

## Why Launch a Green Economy Hub?

**Green Economy Hubs** support networks of local businesses to set and achieve sustainability targets. Hubs **bring together, empower, and celebrate** businesses as they achieve their goals.

To date, over 250 businesses in Green Economy Hubs have collectively reduced **over 59,000 tonnes of GHGs** – the equivalent of taking **over 12,600 cars off the road for one year**.

### Core Approaches

While each Green Economy Hub is uniquely designed and adapted to the local community context, all Hubs follow the same four core approaches.

#### COMMUNITY-LED

Hubs are developed and led by an organization operating within the community.

#### BUSINESS-FOCUSED

Hubs support businesses setting and achieving sustainability targets.

#### REVENUE-GENERATING

Businesses pay fees to participate. These fees help to cover a significant portion of Hub operating costs.

#### TARGET-DRIVEN

Hubs engage businesses to set and achieve sustainability targets and publicly report on progress.

### Benefits to Your Community

The experience of the current seven Hubs in our network illustrate the benefits your community can achieve.

- **Environmental Sustainability:** By setting and achieving targets, businesses are taking action to reduce their environmental impact which leads to healthier and more sustainable communities.
- **Thriving Businesses:** By lowering their environmental impact, businesses realize benefits like cost savings, more engaged employees, and an enhanced brand.
- **Economic Growth:** The local low-carbon economy grows as a result of business demand for green products and services.



“The Regional Sustainability Initiative [the Green Economy Hub in Waterloo Region] has been instrumental in creating an exceptional, dynamic and innovative sustainability network in our region; the City of Kitchener feels very fortunate to be able to partner with the Regional Sustainability Initiative to help achieve our carbon reduction goals. It extends our capacity by establishing meaningful connections, providing key resources, and engaging the local ICI sector to set and achieve carbon reductions that benefit their operation and the municipality as a whole.” – Claire Bennett, City of Kitchener

## How We Support Your Hub

Green Economy Canada exists to support the success of Green Economy Hubs. This support includes access to the following benefits:



**Training and Resources:** We guide you through an 8-step process to launch your Hub, and provide the initial training and resources to help you accelerate its growth and impact.



**Tailored Support:** We bring over 10 years of experience in launching and growing Hubs and learnings from our network to provide coaching and mobilize partnerships to help you thrive.



**Amplified Impact:** We leverage the scale and collective impact of Green Economy Hubs to advocate for policies and secure funding to advance your on-the-ground efforts.



**A Supportive Community of Practice:** From our online community to in-person retreats and events, learning from and connecting with smart, passionate people working towards the same goal is one of the highest value benefits of being a Green Economy Hub.

## Impact of Green Economy Hubs



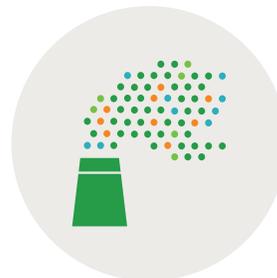
**250+**

Green Economy Leaders



**56**

GHG Reduction  
Targets Set



**102,874**

Tonnes of GHGs  
Collectively Committed



**59,105**

Tonnes of GHGs  
Collectively Reduced



“We couldn’t be more excited about supporting London businesses through the new Hub. Not only will Green Economy London complement our existing programs, but Green Economy Hubs are a proven way of engaging businesses to incentivize them to tackling climate change and improving business sustainability.” – Skylar Franke, Executive Director, London Environmental Network (host organization of the soon-to-be launched London Hub)



Website  
[greeneconomy.ca](http://greeneconomy.ca)

Twitter  
[@GreenEconomyCa](https://twitter.com/GreenEconomyCa)

Email  
[info@greeneconomy.ca](mailto:info@greeneconomy.ca)

Phone  
519.603.8996