



sustainable
WATERLOO ▸ REGION

Year End Report →

**The
year
that**

re

created

120+
swr member
organizations

12 events
650 attendees

20+
municipalities

600
trees planted in
6 forests

regional emissions

goals

long term

80%
by 2050

GHG reduction

short term

50%
by 2030

GHG reduction

27,000+

full time employees supported

► **committed**
73,958
tonnes of GHG

► **reduced**
86,549
tonnes of GHG

► **equivalent**
19,429
cars off the road

so much.

For many around the world, when they think about environmental action, they think of the 3 Rs of reduce, reuse and recycle. This mantra is simple, well known, and in some ways has changed how our community and culture operates. In fact, according to the Region of Waterloo's website, the first blue box program was piloted in the region in 1981.

Over the years, however, the 3 Rs have become 7 Rs (rethink, refuse, reduce, repurpose, reuse, recycle, and rot). This is a very encouraging direction in waste reduction striving to accurately reflect all the ways we can reconsider how we live and how we produce, consume and waste.

When reflecting on 2022, the SWR team uncovered that this year was one of RE in so many ways.

- After a global pandemic, we have **re-engaged** with the community and members.
- Seeing the kind of transformations that are possible, many partners and members have **re-upped** their commitment to a better, low carbon future.
- A changing world has meant that we have **re-created** some of our programs to adjust to our new reality.
- Finally, we are always **re-imagining** the future that we want, striving for more, reaching past what is expected and comfortable.

For many, the year of RE can be uncomfortable. It is, by its very nature, a time for both **returning** to offices and the old ways of working, while at the same time reviewing all the work of the past and **re-vitalizing** what we do best and **re-imagining** them in new and more impactful ways.

It is also a year that we are so grateful for. We saw a seed of an idea grow into a flourishing new community program. We created the foundation for a stronger and more just community through sustainability. We welcomed so many new partners and members into the network, and so much more.

We hope you enjoy this Year End Report. If you would like more, check out our website for more member stories, and more updates from SWR.

Should you be **re-thinking** your organization's actions and impacts, and want some help, we encourage you to reach out and reconnect with us. We would be happy to hear from you.



Tova Davidson
Executive Director



Barry Colbert Ph.D.
Board Chair

rewarding sustainable strides

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 SWR, our programs, projects, and people.

community builder award

In recognition of an organization whose actions have fostered positive interactions and inclusion within Waterloo Region.



Pfennings Farm

Pfennings has been doing so much to build community within the SWR network as well as more broadly. From their work in the Impact Network, land stewardship work including microforests, contributions to local food banks, as well as supporting the work of Crow Shield Lodge, this organization is an exemplary leader in the community

green team of the year

This award celebrates the green team that fosters and champions a culture of sustainability across their organization.



MEDA

MEDA is committed to championing environmental sustainability across its offices globally, and that can be seen in the creation of its green teams. By establishing these teams globally, MEDA ensures that its efforts to create business solutions to poverty also promote a low-carbon vision. Stemming from their Mennonite roots of community building and sustainability, MEDA's work with SWR in their community recognizes that we all have a role to play in a more just, prosperous sustainable future.

rookie of the year

This award recognizes the most active and accomplished new member of the Impact Network.



YNCU

YNCU has been incredibly engaged with SWR activities. They have formed their Green Team and taken steps to track their carbon footprint. They are enthusiastically working towards reducing their impact through projects such as sponsoring and planting Parkway P.S. microforests and a clothing drive. We can't wait to see their growth on this sustainability journey.

rewarding sustainable strides

sustainable commuting award

This award recognizes the organization that has succeeded in promoting sustainable commuting and having more team members sustainably commute to work.



Kitchener Public Library

Kitchener Public Library (KPL) has the most diverse mode of commuting to work among TravelWise members. They have the highest percentage of team members riding transit, carpooling, walking and biking to work.

sustainability in motion

This award recognizes the member who has implemented sustainable commuting within their organization as a complement to another primary goal.



Cambridge Memorial Hospital

Cambridge Memorial Hospital joined TravelWise in 2022 and became the most active member taking part in Bike Month and Transit Showcase. CMH and TravelWise collaborated to organize the events that were well attended by CMH employees. CMH also identified that sustainable commuting to work has a positive effect on the health and wellness of their team members. This is really awesome!

swr partner of the year

An organization that has been highly involved and supportive of sustainability with SWR. Not specific to any one program and preferably to multiple programs/ projects.



AET

AET is an organization with an enviable sustainability culture. They volunteered time to support other members, post about SWR on their social media, attend many events and contribute to Susty pros and Masters level in our peer to peer groups. They also helped fund microforests and volunteered speakers at SWR events. AET is committed to using 1% of profits towards tree planting particularly in areas that are affected by deforestation.



reduced

It was a year of transition for ClimateActionWR as we shifted from plan formation to the implementation of the TransformWR strategy.

We set our focus on forming a strong foundation to bring more organizations into our work and build momentum for an accelerated transition to an equitable, prosperous, resilient and low-carbon community.

We are building a better future through climate action and every business, organization, and individual has a role to play.

ClimateActionWR is a collaboration between local organizations, community members, and municipalities in Waterloo region, focused on climate change mitigation, led by Reep Green Solutions and Sustainable Waterloo Region. It coordinates the activities of our community's climate action plans with a current greenhouse gas (GHG) emission reduction target of 80% GHG reduction by 2050.



reaching wider

Sector committees are made up of a group of volunteers that take a ‘birds-eye’ view of their sector, being aware of all initiatives related to climate change mitigation within the boundaries of Waterloo Region, to identify and accelerate progress toward achieving our community’s GHG reduction target. The sector committees target our three largest emitting sectors; transportation, workplaces & residential. By acting as connectors and catalysts, the sector committees support the achievement of the region’s emissions targets. The projects of each sector committee are aligned with the actions outlined in our community climate action plan, TransformWR.

Workplaces/ICI Sector Committee **ICI GHG Decision Tree**

This tool is a visual guide designed to give building owners and operators ideas of where and how they can reduce emissions (and operating expenses) to have a more sustainable building.

Residential Sector Committee **Home energy retrofit webinar**

Hosted a webinar on residential home energy retrofit opportunities including heat pumps in partnership with Nith ValleyEcoBoosters.

Press releases & case studies

Published press releases and case studies to improve awareness of efforts to decarbonize the residential sector.

Transportation Sector Committee **Cycling Network Equity Review**

Contributed to the ongoing work of CycleWR to complete a review of cycling networks in Cambridge, Kitchener and Waterloo to determine areas of improvement for increased equability.

Analysis of parking as an EV incentive

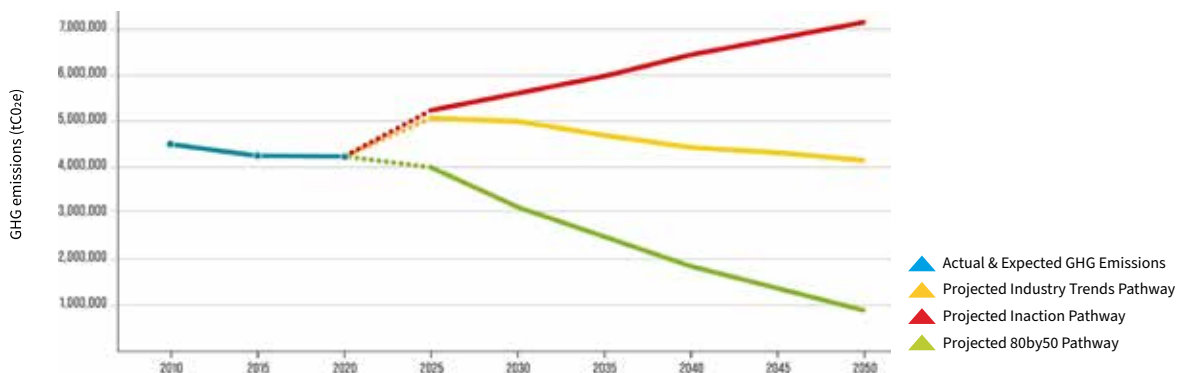
Compiled research that explored how cities across the world are using parking fees as a way to incentivize electric vehicle adoption.



#WR 80by50

Trajectory to achieve an 80% GHG emissions reduction (from 2010 levels) by 2050

Waterloo Region GHG inventory pathways



inaction

Our population continues to grow as expected, but no further efforts are made to reduce our GHG emissions.

industry trends

Our population continues to grow as expected, and predicted industry trends help us reduce emissions per person over time.

80by50

Our population continues to grow as expected, industry trends help us reduce emissions per person over time, and we make further conscious changes to meet our 80by50 reduction target.



transform

1 **how we move**
by 2050, most trips are taken using active transportation, with the support of a robust public transit system.

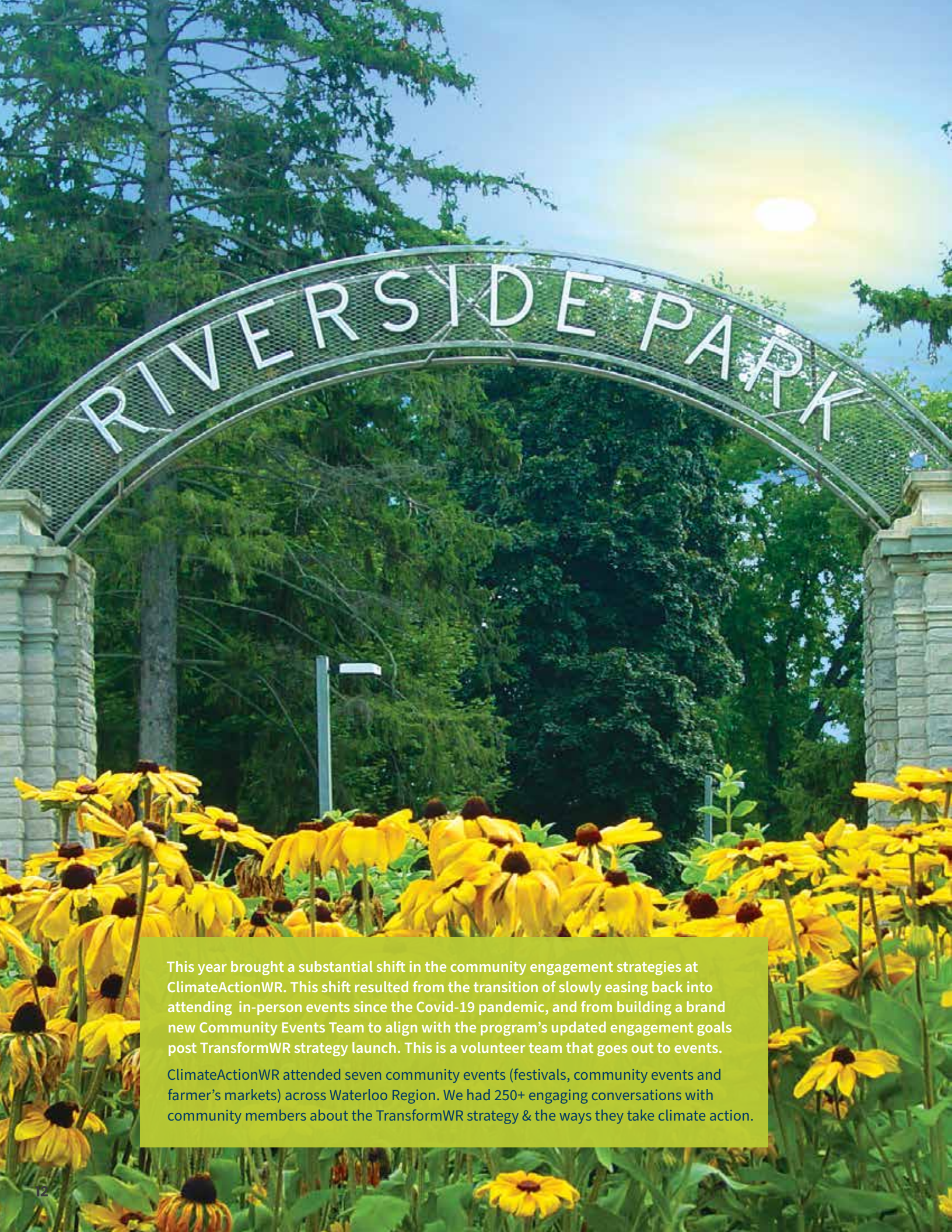
2 By 2050, remaining personal and commercial vehicles are zero emissions vehicles.

3 **the ways we build and operate our spaces**
by 2050, businesses and homes no longer use fossil fuels for space heating, cooling, and hot water heating.

4 **the ways we produce, consume, and waste**
by 2050, Waterloo Region uses less, wastes less, and no longer disposes organic matter in landfills.

5 By 2050, Waterloo Region has a thriving local food system built on local farming, food production, and processing that feed much of our community.

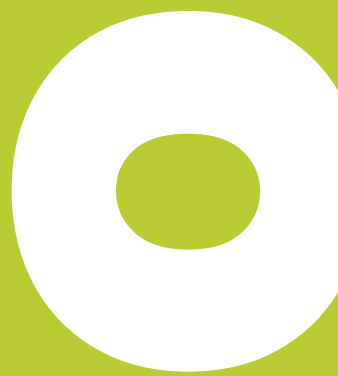
6 **the ways we relate**
By 2050, Waterloo Region has leveraged reducing GHG emissions to increase equity, prosperity, and resiliency for all.



This year brought a substantial shift in the community engagement strategies at ClimateActionWR. This shift resulted from the transition of slowly easing back into attending in-person events since the Covid-19 pandemic, and from building a brand new Community Events Team to align with the program's updated engagement goals post TransformWR strategy launch. This is a volunteer team that goes out to events.

ClimateActionWR attended seven community events (festivals, community events and farmer's markets) across Waterloo Region. We had 250+ engaging conversations with community members about the TransformWR strategy & the ways they take climate action.

re



80% of members are aware of the roles they should play to achieve local climate goals.

57% find events and workshops highly valuable.

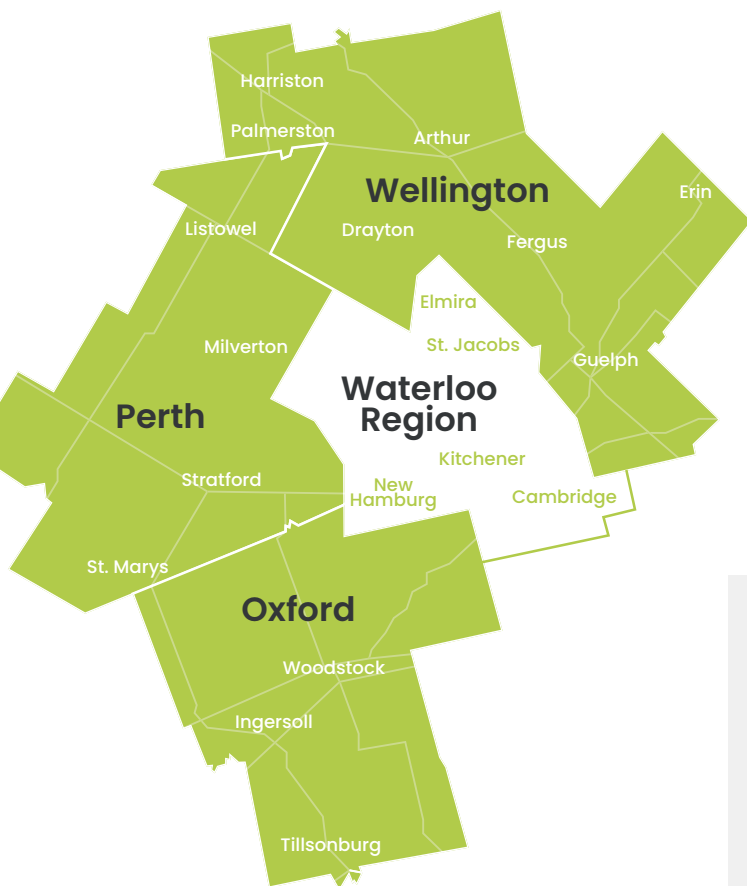
68% of respondents have an active Green Team

26.8% of projects focused on GHG reductions

The Impact Network (IN) works with local organizations across Waterloo Region to support the integration of sustainability into the core of organizations.

With a large varied membership base, each approach is different and tailored to their specific needs. Through our Milestone process, we are able to incorporate both measurable operating impacts and the United Nations Sustainable Development Goals (SDGs) into our framework. This allows members to align their goals with the SDGs and attain a just and sustainable, low-carbon future. We work to support members in understanding their impacts, and to set voluntary targets related to greenhouse gas emissions, waste and water impacts, and increasing waste diversion.

reaching farther



This year, we are happy to announce that we expanded the geographic areas we support to include Oxford, Perth, and Wellington counties!

These areas include municipalities like Guelph, Woodstock, Stratford, Listowel, Arthur, Erin, Fergus, Elora, Ingersoll and Tillsonburg.

Organizations in these communities can now partner with SWR to leverage our knowledge and expertise for achieving sustainability goals and building a more resilient community together.

We are excited to engage with sustainability initiatives of all types including carbon, water and waste reduction target setting, green buildings, and developing a circular economy.

Several businesses in the expanded catchment area have already joined our network, including:



Milverton/Perth County, Elmira/Wellington County



Guelph/Wellington County



Guelph/Wellington County



Woodstock/Oxford County



Stratford/Perth County location, main office based in Elmira



Stratford, Mitchell and Shakespeare/Perth County, Woodstock/Oxford County, Guelph/Wellington County



We are happy to announce that **Airboss, EHT Group, Miovision, Novocol Pharma, Owens Corning, The Simple Knot, Tri-mach Group, Waterloo Brewing, and YNCU** joined the Impact Network in 2022!

SDG

progress tracking

The **Sustainable Development Goals Action Manager** is a tool to help measure the impact of businesses around the world, and allows them to take meaningful actions and track their progress working to implement the SDGs. This brings the B Lab B Impact Assessment, the Ten Principles of the United Nations Global Compact and the Sustainable Development Goals all together into one assessment tool. There are **17** interconnected

goals, which are a blueprint for bettering people and the planet by **2030**. The core modules for the Impact Network are **SDG 6, 7, 11, 12 & 13**, which align best with the program milestones, but members are welcomed and encouraged to complete the other 12 modules as well to gain a better understanding of their organizations' impacts. Members who are working to compare and improve their organizations against the SDGs:

reporting members milestones

2 Capacity Building



1 Onboarding



3 Reporting



Members who are working to compare and improve their organizations against the SDGs:

Member	Completed Modules
	        
	    
	   

4

Target Setting & Attainment

	Gold	Silver	Bronze
greenhouse gas	  	   	             
waste	  		 
water			
other targets	 		

pledging

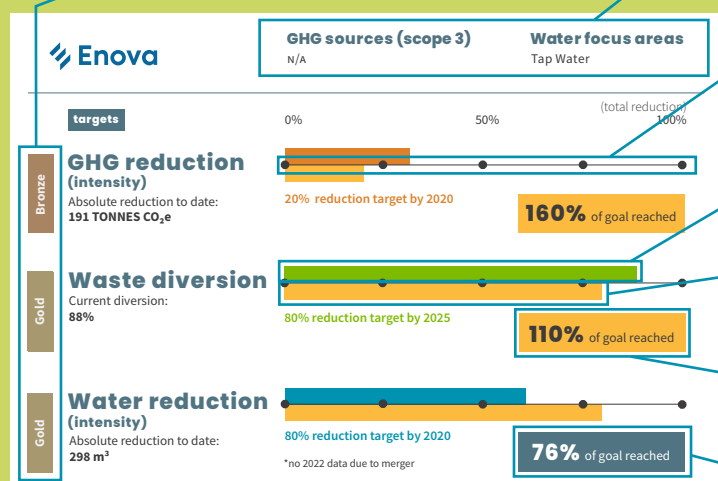
members 2022

Our GHG Pledging Partners commit to reducing their environmental impact by setting either absolute or intensity-based reduction targets:

Absolute targets aim to reduce an organization's total emissions or water impacted by a targeted amount.

Intensity-based targets aim to reduce emissions or water impacted relative to a particular organization's growth factor or performance indicator. Intensity metric values could include reductions per: square metres of office space, full-time employees, or products produced.

how to read the graphs



Gold, silver or bronze refer to the reduction target level.

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

This line represents the total amount of GHG's, waste, or water used by the member.

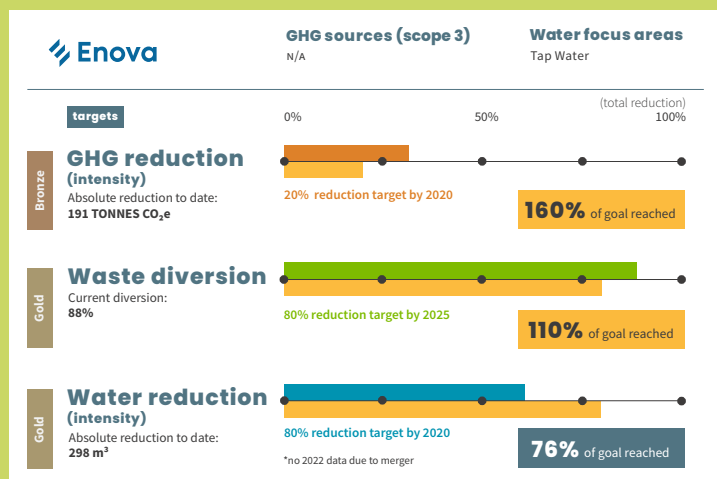
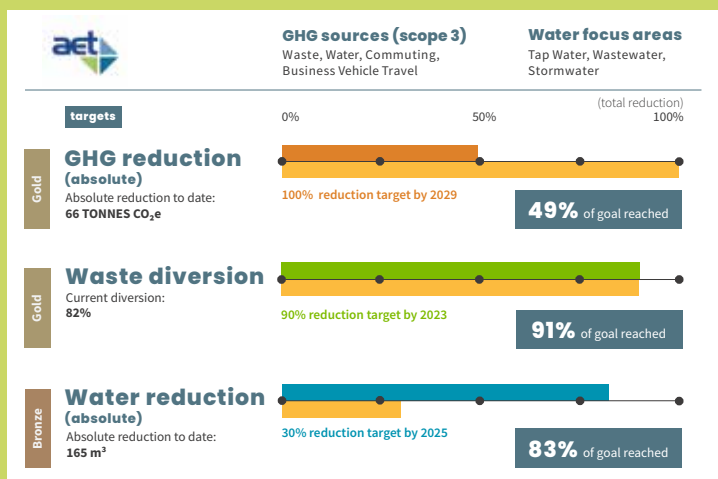
The top bar (orange, green or blue) shows what percentage of the members goal has been reached.

The bottom gold bar shows what percentage of reduction/diversion that the member has set as their goal.

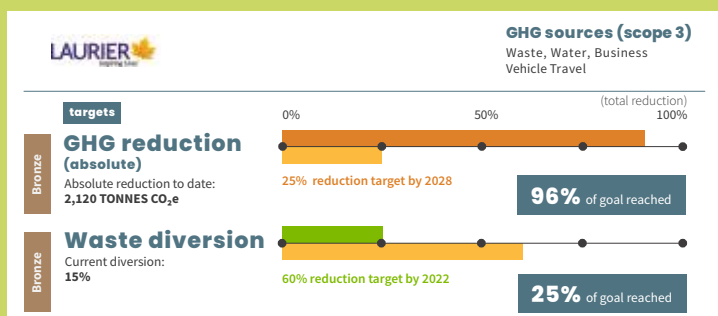
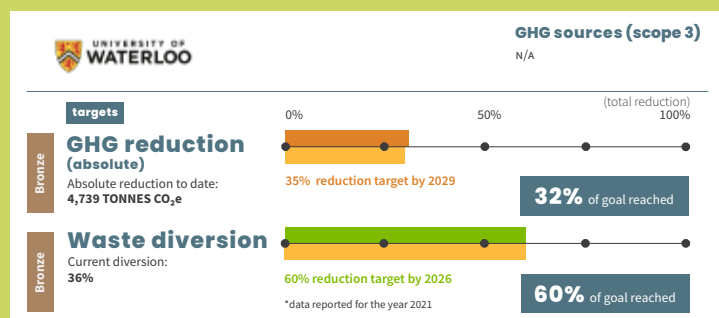
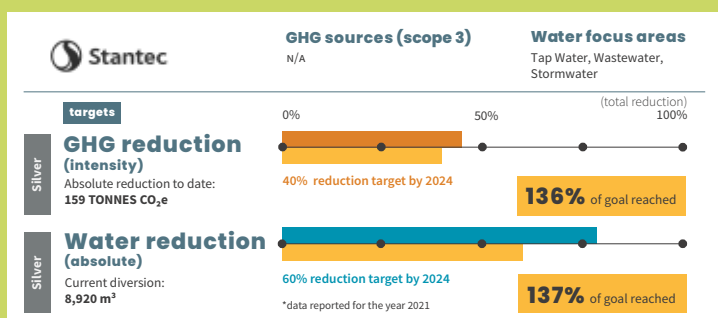
A gold banner means that the member has met their goal.

A blue banner means they are still working towards their goal.

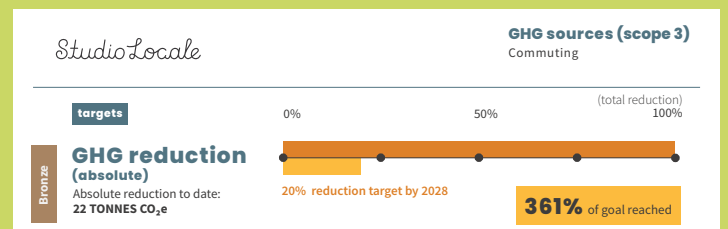
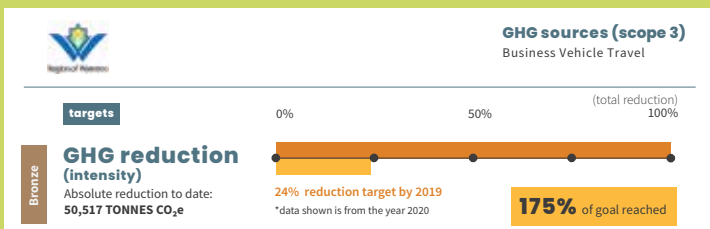
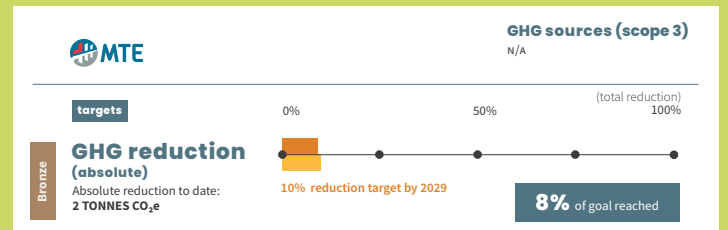
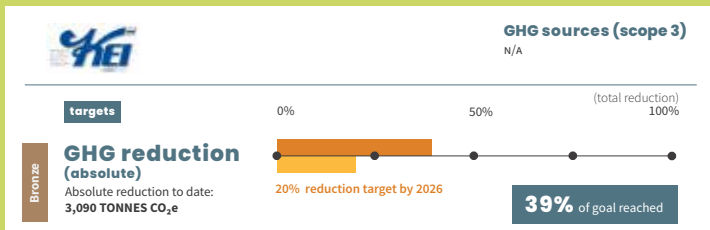
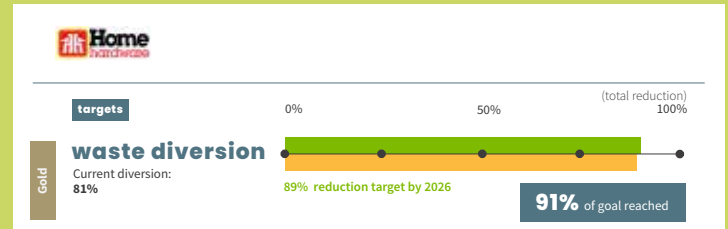
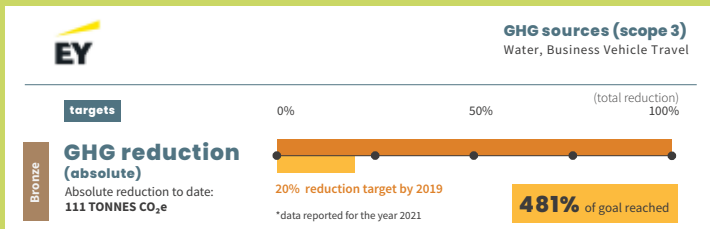
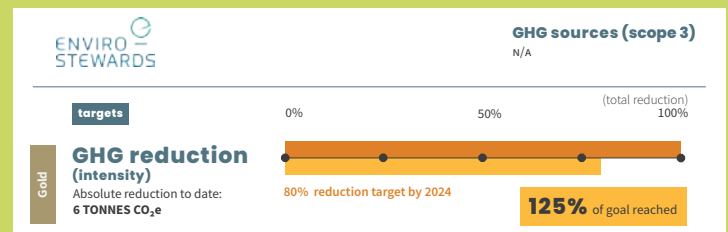
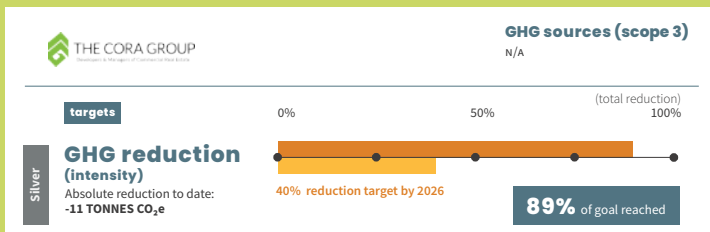
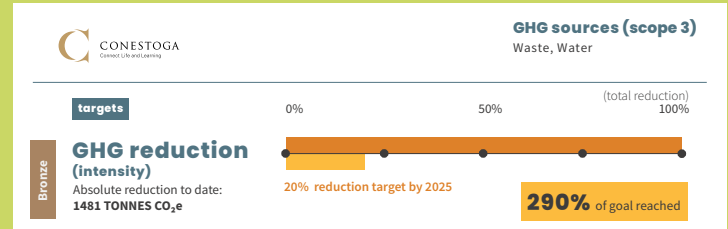
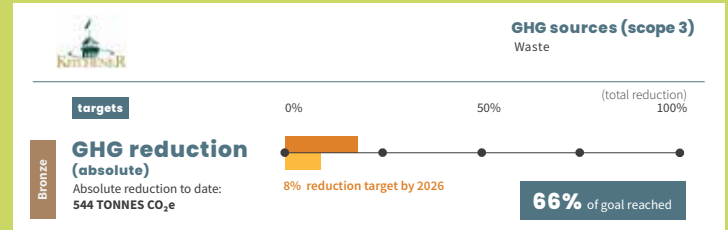
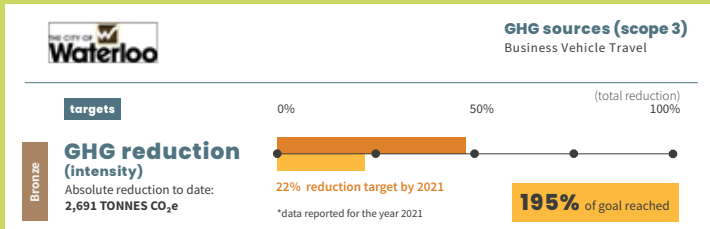
three target members

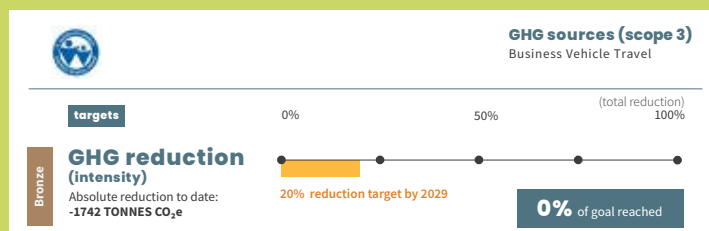
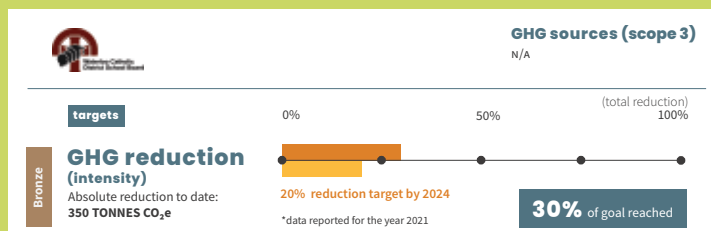
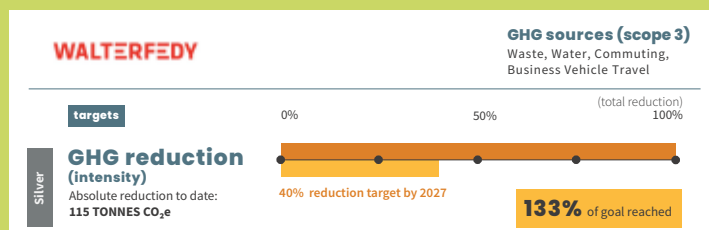
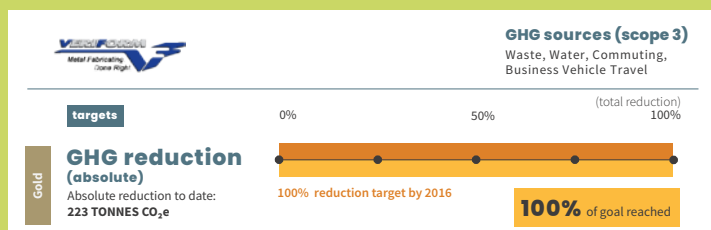
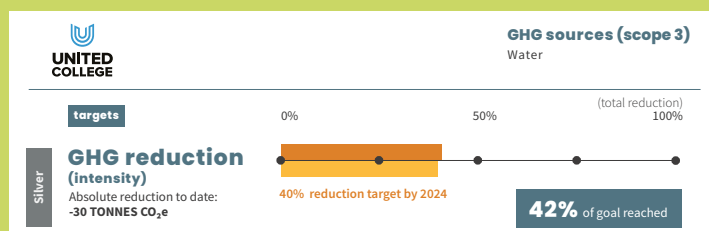
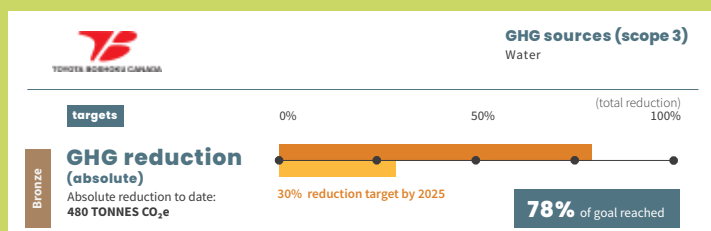
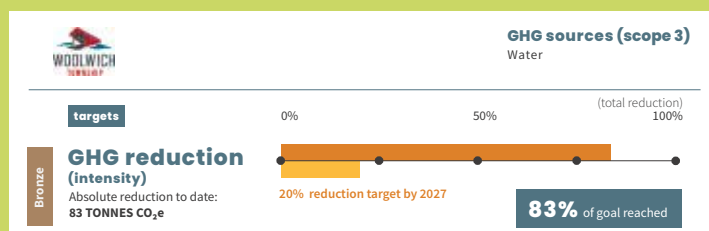
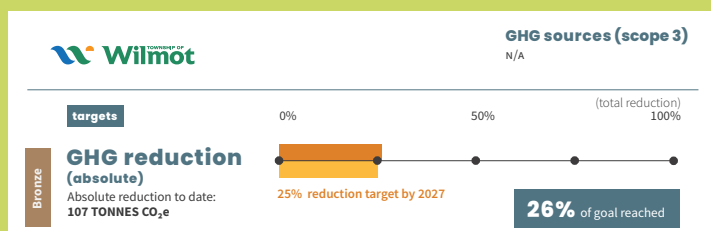


two target members



single target members





The Impact Network 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.

carbon cleanse

Carbon Cleanse 2022 was another successful event!

The weekly sustainability themes featured energy, water, waste, and transportation, in addition to a month-long culture of sustainability theme.

Energy week

- ▶ **EY** employees turned their lights off for **389** hours and reduced screen time by **53.5** hours during energy week.
- ▶ **AET** staff organized a virtual uncooked meal potluck, recorded **19** hours of screen-free time, and participated in the lights out challenge.

Transportation week

- ▶ **EY** employees walked a total of **377,594** steps as part of the walk/roll to work challenge. Three employees walked over **10,000** steps per day and **14** tracked their steps for the whole week!

Waste week

- ▶ **MTE** staff worked together to create **15** upcycled creations and made **23** zero waste swaps! **15** employees also completed the waste whiz challenge and **8** litterless lunches were enjoyed.

Water week

- ▶ **MTE** employees totaled **25** meatless meals, calculated **30** water footprints, and counted 18 water efficient features at their work and home offices. **29** employees completed the water word scramble and **21** completed the water bingo!

Carbon Cleanse 2022 Participating Members



carbon cleanse winners

**1st
place**



28,890 pts

*Congratulations EY
on first place!*

**2nd
place**



25,020 pts

*Congratulations
AET! You went above
and beyond.*

**3rd
place**



17,455 pts

Great work, MTE!

special shout outs

MEDA who came in fourth place during their first Carbon Cleanse, had teams in other countries participating in the challenges as well!

Pfenning's Organic Vegetables' small but mighty team showed up consistently every week, and showed us their innovative approach to reducing their waste to landfill. They work with Plastics Redeemed by sending them their shrink wrap to be recycled into building grade lumber!



re

duce

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

New TravelWise members for 2022

Cambridge Memorial Hospital, Tigercat Industries, Septodont, and Rolmaster Conveyor!

Miovision and Oracle re-engages with TravelWise!



2022

TravelWise Commuting Report

Transitioning out of the pandemic

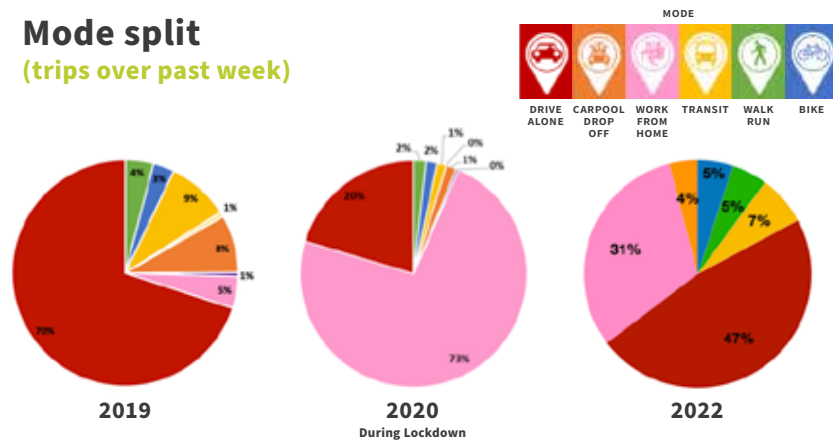
The COVID-19 pandemic has affected mode choice, satisfaction and motivations behind choosing sustainable trips. Previous survey results in 2018 (pre-pandemic) and 2020 (during the pandemic) showed a significant shift in commuting as the pandemic impacted workplace activities.

The pandemic's impact on traditional notions of work and workspace has removed barriers to remote work for many, and provided new opportunities to reduce/eliminate drive alone trips.

For many, a work commute is no longer an established, routine behavior.

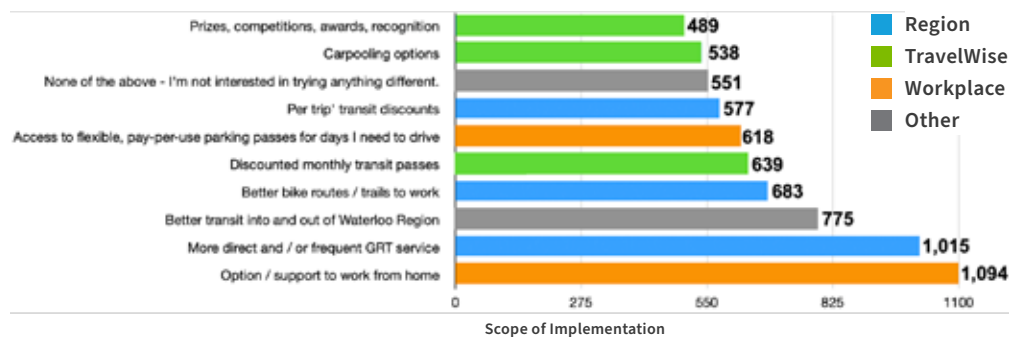
TravelWise will continue to monitor the resiliency of this "new" Employee Mode Split. Changes to Employee Mode Split were primarily the result of the adoption of Work from Home programs that were introduced during the pandemic and continued in various forms for many TravelWise members. As we exit the pandemic, there is greater opportunity for TravelWise programming and services to shape occasional workplace commutes to ensure that Waterloo Region's sustainable transportation goals are met.

Mode split (trips over past week)



Top 10 reasons

that would encourage drivers to try something different



Bike Month • June 2022

Bike Month kicked off the first in-person TravelWise event in 2022! TravelWise organized and conducted Bike Month events for 6 member organizations. One member organized their own group bike ride to celebrate Bike Month.

1 tonne in CO₂ savings

\$1,681 saved

752 bike trips logged

131,338 calories burned

4,227 kilometers travelled

59 people logged their bike trips

member

highlights



City of Kitchener

The City of Kitchener has been busy in expanding the Downtown Cycling Grid. In 2022, they reached out to community to promote cycling by organizing some events during Bike Month.

Bike Festivities • June 11

- ▶ The City of Kitchener organized “Bike Festivities” in collaboration with different community groups in the city.
- ▶ They collaborated with the Cycling into the Future team who conducted training sessions for beginners to safely bike around the city.
- ▶ They also took the lead in some group bike rides around the Downtown Kitchener Cycling Grid.

Family Bike Show • June 12

- ▶ The City of Kitchener organized the “Family Bike Show” for families and individuals to showcase their unique bikes and share their cycling experiences with attendees.
- ▶ They encouraged people to bring their cargo bikes, e-bikes, bike trailers and different kinds of bikes.

Press Together in Pride Ride • June 17

- ▶ Celebrating Pride Month and Bike Month with a group bike ride with members of the 2SLGBTQ+ community and their friends.
- ▶ More than 50 people joined the ride through Downtown Kitchener.





Region of Waterloo

The Region of Waterloo officially opened the Market Trail that connects the City of Waterloo and the Township of Woolwich. This new multi-use, all ages and abilities trail runs along the Region-owned rail corridor between Northfield Drive in Waterloo and Farmer's Market Road in Woolwich — connecting ION light rail directly to St. Jacobs Farmers' Market and key employment areas.

Market Trail is a world-class initiative that supports the Region's Strategic Plan priorities of growing a thriving economy, offering more environmentally sustainable travel choices for residents while reducing greenhouse gas emissions, and improving connections between our urban and rural community spaces.



The 1.5km multi-use Market Trail is open!



Cambridge Memorial Hospital

As a new Travelwise member, Cambridge Memorial Hospital (CMH) immediately became actively involved in the program. CMH invited the TravelWise team to promote sustainable commuting during Bike Month in June and Transit Showcase in October.

More than 200 CMH team members attended the events making it the most successful in 2022.

2,122
km travelled

0.41
CO² saved

\$544
saved

67,232
calories burned

634
sustainable winter trips

WINTER WISE 2022 STATS

WinterWise returned in 2022 to promote riding transit, walking and cycling during the winter months. Participants who logged their sustainable trips had a chance to win one (1) of three (3) \$100 Uptown or Downtown Dollars, and learned that a sustainable commute can be the easy choice any time of the year!



SWR launched the Clean Economy Cluster Map!

In partnership with:

The Region of Waterloo, WR Community Energy, and Waterloo EDC.

This map showcases 125+ companies, research groups, and community organizations in Waterloo Region that are leading the way for sustainable innovation in buildings, transportation, energy, agriculture, waste, and more.



sustainable
WATERLOO • REGION



Region of Waterloo



WR
COMMUNITY
ENERGY



WATERLOOEDC
Inventing the future
waterlooodc.ca

NOTE: While companies may have a presence in multiple categories of this cluster map, they will only appear in the category that most directly reflects their business.

Learn more



regenerative

Design and processes

evolv1

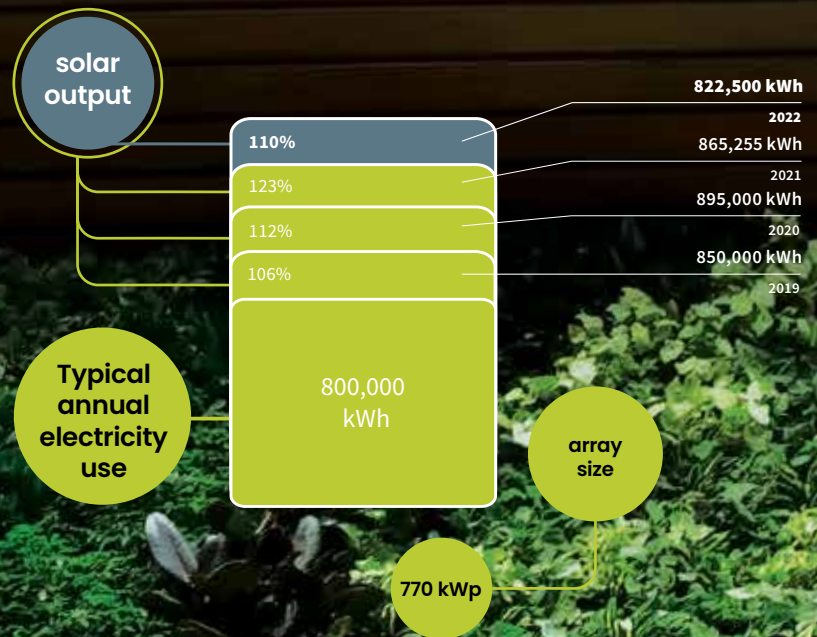
evolv1 is Canada's first net-positive energy commercial multi-tenant building. This building was inspired by SWR and is owned and developed by the Cora Group. The design and operation of evolv1 prioritizes sustainability and clean energy production. It is located in the David Johnston Research+Technology park in Waterloo, Ontario.

Sustainable habits

Culture of Sustainability Program

This program started as a research project, in partnership with VERiS, to gather data about engendering a culture of sustainability within office buildings. It is designed for and by the evolv1 community to encourage sustainable habits through the building's design and social sustainability.

The evolv1 building acts as a 'living laboratory' to understand how to foster sustainable practices among those who work in sustainable buildings. The program provides connection between evolv1 tenants (through monthly meetings and a newsletter), increases knowledge, awareness and commitment to environmental sustainability and impact reduction. CoS also supports mental health and wellness in the workplace.



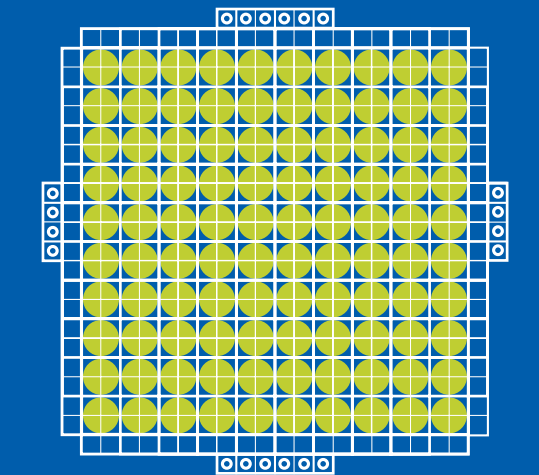
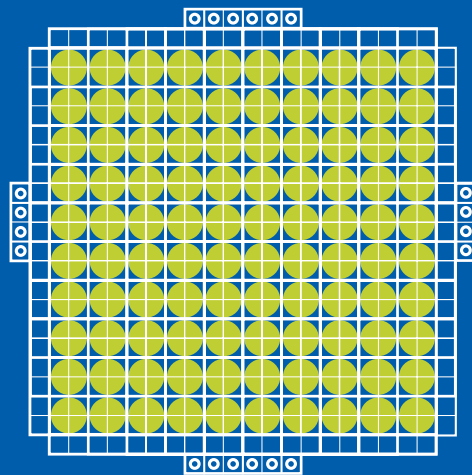
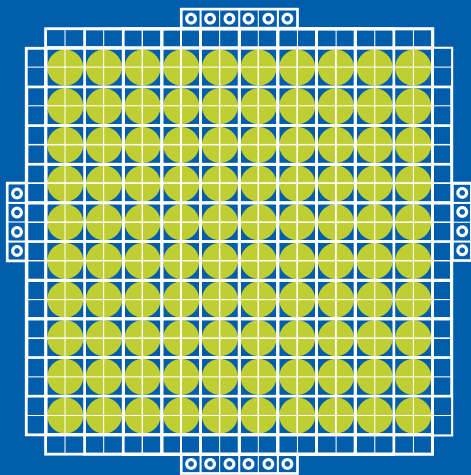
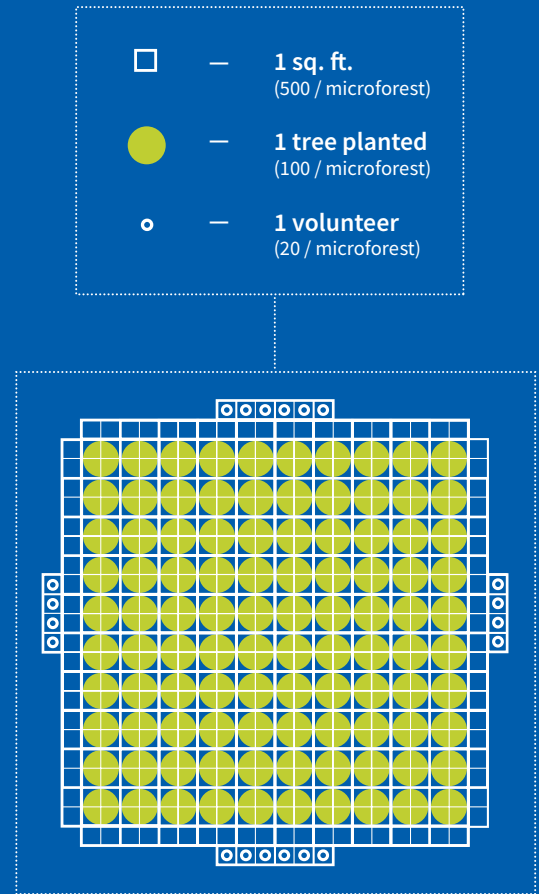
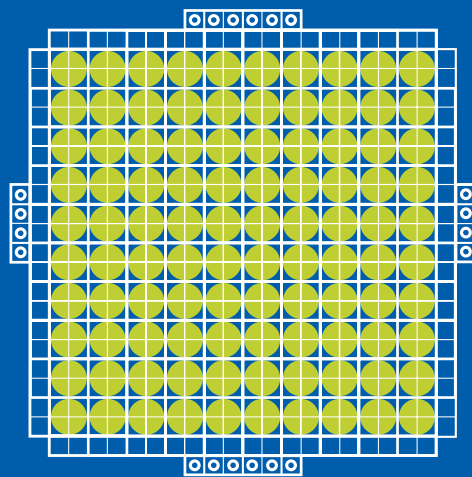
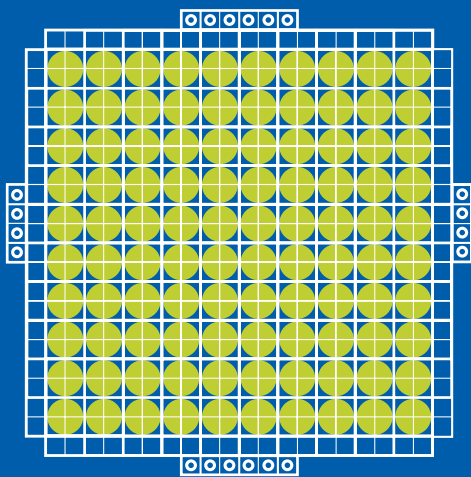
THE CORA GROUP
Developers & Managers of Commercial Real Estate

evolv1



600 trees in 2022

In Fall 2021, we launched the pilot of our **Microforest** program which aims to have trees planted in a wide range of spaces across the region. Organizations that support planting in their spaces would reap the benefits of having a microforest. SWR started with two microforests but saw a huge increase in 2022 to have eight total!



replenishing earth

2022 became a big year for our microforest program



With the enthusiasm of sponsors, volunteers, community partners among others, we planted six new microforests totalling to 600 trees and shrubs, with over 100 volunteers participating in planting days. This was made possible by sponsors and volunteers from **Ages Foundation, Wilfrid Laurier University, YNCU, EY, GrandBridge Energy, and AET**. It also would not have been possible without land to plant on, and we thank the **David Johnson Research and Technology Park** as well as the **Waterloo Region District School Board** for generously donating their land for planting.

Our microforests provide ecological, social and economic benefits to our communities as they renaturalize, beautify and enrich our urban spaces. They also boost positive mental health and reduce stress levels. Our hope for 2023 is to plant more than ten new microforests per year, and increase our focus on the maintenance, stewardship, education and community programming they provide.



If you'd like to get involved, please consider providing land to plant on, sponsoring or adopting a forest.

Get inspired by these remarkable stories from the network!



AET Group Inc was awarded the Environment and Sustainability Award by the Greater Kitchener Waterloo Chamber of Commerce! They have also begun to transition their fleet to hybrid and electric vehicles (EV), installed three additional EV charging stations bringing their total to eight, and encouraged employees to consider switching over to sustainable transportation by subsidizing staff EV purchases.



City of Cambridge is currently working toward long-term targets of 50% emissions reduction by 2030 and 80% by 2050 (from 2010 levels) as part of its commitments to the TransformWR community plan and the corporate Energy Conservation and Demand Management Plan. They had an emissions reduction target of 6% and achieved an absolute tonnage reduction of 14%.



Conestoga College lengthened their strides towards sustainability by implementing some great projects in 2022. They held a cleanup campaign during which 23.5 metric tonnes of paper was recycled, a furniture reallocation program to re-home obsolete office furniture to employees and local non-profit organizations, solar panel installations at their Doon campus, and added four Electric Vehicle (EV) charging stations to their network, making a total of eleven across their campuses!



The Simple Knot was a finalist for the Guelph Chamber of Commerce's 2022 Chamber Business Awards! They were a finalist for the Chamber of Commerce's Sustainability Award, Presented by TD Commercial Banking.



The **University of Waterloo** Housing Team implemented the Move-in, Move-out program which involved the redistribution & recycling of unfinished products and items. Through this initiative, 11,000 tonnes of waste was repurposed. They also launched an internal incentive for EV fleet lighter duty vehicles such as gator golf carts.

These are just a few of the stories that showcase our members and their tremendous efforts towards sustainability.

To read more stories, please refer to the member recognition section of the year-end report on sustainablewaterlooregion.ca



our community

is the leader in sustainability
innovation in Canada.

Whether you want to:

- ▶ save on operating costs
- ▶ create a green brand
- ▶ reduce risk exposure
- ▶ attract and retain talent
- ▶ increase innovation

or how you can get involved in building a
better community, **we are here to help.**

Join

our ever growing network of
leaders, organizations, partners,
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**Work with us
towards a just
transition and
better future.**



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Environmental Impact Statement

250 copies of the 2022 Report were printed using 278 kg of 100% post-consumer recycled paper. It was also distributed digitally to reduce printed copies.

By using more sustainable paper we saved:
474 kg of GHG emissions | 3000 litres of water
2000 kg of solid waste | 3611 kilowatt hours



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

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