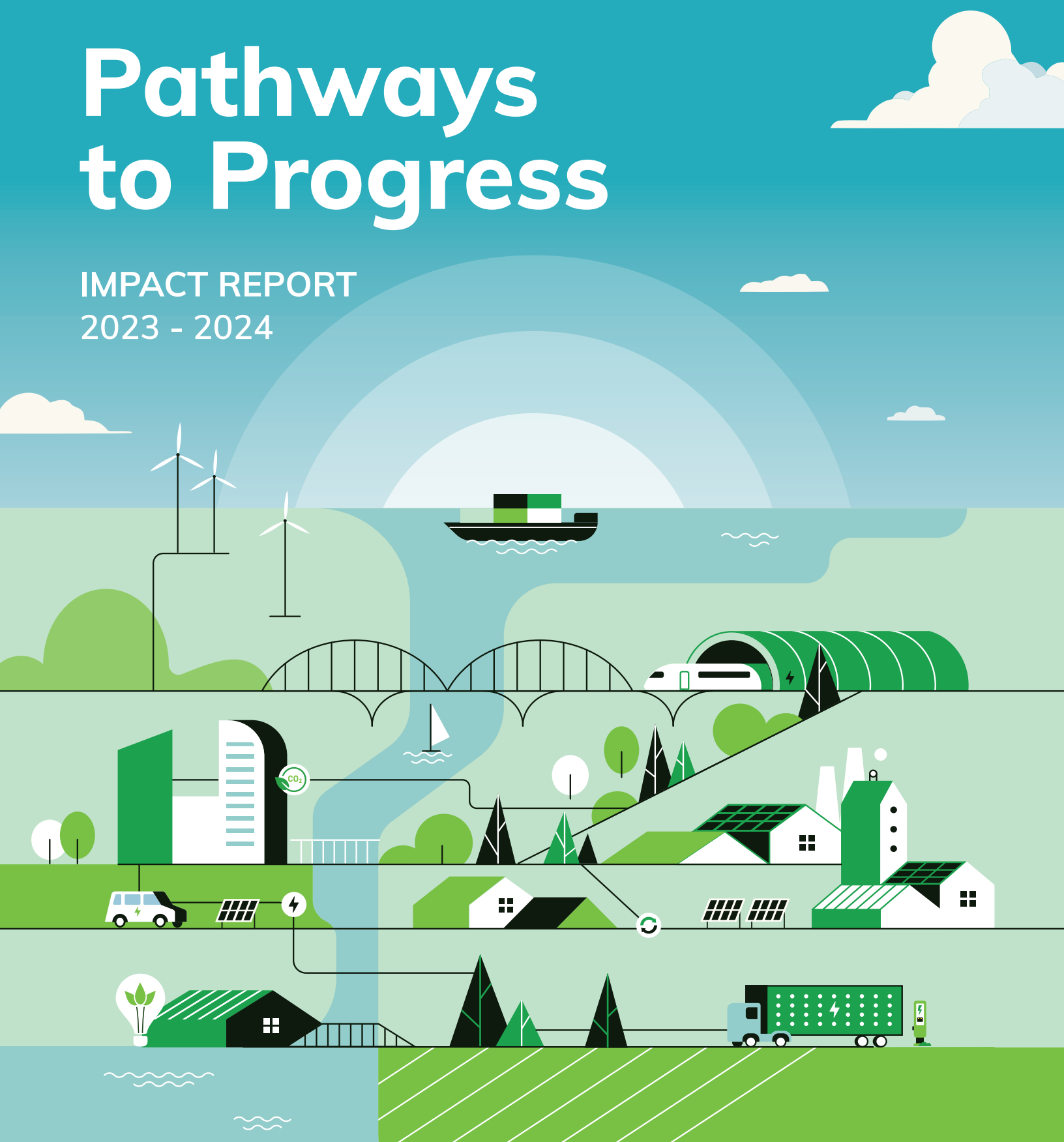


Pathways to Progress

IMPACT REPORT
2023 - 2024



Green
Economy
Canada

Making Pathways to Progress

In a time of profound change and complexity, our latest impact report celebrates the strides our network is making—within organizations, sectors, communities, and through partnerships—toward a more sustainable future. *Pathways to Progress* highlights the paths we're forging, one small step (and sometimes several giant leaps) at a time, toward a vibrant and inclusive net-zero economy.

Over the past two years, there have been many milestones. In partnership with Alberta Ecotrust Foundation, we launched Green Economy Calgary, our newest Hub, offering local businesses tools, guidance, and support to make sustainability a competitive advantage. We introduced new membership tracks to make our services more accessible and expanded our Climate Action Boot Camp to help more small and medium-sized enterprises (SMEs) understand and embrace the business benefits of sustainability.

To strengthen our impact, we formed a strategic partnership with Carbonhound to enhance how members measure and track emissions. We also launched a Climate Action Microgrant program to help fast-track sustainability projects. Our EV Charger Incentive Program grew from a \$4M to \$7M initiative, with 750 EV chargers installed and more than \$11.6M invested in EV charging infrastructure across Canada by the end of 2024.

We completed two innovative projects focused on SME manufacturers, releasing reports that offer actionable steps they can take to cut emissions while improving



"Travellers, there are no paths. Paths are made by walking."

Spanish poet Antonio Machado

their bottom line. The findings also emphasize the need for supportive policies, financing, education, and capacity-building to fully engage SMEs in the net-zero transition.

We closed 2024 with a bold new strategic plan for Green Economy Canada, aiming to mobilize 10,000 businesses in the net-zero transition by the end of 2028.

We're proud to share the stories, successes, and collective impact of our network in *Pathways to Progress*. Together, we're not just imagining a better future—we're creating the paths to get there.

On we go,



Priyanka Lloyd
Executive Director



Julia-Maria Becker
Board Chair

We are Green Economy Canada: We Find Pathways to Progress



Green Economy Canada is a national non-profit accelerating Canada’s transition to a vibrant and inclusive net-zero future. Through our growing network of Hubs, members, and partners, we’re making business better—together.



We Engage Businesses to Transform Our Economy

Our network provides the knowledge, tools and support organizations need to take action on climate change while becoming more competitive for the future. In doing so, we’re creating stronger economies and more resilient communities across Canada.

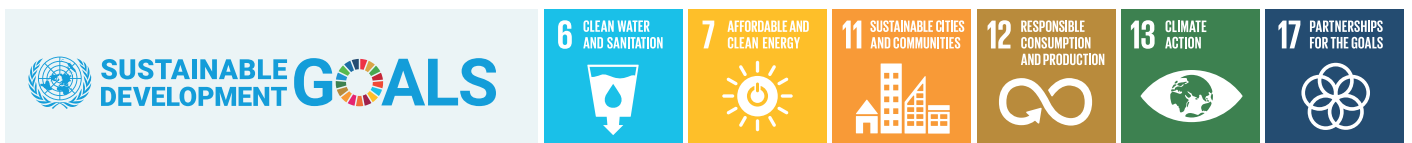
We Share Successes and Develop Partnerships to Build a Movement

We amplify success stories of business sustainability efforts to demonstrate what’s possible and inspire others to follow suit. We foster collaboration across government, business, academia, and non-profit sectors to drive innovation and scale impact.

We Inform Green Policies and Investments to Create Systems Change

We draw from the experience of our national network to raise awareness of the barriers businesses face to making the net-zero transition, and recommend solutions to advance and accelerate business sustainability efforts.

Through our work, we’re advancing the United Nations Sustainable Development Goals in these areas:



We engage businesses across the country through our National Hub and an expanding network of local Green Economy Hubs.



ClimateWise Business Network
York and Durham Regions, Ontario
 Launched in 2016, ClimateWise Business Network is led by local non-profit organization, Windfall Ecology Centre.



Green Economy North
Northern Ontario
 Launched in 2016, Green Economy North is led by local non-profit, reThink Green.



Green Economy Calgary
Calgary, Alberta
 Launched in 2024, Green Economy Calgary was developed as a collaboration between Alberta Ecotrust Foundation and Green Economy Canada.



Green Economy Peterborough
Peterborough and the Kawarthas, and Haliburton, Ontario
 Launched in 2021, Green Economy Peterborough is led by local registered charitable organization, GreenUP.



Green Economy London
London, Norfolk, Middlesex, Elgin, Lambton, Kent and Huron, Ontario
 Launched in 2019, Green Economy London is led by the London Environmental Network, a local registered charitable organization.



Impact Network
Guelph/Wellington, Oxford, Perth, Brantford and Waterloo Region
 Launched in 2009, the Impact Network is the original and longest-standing Green Economy Hub. It is led by the local non-profit; Sustainable Waterloo Region.



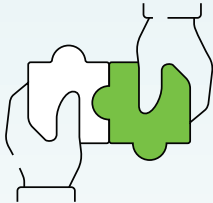
Green Economy New Brunswick
New Brunswick
 Launched in 2021, Green Economy New Brunswick is led by Green Economy Canada in partnership with New Brunswick stakeholders.

National Hub | Across Canada
 Launched in 2022, the National Hub is led by Green Economy Canada and provides bilingual support to any organization that doesn't have access to a local Hub in their community.

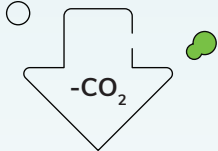
By the Numbers

IMPACT TO DATE

690+
members engaged
as of Dec 31, 2024



231,683
tonnes reduced
as of Dec 31, 2023



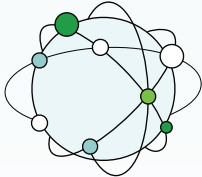
(equivalent of removing 71,068 internal combustion cars off the road for one year)

COMMITMENTS (2023-2024)

120
member sustainability
targets



83,852
tonnes of GHGs
committed to
being reduced

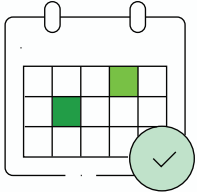


CAPACITY BUILDING (2023-2024)

73
workshops and
peer learning
opportunities



4,154
attendees
engaged



Membership Snapshot at December 31, 2024

3

Administrative and support, waste management and remediation services

11

Accommodation and food services

5

Agriculture, forestry, fishing and hunting

13

Arts, entertainment and recreation

7

Construction

12

Educational services

12

Finance and insurance

6

Health care and social assistance

1

Information and cultural industries

22

Manufacturing

23

Other services (except public administration)

37

Professional, scientific and technical services

13

Public administration

12

Real estate and rental and leasing

15

Retail trade

6

Transportation and warehousing

5

Utilities

2

Wholesale trade

Snapshot of Membership at December 31, 2024

- ★ 407 ETR
- ★ Activa
- ★ AET Group
- ★ AIMco
- ★ Alberta Ecotrust Foundation
- ★ Alberta Federation of Rural Electrification Associations Ltd. (AFREA)
- ★ Alberta Museums Association
- ★ Alectra Utilities (Hamilton & York Region)
- ★ Apollo Cinema
- ★ Arcadian Projects
- ★ ArcelorMittal Dofasco
- ★ Arctic Co-operatives Limited
- ★ Ashburnham Realty
- ★ Ayr Farmers Mutual
- ★ Balsillie School of International Affairs
- ★ Basterfield & Associates
- ★ Bavarian Window Works
- ★ Belledune Port Authority
- ★ Bissel Centre
- ★ BlueStone Properties
- ★ Brant Mutual Insurance Company
- ★ Brock Solutions
- ★ Building Knowledge Canada
- ★ Cabinetree
- ★ Cambium Consulting + Engineering
- ★ Camp Kawartha
- ★ CDM Agency (Eco Growth Manitoulin)
- ★ Change Lifestyle and Apparel
- ★ Charlotte Products
- ★ Chick-fil-A
- ★ Chippewas of the Thames First Nations
- ★ City of Cambridge
- ★ City of Kitchener
- ★ City of Peterborough
- ★ City of Waterloo
- ★ ClayMar Electric and Solar
- ★ Clayworx
- ★ Co-opérative Régionale de Nipissing-Sudbury Limited
- ★ Cober Solutions
- ★ Collaborative Architecture
- ★ College Boreal
- ★ Combined Metal Industries
- ★ Compugen Finance Inc
- ★ Compugen Inc.
- ★ Conestoga College
- ★ Conestoga Mall (Ivanhoe Cambridge)
- ★ Conrad Grebel
- ★ Conservation Halton
- ★ Convertus
- ★ Cornerstone Architecture
- ★ Corruven
- ★ Crayfish Holdings Inc
- ★ Create your Wave
- ★ Debajehmujig Theatre Group
- ★ Definity Insurance
- ★ Devour Catering
- ★ Dialog Design
- ★ Dispenser Amenities
- ★ Diva International Inc.
- ★ DoubleTree and Home2 Suites by Hilton Kitchener
- ★ Dough EV
- ★ Durell Communications
- ★ Edmonton Folk Music Festival
- ★ Engage Engineering
- ★ Enova
- ★ Enviro-Stewards
- ★ Environics Research
- ★ Explore Waterloo Region
- ★ EY (Waterloo Region)
- ★ Farm Mutual Re
- ★ Fath Industries
- ★ Gather Catering Inc.
- ★ Generation Solar
- ★ Georgian Bay Biosphere
- ★ German Solar Corporation
- ★ Goodwill Industries, Ontario Great Lakes
- ★ Gowling WLG (Waterloo Region)
- ★ Grand Valley Construction Association
- ★ Graphenstone
- ★ Greater Kitchener Waterloo Chamber of Commerce
- ★ Greater Moncton International Airport Authority Inc.
- ★ Green Street
- ★ GreenTech Painting
- ★ GreenUP
- ★ Hamilton Chamber of Commerce
- ★ Hamilton Conservation Authority
- ★ Hamilton Health Sciences
- ★ Heeman's
- ★ Hillfield Strathallan College
- ★ HIP Developments
- ★ House of Friendship
- ★ HTS Holy Trinity School
- ★ Impact Events Group
- ★ IMS (Insurance & Mobility Solutions)
- ★ Jigsaw Organizing Solutions
- ★ Junction Climbing Centre
- ★ Junction Creek Stewardship Committee
- ★ Kawartha Aquamation
- ★ Kindred Credit Union
- ★ Kuntz Electroplating
- ★ La Fromagerie Coopérative St-Albert Inc.
- ★ Lake Edge Cottages
- ★ Lerner's LLP

Snapshot of Membership at December 31, 2024

- ★ Les Entreprises Acériprou Inc.
- ★ Let's Talk Science
- ★ Little Mushroom Catering
- ★ LOLA Bees
- ★ London Bicycle Cafe
- ★ London Brewing Co-op
- ★ London Chamber of Commerce
- ★ London District Construction Association
- ★ London Food Bank
- ★ London St. Thomas Association of Realtors
- ★ Luxfer Canada
- ★ Manitoulin Streams Association
- ★ Manulife Wealth (Woodstock, NB)
- ★ Maplesoft
- ★ Marsland Centre Limited
- ★ Mawer Investment Management Ltd. (Measure)
- ★ McCabe Promotional
- ★ mcCallumSather
- ★ Miovision
- ★ Morton Medical Centre
- ★ MTE Consultants (Burlington, Kitchener and London)
- ★ Nerva Energy
- ★ New Leaf
- ★ Nopak Canada Inc
- ★ NorQuest College
- ★ Northcote Farms
- ★ Novocol Pharma
- ★ On the Move Organics
- ★ OpenRoad Group Limited
- ★ Otonabee Conservation
- ★ Parry Sound Bikes
- ★ Peach Marketing
- ★ People and Planet Consulting
- ★ Peterborough County
- ★ Peterborough Golf and Country Club
- ★ Peterborough Optometric
- ★ Pfenning's Organic Vegetables
- ★ Pillar Nonprofit Network
- ★ Play Away Indoor Park
- ★ Polaris Transportation Group
- ★ Quantum Lifecycle
- ★ Rainbow Routes Association
- ★ rare Charitable Research Reserve
- ★ RBC Place London
- ★ ReForest London
- ★ Region of Waterloo
- ★ Regional Municipality of York
- ★ Reimagine Co
- ★ Remedy Engineering
- ★ Remsoft
- ★ Riverside Natural Foods
- ★ Royal Botanical Gardens
- ★ Sabian Ltd.
- ★ Saint John Port Authority (Port Saint John)
- ★ Sarona Asset Management
- ★ Solar Power Investment Cooperative of Edmonton (SPICE)
- ★ Split Rail Brewing Co.
- ★ Stromcore Energy Inc.
- ★ Studio Locale
- ★ Sullivan Law
- ★ Sun Life Financial (Waterloo Region)
- ★ Suzi Home Maker
- ★ Swell Impact
- ★ The Atrium
- ★ The Cora Group
- ★ The Earth Group
- ★ The Ice Box
- ★ The Root Cellar
- ★ The Walper Hotel
- ★ Town of Newmarket
- ★ Township of North Dumfries
- ★ Township of Wellesley
- ★ Township of Wilmot
- ★ Township of Woolwich
- ★ Toyota Boshoku Canada Inc.
- ★ Trent Health in Motion
- ★ TruSun Solar Energy
- ★ United University College
- ★ Unity Design Studios
- ★ Universal Rail Systems
- ★ University of Waterloo
- ★ VCT Group
- ★ Vive Developments
- ★ Walker Emulsions
- ★ WalterFedy (Hamilton & Kitchener)
- ★ Waterloo Brewery
- ★ Waterloo Catholic District School Board
- ★ Waterloo Region Community Foundation
- ★ Waterloo Region District School Board
- ★ Waveform Plastic Technologies Inc.
- ★ Western Fair District
- ★ Wild Rock Outfitters
- ★ Women's Interval Home of Sarnia-Lambton
- ★ Woodleigh Farms
- ★ Woodstock Hospital
- ★ Worm Wrangler
- ★ WSP (Waterloo Region)
- ★ YNCU

Launching Green Economy Calgary

Key 2023-2024 Highlights



Green Economy Calgary officially launched as the newest Hub in our network on April 25th, 2024, with an in-person celebration at the Energy Transition Centre in Calgary. The **sold-out event** offered the community an opportunity to learn more about this exciting initiative that will provide the knowledge, tools, 1:1 support, and peer network that Calgary businesses need to adapt and thrive in the low-carbon transition. Green Economy Calgary is proud to be partnered with Alberta Ecotrust Foundation and supported by the City of Calgary, Calgary Foundation, and Natural Resources Canada.



"This initiative fills a critical gap and provides accessible climate action support to small/medium organizations, allowing us to collectively demonstrate our commitment to a more resilient Alberta."

Pat Letizia, former CEO (2000 - 2024) of Alberta Ecotrust Foundation



Bridging a Knowledge Gap: the Climate Action Boot Camp



While a growing number of organizations are beginning to transition to a low-carbon future, the majority remain unaware that measuring and reducing their emissions can not only support Canada's climate targets but also strengthen their competitiveness and long-term resilience. The Climate Action Boot Camp (CABC) workshop series — made possible with the generous support of RBC — was created to bridge the knowledge gap. These free one-hour workshops empowered small and medium-sized enterprises (SMEs) across Canada to understand the growing business

case for climate action, practical steps they could take to cut their costs and cut their carbon, and what resources exist to support them, including financial incentives. Organizations that completed at least one workshop were eligible for up to a 50% discount on their first year of membership in Green Economy Canada's network. Across 2023 and 2024, the CABC delivered **24 workshops** engaging **400+ participants**. Over 80% of participants surveyed would recommend the workshop to a peer. We look forward to building on the success of the CABC with more workshops in the future.



24 workshops



400+ participants

Supported by RBC



Forging New Tracks to Progress

Key 2023-2024 Highlights

In March 2024, Green Economy Canada launched two new membership tracks, **Discover** and **Insight**. These flexible new options make it easier for any organization to get on the path to a low-carbon future and complement our Lead membership to meet members where they are.



Thanks to Scotiabank and Co-operators for supporting the launch and refinement of our new membership tracks.



The **Discover** track offers an accessible entry point for businesses and organizations interested in learning how to green their operations. Members get access to ongoing educational workshops, sustainability news, and a connection to a network of peers who are working to become more sustainable.



The **Insight** track takes this a step further by helping organizations measure their greenhouse gas emissions—a critical step towards reducing their environmental impact. Insight track members gain additional benefits with access to an online carbon accounting platform, 1:1 support, and training to support measuring and tracking GHG emissions.



For businesses ready to lead the way in sustainability, the **Lead** track remains our signature offering, providing businesses with comprehensive support to go beyond measurement to set reduction targets, develop and implement reduction strategies, and engage employees and other stakeholders along the way. Lead track members have access to funding opportunities and public recognition as a Green Economy Leader for making a commitment to set and work towards tangible emissions reduction goals.

Partnering with Carbonhound



At the end of 2024, Green Economy Canada officially announced a partnership with Carbonhound, an intuitive, web-based platform that simplifies carbon accounting for businesses. This partnership allows our members to **more easily measure, track, and report their greenhouse gas (GHG) emissions** - reducing barriers to climate disclosure and accelerating credible climate action across the business community.

This partnership was made possible thanks to funding support from RBC.



Electrifying Change: EV Charger Incentive Program

Meeting Canada's climate goals will require us to reduce emissions from transportation, which accounted for 23% of our emissions in 2023¹. Increasing the availability of charging infrastructure is an important step in enabling businesses and households to confidently transition to electric vehicles.

After a highly successful result in 2022, Green Economy Canada's \$4M Electric Vehicle Charger Incentive Program², was expanded in 2023 and 2024. Made possible by funding from Natural Resources Canada, **this now \$7M program provides up to 50% back (to \$100,000)** to support the installation of EV charging stations in public places, on-street, for multi-unit residential buildings, and workplaces, as well as for light-duty vehicle fleets.

As of March 31, 2025, this program has led to the installation of **nearly 750 chargers** across the country and more than **\$11.6M** of investments in building

the green economy in communities across Canada. Continuing the program's commitment to prioritize applications from organizations led by, or primarily serving, underrepresented groups, the program has directed over **\$500,000** in funding to date to these groups.

\$7M program provides up to 50% back

 **109 completed projects**

 **\$4.1M disbursed**



Investing in the Green Economy: Climate Action Microgrants



To support our members in overcoming cost barriers to implementing sustainability projects, Green Economy Canada launched a Climate Action Microgrant (CAMG) program in 2023, which was renewed in 2024 thanks to the support of TD. In each year, **ten microgrants of up to \$2500** were awarded to help organizations take steps to reduce their energy, waste, water, or overall greenhouse gas (GHG) emissions. Across the two years of the program, **\$50,000 in grants** were awarded, supporting **20 sustainability projects** that totalled more than **\$280K in investments in the green economy.**

2023 Recipients:

- ★ AET Group Inc.
- ★ BlueStone Properties Inc.
- ★ D.A.S. Concrete Countertops Inc.
- ★ Engage Engineering
- ★ Hounds of Erie Winery
- ★ Lett Architects Inc.
- ★ NorQuest College
- ★ Parry Sound Bikes
- ★ Play Away Indoor Park
- ★ Women's Interval Home of Sarnia and Lambton

2024 Recipients:

- ★ Clayworx: Ceramic Arts Learning Centre
- ★ Co-op Régionale de Nipissing-Sudbury Ltd.
- ★ Dough EV
- ★ Fromagerie Cooperative St-Albert Inc.
- ★ Greater Moncton International Airport Authority
- ★ Walker Emulsions
- ★ Waterloo Catholic District School Board
- ★ Waveform Plastics Technologies Ltd.
- ★ Women's Interval Home of Sarnia and Lambton
- ★ Woodleigh Farms Ltd.

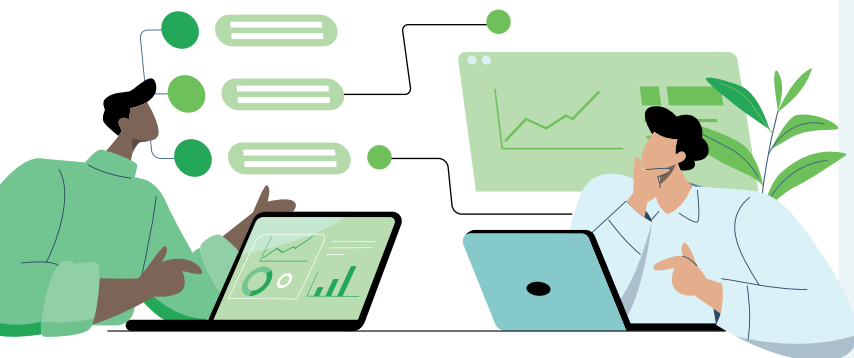
1 See <https://www.canada.ca/en/environment-climate-change/services/environmental-indicators/greenhouse-gas-emissions.html#transport>

2 See https://greeneconomy.ca/wp-content/uploads/2023/11/green_economy_canada_impact_report_2020_to_2022.pdf

The Net-Zero Advantage: How SME Manufacturers Can Lead Canada's Green Transition

Small and medium-sized manufacturers across Canada are facing a defining moment. As large companies shift towards more sustainable practices, and jurisdictions like Europe tighten climate regulations, Canadian manufacturers proactively embracing decarbonization will stay competitive and position themselves as the suppliers of choice. Green Economy Canada conducted **two projects focused on what strides SME manufacturers can make to cut their emissions**, and what's needed to increase their ability to achieve net-zero.

These two studies show that there are many actions manufacturers can take today to cut their emissions in significant ways while strengthening their bottom line, and that more investment is needed throughout the ecosystem to reduce barriers to action. It also showed that with the right policies, financing, education, and capacity-building support—designed and delivered for SMEs manufacturers—we can unlock their tremendous potential to help us hit our climate goals, drive economic growth, and position Canada as a leader in green economic transformation globally.



Read the reports!



Fast Forward: Enabling the Net-Zero Transition for SME Manufacturers in Atlantic Canada

This project was made possible thanks to:



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada



Unlocking Net-Zero Pathways for SME Manufacturers (Ontario)

This project was made possible thanks to:

Fondation **ECHO** Foundation



IVEY foundation





Crosby Foods

- Location:** Saint John, NB
- Sector:** Manufacturing
- Size:** Small (1-99 employees)



Description:

As one of Canada's most trusted food companies, Crosby Foods Limited is a family business that prides itself on providing quality foods to customers. Crosby produces fancy molasses, co-manufactures dry powder products like hot chocolate, and stores and transfers liquid bulk products. Rooted in the same Canadian community for over 140 years, Crosby believes that applying sustainability practices to their business is essential for the future of their industry and their company.



Emissions sources:

Crosby Foods operates two facilities in Saint John, New Brunswick which consist of a main manufacturing facility and a bulk receiving and processing facility. The company relies on natural gas and electricity to power its sites. In 2022, 64% of emissions came from Scope 1 natural gas use and 36% of emissions came from electricity.

Key actions and business case:

Through energy efficiency measures alone, our study found that Crosby could achieve a **44% reduction in its emissions**. Twenty energy efficiency measures were identified with a total capital cost of \$2.5M after factoring in available incentives, and an average payback of three years. Examples of measures included installing tank insulation to prevent process heat loss, which would in turn also reduce emissions by 19% and save Crosby \$178,000 annually with a payback of 2.5 years after incentives. Another recommended measure was a simple warehouse temperature setback—a zero-cost measure that is estimated to reduce emissions by 4% and save Crosby \$40,000 per year.

If all of the recommended energy efficiency measures are implemented, Crosby is projected to save **\$500,000 annually in operating costs**. Beyond energy efficiency, grid decarbonization could contribute another 28% reduction in emissions, bringing Crosby 72% of the way to net-zero. The primary challenge in achieving deeper emissions reductions is that full electrification of their facilities to move off of natural gas is currently not feasible. Not only would it be a 25+ year payback, but the high emissions intensity of New Brunswick's electricity grid means that full electrification would actually increase Crosby's overall emissions. As New Brunswick's electricity grid continues to decarbonize, full electrification may become a feasible long-term option to move them closer to absolute net-zero. In the meantime, Crosby can make significant strides to get on the path to net-zero while strengthening its bottom line through strategic energy efficiency upgrades.



Read this case study and three others in

Fast Forward: Enabling the Net-Zero Transition for SME Manufacturers in Atlantic Canada



BlueStone Properties

- Location:** London, Ontario
- Sector:** Real estate and rental and leasing
- Size:** Small (1-99 employees)



BlueStone Properties Inc. is an award-winning, family-owned and managed property management and development company. For three generations, BlueStone has built and maintained quality residential and commercial properties in London, Ontario. They joined local Hub Green Economy London in 2019 to promote awareness and action on sustainability issues. With assistance from their Hub, BlueStone has been working to measure their greenhouse gas emissions so they can develop a reduction plan.

Through a \$2,500 grant they received from Green Economy London, they have also been able to implement an organics recycling program. They installed organics bins in each tenant's unit, and negotiated a new waste management contract to include organics disposal. In the BlueStone office, desk-side garbage bins were replaced with centralized waste disposal areas and LOMI countertop composters were introduced, encouraging employees to compost food scraps. These composters convert food waste into garden-ready fertilizer, promoting sustainable practices within the workplace.



Project

Organics recycling program to support waste diversion



Impact

Increased waste diversion by **24.9%**, exceeding government requirement

Other benefits

Improved tenant experience: **92.3%** of tenants express satisfaction or high satisfaction with the program.

Through the organics recycling program, BlueStone Properties has successfully diverted paper towel waste, diapers from a daycare tenant in the building, and food scraps. A subsequent waste audit revealed a **24.9% increase in BlueStone's diversion rate** in 2024 compared to the 2021 results, bringing it to 70.9%—exceeding government requirements. BlueStone is now aiming for an 80% waste diversion rate in the coming years.






“At BlueStone, we are committed to building a better London. We have a long-term vision with a focus on sustainability, to reduce the impacts of our business operations on the environment. We partnered with Green Economy London to promote awareness and action on sustainability issues.”

Ilona Kovats,
Sustainability & Tenant Retention Manager



DIVA

-  **Location:** Kitchener, Ontario
-  **Sector:** Manufacturing
-  **Size:** Small (1-99 employees)



Since their founding over 20 years ago, DIVA — the makers of the original Diva Cup — have been committed to providing wellness solutions for people who menstruate. DIVA makes products intended to be better for the body, that offer long-lasting care and cost savings. The company believes access to safe and affordable menstrual care is a basic human right.

DIVA's Impact Program promotes menstrual equity, education, and access to menstrual care products to communities across North America. In addition to advocating for menstrual care access, they also support organizations that advocate for environmental stewardship and pelvic and sexual wellness education. The Impact Program is made up of passionate individuals from all the different areas across DIVA who support day-to-day operations and the company's B Corp Certification.

Each year, DIVA commits **2% of their revenue** to support organizations that align with four impact pillars, guided by the Impact Program. These pillars are: Access to Safe and Affordable Menstrual Products; Menstrual, Reproductive, and Sexual Health Care; Gender Equity, Empowerment, and Liberation; and Environmental Stewardship. The Impact Program works with their marketing, sales, operations, and finance teams to ensure DIVA can support partners and continue to grow their impact.



Project Impact Program



Results in 2024

- Donated over 75,000 DIVA Cups (**90 million** single-use products diverted from landfills.)
- DIVA recertified as B Corp, increasing score from 106 (a certification score received in 2021) to **121.2**.
- Shipped over **3,000** carbon-neutral orders through Route's green shipping option.



“From our inception, DIVA has been intentional about integrating impact into everything we do, including our product offerings, employee benefits, and community outreach initiatives. We innovate with purpose, extending our product offerings to include pelvic and sexual wellness to ensure our consumers are supported, empowered, and informed at every stage of life.”

Carinne Chambers-Saini, Founder and CEO, DIVA



Polaris Transportation Group

- Location:** Mississauga, Ontario
- Sector:** Transportation, Logistics and Warehousing
- Size:** Medium (100-499 employees)



Since 1994, cross-border transportation and logistics company Polaris Transportation Group has grown into one of Canada's largest privately held Less Than a Truckload (LTL) carriers. They operate scheduled daily runs between Canada and the U.S., supported by a trusted network of partners on both sides of the border.

Today, Polaris offers a comprehensive suite of services, including over-the-road transportation, third-party global logistics, warehousing, and digital supply chain solutions. They also have a dedicated technology division, NorthStar Digital Solutions, that develops platforms to digitize and optimize supply chain operations across the industry.

Sustainability emerged as a strategic focus for Polaris after an inspiring conversation between the CEO, Dave Cox, and his daughter. From this start, Polaris' efforts have come to span all pillars of ESG, with a strong emphasis on environmental performance and social responsibility. They have been making data-driven decisions and implementing continuous measurement and management of their environmental impact—from **upgrading and retrofitting fleets and buildings** for

energy efficiency, to **optimizing water use** and implementing robust **waste diversion** programs.

They are also prioritizing climate resilience, recognizing that vulnerable communities are disproportionately affected by climate change. Their Community Care Unit, launched in September 2023 to help combat food insecurity, has donated and moved over 36,000 pounds of essential goods to food banks, shelters, and school programs.



“As a company committed to sustainability and innovation, joining Green Economy Canada aligns perfectly with our core values. We are excited to be part of a network that is dedicated to driving environmental progress and fostering sustainable business practices. Our hope is that by collaborating with like-minded organizations, we can share knowledge, inspire change, and make a significant positive impact on our planet.”

Dave Cox, CEO

Project

Pivoting to a Sustainable Strategy



Impact

Increased energy efficiency, reduced water use and increased waste diversion.



Other benefits

Community support, community building





Port of Belledune

- Location:** Belledune, New Brunswick
- Sector:** Transportation and warehousing
- Size:** Small (1-99 employees)



Green Economy
New Brunswick
Économie verte
Nouveau-Brunswick



The Port of Belledune is a bulk and liquid cargo seaport located on the Bay of Chaleur in Northern New Brunswick. It is in the midst of an important industrial transition focused on the development of new clean energy projects and expanded trade with Europe. The Port of Belledune is a key economic driver for the region.

Historically, coal has been used as a fuel in New Brunswick's Belledune Generating Station. Coal imports accounted for approximately 40 percent of the port's cargo load. Considering [the plans to phase out coal in Canada](#), the Port of Belledune's 2022 Master Development Plan identified green energy as a key opportunity.

Project

Green Energy Hub



Impact

Reduction of coal use and coal importation.
Plans for development of green energy technology

Other benefits

Encouraging local industry

This conversion began with a plan to **switch the power plant to renewable biomass** following a series of tests in the spring and fall of 2024. The port has also signed **green fuels-focused trade Memorandums of Understanding** with ports in Rotterdam, the Netherlands, and Wilhelmshaven and Hamburg, Germany. This trade will be facilitated by a new \$25 million dry bulk conveyor project (with federal and provincial contributions) to move more cargo more efficiently using less energy.

Indigenous partnership is also an important part of the Port of Belledune's work. Seven years ago the Belledune Port Authority, MTI, Pabineau First Nation and Eel River Bar First Nation **signed a protocol based on Relationship, Engagement and Consultation**. Indigenous engagement and economic reconciliation are foundational pieces of each and every development discussion for projects proposed for the Port of Belledune.

The transition work that is happening right now is building on that history of industrial expertise but now through the Port of Belledune, the region is actively developing renewable projects and working towards green industrial development.



"We are transforming to diversify, grow and green our business with a brand-new plan for the future, the Green Energy Hub. Green Economy New Brunswick will be a great asset on this journey."

Denis Caron, President & CEO, Belledune Port Authority



Sabian

- Location:** Meductic, New Brunswick
- Sector:** Manufacturing
- Size:** Small (1-99 employees)



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One of the largest cymbal manufacturers in the world, Sabian also manufactures a variety of percussion instruments and accessories. Sabian cymbals have backed musical acts as diverse as Rush, The National Ballet of Canada Orchestra, Phil Collins, and Bruno Mars.

Responding to the expectations of both customers and employees, Sabian began working with Green Economy New Brunswick. After measuring their carbon footprint, Sabian confirmed their foundry operation and hot rolling process were the most energy-intensive part of their operations. Aware that the vast majority of product quality issues also occurred after those processes, the team reasoned that finding ways to reduce the number of products with defects would have the dual benefit of increasing productivity and reducing emissions.

Sabian took a data-driven approach and worked with their whole team to lean into the opportunities for innovation and efficiency. Not only did they improve quality control, they also discovered the product specifications could be tweaked to improve the quality of the final pieces.



There has since been a **40% reduction in pieces rejected** over a two-year period, which has also reduced the number of days Sabian operate their foundry, saving money and reducing emissions.

Project

Improving quality control to reduce defects in manufacturing products



Impact

Increased productivity, reduced costs, reduced emissions



Other benefits

Improved product specifications



“At Sabian, we conducted a thorough examination of our carbon inventory to identify areas where we could make a positive difference.”

Mike Connell, President & Chief Operating Officer



Science North

- Location:** Sudbury, Ontario
- Sector:** Educational services
- Size:** Medium (100-499 employees)



Science North is Canada's second largest science centre and Northern Ontario's most popular tourist attraction. It serves as an educational resource for children and adults across the entire province of Ontario. Science North has a long-standing culture of environmental responsibility that has been part of its DNA since its opening. From early shoreline restoration efforts at Ramsey Lake to the establishment of the internal Green Team over 20 years ago, sustainability has been woven into the organization's operations, programming, and public engagement.

The decision to install solar panels was a natural extension of this commitment and an investment in reducing carbon emissions and modelling sustainable practices for the community. The project included both fixed and sun-tracking photovoltaic (PV) panels, which feed electricity directly into the local power grid, offsetting what they would otherwise need to purchase. All panels were installed to withstand Northern Ontario's climate, anchored securely into bedrock.

The solar panels produce approximately **10% of the electricity** used across both Science North and sister science centre Dynamic Earth, and are expected to



lead to long-term operational cost savings. To engage and educate the public, Science North launched an interactive Solar Panel Kiosk. This exhibit provides real-time data on energy production, cost savings, and carbon offsetting, offering visitors a transparent and hands-on look at renewable energy in action.

Project Solar Panels



Impact

Long-term energy cost savings and reduced carbon footprint



Other benefits

Community engagement and enhanced reputation



"Science North's solar panel project reduces our environmental impact, contributes to long-term operational savings, and helps inspire our visitors to learn about and embrace renewable energy solutions. This project reinforces Science North's role as a leader in science engagement and environmental action in Northern Ontario."

**Jessica Hall, Manager, Grant Programs
and Chair, Green Team**



Unity Design

- Location:** Peterborough, Ontario
- Sector:** Professional, scientific and technical services
- Size:** Small (1-99 employees)



Unity Design Studio is B Corp certified architecture and design firm with offices in Peterborough, Collingwood and Kitchener. They are a leader in innovative design, deep stakeholder engagement, and long-standing client relationships.

As a member of Green Economy Peterborough since 2021, Unity has worked to identify multiple areas where they could enhance their sustainability and reduce their climate impacts. One of their initiatives involved conducting a bike-friendly workplace audit, and from there developing an Active Transportation Policy to promote sustainable commuting. Since rolling the policy out, they've seen increased staff carpooling, doubled the number of regular cyclists to the design studio, and realized **cost savings** both in terms of reimbursable expenses to staff and administrative time.

In addition to **enhancing physical activity, boosting mental health, and reducing air pollution**, Principal Kristy Hook notes, “architects and designers can enhance their work by considering the user experience of common elements surrounding the built environment. By walking and cycling through these areas, they can better envision how the space will be used, anticipate potential obstacles to enjoyment, and optimize its overall benefits.”



Project

Active Transportation Policy



Impact

Cost savings

Other benefits

Employee health



“At Unity, we are committed to a philosophy of continuous improvement. The goal of our work is to demonstrate how design can balance people, planet and prosperity equally.”

Kristy Hook, Principal



Universal Rail

- Location:** Edmonton, Alberta
- Sector:** Transportation and warehousing
- Size:** Large (more than 500 employees)



As Canada's largest provider of track maintenance and construction services, Universal Rail Systems connects Canada's economy and vast geography with a commitment to the highest safety standards in the industry.

Universal Rail worked with Green Economy Canada to develop a greenhouse gas inventory, confirming that their vehicle fleet was their largest emission source, accounting for 97% of their GHG emissions. While fully electric vehicles proved impractical for Universal Rail's needs, they began introducing hybrid vehicles and switching to smaller/lighter vehicles where possible. Fleet data is already showing a **21% reduction in fuel use** for hybrid vehicles over conventional vehicles.

Shifting to lower emitting vehicles was only part of the solution; idling consumes fuel, wasting money and increasing emissions. It also puts extra wear on engines. Speeding is another factor that decreases fuel efficiency and puts added wear on components.



To address these issues, Universal Rail combined technology (such as monitoring tools to record speeds and remind operators about idling times) and employee engagement, encouraging a change in the culture and mindset of vehicle operators to prioritize reducing impact as part of day-to-day operations. In addition to cutting costs and emissions, the reduced speeding and use of smaller vehicles in dense urban areas helped to reduce safety incidents.

Project

Improved fleet efficiency through hybrid/right-sizing vehicles and anti-idling and speed limiting technology



Impact

Reduction in fuel use, cost savings and reduced emissions

Other benefits

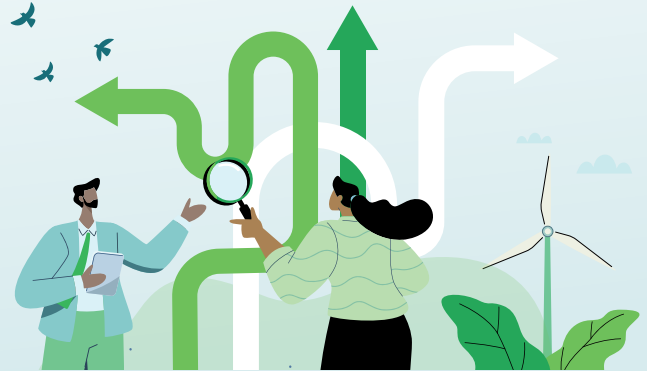
Reduced safety incidents



"At Universal Rail Systems, we are committed to taking action to create a more sustainable future. We understand the importance of transitioning towards a net-zero economy and are proud to have partnered with Green Economy Canada."

Wes Kuzio, Corporate Quality Manager at Universal Rail Systems

Looking Ahead: Our Bold New Strategic Plan



In 2024, Green Economy Canada launched a bold new strategic plan. While there are 1.3 million businesses across Canada, most have yet to take meaningful action on climate, despite the growing urgency. The time for transformative action is now.

Our goal:

Mobilize 10,000 businesses in the net-zero transition by the end of 2028.

To achieve this, we will support our members in implementing deep decarbonization strategies and engage businesses beyond our current network to raise awareness of both the need for—and the benefits of—taking climate action. Our efforts will focus on six priority areas to reach our goal.



Spur Business Demand for Climate Action
by enhancing climate literacy, awareness tools, and partnerships to expand our reach.



Grow Network Visibility and Storytelling
by amplifying member stories and showcasing why sustainability is smart business.



Deliver Rock-Solid Sustainability Support
at scale by deepening access to turn-key technical expertise and streamlining service delivery to get members on the path to net-zero within 12–18 months.



Reduce Systemic Barriers to Action
by convening cross-sector dialogue, leading targeted projects to uncover and address key sustainability challenges for businesses, and advocating for non-partisan policies and investments that accelerate progress.



Excel at Convening and Community Building
by deepening knowledge-sharing and collaboration through enhanced peer-to-peer connections.



Strengthen Our Internal Foundation
by investing in the right people, systems, and resources to scale impact and walk the talk on sustainability.

We know we can't do this alone. Success depends on strong collaboration with our members, partners, and those we've yet to connect with. We invite you to join us. Let's explore how we can work together to make sustainability "business as usual" across Canada.



Thanks to Co-operators for enabling the development of our new strategic plan.

Thank you



Our work is powered by awesome people. Thank you to the Green Economy Canada staff, Green Economy Hub staff, and our Board of Directors for applying their time and talent to accelerating Canada's transition to a vibrant and inclusive net-zero future.

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