



# Inspiring Action

2018/19 Impact Report



Green  
Economy  
Canada



We launch and  
grow Green  
Economy Hubs.



We share stories  
of businesses  
taking action on  
sustainability.



We work with  
policymakers to  
build the green  
economy.



# Moving Forward Together



Priyanka Lloyd  
Executive Director



Matthew Hoffmann  
Board Chair

In a shifting policy landscape, this past year has underscored the importance of business- and community-led action on climate change. Green Economy Canada is proud to support a growing network of Green Economy Hubs and businesses who are leading the way to a vibrant and resilient low-carbon economy.

This Impact Report provides highlights from the past year, from more sustainability targets set and GHG reductions achieved, to the launch of a new Hub in London, Ontario and additional Hubs being explored in Ontario and New Brunswick as our first test of national expansion.

Yet while there is much to celebrate, we know we all need to do significantly more over the next decade to avert the threat that climate change poses to our planet and our economy.

Now more than ever, we need to scale up our efforts, and find new ways of working together across government, business, and civil society to push the boundaries of what's possible.

As we look ahead to how our network can scale up its impact in communities across the country, we want to invite you to join us in building Canada's green economy. We're not going to get there without you, and it's never been a better time to get involved.

On we go,

Priyanka Lloyd & Matthew Hoffmann

## Target 2024: Scaling for Impact



**Grow: 20**  
Green Economy Hubs  
across Canada



**Engage: 1,000**  
Businesses of all  
sectors and sizes



**Lead:** Be the leading  
network for businesses  
transitioning to the low  
carbon economy.

# Network Impact Snapshot

There are 7 Green Economy Hubs working with local businesses to set and achieve sustainability targets, and create a thriving low-carbon economy.



## Sharing Stories

**“Businesses can lead local response to climate change”**

— The Hamilton Spectator



— Sharing stories of businesses going green on CTV Your Morning

**“Launch of Green Economy London marks 7th hub in growing network”**

— Global News

**“How New Brunswick could become Canada’s next green economy hub”**

— CBC Radio New Brunswick

## Building a Movement

**250+**

Businesses and organizations engaged in local Hubs

**2,000+**

Volunteer hours

**15,000+**

Social media followers

**50+**

Events

**128,500+**

Employees at participating businesses & organizations

## Inspiring Action

**67**

Sustainability targets (as of June 30, 2019)

**200+**

Sustainability projects completed (2018)

**180,000+**

Tonnes GHG reductions committed (as of June 30, 2019)

**200,000+**

Tonnes GHGs reduced (as of December 31, 2018)

"Whether presenting at the Senate, or providing insights from our network to inform the Federal Government's Climate Action Incentive Fund for SMEs, Green Economy Canada has valued being a key partner for policymakers this past year to shape green policies and investments for business."

- Priyanka Lloyd, Executive Director



# Purpose & Profit: Why businesses are taking action

See detailed case studies of these businesses [greeneconomy.ca/purposeandprofit](https://greeneconomy.ca/purposeandprofit)

We surveyed organizations participating in Green Economy Hubs to learn more about why they are taking action to become more sustainable. Three general themes emerged: 1) **Businesses feel it's the right thing to do**, 2) **they see business benefits from going green**, and 3) **Green Economy Hubs help them succeed**.

Of those businesses and organizations who responded:

97%

are concerned about the impacts climate change will have on business.



97%

believe that businesses have a role to play in combating climate change.

"Businesses manage the bulk of the economy - we can't just rely on governments and individuals for climate action."



— Mike Gifford, Founder and President  
OpenConcept Consulting  
Member of Carbon613

100%

felt connected to a larger movement of organizations within their community that are taking climate action as a result of being a member of a Green Economy Hub.



"At Royal Botanical Gardens, we're seeing the impacts of climate change on our gardens and natural areas — imposing challenges and costs to our organization. While other

organizations may not appear to be as directly affected by climate patterns, eventually the costs of climate change will impact everyone's bottom line."

— Chris McAnally,  
Environmental Sustainability Coordinator  
Royal Botanical Gardens  
Member of Sustainable Business Initiative



"Climate change is the biggest challenge that our generation faces. We must do our bit — and our best — to contribute to solutions to this big problem."

— Angela Keller-Herzog, Owner  
Angela's Bed & Breakfast  
Member of Carbon613

95%

have seen at least one of these benefits from the implementation of sustainability projects:

1. Decreased utility bills
2. Increased competitiveness
3. Increased profitability
4. Increased employee satisfaction
5. Increased profile / enhanced brand

“We see a lot of sustainability projects with favourable returns - there are even some instances, like lighting projects, where the cost of the initial investment can be recouped in as little as 3 months.”

— Chris Kwiecien, Director of Operations,  
Hillfield Strathallan College  
Member of Sustainable Business Initiative



“When we opened up to our team, about how passionate the Onyx leadership team was about sustainability, we were deeply impressed to see how much they all wanted to support conservation internally and with our client base.”

— Angel-Marie Reiner, President,  
Onyx Energy  
Member of Waterloo Regional Sustainability Initiative



“Businesses are starting to accept that we have a global climate change problem and executives are starting to be measured by their action.”

— Steve Glover, President,  
Compugen Finance  
Member of ClimateWise Business Network

98%

have experienced at least one of these benefits as a result of being a member of a Green Economy Hub:

1. Environmental impact reductions
2. Networking opportunities
3. Learning opportunities
4. Elevated community profile
5. Support with sustainability reporting
6. Increased staff interest in sustainability

“Having a third-party provide support can really assist in moving sustainability projects along. Green Economy North keeps us accountable and helps us work towards achieving our sustainability goals.”

— Andrea Smith, Co-Founder,  
Split Rail Brewing Co.  
Member of Green Economy North



# Thank You

People and partners power  
our work.

## Network Funders



THE  
READY  
COMMITMENT Canada



I V E Y foundation

McConnell

Fondation ECHO Foundation

## Peer Learning Funders

## In-Kind Supporters

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Corporate Knights  
*The Company for Clean Capitalism*

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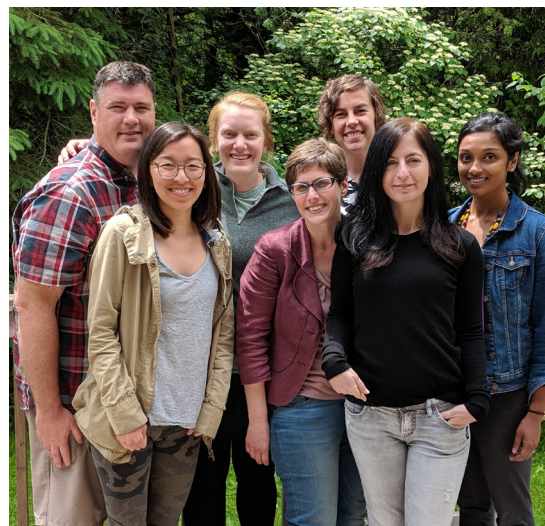
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Elanor Waslander



Green Economy Canada Staff (from left)  
Richard Eberhardt, Jennie Tao, Melissa  
Gerrard, Laura McGrath, Elanor Waslander,  
Alia Tulloch, Priyanka Lloyd

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



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