



It's Possible

It's Possible

4

It's Possible
Letter from Green Economy Canada

6

What We Do
Green Economy Canada,
Hubs and Leaders

8

**Highlights from
Green Economy Hubs**
A Thriving Network Across Ontario

10

**The Competitive Advantage
in Sustainability**
Green Economy North in Sudbury

12

**Meet the
Green Economy Leaders**
250+ Businesses Taking Action

16

Impact Snapshot
Building a More Sustainable
Economy

18

**Planting the Seeds of
Sustainability**
Royal Botanical Gardens

20

Voices on the Ground
Personal Reflections from the
Network

22

Case Studies
Sustainability and Profitability
Go Hand-in-Hand

24

**A Different Kind of
Hockey Stick Graph**
A Farewell from Mike Morrice

26

Our Team
Board, Staff and Volunteers

27

Thank You
Funders, Sponsors and Partners

Green Economy Canada's 2017/18 Annual Report

It's Possible

Letter from Green Economy Canada

Two years ago, we began our annual report by noting the historic shift that was coming, through the introduction of a pan-Canadian climate strategy and a cap and trade system in Ontario to regulate greenhouse gas (GHG) emissions from businesses. We also pointed out that 99% of businesses in Ontario would not be covered by this policy framework. And yet, these businesses have been increasingly signing on as voluntary members of Green Economy Hubs — making commitments to measure and reduce their GHG emissions — not because of any government mandate or regulation, but simply, because it makes good business sense.

Today, the policy context has changed and so has the imperative for action. Provincially, the government has ended cap and trade and will release a climate plan that does not rely on carbon pricing this fall. Globally, a range of encouraging developments have unfolded — including Ireland committing to divesting from fossil fuels, Costa Rica running on 100% renewable-source electricity for more than 300 days in 2017, California hitting its target to reduce GHG emissions below 1990 levels by 2020 two years early, and China moving forward with a national emissions trading system that will regulate up to 25% of our global emissions.

Within our own network, something has also changed: our belief that a network of voluntary leaders can shift the trajectory toward a more sustainable economy is now more fact than theory. There are now more than 250 Green Economy Leaders — businesses taking action as members of Green Economy Hubs — a 57% increase over the past two years. Emission reduction targets have been set by businesses in every one of the Green Economy Hubs across the province: 56 GHG, 6 waste, and 4 water targets. Collectively, Green Economy Leaders have committed to reducing 102,874 tonnes of GHGs and have already reduced 59,105 tonnes — the equivalent of taking 12,656 cars off the road for one year.

Green Economy Hubs

Hamilton and Burlington



Kingston



Ottawa



Sudbury



Waterloo Region



York Region

Part of the motivation for the work we do comes from the results we're seeing across our network. We take inspiration from the \$24,000 a year saved by the Kingston and Frontenac Housing Corporation, a member of Sustainable Kingston's Green Economy program, through stove range upgrades that also reduce 7 tonnes of GHGs a year and save 140,000 kWh in electricity a year. Walker Emulsions, a Burlington-based member of the Sustainable Business Initiative, is saving \$43,000 a year with the installation of a water softener, as well as significant amounts of water and natural gas. And VeriForm, a small business in Waterloo Region and member of the Regional Sustainability Initiative, has saved over \$2 million through its sustainability efforts and become carbon neutral. This groundswell continues to show that sustainability is not only key to the stability and well-being of our planet, but good for business too — from direct cost reductions through energy savings, to reputational benefits and enhanced employee engagement, to risk mitigation.

As we continue to connect, support, and celebrate the growth of Green Economy Hubs, we are realizing the power of the larger, collective movement in our network. It now includes multiple hotels, health service providers, educational institutions, and faith-based organizations, to name a few clusters, who can both take pride in their local community leadership and draw on the ideas from others leading within their sector across the province. With over 250 Green Economy Leaders committed to and already acting on sustainability, it's clear — a green economy is not only possible, it's underway.

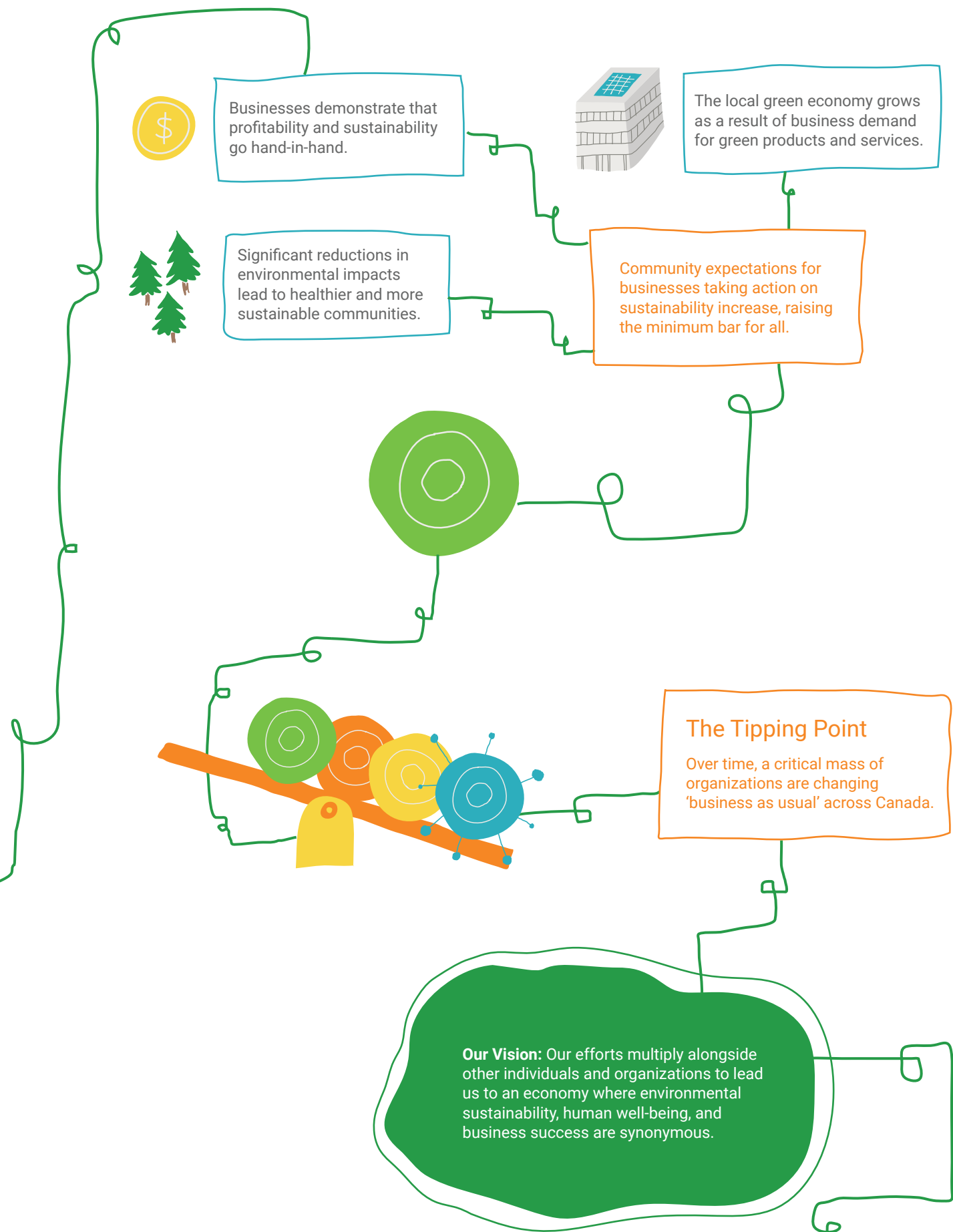
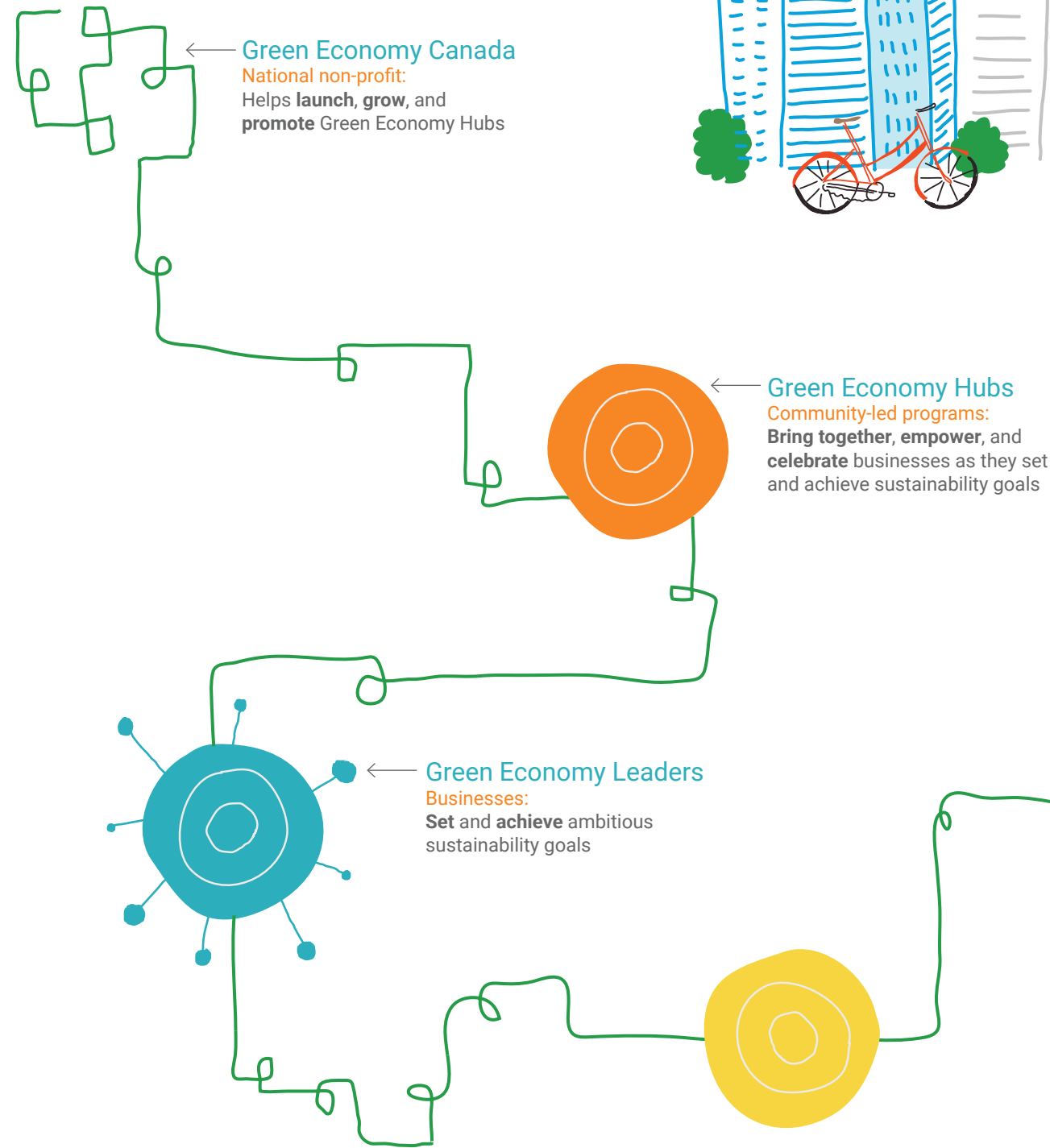
Mike Morrice
Executive Director

Sarah Van Exan
Managing Director

Matt Hoffmann
Board Chair

What We Do

Together, we're demonstrating a more sustainable economy is possible.



Highlights from Green Economy Hubs

Green Economy North (at reThink Green) 🐦 @greeneconorth

Green Economy North has quickly established itself as the go-to solution for businesses looking for a competitive advantage in sustainability in Northern Ontario. Over the last year a swell of manufacturers, municipalities, and faith-based organizations joined the Hub, bringing total membership to over 40. Businesses are also swiftly taking action, with over 20 GHG inventories completed and six new GHG reduction targets set. The local media has taken notice too, publishing nearly 20 pieces highlighting the work of Green Economy North.

Sudbury

Carbon 613 (at EnviroCentre) 🐦 @carbon613

Carbon 613 continued to support businesses toward action with eight members in the Hub now having set GHG reduction targets, including working closely with the City of Ottawa to set a 20% reduction target from 2012 levels by 2024. The membership of the Hub also continued to grow, with IKEA Ottawa, Shepherds of Good Hope, and Alt Hotel Ottawa as key new additions.

Ottawa

Green Economy Program (at Sustainable Kingston) 🐦 @SustainableKtwn

Sustainable Kingston's Green Economy program experienced strong growth over the last year, more than doubling the number of businesses taking action through the Hub. Expansion is being explored to the east and west of Kingston to grow the reach of the Hub. Existing businesses continue to move through milestones, with the first two GHG reduction targets set by Trailhead Kingston and the Kingston Frontenac Housing Corporation.

Kingston

ClimateWise Business Network (at Windfall Ecology Centre) 🐦 @ClimateWiseBN

The membership of the ClimateWise Business Network soared over the last year, more than tripling the number of businesses taking action through the Hub. A wide spectrum of businesses signed on, including the first publicly traded company in the entire network (Toromont Cat), a farm market (Reesor's), and a church (Holy Trinity, Thornhill), to name a few. The first GHG reduction target in the Hub was set by the Regional Municipality of York.

York Region

Hamilton-Burlington

Waterloo Region

Regional Sustainability Initiative (at Sustainable Waterloo Region) 🐦 @WRSusti

In July 2017, Sustainable Waterloo Region celebrated its 10th anniversary and the Regional Sustainability Initiative continued to demonstrate its sustainability leadership in the community. Members set 10 targets in 2017 to reduce GHG, waste, and water impact, committing nearly 5,500 tonnes of GHGs to be reduced — the highest commitment since 2013 and an 8% increase from 2016. 24 organizations completed the environmental section of the B Impact Assessment and received a score to help guide holistic sustainability improvements.

Sustainable Business Initiative (at Sustainable Hamilton Burlington) 🐦 @SustainHamilton

Over the last year, the region's largest employer, Hamilton Health Sciences, and the two cities of Hamilton and Burlington joined the Sustainable Business Initiative (SBI). As leaders who carry major influence in the business community, these high profile members indicate a new level of commitment to sustainability in the region. In addition to GHGs, the SBI added waste and B Lab as options for businesses to set targets towards, and the first four GHG reduction targets were set by Walker Emulsions, Royal Botanical Gardens, REfficient, and Hamilton Health Sciences.

Note: In late August 2018, the EcoBusiness Network (EBN) wound down due to ongoing challenges with the organization's financial viability. As a result, there is no longer an organization operating a Green Economy Hub in Durham Region. The results in the report are as of June 30, 2018 and therefore still include the activities of EBN members.

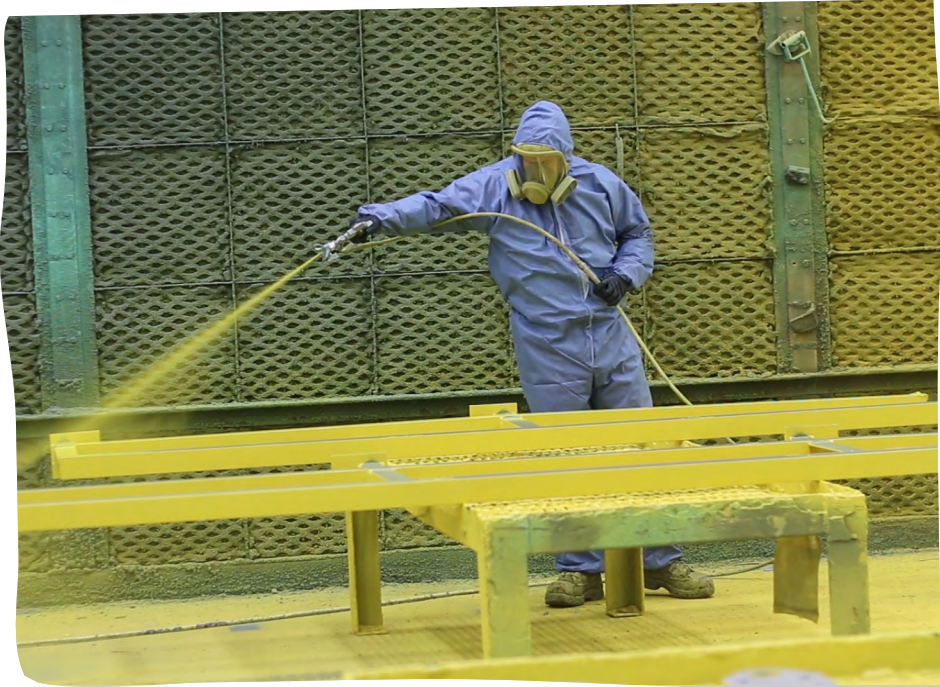
The Competitive Advantage in Sustainability

Green Economy North in Sudbury

It can work almost anywhere. One of the strengths of a Green Economy Hub is its scalability. Businesses large and small, across the breadth of Ontario’s economic sectors can benefit from measuring, managing, and reducing GHG emissions.

Green Economy North — the Sudbury Hub hosted by reThink Green — has worked to build as diverse a membership as possible. Its fast-growing network of over 40 businesses includes manufacturers, faith-based organizations, hotels, small municipalities, office-based businesses, large institutions, First Nations communities, and international mining companies. To the Green Economy North team, the diversity of the membership is a core strength of the Hub.

On the surface, these organizations are very different, but what ties them together is that they are all leaders in the new green economy. Whether the goal upon joining is to increase profits, deliver affordable services, or reduce the impact of climate change, the efforts that each organization puts towards sustainability benefit them now and into the future as energy costs continue to rise. Finding ways to reduce energy consumption will only help these organizations — and the regional economy — grow and thrive.



Morin Industrial Coatings refurbishing damaged mining equipment in their new state-of-the-art facility.

Mining innovations leading the green transition

Greater Sudbury boasts a world-renowned mining service, supply, and manufacturing cluster. At one time, refined ore was the only product leaving Sudbury. Now, locally designed mining vehicles, ventilation systems, automation, and process machinery are shipped to mining operators all over the world. These innovative businesses are revolutionizing the mining industry and helping to lead the transition to the new green economy.

Morin Industrial Coatings Ltd. is an excellent example of this effort. Morin provides industrial sandblasting and painting for a wide range of mining equipment. To reduce their environmental impact, Morin specifically built a new state-of-the-art facility in the Walden Industrial Park. By moving to a recyclable blast media, conducting all blasting indoors in a controlled environment, and containing contaminants, Morin is setting a new standard in finishing. They have diverted thousands of tonnes of material from landfills, virtually eliminated fugitive

pollutants, and reduced GHG emissions from transportation.

“Morin Industrial Coatings wants to pass on to future generations a business that can achieve goals, meet timelines, and reduce environmental impact,” says President Rick Morin.

Helping municipalities reach GHG targets

Local governments also have an important role to play in reducing GHG emissions. Upgrades to civic facilities like community centers, town halls, arenas, and outdoor lighting systems can help reduce emissions and lower monthly bills.



Raili Lakanen, Energy & Sustainability Planner at Green Economy North, leading a public information session in Central Manitoulin.

Despite the known benefits of these types of projects, meeting provincial GHG reduction targets can be a burden for small communities. Changing government regulations, new funding streams, and emerging opportunities can be difficult to navigate. Green Economy North is helping ease the energy squeeze on municipalities.

Green Economy North provides technical direction for emission reduction projects that have a good short-term return on investment. In addition to Wahnapiitae First

Nation, seven municipalities on Manitoulin Island and the North Shore of Lake Huron have now also joined the Hub.

Municipalities, like all Green Economy North members, are supported through the standard measure, manage, reduce, and save process. For example, an assessment of the Blind River Arena identified action areas like upgrades to lighting, a replacement of the hot-water on-demand system and boiler, and a “smart” valve and control system. These upgrades are expected to reduce GHG emissions by 7% of total municipal emissions.

Partnering with faith communities

Green Economy North has also seen strong uptake in membership and engagement from faith communities, who are focused on leading by example with the view that environmental stewardship and GHG emission reductions are a way to demonstrate care for all of creation.

Half of all 2017 targets set by Green Economy North members were set by churches. These commitments include: Copper Cliff United Church and Trinity United Church both setting a target of a 25% reduction below 2014 levels by 2024, and St. Mark’s United Church’s target of a 20% reduction below 2015 levels by 2025.

Green Teams and sustainability leaders are taking action to meet these targets and broader sustainability objectives through a number of activities. In particular, improving insulation and heating efficiency are top project choices for saving money and reducing GHG emissions.



Trinity United Church’s Green Team draft proofing the church windows.

The smart and right thing to do

“We deliver a central message through Green Economy North, aimed at the business community across the region,” says Green Economy North Program Director, Richard Eberhardt. “Every organization should be managing their energy needs and reducing their carbon output. It’s a smart solution to increasing costs and the right thing to do.”

Meet the Green Economy Leaders

Over 267 businesses in Green Economy Hubs are demonstrating that a more sustainable economy is possible.

10 Desloges Pvt.
(Cooperative d'habitation Desloges)
150 Elgin St. (Performance Court)
151 Parkdale Ave. (Centretown
Citizens Ottawa Corporation)
[176 Larch St. \(Sudbury\)](#)
30 Provender Ave. (Communityworks
Non-Profit Housing)
360 Energy
440 Wiggins Pvt.
(Cooperative d'habitation Voisins)
55 Hilda Ave.
(Unity Non-Profit Housing)
A2S Associates
[AET Group](#)
Ajax Pickering Board of Trade
[Alectra Utilities \(Hamilton and
St. Catherine's\)](#)
[Alectra Utilities \(York Region\)](#)
All Nations Church
All-Suites Whitney
[Alt Hotel Ottawa](#)
Ambassador Hotel
Anchor Concrete
[Angela's Bed & Breakfast Ottawa](#)
Arborus Consulting
Arbour Heights
ArcelorMittal Dofasco
Art Gallery of Hamilton
Art Noise Audio Visual Centre
Aryzta/Oakrun Farm Bakery
[Athena Software](#)
Aurora Food Pantry
Avery Canada
Banfield Agency
Benefect
Big Brothers Big Sisters of York
Biox
Black Gold Coffee
Blind River Development Corporation
Borealis - Grill & Bar
BrainPower
Bread & Butter Bakery
Bryson Insurance
Cambrian College
[Canada Rubber Group Inc.](#)
Canadian Museum of Nature
Cantin Insurance Services
(The Co-operators)
Carrothers and Associates Inc.
Centre for International
Governance Innovation
Cher Mere Day Spa
City of Burlington
City of Cambridge
[City of Hamilton](#)
City of Kingston
[City of Kitchener](#)
City of Markham

City of Ottawa
City of Pickering
City of Vaughan
[City of Waterloo](#)
City Welding
Clarington Board of Trade
Cober Evolving Solutions
Community Car Share
Community Foundation of Canada
Compugen Finance Inc.
Compugen Inc.
[Conestoga College](#)
[Conestoga Mall \(Ivanhoe Cambridge\)](#)
Conestoga Meat Packers
[Copper Cliff United Church](#)
[Crawford & Company \(Canada\)](#)
CSV Architects
Daltco Electric
[David Johnston Research +
Technology Park](#)
[Deer Creek Golf & Banquet Facility](#)
[Delphi Group](#)
Diva International Inc.
Durham College
[Durham Condominium Corp 120](#)
[Durham Corporate Centre](#)
Earncliffe Strategy Group
Ebenezer United Church
Ecolife Home Improvements
Economical Insurance
Ecovert CX
Electronic Distributors International
Energy+
Enviro-Digital Printing
[Enviro-Stewards](#)
EV Fern Ltd.
[EY \(Waterloo Region\)](#)
[Farm Mutual Reinsurance Plan](#)
[Fisher Wavy](#)
Frontenac Club Inn
Gagnon & Associates
Goo Systems Global
Gordon's Estate Services
Gowling WLG (Waterloo Region)
Gray's Landscaping
Greater Kitchener Waterloo Chamber
of Commerce
Greater Sudbury Utilities
GSP Group
[Hamilton Health Sciences](#)
Hamilton Philharmonic Orchestra
[Hia Media](#)
Holy Redeemer Parish (Sudbury)
Holy Trinity Church (Thornhill)
[Home Hardware](#)
Homestead Land Holdings
Hope House Community Hospice

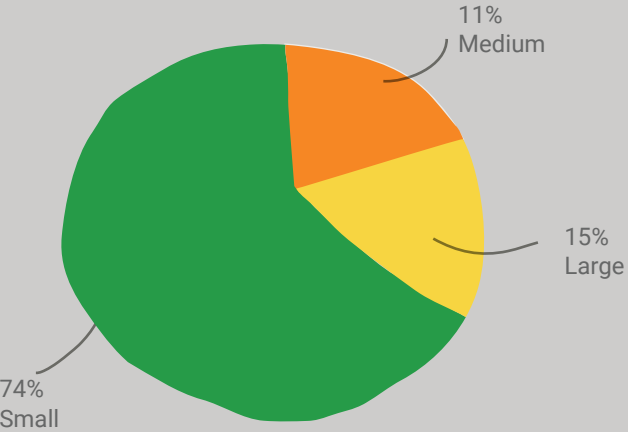
[House of Friendship](#)
HTS Holy Trinity School
Hydro Ottawa
IC Savings
IKEA Ottawa
in2one Community Church
Innersee Initiatives
Irvine Generations
J.E. Agnew Foods Ltd.
John C. Munro Hamilton
International Airport
Joseph & Wolf Lebovic Jewish
Community Campus (JWLJCC)
Keystone Properties
Kindred Credit Union
[Kingston & Frontenac
Housing Corporation](#)
Kingston Integrated Healthcare Inc.
Kitchener and Waterloo
Community Foundation
Kitchener-Wilmot Hydro
[Kuntz Electroplating](#)
Lake Simcoe Region
Conservation Authority
Landings Golf Course
Laurentian University
Legend Boats
Lightenco
Lila J. Sloss & Associates
Little Current United Church
LURA Consulting
Man Brothers
Manitoulin Centennial Manor
Manulife Financial (Waterloo Region)
Markham Fair Grounds
Marsland Centre Limited
mcCallum Sather
McMaster Innovation Park
[Mennonite Central Committee](#)
Midfield
Miele Canada
Mohawk College
Monarch Kitchen and Bath
Morin Industrial
Municipality of Central Manitoulin
Municipality of Clarington
Municipality of French River
N-VIRO by Walker Environmental Group
Nature's Way Landscaping
Noah Digital Marketing
[Open Concept Consulting](#)
Oshawa Centre (Ivanhoe Cambridge)
Oshawa Curling Club
Oshawa PUC Networks Inc.
Ottawa Chamber of Commerce
[Ottawa-Carleton District School Board](#)
PACS Energy Solutions
[Plasti-Fab](#)

Posterity Group
ProMark Window Film & Blinds
Quality Inn Sudbury
[Quarry](#)
rare Charitable Research Reserve
Read Jones Christoffersen
Reelco International
REEP Green Solutions
Reesor's Market & Bakery
[REfficient](#)
Region of Durham
[Regional Municipality of Waterloo](#)
[Regional Municipality of York](#)
Rimikon
RLB LLP
Rock-Tech
Rogers & Trainor Commercial Realty
[Royal Botanical Gardens](#)
S.i. Systems
Saturn Power
Seedworks
Seven Shores
Shepherds of Good Hope
Sigrid's Natural Foods
Skyview Electronics
[SmarterShift](#)
SmartNet Developments Inc. (SNDI)
[Solar Associates](#)
St. Andrew's United Church (Markham)
St. Alban's Anglican Church (Sudbury)
St. Jerome's University
St. Lawrence College
[St. Mark's United Church \(Sudbury\)](#)
St. Mary's Anglican Church
(Richmond Hill)
St. Mary's Cement
[St. Paul's University College](#)
[St. Stephens on the Hill United Church
\(Sudbury\)](#)
Stainless Steel Technology
[Stantec \(Waterloo Region\)](#)
Stone Mills Cleaning Service
Storage Power Solutions
Stratos
Studio Locale
Sudbury Integrated Nickel Operations
Sudbury Theatre Centre
Sun Life Financial (Waterloo Region)
Sustainable Societies Consulting Group
Tara Natural Foods
TD Bank Corporate (Ottawa)
Tech Wreckers
TekPak Solutions
Terra Designs
Terrapure
The Co-operators (Pickering)
[The Cora Group](#)

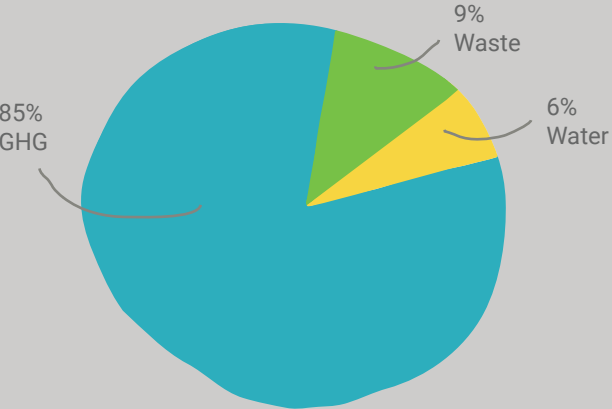
The Cotton Factory
The Second Wedge Brewing Co.
The Solar Power Company
The Tea Room
ThinkLUNCH
Toast & Jam Café
Tony V's Pizza & Restaurant
Toromont Cat
Town Homes Kingston
Town of Ajax
Town of Gore Bay
Town of Northeastern Manitoulin
and the Islands
Town of Sables-Spanish Rivers
Town of Spanish
[TownePlace Suites](#)
Township of Billings
[Township of Wilmot](#)
Township of Woolwich
Toyota Boshoku Canada
Tradeforce Tech
[Trailhead Kingston](#)
Treefrog Inc.
Tri-Art Manufacturing
[Trinity United Church \(Sudbury\)](#)
Trinity Village
United Way Kitchener Waterloo & Area
[University of Waterloo](#)
Vale
[Valley View Alliance Church \(Newmarket\)](#)
[Valleyview Community Church \(Sudbury\)](#)
Veridian
[VeriForm](#)
Vigor Clean Tech
VRTUCAR
Wahnapiatae First Nation
[Walker Emulsions](#)
Waller Street Brewery
WalterFedy (Hamilton)
[WalterFedy \(Kitchener\)](#)
[Waterloo Catholic District School Board](#)
[Waterloo North Hydro](#)
Waterloo Regional District School Board
Whitby Chamber of Commerce
Whitby Curling Club
[Wilfrid Laurier University](#)
Wonderfloat
[WSP \(Waterloo Region\)](#)
York Region Food Network
[Your Credit Union](#)
YWCA Hamilton
Zip Signs

*Organizations highlighted have set
GHG, water, or waste targets
Green Economy Leaders
as of June 30, 2018

Green Economy Leader Sizes

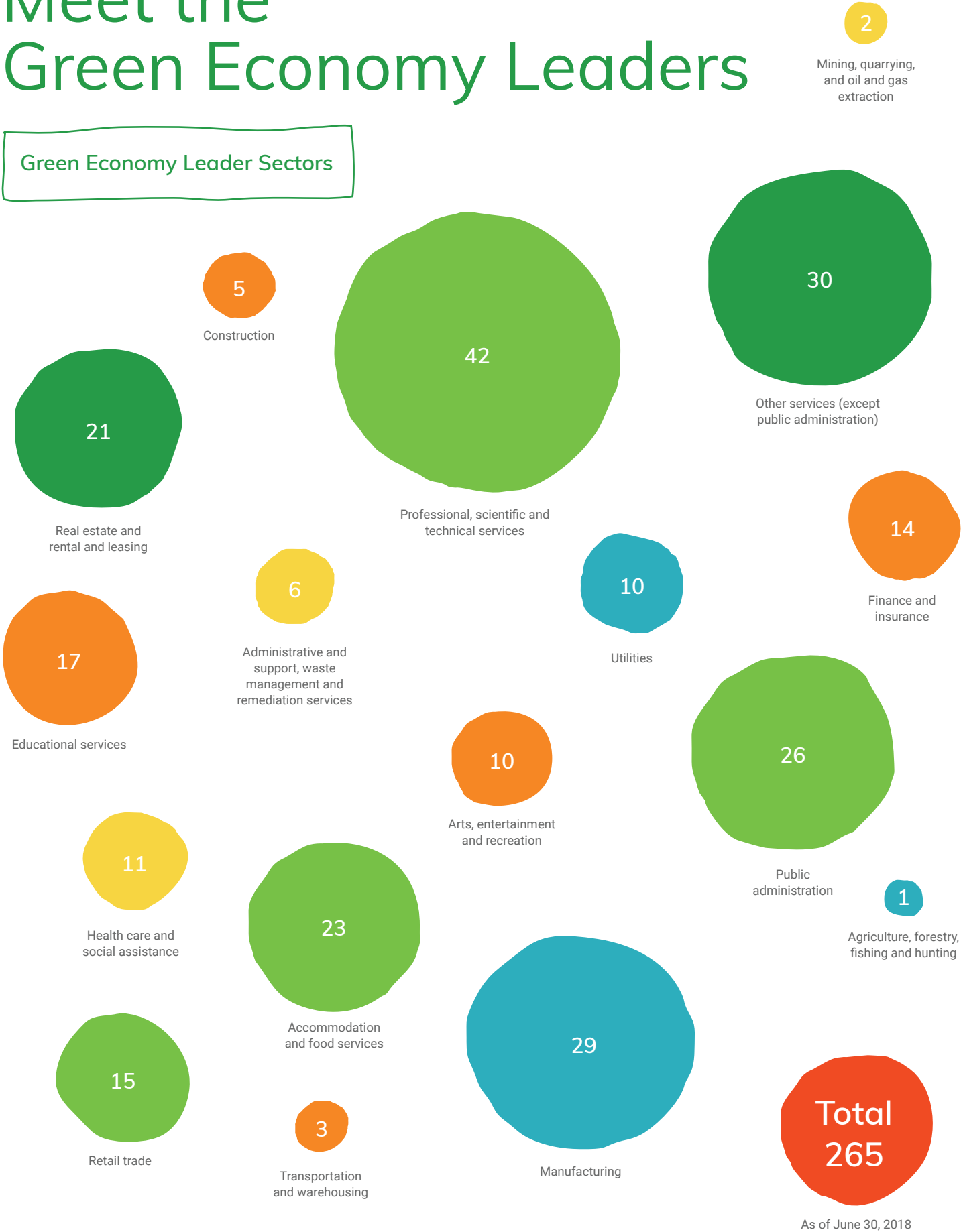


Green Economy Leader Targets



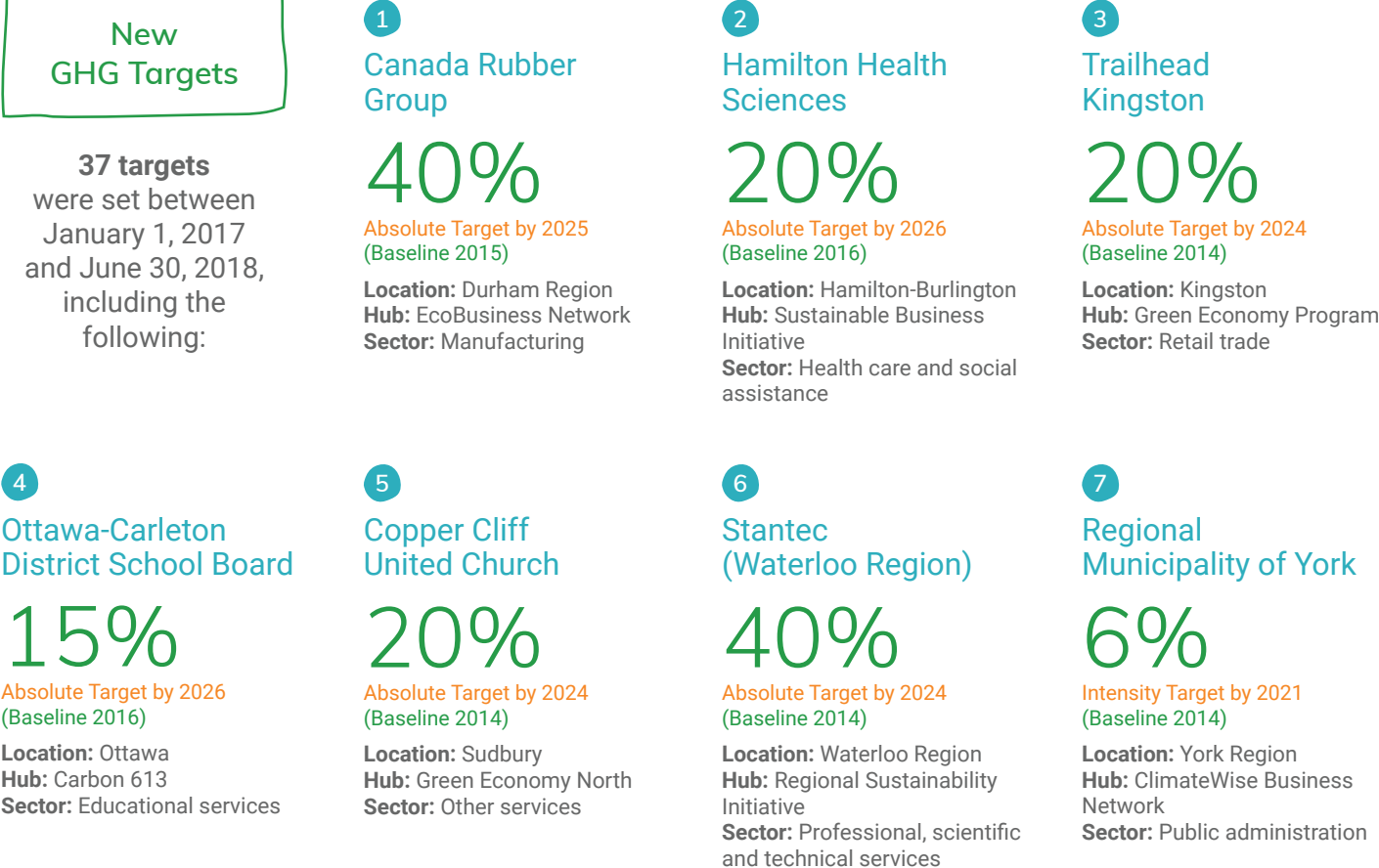
Meet the Green Economy Leaders

Green Economy Leader Sectors



New GHG Targets

37 targets were set between January 1, 2017 and June 30, 2018, including the following:



Impact Snapshot

Green Economy Leaders are making measurable progress towards reducing their environmental impact.

102,874

tonnes of GHGs collectively committed
(equivalent to taking 22,030 cars
off the road for one year)

59,105

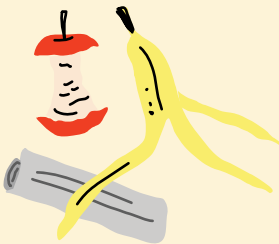
tonnes of GHGs collectively reduced
(equivalent to taking 12,656 cars
off the road for one year)



Targets

6

Waste
Targets



4

Water
Targets



56

GHG
Targets



310,715,377 kWh

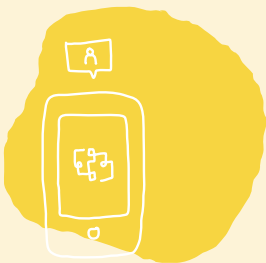
reduced in 2017
(equivalent to electricity use of 24,969
homes for one year)

Impact Snapshot is as of June 30, 2018

Green Economy Hubs are leading a movement to get everyone engaged in building a more sustainable economy.



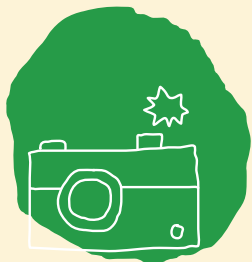
7 Green Economy Hubs



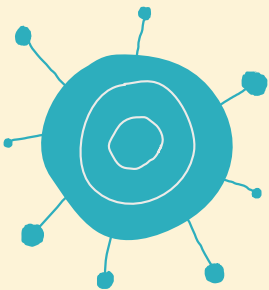
10,700+ social media followers



85 volunteers committed 5,352 hrs in 2017



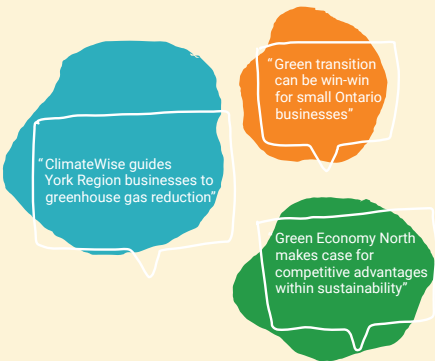
58 events with 2,703 attendees in 2017



250+ Green Economy Leaders



3,800+ newsletters subscribers



43 media mentions in 2017



89% average Green Economy Leader retention in 2017

Planting the Seeds of Environmental Leadership

Royal Botanical Gardens, a member of the Sustainable Business Initiative

In the spring of 2017, Ontario and Quebec experienced historic levels of rainfall. These extreme weather conditions resulted in record high water levels in the Ottawa and St. Lawrence Rivers, and Lake Ontario, which led to flooding that caused \$223 million in insured damages. Roads, homes, and businesses were all affected, and among them, the Royal Botanical Gardens.

Making sustainability a priority

Royal Botanical Gardens (RBG) is the largest botanical garden in Canada and one of the largest in the world, with over 2,700 acres of cultivated gardens and nature sanctuaries. As an organization with a mandate to connect people, plants, and place to serve our planet, RBG has long held environmental stewardship at the core of its strategic priorities. More recently in 2014, RBG made a decision to take that a step further, embedding environmental leadership and sustainability into its five-year strategic plan.

The need for RBG to take a leadership role on climate action became all the more clear following the extreme weather events in 2017, which resulted in drowned young marsh plantings, shorelines littered with refuse, and the forced closure of some RBG facilities due to flooded roads



Planting marsh vegetation is one of several ways RBG staff and volunteers contribute towards on-going wetland restoration projects in the Hamilton Burlington area.
Photo credit: Mark Zelinski

and trails. Staff even had to boat to work at the Cootes Paradise Fishway, a carp barrier that was almost under water itself.

Even for an organization, like RBG, that clearly values and works to preserve the natural environment, taking leadership in environmental sustainability was not an area of expertise. That's where Sustainable Hamilton Burlington's Sustainable Business Initiative (SBI) fits in. With sustainability leadership clearly identified as an organizational focus, Chris McAnally, the Environmental Sustainability Coordinator at RBG, saw membership in the SBI as the natural next step. The SBI would be able to support RBG with measuring its GHG emissions, setting a reduction target, and providing accountability and recognition as RBG worked towards their goal.

Setting a meaningful target

Since joining the SBI in April 2017, at about the same time the intense rainfall led to historically high Lake Ontario water levels, RBG has moved quickly to entrench sustainability into all aspects of its operations. First up was to complete a GHG emissions inventory to measure RBG's emissions over the last several years. In reviewing the emissions data, staff noted a steady decline in GHG emissions between 2014-2017, which was great to see – on paper. However, this trend was largely due to lower natural gas consumption over progressively warmer winters – not sustainability initiatives.

And so when it came time to set a GHG reduction target, RBG's Green Team, led by Chris, made

a very intentional decision to use 2017 emissions as the baseline level even though selecting an earlier year would show immediate progress. RBG ended up setting a 20% GHG reduction target from 2017 emission levels, to be achieved by 2027 – a goal they felt would be both challenging and meaningful.

Demonstrating it's possible

Being part of the SBI, and the wider network of over 250 Green Economy Leaders, has helped RBG generate progress and momentum towards its goal. "Working alongside a network of businesses committed to positive sustainability action has helped provide our efforts legitimacy and enabled us to expand our voice and reach a wider audience. The SBI has helped us understand our emissions data and provided us with ideas for projects to undertake," said Chris.



Chris McAnally,
Environmental Sustainability Coordinator
at Royal Botanical Gardens.

To make progress toward the 20% target, a wide variety of sustainability projects have already been implemented – from infrastructure improvements to establishing a waste diversion program. In the coming years there are plans to expand RBG's

EV charging network, build supports for visitors traveling by bicycle, explore the feasibility of adding EVs to its own fleet, and evaluate opportunities for various LED lighting retrofits. Building off all of this momentum, RBG is also working on a climate change action strategy to guide it towards achieving, and hopefully surpassing, its GHG reduction goal over the next 10 years.

Inspiring the wider community

In addition to being part of the SBI, RBG is also participating in the American Public Garden Association's Public Gardens Sustainability Index based on a triple bottom line approach to sustainability. It capitalizes on the unique role of botanical gardens, including their expertise in education, science, horticulture, and conservation.

RBG wants to have an impact beyond its own operations, according to Barbara McKean, their Head of Education. "For over 70 years we have been encouraging people of all ages to care about nature by providing them with opportunities to learn and experience it in meaningful ways. Our messaging is increasingly focused on environmental stewardship, to motivate people to take action in ways that support the planet, and it's important that our operations are in line with this. By being an environmental steward and also a leader in how we operate, we hope to inspire action on both individual and community levels."

Chris believes that even if an organization doesn't have a specific environmental mandate, sustainability should be a priority.



RBG encourages environmental stewardship by providing meaningful and diverse learning experiences that connect people with nature.
Photo credit: Mark Zelinski

"Plants are at the heart of the environment and are essential to life on earth. At RBG we are seeing impacts on plants indicative of climate change in a variety of ways in our gardens and natural areas. These impacts are already posing challenges and costs to our organization and while other organizations may not appear to be as directly affected by climate patterns, eventually the costs of climate change impact everyone's bottom line. When you make sustainability a priority, not only are you helping create a world more in harmony with nature, but you are also creating a resilient business which will be successful long into the future."



Voices on the Ground



Sundeep Virdi, Director, EnviroCentre A member of the Board of Directors at EnviroCentre, home to Carbon 613, in Ottawa

The market remains the most significant opportunity to reduce our carbon footprint. While businesses, governments, institutions, and non-profits can all benefit by decarbonizing their operations, it is also crucial that diverse strategies be adopted – from embedding emissions reductions in products from the start, to focusing on affordability enabling wide deployment of solutions. In doing so, we can not only move closer to realizing a low-carbon economy, but transform our understanding of it.

Working together, we can enable organizations to scale up their impact and uncover new solutions. This is where nonprofits like EnviroCentre play a vital role in the transition to a low-carbon economy, through offerings like Carbon 613. Carbon 613 and other Green Economy Hubs help businesses address emissions head-on in ways that are practical, measurable and affordable. In doing so, they too realize that it is possible to optimize their functions while being green. More than ever before, it is time to be creative, unconventional, and reach beyond our preconceived notions – to embrace the transition to the low-carbon economy as not a problem to be solved, but a future to be rendered.



Alicia Allison, Sustainability Coordinator, Home Hardware A member of the Regional Sustainability Initiative in Waterloo Region

Industry has contributed immensely to the global climate problem, which will continue to burden generations to come. The public is also increasingly aware of environmental issues as communicated through a magnitude of media sources daily. By making a commitment to reduce carbon emissions and conduct business with the environment in mind, businesses have the power to alleviate some of the negative effects of climate change for future generations.

I have learned that helping people understand how their individual behaviour impacts the natural environment is a great way to inspire positive behaviour change. Sometimes a personal connection is all it takes to show people how their individual actions can make a difference.



Being part of a large network of sustainability professionals has been a valuable experience for me as I'm still relatively new to the field. Through Sustainable Waterloo Region, I have had the opportunity to network with and learn from individuals from local businesses who have been successful in integrating sustainability practices and policies into their organizations.

Susie Taylor, Network Communications Coordinator A volunteer at Green Economy Canada

My career focuses on helping Canadian children and youth become critical thinkers and strong problem-solvers. This is important to me as I see these skills as necessary for the coming generation to make informed decisions about the many difficult environmental, economic, and humanitarian problems that lay ahead for them. It's time to make a decision. What do we want the future of Canada to be? Will we be the generation that made the decision to think long-term about our environment and economy and make a change for the better? Or will we be the generation who only thought of themselves and the 'now'?

Through the collective efforts of Green Economy Hubs I have seen the power of being able to build on each other's momentum and success. Across the province, we have a network to lean on for support, to learn from, and to celebrate with. The growth and progress in Hubs has shown that not only is an economy where the environment, people, and businesses thrive, is possible, but that it is supported and becoming more and more possible everyday.



Ben Longstaff (PhD), General Manager, Integrated Watershed Management Lake Simcoe Region Conservation Authority (LRSCA) A member of the ClimateWise Business Network in York Region

Partnering with ClimateWise was an easy decision. Once we did, the support and framework they offered helped us complete a GHG baseline, a 10-year reduction target, and strategy to meet this target. We also benefited from working alongside other organizations going through the same process. The program has been instrumental in providing structure to our sustainability efforts.



Our organization had already begun its journey towards reducing our carbon footprint. We had already undertaken numerous projects, including a rooftop solar panel installation, the introduction of green fleet vehicles, and replacing lighting with LEDs. Our achievements have also been made possible through internal LSRCA champions like our SWITCH team, which provided the impetus, ideas, and leadership for our action. Our ClimateWise partnership has moved the yardstick further. Alone, your efforts can at times feel ineffective; however, working in a community takes small changes and magnifies them to have big impacts.

Richard Eberhardt, Green Economy North Program Director, reThink Green A member of the staff at Green Economy North in Sudbury

Business is changing, adapting to a new energy economy and the reality of climate change, but the change is happening too slowly. Our job is to create sparks to touch off a revolution. With so much hanging in the balance, it's incredibly important work. As the year goes on, it's clear the green economy is being tested. It's a chance for us to prove the value of the Green Economy Hub model to businesses and society as a whole. Like the earliest days of every major transition, we need to be passionate and persistent, and we'll reach the tipping point.

All important work has its ups and downs. Knowing that there are others out there with the same challenges, being successful and growing our movement makes the tough days a bit easier, and the victories that much sweeter! It's also getting easier to grow our network. Potential business members have heard our name. The need for sustainability action is on the mind of business people. Doors are opening. The momentum is building and we need to be ready. Our transition to a more sustainable and thriving economy is not only possible, it's happening.



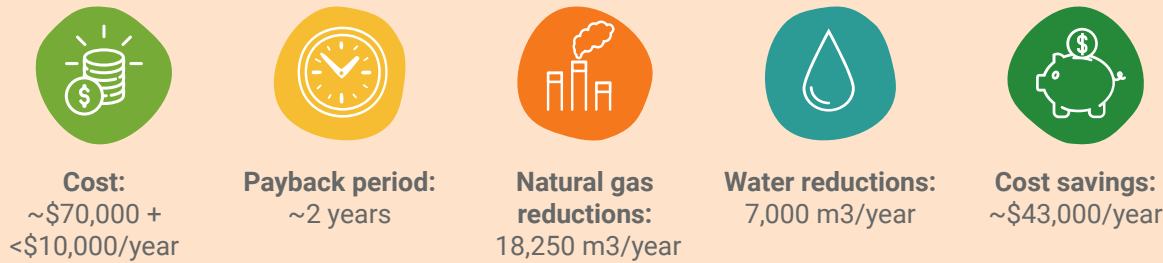
Case Studies

Projects undertaken by Green Economy Leaders in the last year demonstrating sustainability and profitability go hand-in-hand.

Walker Emulsions

Walker Emulsions provides wax and asphalt emulsions to a variety of industries and municipalities across Canada, the United States and Mexico.

Project: Rented and temporarily installed a water softener from a local company to test the viability of producing emulsion using soft water, with the final goal of preventing build-up in process heat exchangers.

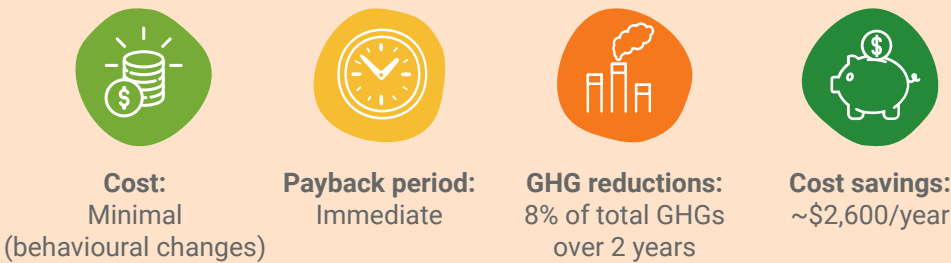


Hub: Sustainable Business Initiative **Location:** Burlington **Sector:** Manufacturing

TownePlace Suites

TownePlace Suites by Marriott Sudbury is an all-suites hotel, tailored for extended stays in Sudbury's East End. It also offers over 2,100 sq. ft. of meeting space.

Project: Implemented behavioural changes, including energy efficient housekeeping and establishing a Green Team to connect all members of their team and promote a culture of sustainability. Also implemented a composting and gardening program, allowing them to discard of their food scraps and grow healthy local foods for extended-stay guests.



Hub: Green Economy North **Location:** Sudbury **Sector:** Accommodation and food services

Kingston & Frontenac Housing Corporation

Kingston & Frontenac Housing Corporation (KFHC) is a social housing provider that manages 1,577 rent-geared-to-income, rent-supplemented housing units, and senior and adult units in the City of Kingston and Frontenac County, Ontario.

Project: Upgraded over 300 new stove ranges with Safe-T-Elements, saving 166 kWh per stove each year.

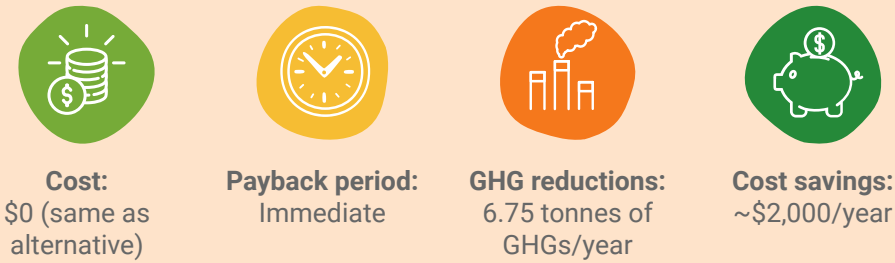


Hub: Green Economy Program **Location:** Kingston **Sector:** Health care and social assistance

Lightenco

Lightenco is a lighting solutions company that works with businesses to improve their lighting efficiency.

Project: Replaced two of their trucks with electric vehicles.

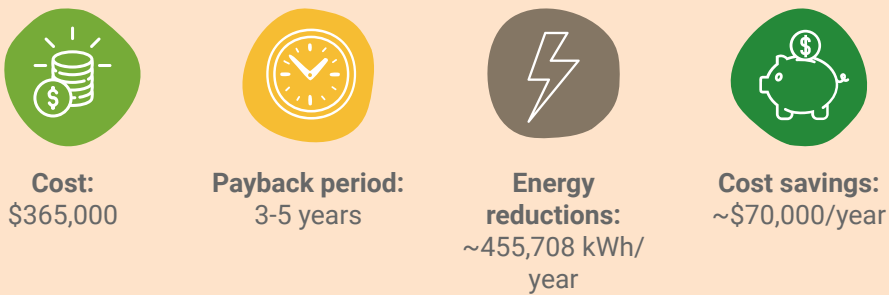


Hub: Carbon 613 **Location:** Ottawa **Sector:** Professional, scientific and technical services

Township of Wilmot

The Township of Wilmot is located within the Region of Waterloo. It encompasses the towns of New Hamburg and Baden, as well as multiple smaller communities. The current population is approximately 21,000 people.

Project: Retrofitted the existing street lights and replaced them with LED light bulbs. Approximately, 1,500 Township owned high-pressure sodium lights were retrofitted to LEDs.



Hub: Regional Sustainability Initiative **Location:** Waterloo Region **Sector:** Public administration

A Different Kind of Hockey Stick Graph

The Best is Yet to Come



A farewell message from Mike Morrice, Founder & Executive Director, Green Economy Canada.

As you may already be aware, earlier this year our Board Chair Matt Hoffmann and I announced that I would be moving on from Green Economy Canada. I'm thrilled that after a national search, our Board has selected Priyanka Lloyd, our long-time Managing Director, to succeed me as Executive Director. My last day will be November 30, 2018.

As I prepare for this transition, I have had the opportunity to reflect back. It was exactly 10 years ago that some friends and I were both upset with a lack of political leadership on climate change, and optimistic that businesses could help lead the way. We knew that taking action on sustainability was in the best interest of businesses, that businesses

measured what mattered (so why not sustainability?), and that more could be provided to help them follow through. So, in Waterloo Region, we began fundraising to launch the first Green Economy Hub, now called the Regional Sustainability Initiative, to do just this.

Almost five years ago, it was Priyanka and I that were hurriedly preparing for an event to launch a new organization created in response to interest from communities across the country that were keen to replicate the progress they saw being made in Waterloo Region. Businesses were increasing their profitability while setting and achieving targets to reduce their carbon impact, and other communities wanted to support their local businesses to achieve the same results. That day, we launched what is now Green Economy Canada to support communities to make that happen.

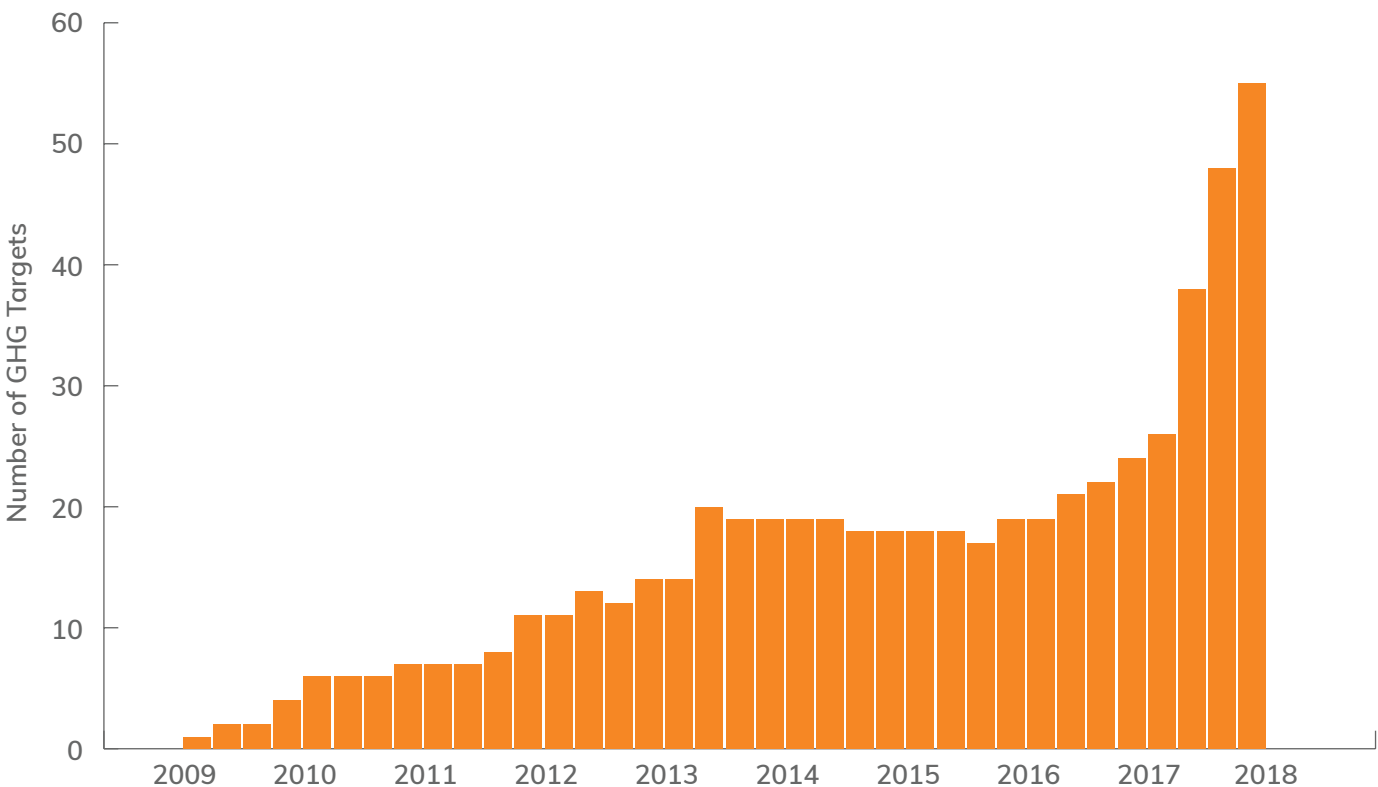
Today, as this report is a testament to, we have made incredible progress together with Green Economy Hubs across Ontario. It's been a joy to be part of supporting Hubs as they have engaged over 250 businesses in climate action across the province.

Looking ahead, I'm beyond excited. Not only because Priyanka will no doubt take Green Economy Canada, and Green Economy Hubs, to new heights. But because it's so obvious to me that the best, *really is*, yet to come.

Why? Well of course I could go on and on about the leadership, the governance, the people, the funding, the ambition, and even the systems and processes that propel this movement ever forward. But even outgoing founders aren't given sufficient word count limits for that.

Instead, let me show you a picture. You may be familiar with what climate scientists call the 'hockey stick graph': a euphemism for the dramatic and frightening exponential increase in global mean temperature records over the past 2,000 years, which looks like a hockey stick — flat for quite some time, with a curved blade on one end.

Well, at Green Economy Canada we too have a 'hockey stick graph', but it's one that fills me with hope instead. This graph shows the exponential growth in the number of businesses that have set GHG reduction targets through a Green Economy Hub over the past 10 years.



Wow. It took the team and I at Sustainable Waterloo Region four years to confirm the first 20 businesses to voluntarily set GHG reduction targets. Together, seven Green Economy Hubs across Ontario achieved the same result in less than a year. This, is the power of scale.

And we have every reason to believe this will continue: from the over 250 businesses currently working towards targets as members of a Hub to the additional Green Economy Hubs we plan to add to the network in the next few years. No doubt new records will be set for how quickly the next 20 businesses will confirm their own GHG targets.

In closing, I will admit that climate change and its impact around the world continues to alarm me, as it did 10 years ago. And yes, political leadership continues to waver.

But my hope comes from climate solutions, like Green Economy Hubs, showing hockey stick graphs of their own. Because we do have solutions — ones that increase profitability, reduce carbon impact, and grow the low-carbon economy at the same time. And I can't wait to see them take off right across the country.

Indeed, the best is yet to come.

On we go, as always,

Mike Morrice
Executive Director (2013 - 2018)
Founder
Green Economy Canada

“Well, at Green Economy Canada we too have a ‘hockey stick graph’, but it’s one that fills me with hope instead.”

Our Team

Board of Directors

PAUL BUBELIS
Executive Director,
Sustainability Network

KAREN CLARKE-WHISTLER
Chief Environment Officer, TD
(Treasurer)

MATTHEW HOFFMANN
Professor, University of Toronto
(Board Chair)

TIM DRAIMIN
Senior Advisor,
McConnell Foundation

KEN WHYTE
President,
Quarry

Staff

LAUREN BINETTE
Network Engagement Manager

CRAIG BEARE
Fund Coordinator

HANNAH FURLONG*
Knowledge Integration Lead

MELISSA GERRARD
Fund Manager

PRIYANKA LLOYD
Managing Director

CHRISTY LUU*
Sustainability Resource Specialist

LAURA MCGRATH
Network Engagement Manager



MIKE MORRICE
Executive Director

MATTHEW PITTANA*
Sustainability Resource Specialist

MANDY POON
Training and Resources Coordinator

ARUNOSHI SINGH*
Sustainability Resource Specialist

JENNIE TAO
Communications Manager

HEATHER THOMA
Network Engagement Coordinator

ALIA TULLOCH
Operations Manager

SARAH VAN EXAN
Managing Director

Volunteers

ALYSHA AHLIN
Fund Animator

VICTOR BRINIC
Special Projects

KATRINA KROEZE
Network Development Strategist

DAVID MARTINELLO
Special Projects

SUSIE TAYLOR
Network Communications
Coordinator

EMILY VIS
Training Resource Specialist

*Student placement roles funded by
the Government of Canada

Thank You

Funders

Fondation **ECHO** Foundation

IVEY foundation

Sponsors



Presenting Sponsor

McConnell

Ontario Trillium Foundation

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



Premier Sponsors



Contributing Sponsor

Partners



Corporate Knights
The Company for Clean Capitalism





@GreenEconomyCa
#GreenEconomyHubs
#GreenEconomyLeaders
greeneconomy.ca

ENVIRONMENTAL FOOTPRINT OF THIS REPORT:

400 lbs of 100% post-consumer recycled paper

BY USING MORE SUSTAINABLE PAPER WE SAVED:

12,416 L of water | 152 kg of waste | 500 kg CO₂e



FSC® is not responsible for any calculations on saving resources by choosing this paper.

