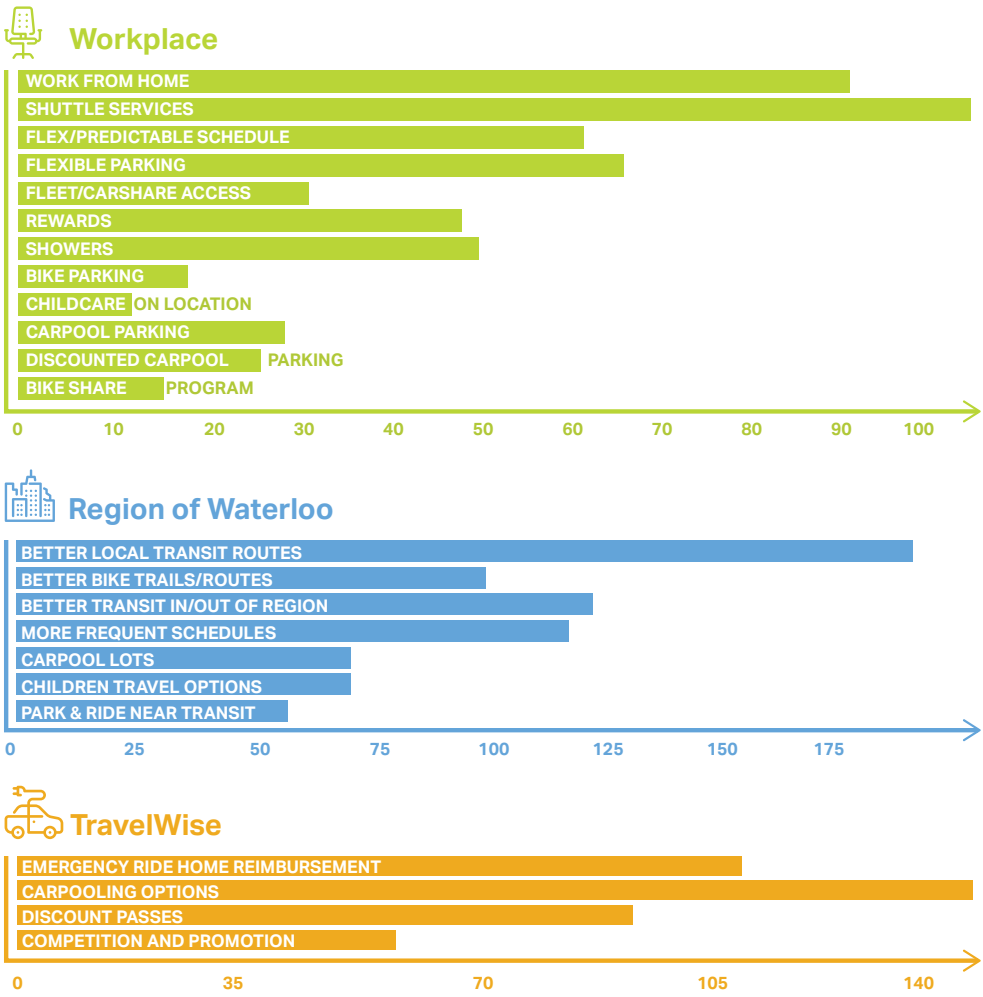
Carpooling Options

Potential Solution:
Promote and orient more employees to TravelWise's carpool matching tool. More users equals more potential options!

Workplace Shuttle Services

Potential Solution:
Large workplaces with multiple sites may want to consider this where transit doesn't meet their needs.

What would encourage drivers to try something different?



Moving to Smart Future Ready Transportation

In Fall 2019, ACT Canada Unified Mobility Summit 2019 was hosted in Waterloo Region, with several speakers from the transportation community. The Unified Mobility Summit brought together participants to address how communities are moving to future-ready, smart connected transportation. The Summit offered to **network, learn, and collaborate**, and focus on improving transportation options for Canadian communities. TravelWise presented a breakout session: "TravelWise: Making Sustainable Transportation the Easy Choice in Waterloo Region". The goals, services, and benefits that we provide to organizations as best practice.

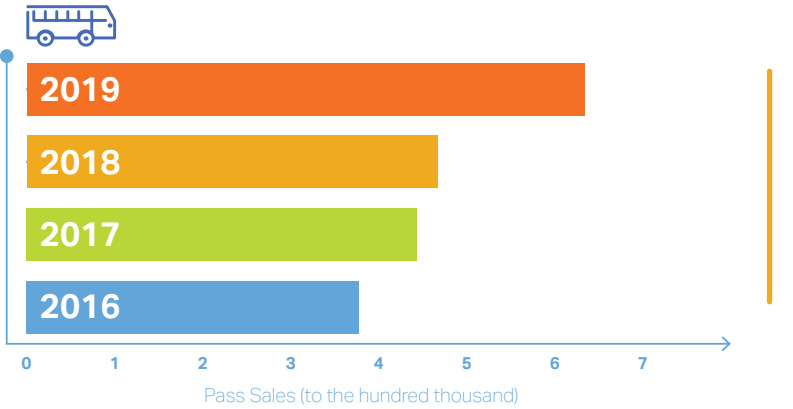
History Made in Waterloo Region: ION LRT Launch

Friday, June 21, 2019 was a milestone day in the history of Waterloo Region as ION light rail launched. The official opening ceremony took place at the ION Fairway station, which showcased the new light rail service as well as the ION bus service to Cambridge. A total of **299,760 passengers boarded ION light rail** during the subsequent ten days of free transit, which ran from June 21 to July 1 inclusive. In the same period, over one million passengers (1,007,542) boarded GRT services system-wide.

GRT AND ION ARE "ONE SYSTEM, ONE FARE" — AND THIS INCLUDES THE TRAVELWISE CORPORATE PASS!

Corporate Pass Transit Sales

Corporate Pass Transit Sales have reached new heights with the addition of the ION light rail, increase of TravelWise members and the Transit Showcase campaign. Employees of TravelWise members can take advantage of **15% savings on a monthly pass** or on GRT's easyGO fare card!



GOTRAVELWISE.CA

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 130 tonnes of CO2 have been saved by those who have logged their trip on gotravelwise.ca. Since the tool launched in July 2014, there are more than 5,400 users and 96,000 trips logged. Trip logs have nearly doubled since 2017. RideAmigo's Commute Tracker now makes it easier for users to track and plan their trips!

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

130 TONNES OF CO₂ SAVED

96k TRIPS LOGGED

5,400 USERS REGISTERED

MEMBER AWARDS

Leadership & 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 Toyota Motor Manufacturing Canada (TMMC). Their efforts include: implementing the Route 72 Flex stop, participating in the 2019 Employee Travel Surveys, providing promotional displays through their buildings and featuring TravelWise and GRT at their annual open house attended by hundreds of employees.

Rookie of the Year



This award recognizes the most active and engaged newest member of 2019. This year's award goes to Arctic Wolf Networks for their enthusiastic involvement with promoting sustainable transportation. Arctic Wolf Networks hosted their first TravelWise on-site event two weeks after joining TravelWise! Since Bike Month, Arctic Wolf Networks hosted a Transit Showcase and Employee Travel Survey Event. Arctic Wolf Networks has promoted TravelWise efficiently with an increase in Corporate Pass requests and use of GoTravelWise.ca.

Sustainable Commuting

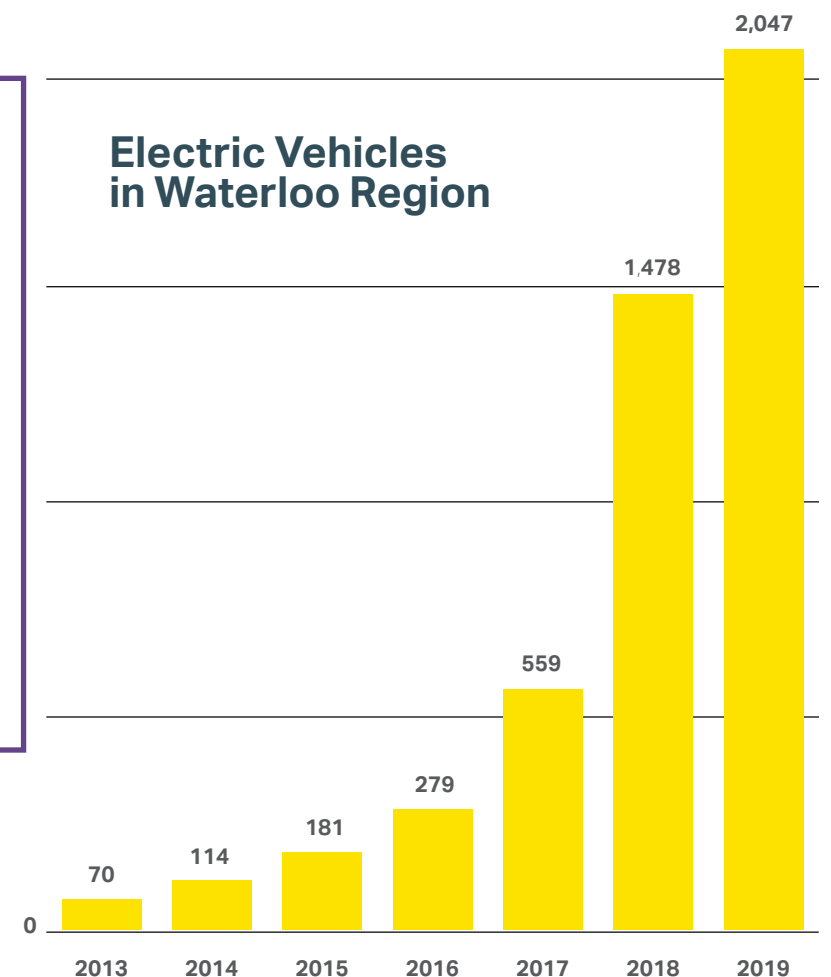


This award recognizes an organization where employees have demonstrated sustainable commuting behaviours. This year's award goes to Rogers Communications for their commitment to sustainable transportation. More than 50% of Rogers Communication employees work within 500 metres of ION or GRT Route, and many of these employees take advantage of the TravelWise Corporate Pass program thanks to Rogers active participation in TravelWise events and promotions.

ChargeWR

>> In 2019, ChargeWR helped the Region of Waterloo pursue a grant from Natural Resources Canada for 33 charging stations. This project will further expand Waterloo region's growing network of over 110 public chargers and be installed at community centres, recreation facilities, arenas, municipal administrative buildings, rural libraries and the Region of Waterloo Airport. Waterloo Region has established itself as an EV leader in Canada, by breezing past our community ClimateActionWR target of 1,000 EVs by 2020!

Electric Vehicles in Waterloo Region



*2019 number is an estimate

OUR WORKPLACES ARE LEADING THE WAY

Growth in the region has not only been in the public charging network. Workplaces are starting to see the advantages of EV infrastructure as well. In 2019 ChargeWR worked with the Waterloo District School Board to facilitate charging station installation at Chicopee Public School and is planning to do the same at other locations in the future.

Benefits of EV Infrastructure for the Workplaces

Recruitment & Retention

- Attracting value-oriented and educated employees
- Strengthening organizational culture by aligning with sustainability values
- Reducing commuting costs for employees
- Reducing company Scope 3* emissions

*All Other Indirect Emissions from activities of the organisation, occurring from sources they do not own/control. Ex. emissions associated with business travel, procurement, waste, and water

Customer Service & Brand Identity

- Alignment with corporate values and fostering customer goodwill
- Providing an option for clients to charge at our place of business
- Enhancing the organization's brand as a leader in environmental sustainability

Fleet Conversions

- Fuel cost savings
- Reduced maintenance and repairs
- Improved publicity
- Employee attraction/retention
- Lower insurance costs

Community Taking Action

In Partnership with ChargeWR, the Waterloo Region Electric Vehicle Association (WREVA) held their National Drive Electric Week event in Cambridge in September with over 600 attendees and over 100 electric vehicles! This annual event gives the community an opportunity to learn about EVs, charging, and operation from actual EV owners in the region and test drive one for themselves!



National Drive Electric Week

600+ attendees 100+ EVs

ClimateActionWR

GHG emission reduction goals

6% by
↳ 2020

80% by
↳ 2050

>> ClimateActionWR is focused on climate change mitigation in Waterloo region. As a **collaboration** between local organizations and community members, we coordinate the activities of our community's Climate Action Plans, **measure and monitor** progress on emissions reductions, and **engage** the community in climate action initiatives.

Our community is working together to achieve Waterloo region's short-term community target of a **6% greenhouse gas emission reduction by the end of 2020**. This short-term reduction target is an important first step toward our long-term goal of an **80% greenhouse gas emission reduction by 2050**.

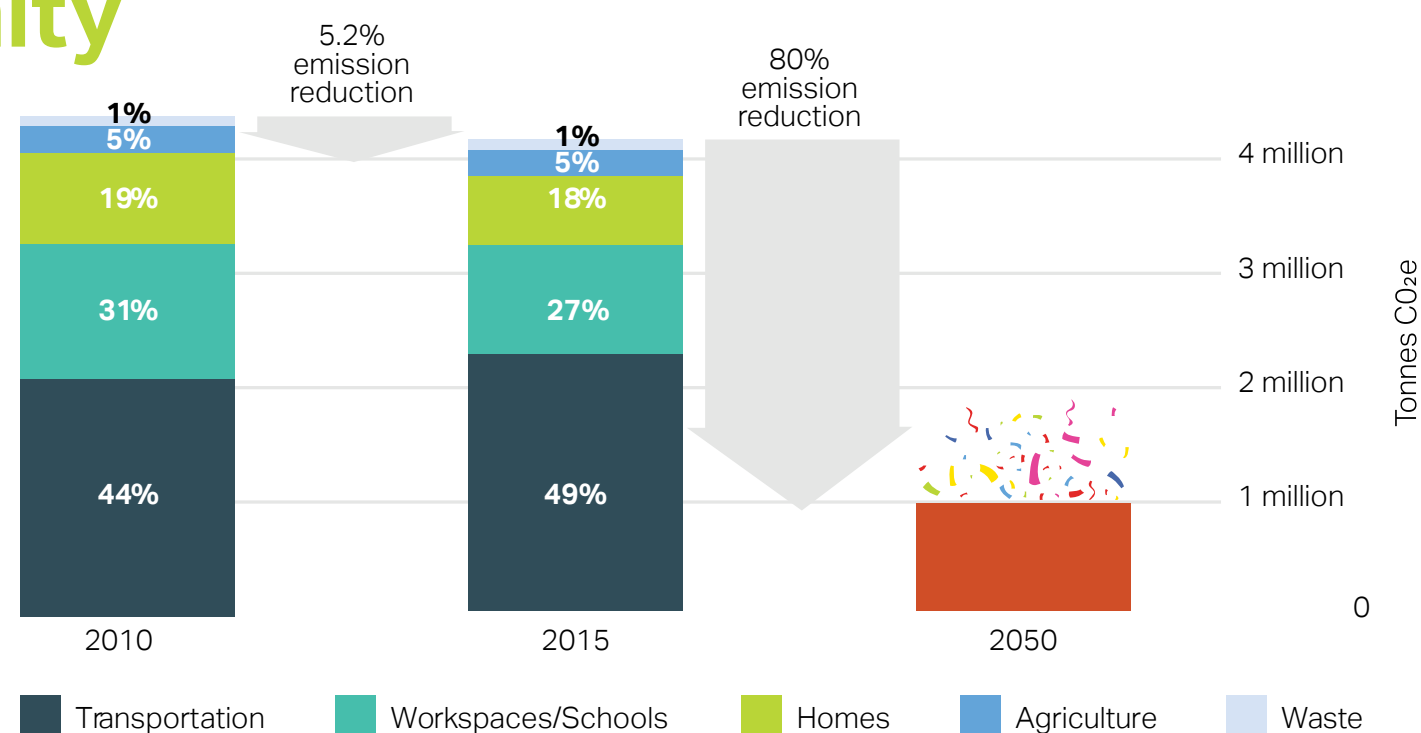
ClimateActionWR is led by Reep Green Solutions and Sustainable Waterloo Region.



Transforming Waterloo Region to a Low Carbon Community

Alongside community members, local organizations, subject matter experts, and technical experts from across the region and beyond, we are working to develop a plan for transitioning Waterloo region to a low-carbon community by 2050. Using a backcasting approach, together we will create a long-term Climate Action Strategy to achieve at least an 80% reduction in emissions by 2050, as well as an accompanying short-term Climate Action Plan to establish the road map for the first ten years (2020 – 2030).

This work is made possible by the generous support from the Federation of Canadian Municipalities Transition 2050 grant and the ongoing support of all eight regional municipalities (Cambridge, Kitchener, North Dumfries, Waterloo, Region of Waterloo, Wellesley, Wilmot, and Woolwich).



The First Step

The ClimateActionWR journey began in 2009, when Reep Green Solutions, Sustainable Waterloo Region, the Region of Waterloo, and the University of Waterloo first conducted a study on a community greenhouse gas reduction action planning and target setting. This led to the creation of ClimateActionWR as a partnership between SWR and Reep Green Solutions, who then went on to partner with the Region of Waterloo, and the Cities of Cambridge, Kitchener, and Waterloo. From this the first Climate Action Plan for Waterloo region was created. This Climate Action Plan aims to reduce local greenhouse gas emissions by 6% below 2010 levels by 2020.

Why 6% by 2020?

As the first short-term commitment, it was determined to be ambitious and achievable. ClimateActionWR's target of 6% below 2010 levels by 2020 is based on an inventory of Waterloo region's greenhouse gas emissions completed in May of 2012. This community-scale inventory shows the "carbon footprint" of Waterloo region through the lens of five key sectors: transportation, workplaces, homes, agriculture, and waste. Read the full inventory report here:

<https://climateactionwr.ca/>



Progress on Community Climate Action

New Options for Electric Transportation in the Region

Waterloo region's electric network is growing. Here's some great initiatives in our local electric mobility space led by region of Waterloo, Grand River Transit and ChargeWR over the past year:



ELECTRIC VEHICLES



Local adoption of electric vehicles continues to grow.

Over 100 public stations in the area including:

ChargeWR, Waterloo Region and the regional municipalities cooperated on a joint application to NRCanada, resulting in 33 new Level 2 chargers to be installed in public spaces around the region.

THE LRT



The ION Light Rail Transit (LRT) officially launched in Kitchener and Waterloo in June 2019. The LRT features fully electric, zero-emission electric trains that operate separately from traffic, which allows for a more efficient, comfortable, and effective way to travel. It is projected that by 2031, the LRT will result in the reduction of 22,260 tonnes of greenhouse gasses annually.

E-SCOOTERS



The e-scooter landscape in Canada is still emerging, however Waterloo Region community members will definitely want to keep an eye out for developments in this last-mile tech. Waterloo became the first city in Canada to host a popular e-scooter pilot project, which launched in late 2018 and concluded in fall of 2019. In the first season of the pilot alone, more than 6000 different riders completed more than 18,000 trips using the e-scooters.

LDCs Supporting Energy Efficiency

LDCs have been making strides to offer energy efficient options for their customers. Waterloo North Hydro is projecting to exceed 82.38 GWh's of savings (enough energy to power 9,807 homes) with continued offering of two local programs, the Swimming Pool Efficiency Program and the Refrigeration Efficiency Program.



Kitchener Utilities launched a \$250 on-bill credit furnace rebate program in 2019, applied to higher efficiency model furnace replacements. KU continues to work with ICI customers to promote equipment upgrades within facilities. This applies to furnace replacements to a higher efficiency model. KU works with ICI customers on a continuous basis to promote equipment upgrades within facilities. The majority of these upgrades include boiler replacements, water heaters, ERVs, RTU/MUA units.

Lighting the way towards energy efficiency LED STREET LIGHT RETROFITS

Retrofits are now completed, or nearing completion, on the conversion of over 42,000 streetlights to LED across the tri-cities, four townships, and the region. The goal of this was to both conserve energy as well as to save on operational costs.



City of Cambridge has completed retrofits at the Hespeler Arena, along the Grand River walkway, along the Soper and Riverside park pathways, and Dolson Pool.



Woolwich Township completed LED streetlight conversion in 2018, which led to 520,722 kWh in annual energy savings and \$62,486 in annual energy costs in 2019.



Township of North Dumfries completed an LED street light retrofit which converted 90% of the street lights to LEDs resulting in 150,915 kWh of annual electricity consumption savings.



Township of Wellesley completed conversion to LED streetlights and will enjoy annual savings of \$19,929 in energy costs and save enough energy to power 18 homes yearly.



Wilmot Township completed replacement of its 1500 outdoor lights with LED retrofits.



City of Kitchener has retrofitted all of its streetlights to LED smart lighting, with controls and dimmers.



The City of Waterloo completed the retrofit of over 8000 street lights throughout the city in 2019.

80 by 50 Strategy Development

>> Phase 1 Community Consultation

January 2019

- Funding received from the Federation of Canadian Municipalities to develop Waterloo region's long-term community Climate Action Strategy
- All 8 municipalities are signed on to the Transition 2050 team

Spring 2019

- Workshops were hosted to determine backcasting plan
- Request for Proposals were issued for both a community engagement consultant and a technical consultant

August 2019

- Unless Design Partners and WalterFedy were awarded the project
- Project is divided into 3 distinct phases

2050 Vision for Waterloo Region

We asked community members across the region to share their vision for 2050 with us. To imagine its 30 years into the future and we have reduced our greenhouse gas emissions by 80%.

HERE'S WHAT THEY SAID

"I believe we would be a healthier, happier society in which we can economically prosper from our changes."

"We have a stronger sense of community because we appreciate and respect our home together."

"The ion is nearly full, the streets almost silent from the abundance of electric cars and bicycles, emanating a peaceful vibe. Not just because of the quiet, but also because of the unspoken victory on carbon emissions."

"Walkable neighbourhoods with everything you need."

"Green, growing, gorgeous, great!"

"The majority of homes and buildings are producing energy."

So far in 2019

- Street Team Volunteers attended **35 events** across Waterloo region where we heard from over **900 community members**
- We asked for the community's vision for the year 2050 and over **500 community members** shared their vision for the year 2050
- We hosted **9 focus groups** with different stakeholder groups in the community
- **36 municipal leaders** and community stakeholders participated in one-on-one interviews with our team
- We hosted **5 community workshops** across Waterloo region!



Phase 2 Expert & Technical Engagement

October 2019 to February 2020

Experts in the areas of transportation, sustainable buildings (commercial and residential), agriculture, and waste will share valuable insight into the challenges, obstacles, and potential solutions for how we can achieve our reduction target.

Phase 3 Development of Climate Action Strategy

January 2020 to Fall 2020

In this phase we will take what is learned through the community and technical expert engagement phases to build a Climate Action Strategy, test news ideas, and share updates and emerging opportunities across the community.

Ongoing work and future development

One Year at evolv1

>> The Accelerator Centre, Borealis AI, EY, Sustainable Waterloo Region, TextNow, University of Waterloo, and Wilfrid Laurier University have all settled into their new home in Cora Group's evolv1! The **collaboration and innovation** has continued beyond the design and construction, as we continue to strive to create **real cultural change** in the building that redefined sustainability in the commercial development sector.

At the centre of this change is an interdisciplinary research team from Wilfrid Laurier University, the University of Waterloo and York University who are working out of evolvGREEN, collecting empirical knowledge on how to best create and maintain a culture of sustainability within office buildings. The research team conducts observational studies, surveys, focus groups, applies innovative methods to see how occupants connect to the space, conducts waste assessments, and monitors sensors around the building to compare the building environment to the subjective experience of the occupants.

This is unique to evolv1, as the research informs action which is then implemented on the building level in collaboration with Sustainable Waterloo Region in a Culture of Sustainability Program. Over the long term, the hope is to foster a collective understanding of what it means to make positive contributions to environmental, social and economic or organizational systems within and beyond the building. The building tenants also have an opportunity to take the sustainable design of the building and bring it to life in how they use it with everyday choices. For this to be successful, building citizens are an integral part of the process in creating a community that can take action towards a sustainable future.

One of the ways they are incorporated into this process is through a tenant based team which creates a meeting place to facilitate the creation of; ideas to make our community stronger, ways to connect to our local community, a cross organizational communication mechanism, programming for the tenants and content for a monthly newsletter to highlight information about sustainability and to build a real sense of community.



Trivia Night at evolv1

Community Connections

The move to evolv1 has also allowed Sustainable Waterloo Region to create even stronger connections within the community and beyond. This has included meeting with municipalities in and outside of the region who want to learn from the evolv1 experience and bring change to their communities. It has also included hosting green building events and the Flourishing Enterprises Institute (FEI) Founding Forum, inviting the community in through Doors Open Waterloo Region and partnering with local universities through experiential learning programs and research studies. It has even meant dabbling in the arts along with ClimateActionWR to create installations for the THEMUSEUM's Alarm exhibit!

The year ahead promises more excitement, as programming is developed within evolvGREEN. This collaborative workspace brings together entrepreneurs, researchers and clean economy supporters through the shared goal of leading changes that will reduce harmful environmental impacts and improve our well-being.

Cooking Classes in evolvGREEN

