



Green  
Economy  
Canada

# Leading Through Change

Impact Report 2020 - 2022

“With big change comes big opportunity, and Green Economy Canada’s network has embraced tumultuous times to find new ways to move forward, advance our mission, and remain resilient.”



The past several years have put us through our paces. From a global pandemic, to intensifying wildfires, floods and hurricanes, to growing affordability issues — we have all had to rethink the way we live, work and play, and gained a deeper appreciation for how interconnected and interdependent we truly are.

With big change comes big opportunity, and Green Economy Canada’s network has embraced tumultuous times to find new ways to move forward, advance our mission, and remain resilient. *Leading Through Change* provides a snapshot of how we’ve continued to accelerate Canada’s transition to a vibrant and inclusive net-zero future between 2020-2022. We’ve launched three new Green Economy Hubs, including our first provincial and first bilingual Hub in New Brunswick, as well as a new virtual National Hub to bring our sustainability support to businesses in any region of Canada. We’ve expanded our partnerships and led innovative special projects on advancing sustainable procurement, the United Nations Sustainable Development Goals, and net-zero manufacturing. We also launched a \$3.9M EV Charger Incentive Program which has so far led to the installation of more than 250 EV chargers across the country, with 260 more expected to be installed by 2024.

Through this period, one of the highlights has been the ongoing work to support a network of hundreds of businesses who have seized these changing times to start or accelerate their sustainability journey. These Green Economy Leaders have not only been saving money, building their brand, future-proofing their business, becoming the supplier and employer of choice in their communities — but they’ve also contributed to over 225,000 tonnes of emissions reductions that our network has achieved to date. That’s the equivalent of taking 69,000 cars off the road for one year, and it’s a number that keeps growing.

Climate change is a defining issue of our time, and we will not be able to meet this moment or ensure the Canadian economy remains competitive in the global net-zero transition without significant action from the business community and cross-sectoral collaboration. We hope you enjoy learning more about the efforts our network and partners are making to move the needle, and that you’ll join us in making business better, together.

A handwritten signature in dark ink, appearing to read 'Priyanka'.

**Priyanka Lloyd**  
Executive Director

A handwritten signature in dark ink, appearing to read 'Matthew J. Hoffmann'.

**Matthew Hoffmann**  
Board Chair

# What We Do

Green Economy Canada is a national non-profit accelerating Canada's **transition to a vibrant and inclusive net-zero future.**

Through our network of Hubs and members across the country, we're demonstrating that sustainability and good business go hand-in-hand.



## How We Do It



**Engaging businesses to transform our economy.**

We launch and grow Green Economy Hubs that bring together, support, and celebrate businesses of all sectors and sizes in setting and achieving sustainability targets. In doing so, we're creating stronger economies and more resilient communities across Canada.



**Sharing successes and developing 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.



**Informing 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 primarily in these areas.



# The Network at a Glance

Our national network is engaging organizations of all sectors and sizes to take action on climate change and build sustainability into their operations.



## Green Economy North

📍 Northern Ontario

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



## ClimateWise Business Network

📍 Ontario: York and Durham Regions

Launched in 2016, the ClimateWise Business Network is led by the local non-profit, Windfall Ecology Centre.



## Green Economy London

📍 Ontario: London, Norfolk and surrounding area

Launched in 2019, Green Economy London is led by the local non-profit, London Environmental Network.



## Sustainability Leadership Program

📍 Ontario: Hamilton, Burlington, Niagara, Mississauga, Halton

Launched in 2013, the Sustainability Leadership Program is led by the local non-profit, Sustainability Leadership. (formerly *Sustainable Hamilton Burlington*)



## Green Economy Peterborough

📍 Ontario: Peterborough and the Kawarthas

Launched in 2021, Green Economy Peterborough is led by the local non-profit, Peterborough GreenUP.



## Green Economy New Brunswick

📍 New Brunswick

Launched in 2021, Green Economy New Brunswick is both the first provincial, and also the first fully bilingual Hub in the network. It is led by Green Economy Canada in partnership with New Brunswick stakeholders.



## Impact Network

📍 Ontario: Waterloo Region, Brantford, Guelph, Stratford and surrounding area

Launched in 2009, the Impact Network was the first Green Economy Hub and is led by the local non-profit, Sustainable Waterloo Region. They created Green Economy Canada to share the model with other communities. (formerly *Regional Sustainability Initiative*)



## Corporate Climate Leaders Program

📍 Alberta: Edmonton

Launched in 2018, the Corporate Climate Leaders Program is a City of Edmonton program that supports Edmonton organizations who want to build sustainability into their operations. The CCLP has been administered by Green Economy Canada since 2020.



## National Hub

📍 Across Canada

Launched in 2022, the National Hub is led by Green Economy Canada and provides virtual support to any organization across Canada that wants to take action on climate change but doesn't have access to a local Hub in their community.



# By the Numbers



# 263

**Members**  
at December 31st, 2022

# 241,185

**Tonnes of GHG reductions**  
**committed by members,**  
as of December 31, 2021

# 611

**Members engaged to date**  
as of December 31st, 2022

# 227,018

**Tonnes of GHGs reduced by members**  
**engaged to date**  
as of December 31, 2021\*  
(The equivalent of taking 69,637 internal  
combustion cars off the road for one year)



# 120

**Sustainability events held**  
in 2021 and 2022

# 4827

**Event attendees**  
in 2021 and 2022



# 3

**New Green Economy**  
**Hubs launched**

Green Economy Peterborough  
Green Economy New Brunswick  
National Hub

# 5

**Special projects launched**

Sustainable Development Goals for SMEs (pg 18)  
Buying a Better Future (pg 19)  
Net-Zero Pathways for SME Manufacturers (pg 20)  
The Climate Action Boot Camp (pg 21)  
EV Charger Incentive Program (pg 22)

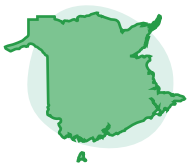
\* Total tonnes of GHG reduced = Emissions in Base Year - Emissions in 2021.

# Expanding Our Reach



## Launching Green Economy Peterborough

In early 2019, Green Economy Canada began working with Peterborough GreenUP to explore the potential of a Hub for the City and County of Peterborough. Based on strong local support, and funding from Natural Resources Canada, Peterborough & the Kawarthas Economic Development, County of Peterborough, the City of Peterborough, and TD Bank, GreenUP was able to officially launch Green Economy Peterborough (GEP) in April 2021. Over 120 attendees joined for a virtual launch celebration, which included announcing 15 founding business members - a new record for confirmed members at Hub launch in Green Economy Canada's network.



## Launching Green Economy New Brunswick

In 2019, Green Economy Canada partnered with the New Brunswick Environmental Network to explore the potential of a Green Economy Hub in New Brunswick. Buoyed by strong support in public consultations held in Bathurst, Edmundston, Fredericton, Moncton, and Saint John, and some Hub development funding from Natural Resources Canada, Green Economy New Brunswick launched in January 2022. Seed funding was provided by the Atlantic Canada Opportunities Agency, the province of New Brunswick, the City of Moncton, and TD Bank. Green Economy New Brunswick is the first provincial and first fully bilingual Hub in Green Economy Canada's network.



## Launching a National Hub

Many businesses across Canada don't currently have access to a local Hub to support them in their sustainability journey. To address this gap, Green Economy Canada launched a National Hub which enables us to provide organizations in other parts of the country with access to the guidance, tools and peer network they need to take action on climate change and build sustainability into their operations. The National Hub operates virtually and bilingually and was made possible with the support of Founding Partners Co-operators and HSBC Bank Canada.





## Partnering with the City of Edmonton on the Corporate Climate Leaders Program



In 2020, Green Economy Canada was selected by the City of Edmonton to administer the Corporate Climate Leaders Program (CCLP). Similar to the Hub model used by Green Economy Canada, the CCLP seeks to support Edmonton businesses to reduce their GHG emissions while becoming stronger and more resilient in the face of new regulations and climate-related disruptions. The program has 66 members working to demonstrate that sustainability and good business go hand in hand. Our partnership with the City of Edmonton has enabled Green Economy Canada to test a new way of bringing our sustainability support to businesses based on community needs and interests in different parts of the country.



## Exploring New Green Economy Hubs

In 2021, Green Economy Canada worked with Quebec Net Positive, with funding from Desjardins, the McConnell Foundation, and Energir, to explore the potential of Green Economy Hubs in Quebec. Together, we engaged over 140 key stakeholders across one provincial and four regional roundtables to discuss the barriers businesses — especially SMEs — face in integrating sustainability into their operations. You can read an executive summary of the [report in English here](#) and the full [report in French here](#). Conversations continue with local stakeholders about the potential for one or more Green Economy Hubs in Quebec.

In February 2022, we partnered with Alberta Ecotrust Foundation to explore the potential for a Green Economy Hub in Calgary. After successful consultations with local stakeholders from across the Calgary business community, Green Economy Calgary will be launching in late Fall 2023 thanks to funding from Calgary Foundation, the City of Calgary, Natural Resources Canada, Ecotrust's Climate Innovation Fund, HSBC Bank Canada, and TD Bank.

In December 2022, we partnered with the City of Windsor to host a community consultation on the value of a Hub in the Windsor-Essex region. Automotive manufacturing suppliers in the region are facing increased pressure as bigger car companies move to hit their climate targets and adopt sustainable procurement practices. A Hub could provide local businesses with the practical guidance they need to meet these coming standards. Feedback on the concept of a local Hub has been positive, and further discussions with stakeholders will continue to determine if a Hub could be launched in 2024.



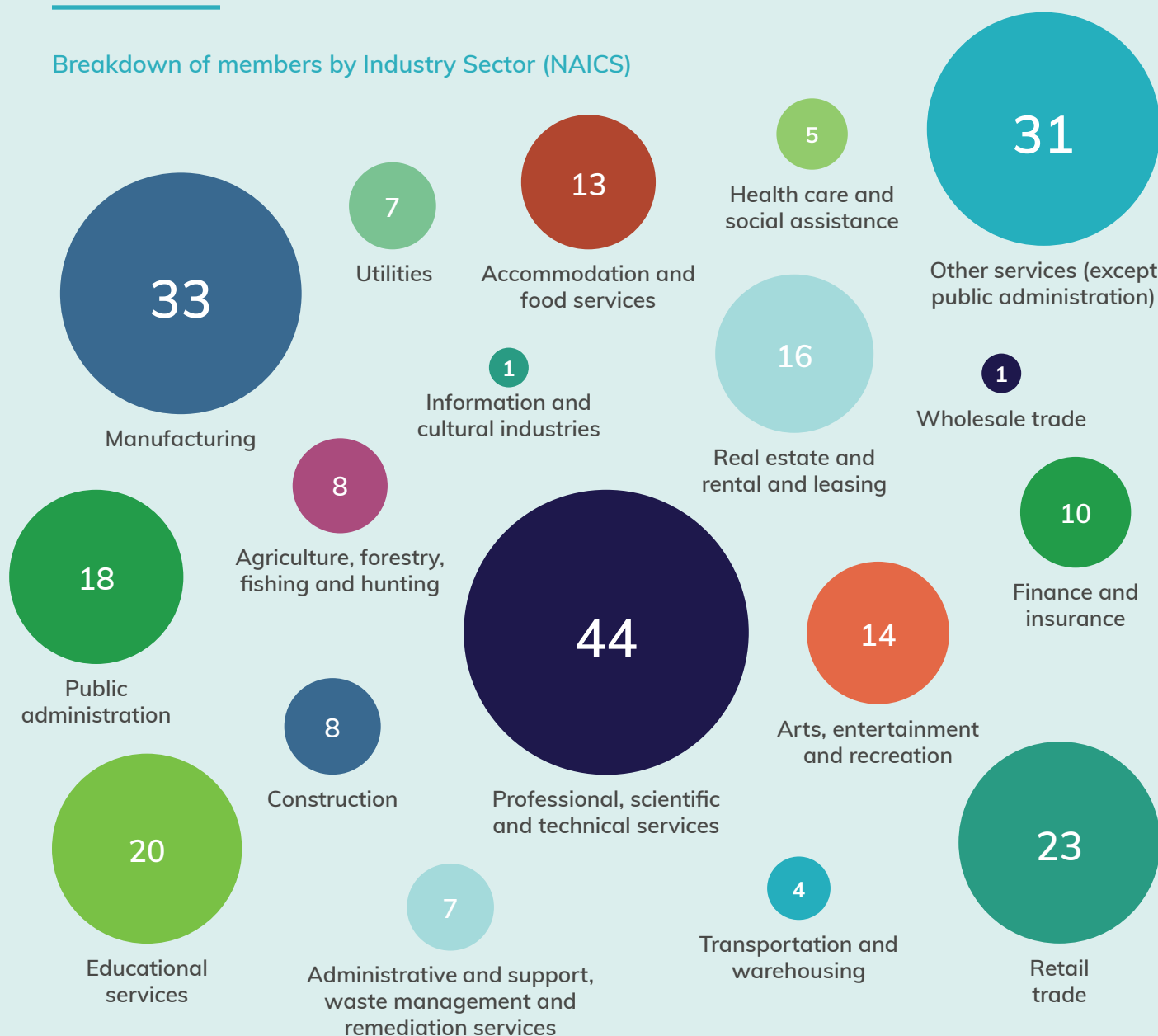
## Expanding Hub Catchment Areas

Green Economy Hubs have historically been hyper-local and community-specific. In 2022, Hubs in Ontario expanded their catchment areas to take on more of a regional focus. This allows more organizations to get involved in our network, especially those that reside in rural or remote regions of Ontario. As we adapt to regional expansions, ensuring we are preserving local identity, connections, and priorities will continue to be an important part of how Hubs operate.

# Business Made Better, Together

## A Snapshot of our Network in December 2022

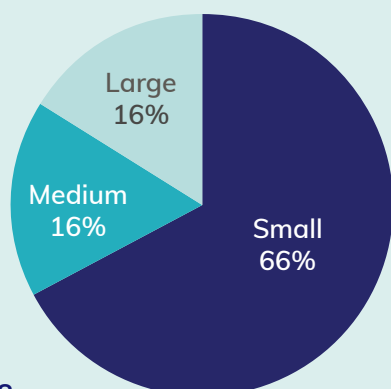
### Breakdown of members by Industry Sector (NAICS)



## Meet the Members

### Size Breakdown of Members

- **Large**  
500+ employees
- **Medium**  
100-499 employees
- **Small**  
1-99 employees



- ★ 407 ETR
- ★ Activa
- ★ AET Group
- ★ Alberta Investment Management Corporation
- ★ AirBoss of America Corp.
- ★ Alectra Utilities (Hamilton)
- ★ Alectra Utilities (York Region)
- ★ Algonquin Outfitters
- ★ Alt Hotel Ottawa
- ★ Apple Hill Lavender
- ★ Arcadian Projects
- ★ ArcelorMittal Dofasco
- ★ Argent Electrical
- ★ Ashburnham Realty
- ★ AzSpecd Solutions
- ★ B2B Industrial
- ★ Balsillie School of International Affairs
- ★ Bavarian Windows
- ★ BGE Clean Air
- ★ Big Bike Giveaway
- ★ BlueStone Properties
- ★ Boards Honey
- ★ Boardwalk REIT
- ★ Booch Organic Kombucha
- ★ Building Knowledge Canada
- ★ Burning Kiln Winery
- ★ CAA North & East Ontario
- ★ Cabinetree

Continued on next page



Meet the Members continued from previous page

- ★ Cambium Consulting + Engineering
- ★ Cambrian College
- ★ Camp Kawartha
- ★ Canadian Commercial Corporation
- ★ Canadian Museum of Nature
- ★ Canadian Urban Limited
- ★ Carleton University
- ★ Carmina de Young
- ★ CDM Agency
- ★ CEPEO (Le Conseil des écoles publiques de l'Est de l'Ontario)
- ★ Change Lifestyle and Apparel
- ★ Charlotteville Brewing Company
- ★ Chippewas of the Thames First Nations
- ★ City of Cambridge
- ★ City of Kitchener
- ★ City of London
- ★ City of Markham
- ★ City of Ottawa
- ★ City of Peterborough
- ★ City of Vaughan
- ★ City of Waterloo
- ★ Cleantech Commons
- ★ Collège Boréal
- ★ Community First Development Corporation
- ★ Compugen Finance Inc.
- ★ Compugen Inc.
- ★ Conestoga College
- ★ Conestoga Mall
- ★ Conestoga Meat Packers Ltd.
- ★ Conrad Grebel
- ★ Conservation Halton
- ★ Convertus
- ★ Cornerstone Architecture
- ★ County of Peterborough
- ★ CSV Architects
- ★ Dalton White Farms
- ★ DAS Concrete Countertops
- ★ David Johnston Research and Technology Park
- ★ Delhi & District Chamber of Commerce
- ★ Delphi Group
- ★ DHT Electrical
- ★ Dialog Design
- ★ Dispenser Amenities
- ★ Diva International Inc.
- ★ Downtown Kitchener BIA
- ★ Durell Communication
- ★ Ecodemy
- ★ Ecology Ottawa
- ★ Economical Insurance
- ★ ecovertcx
- ★ Edmonton Folk Music Festival
- ★ Edmonton Public Library
- ★ EHT Group
- ★ Energy+ Inc.
- ★ Engage Engineering
- ★ Enviro-Stewards
- ★ Environics Research
- ★ EY
- ★ Fancy Farmerettes Ltd.
- ★ Farm Mutual Re
- ★ Fath Industries
- ★ FLO
- ★ Generations Marketplace
- ★ German Canadian Club of London
- ★ German Solar Corporation
- ★ Go Auto
- ★ Goodlife Fitness
- ★ Goodwill Industries of Alberta
- ★ Goodwill Industries, Ontario Great Lakes
- ★ Gowling WLG
- ★ Graphenstone
- ★ Greater Kitchener Waterloo Chamber of Commerce
- ★ Greater Moncton International Airport Authority Inc.
- ★ Green Street
- ★ GreenTech Painting
- ★ GreenUP
- ★ GSP Group
- ★ Hamilton Chamber of Commerce
- ★ Hamilton Health Sciences
- ★ Harvest Recycling
- ★ Heeman's
- ★ Henry Walser Funeral Home
- ★ Hi Signs
- ★ Highlevel Diner
- ★ Hillfield Strathallan College
- ★ HIP Developments
- ★ Home Hardware-St. Jacobs
- ★ Homegrown Hideaway
- ★ Hounds of Erie Winery Inc.
- ★ House of Friendship
- ★ HTS Holy Trinity School
- ★ Hydro Ottawa
- ★ IKEA Ottawa
- ★ IMS (Insurance & Mobility Solutions)
- ★ Jigsaw Organizing Solutions
- ★ Kindred Credit Union
- ★ Kingfisher Cafe
- ★ Kitchener Waterloo Community Foundation
- ★ Kitchener-Willmot Hydro
- ★ KRP Properties
- ★ Kuntz Electroplating Inc.
- ★ Lake Edge Cottages
- ★ Lake Simcoe Region Conservation Authority
- ★ Lehigh Hanson
- ★ Les Entreprises Acépro Inc.
- ★ Let's Talk Science
- ★ Lett Architects
- ★ Libro Credit Union
- ★ Lightenco
- ★ London Brewing Co-op
- ★ London Chamber of Commerce
- ★ London District Construction Association
- ★ London Food Bank
- ★ London St.Thomas Association of Realtors
- ★ Long Point Biosphere
- ★ Long Point Eco-Adventures
- ★ LURA Consulting
- ★ M.W. Drafting
- ★ Manulife Securities
- ★ Marsland Centre Limited
- ★ Mayhew Performance
- ★ McCabe Promotional
- ★ mcCallumSather
- ★ MEDA
- ★ Melcor Developments
- ★ Metalfab
- ★ Meuse Brewing Company
- ★ Michael+Clark Construction
- ★ Microcad Computer Corporation
- ★ Miovision
- ★ MK Electro Recycling
- ★ Morin Industrial
- ★ MSD
- ★ MTE Consultants (Burlington, London, Waterloo)
- ★ Museum London
- ★ N'Amerind Friendship Centre
- ★ National Arts Centre
- ★ Nerva Energy
- ★ New Leaf
- ★ Nopak Canada Inc.
- ★ NorQuest College
- ★ Novocol Pharma
- ★ Old Mission Resort
- ★ Otonabee Region Conservation Authority
- ★ Ottawa Board of Trade
- ★ Ottawa-Carleton District School Board
- ★ Owens Corning
- ★ Peterborough Golf and Country Club
- ★ Peterborough Optometric
- ★ Pfaff Autoworks
- ★ Pfennings Organic Vegetables
- ★ PhD Eco Air
- ★ Pillar Nonprofit Network
- ★ Plant Matter (Kitchen, Cafe, Bistro)
- ★ Play Away Indoor Park
- ★ Point Grondine Trading Post
- ★ Port Saint John
- ★ Pretium Engineering
- ★ Quantum Lifecycle
- ★ Quarry Integrated Communications
- ★ R.A.P Technologies Inc.
- ★ RA Centre
- ★ Rare Charitable Research Reserve
- ★ RBC Place London
- ★ Reesor's Markets
- ★ ReForest London
- ★ Region of Waterloo
- ★ Regional Municipality of York
- ★ Reimagine Co
- ★ Riverside Natural Foods
- ★ RLB LLP
- ★ Rodlin Instruments
- ★ Royal Botanical Gardens
- ★ S.I. Systems Partnership
- ★ Sabian
- ★ Sarona Asset Management
- ★ Sayza Hot Yoga
- ★ Science North
- ★ Shaw Centre (Ottawa Convention Centre Corporation)
- ★ Shepherds of Good Hope
- ★ Solar Power Investment Cooperative of Edmonton (SPICE)
- ★ Split Rail Brewery
- ★ St. John the Divine
- ★ St. Paul's University College
- ★ Stantec
- ★ Step Sciences
- ★ StormFisher Environmental
- ★ Studio Locale
- ★ Sun Life Financial
- ★ Suzi Home Maker
- ★ Swell Made Co.
- ★ Tech Wreckers
- ★ Tepperman's
- ★ The Church Key
- ★ The Cora Group Inc.
- ★ The Earth Group
- ★ The Gibbled Goose
- ★ The Hearty Herbivore
- ★ The Ice Box
- ★ The Nickel Refillery
- ★ The Root Cellar
- ★ The Simple Knot
- ★ The Smart Energy Company
- ★ Town of Newmarket
- ★ Township of North Dumfries
- ★ Township of Wellesley
- ★ Township of Wilmot
- ★ Township of Woolwich
- ★ Toyota Boshoku Canada
- ★ Trent Health in Motion
- ★ Tri-Mach Group
- ★ Trudell Medical
- ★ TruSun Solar Energy
- ★ University of Waterloo
- ★ VCT Group
- ★ VeriForm Inc.
- ★ Vive Developments
- ★ Walker Emulsions
- ★ WalterFedy (Hamilton, Waterloo)
- ★ Waterloo Brewery
- ★ Waterloo Catholic District School Board
- ★ Waterloo North Hydro
- ★ Waterloo Region District School Board
- ★ Western Fair District
- ★ Wild Rock Outfitters
- ★ Wilfrid Laurier University
- ★ Wood City North
- ★ Woodstock Hospital
- ★ WSP
- ★ YMCA in SSM
- ★ YMCA St. Thomas
- ★ YNCU

# Stories from the Network



## Alectra HydraGEN Fleet Pilot

 **Location**  
**Aurora,  
Ontario**

 **Sector**  
**Utilities**

 **Size**  
**Large**

 **Member of**



Alectra provides electricity to approximately one million customers in the Greater Golden Horseshoe area. Servicing critical infrastructure over a large region with many customers requires a significant fleet of vehicles. Seeking innovative solutions to improve the efficiency of their fleet and reduce emissions, they became one of the first utility companies to test a new technology — through a system that is added to an existing diesel engine and uses electrolysis to create hydrogen and oxygen at the point of combustion. The process was designed to lower emissions and save fuel, and consumes only one additional ingredient: distilled water!

An early adopter, Alectra started a six-month pilot program in 2021 to install units in 13 of its vehicles. The pilot summary analysis of the test results of the HydraGEN™ Units installed on 15 Alectra fleet vehicles, for the period of January 2022 to June 2022 revealed a 12% reduction of both fuel consumption and carbon dioxide emissions.

The results showed savings of over 8,000 kgs of carbon dioxide equivalents (CO<sub>2</sub>e), and an average of 230 litres of diesel saved per vehicle. The data projected that Alectra could reduce its carbon emissions and fuel costs by over 10% if the technology was applied to its entire fleet. In November of 2022, Alectra ordered additional units.

As well as looking for innovative ways to reach their emissions reduction goals, Alectra's willingness to test new solutions helps develop the market for these potential technologies.



**Location**  
**London,**  
**Ontario**

**Sector**  
**Construction**

**Size**  
**Small**

**Member of**



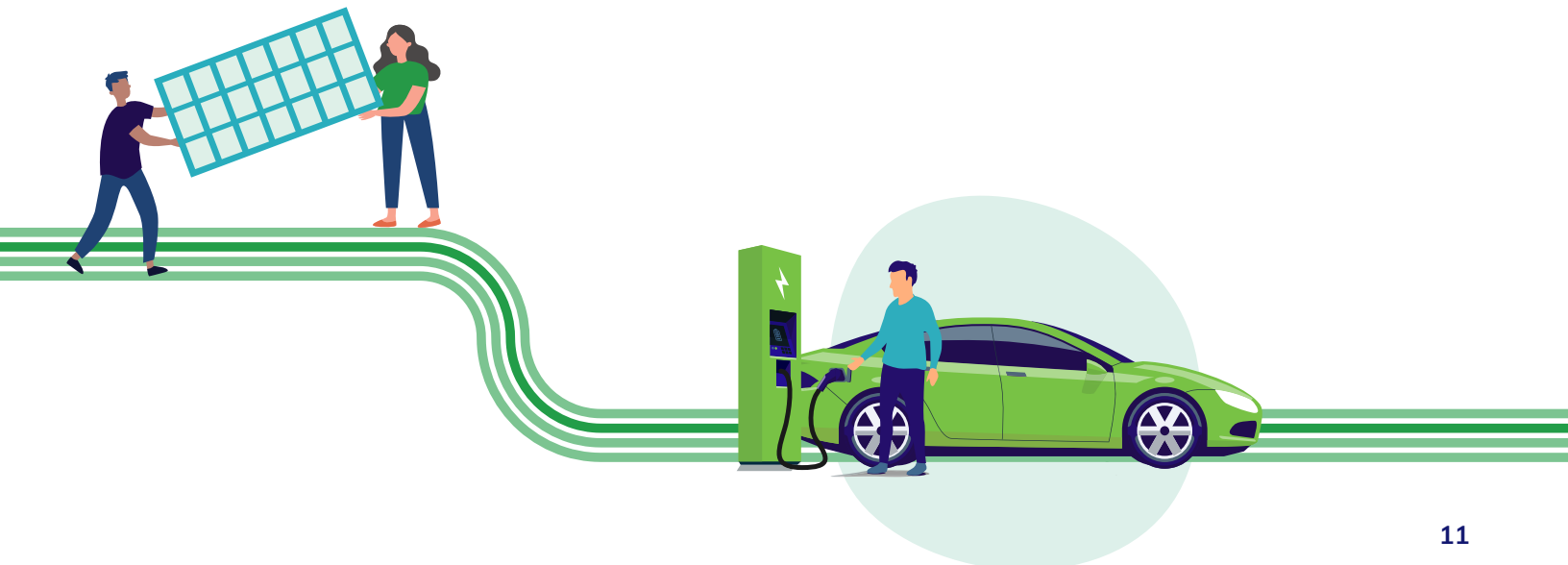
## London and District Construction Association Solar Array and Charging Station Installation



The construction sector is London's largest emitting sector and the London District Construction Association (LDCA) is determined to do something about this. Founded as the London Builder's Exchange in 1898, the LDCA has always had a leadership role in the local construction industry, so they hoped to set an example by working for change. With this in mind, they installed an array of solar panels over a covered walkway at the building's entrance which could produce over 39,000 kilowatt-hours of power each year — enough to power the whole facility and eliminate 1.6 tons of carbon emissions a year. Green Economy London recognized the success of this installation and its impact on LDCA's carbon footprint by awarding them with the 2022 Emissions Reduction of the Year Award at their annual Green Leader Awards.

Accepting their award, LDCA spoke about how they wanted their solar array to be mounted as a canopy over the building entrance so that it would be visible to passersby in a way that a traditional roof-mounted array would not. As the first thing any visitor would see, they hoped this solar installation would be something that would get colleagues and industry members talking, and perhaps inspire them to start some sustainability projects of their own.

In addition to greening their electricity, LDCA has also installed two Level 2 electric vehicle (EV) chargers at their facility, and set a 50% emissions reduction target by 2031. In late 2022 they added to their EV charging infrastructure with a level 3 charger.







**Location**  
**Edmonton,**  
**Alberta**

**Sector**  
**Real estate**  
**and rental**  
**and leasing**

**Size**  
**Large**

**Member of**



## Boardwalk REIT

### Building Sustainable Communities

Boardwalk REIT is an Alberta-based Real Estate Investment Trust that defines itself by a focus on people, relationships, and shared values to create a positive impact in the communities in which they operate.

Boardwalk has invested in a range of public-facing environmental initiatives, creating far-reaching educational opportunities, campaigns, and contests to get people thinking about sustainability in daily life. Some of these initiatives include:

- Developing natural, drought-resistant green spaces at some of their properties to replace monoculture lawns and reduce energy and water-intensive landscaping.
- Implementing signs to help educate the community on the ecological benefits of more biodiverse green spaces.
- Partnering with urban beekeeping company, Avelole, to install honeybee hives on the roofs of select Boardwalk buildings. Honey was harvested and shared with residents, and two workshops were hosted to educate the community on the importance of pollinators.
- Hosting an annual 'Our Future Made Better' contest to source ideas to reduce the effects of climate change within communities. They received 200+ submissions and pledged to plant 1 tree for every one received (in partnership with TreeCanada).

Boardwalk joined the Corporate Climate Leaders Program in 2020 and began to formalize their commitment to reducing their GHG emissions. Through the support of Green Economy Canada, they have measured the carbon footprint of 20 of their buildings, and are steadily working to measure their GHG emissions for all of their buildings across Edmonton. Boardwalk REIT has also actively been working on developing reduction plans and setting GHG reduction targets to embed a commitment to results-focused climate action in its operations.



**MSD TECHNICAL SERVICES**  
SOLAR SOLUTIONS PLANNING AND INSTALL

**Location**  
**Little**  
**Current,**  
**Ontario**

**Sector**  
**Professional,**  
**scientific and**  
**technical**  
**services**

**Size**  
**Small**

**Member of**



## Country 103 / Hits 100.7 / MSD Technical Services Off-Grid Radio Station

In 2009, Craig and Kelly Timmermans decided to install a 45 ft mono pole wind turbine at their tower site to support their radio station and help offset their hydro costs. When they launched their second signal in 2016 the sticker shock associated with two transmitters running 24 hours per day, 365 days per year was huge. Craig then began to search for greener, more efficient options.

In 2018, they started construction on the new 450 ft tower and transmission site for the two FM radio stations (Country 103 Great Lakes Country and Hits 100). This site is supported by Virtual Grid Technology powered by four wind turbines and a large solar panel array. These help offset the energy consumption of two massive FM transmitters, one operating at 27,500 watts and the other operating at 50,000 watts, as well as most of Manitoulin's Internet infrastructure.

In 2020, they started construction of the Flat Rock Entertainment Centre, a 2600 sq ft 100% off-grid office building that hosts Country 103 and Hits 100.7, the first off-grid commercial radio stations in Canada. The initial quote to connect their building to the grid was \$80,000 (which was later reduced to \$25,000). In the end, they spent only \$23,000 to build a self-sufficient power system with no more electricity bills!

Located at 1 Radio Road in Little Current (on the northeastern tip of Manitoulin Island, about 90 km southwest of Sudbury), the office building is powered by two large solar panel arrays. The building also uses Structured Insulated Panels (SIP) that provide extremely efficient insulation, greatly reducing heating requirements. By April of 2022, Craig reported that recent upgrades to their system had left them with an unusual problem - too much power! "Now we have so much excess energy that's just being stored in batteries and not really being utilized, that we've decided to put in an EV charging station."

At the tower site they have cut their monthly hydro bills by 75%, from a high of \$6,000 per month, down to about \$1,500. They are hopeful that planned additional solar installations will bring that site much closer to net-zero, with their grid connection working only as an emergency back-up, and using a technology called Grid Zero.







## Hamilton Health Sciences

### Personal Protective Equipment Recycling Project

**Location**  
**Hamilton,**  
**Ontario**

**Sector**  
**Health care**  
**and social**  
**assistance**

**Size**  
**Large**

**Member of**



In the years since the COVID-19 pandemic began, healthcare systems all around the world were put under tremendous strain, and Hamilton Health Sciences (HHS) was no exception. Among the many effects of the pandemic, a massive increase in requirements for personal protective equipment (PPE) pushed HHS mask use over 20,000 masks per day.

Determined to divert as much of this waste as possible, HHS piloted a PPE recycling box project at 30 different locations within their hospitals in October 2020. In July 2021 they began working with a B-corp certified waste processor who offered a 3rd party-verified waste diversion process. Based on the success of their pilot, HHS had deployed boxes in more than 60 locations by mid-2022 and more than doubled the number of masks being diverted from landfill. In 2022, HHS captured 9.27% of all masks used, with the collected PPE waste sent to either a recycler or a waste-to-energy facility for processing.

As a veteran of more than six years in the Sustainability Leadership Program (SLP), HHS has a history of innovation in waste management, with programs aimed at reducing waste everywhere from operating rooms to food services.





**Location**  
**Peterborough,**  
**Ontario**

**Sector**  
**Retail Trade**

**Size**  
**Small**

**Member of**



## Wild Rock Outfitters

### Leveraging Data to Pivot Towards Sustainability

Wild Rock Outfitters, a store for "everything you need to live life and play in the outdoors", has been a fixture of downtown Peterborough for more than 30 years. They are committed supporters of a healthy and active community, making contributions to local clubs, facilitating gear swaps, providing supports for marginalized citizens living downtown, and sponsoring bike racks on transit buses. Like the store, Wild Rock Travel (their cycling and tour business) grew out of the their enthusiasm for adventurous outdoor experiences, and developed a slate of overseas tours.

Wild Rock Outfitters was excited for the launch of Green Economy Peterborough, joining the first cohort as a Founding Member. When they quantified their greenhouse gas emissions as a first step in their sustainability journey with the Hub, they discovered that more than 60% of their annual emissions were from overseas travel under the Wild Rock Travel brand.

This data prompted senior leadership to ask some big questions: What was at the heart of Wild Rock Travel? How could they offer the same great benefits but reimaged in a more sustainable way?

Scot Murison, Co-Founder and CFO, described their thought process: "We realized that much of what made Wild Rock Travel so special wasn't the destination but the people we traveled with and the communities we formed."

With that as a guiding principle, Wild Rock pivoted Wild Rock Travel to focus on local destinations and activities - offering the same quality of experience with a lower carbon footprint and the added benefit of finding new ways for clients to experience adventures closer to home!



Two of Wild Rock's co-pilots,  
Jeff Faulds and Tori Silvera



## Conrad Grebel University College

### People Powered Sustainability

 **Location**  
**Waterloo,**  
**Ontario**

 **Sector**  
**Educational**  
**Services**

 **Size**  
**Small**

 **Member of**

**impact**  
**network**

Conrad Grebel University College is affiliated with the University of Waterloo and offers a residence program for students from first to fourth year as well as teaching courses in Music, Peace and Conflict Studies, History, Mennonite Studies, Religious Studies, and Theological Studies. Emphasizing values like global engagement, responsible citizenship, and environmental stewardship, their community is vibrant and sustainability-focused.

A recent member of the Impact Network and Green Economy Canada's broader network, Grebel has accomplished a remarkable amount in a short time by engaging a wide spectrum of stakeholders. They quickly formed a Green Team and ensured voices from students, faculty, and staff were included. The team then moved rapidly to collect and submit data to understand Grebel's environmental footprint, in order to set targets and start planning impactful projects. Their Green Team has been going strong throughout 2022, and in December 2022, they set a target of a 10 year commitment to an absolute 35% reduction from 2019 levels by 2030, with biannual "soft" targets. As well as getting to work themselves, they could also bring these plans and targets to potential grantors and donors, including an engaged alumni association – with specific appeals for projects that would help achieve targets and lower operating costs into the future.

"It is so exciting to see the passion our students have to fight climate change as we work together as a college community to make our campus more carbon neutral," said Grebel Director of Operations, Paul Penner. "Our students, administration, board, and alumni are committed to implementing the suggestions that come from our newly-formed Green Team with support from Sustainable Waterloo Region."





 **Manulife** Securities

 **Location**  
**Woodstock,**  
**New Brunswick**

 **Sector**  
**Finance and**  
**Insurance**

 **Size**  
**Small**

 **Member of**



Green Economy  
**New Brunswick**

Économie verte  
**Nouveau-Brunswick**

## **Manulife Securities Incorporated**

### **Commitment to Responsible Investing and Environmental Leadership in New Brunswick**

Manulife Securities Incorporated is a full-service financial planning firm with independent investment advice and estate planning solutions. Owner and Senior Financial Advisor Greg MacPherson believes they have a responsibility to make the communities in which they operate more sustainable. Greg is the only Financial Advisor in the province to hold Responsible Investment Advisor Certification (RIAC) for expertise in responsible investing and environmental, social, and governance (ESG) factors.

Manulife Securities is committed to being a local leader in sustainable business beyond responsible investing. In 2022 Manulife purchased and renovated an old office building, undertaking several environmental retrofit initiatives including:

- Replacing the 20 year old furnace with an efficient heat pump system.
- Installing new windows and doors with better insulation and natural light.
- Installing LED lighting with an integrated smart lighting system.
- Upgrading to high-efficiency insulation on all exterior barriers.
- Installing 100 solar panels (34 kW) which they expect will allow them to offset their energy needs for most of the year. Their leadership in adopting solar energy has inspired local community members to learn more about the power of renewable energy. In 2023 they are expecting to add 20 more panels to the array.

When they joined Green Economy New Brunswick in 2021, they created a GHG inventory and saw that they could do more to recycle and reduce their paper and water consumption. They contacted their waste service providers at Western Valley Regional Service Commission to give them a presentation on recycling and are now making improvements in these areas, as well as decreasing their use of one-sided paper in operations.

# Sustainable Development Goals for SMEs

## Mobilizing Business Progress on the World's To-Do List







The United Nations Sustainable Development Goals (SDGs) were established to address global challenges including poverty, inequality, climate change, environmental degradation, peace, and justice — and to create a better and more sustainable future for all. Often known as “the World’s To-Do List”, the 17 SDGs and the associated 169 targets were adopted by all UN Member States, including Canada, in 2015 with a commitment to achieve them by 2030.

Businesses have a key role to play to ensure we are able to reach the SDGs, and there are many business benefits from aligning. Linking your business strategy to the SDGs can help your organization identify risks and opportunities, and unlock new ways to create shared value. The SDGs also offer a uniform framework to track and communicate social and environmental action, through a shared global language.

However, the goals and associated indicators are written in a way that can make it difficult for businesses to understand how to practically align and contribute to the SDGs.

To address this challenge, Green Economy Canada developed a series of webinars featuring businesses that have taken steps to align with the SDGs. We also put together a primer to help SMEs understand what the SDGs are and what steps they can take to meaningfully align with SDGs that are material to their organization. This primer provides a detailed framework, and includes worksheets, suggested actions and KPIs, as well as guidance on communicating your work.

**The three Webinars and Primer can be found for free here - check them out!**

-  [A Better Business, A Better World](#)
-  [Taking Credible Action on the SDGs](#)
-  [Sharing Your Commitment to the SDGs](#)
-  [SDG Primer for Businesses](#)

This project is funded in part by the Government of Canada's Sustainable Development Goals Funding Program.



Employment and  
Social Development Canada

Emploi et  
Développement social Canada

This project is also supported by Co-operators.





# Buying a Better Future

## Sustainable IT Procurement Pilot

In 2020, purchases made by Canadian public sector organizations accounted for 14.6% of Canada's GDP, yet the vast majority of Requests for Proposals (RFPs) do not consider sustainability as a key factor in procurement decisions. Changing how we buy and what we buy is critical for Canada's transition to a circular economy.

To leverage the procurement power of public sector organizations to drive progress towards a sustainable future, Green Economy Canada led a pilot project supported by HP Canada, focused on identifying and improving sustainable IT procurement practices. The project helped participants assess their current sustainable IT procurement practices, and provided them with education to help embed sustainability criteria into bid documents. It also helped them apply the concept of Total Cost of Ownership (TCO) to get the best value for money. The pilot was conducted over the course of 18 months with ten participants and consisted of eight virtual workshops, tools, access to technical experts, 1:1 support, and a peer-based learning approach.



Creating a circular economy — one that eliminates waste and pollution, keeps products and materials in use, and regenerates natural systems — will be crucial to realizing our net-zero goal. This pilot demonstrated how public sector organizations can begin to overcome the knowledge, capacity, vendor engagement, and internal support barriers to embedding sustainable procurement practices.

**The findings, including lessons learned and links to the pilot tools and resources, can be found in the white paper below.**



[Buying a Better Future: Insights from a Sustainable IT Procurement Project](#)

## An Award Winning Project

The Sustainable IT Pilot Project was recognized with a [Clean50 Top Project Award for 2023!](#)



This project was made possible thanks to the support of HP.



▲ GEC Network Director Emma Murphy (middle left) displays the award plaque, alongside project contributors Tim Reeve (far left), Bob Willard (middle right), Frances Edmonds (far right)

# Net-Zero Pathways for SME Manufacturers

## Pilot Project and White Paper



Canada has set a goal to cut its emissions 40-45% below 2005 levels by 2030 and achieve net-zero emissions by 2050. Yet the role that small and medium-sized enterprises (SMEs), which make up 99.77% of employer businesses in Canada\*, will play in reaching this goal has been largely overlooked. To help address this gap, Green Economy Canada and the Pembina Institute launched a pilot project focused on identifying the support SME manufacturers need to successfully transition to a net-zero future, and the barriers they will face.

This project was made possible thanks to the support of the ECHO Foundation, Ivey Foundation, Trottier Foundation and TD Bank.

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**TROTTIER**  
FAMILY FOUNDATION



**PEMBINA**  
institute



In order to identify pathways and support for SME manufacturers to achieve net-zero, this project worked with ten SME manufacturing participants from Ontario. It combined technical studies on GHG reduction opportunities by the Delphi Group, interviews on the barriers participants face in decarbonizing, and a scan of what policies exist in Ontario and federally to help or hinder SMEs on the path to net-zero.

Our results show that there are significant steps that SME manufacturers can take today to put them on a path to net-zero, but enabling that action will require concerted investments and education tailored to the needs and characteristics of SMEs, as well as measures to improve the availability and accessibility of clean energy. The full findings will be released in a white paper in Fall 2023.

\*Per Statistics Canada. Table 33-10-0661-01 Canadian Business Counts, with employees, December 2022: as of December 2022 Canada has 1,336,336 employer businesses (with 1 or more employees), of which 1,309,596 (98.00%) are small (1-99 employees) and 23,663 (1.77%) are medium-sized (100-499 employees).

# The Climate Action Boot Camp

## Helping SMEs Learn About Their Carbon Footprint

In the Fall of 2022, Green Economy Canada developed the Climate Action Boot Camp for small and medium-sized enterprises (SMEs).

The need to address climate change is greater than ever, and we will not be able to make the transition to a low-carbon future without the 1.3M\* SMEs in Canada doing their part. While a growing number of businesses are taking steps to reduce their emissions, the vast majority are at a much earlier stage of awareness and readiness to make sustainability a priority.

The Boot Camp was designed as an introductory program to help Canadian organizations learn about the business case for climate action, get a partial snapshot of their carbon footprint, and get some ideas of what can be done to reduce their carbon footprint.



The results of the Boot Camp pilot will be known in 2023, and all participants who successfully complete the boot camp will be eligible for a 50% discount (up to \$1,500) for one year to join a Hub in Green Economy Canada's national network, courtesy of the RBC Royal Bank. A membership provides organizations with the support and recognition they need to continue their sustainability journey and become Green Economy Leaders.

Thanks to RBC Royal Bank for making the development of the Boot Camp possible



\* Per Statistics Canada, Table 33-10-0661-01 Canadian Business Counts, with employees, December 2022: as of December 2022 Canada has 1,336,336 employer businesses (with 1 or more employees), of which 1,309,596 (98.00%) are small (1-99 employees) and 23,663 (1.77%) are medium-sized (100-499 employees).

# EV Charger Incentive Program

An Electrifying Program to Increase  
EV Infrastructure Across Canada



## \$1.45M

in funding allocated to 41  
organizations across Canada  
by the end of 2022

## \$3.5M

of total investment to  
the green economy

A key part of achieving Canada's net-zero targets will be reducing transportation-related emissions, which accounted for 28% of Canada's total greenhouse gas (GHG) emissions in 2020.\* One of the barriers to buying electric vehicles (EVs) is the lack of access to charging infrastructure across the country.

In February 2022, Green Economy Canada launched the EV Charger Incentive Program, a multi-year \$3.9M program that provides up to 50% back (up to \$100,000) on the cost of installing EV charging stations in public places, on-street, and for multi-unit residential buildings, workplaces and for light-duty vehicle fleets. The program is made possible thanks to funding from Natural Resources Canada. Part of the program's operations are also being supported by TD Bank.

Marginalized communities are often disproportionately impacted by climate change. To support the transition to an inclusive and equitable low-carbon future, the program has prioritized initial applications from organizations that self-identify as being majority-led by, or primarily serving, Underrepresented Groups\*\*.

The EV Charger Incentive Program was made possible thanks to the support of Natural Resources Canada and TD Bank.



As of the end of 2022, \$1.45M in funding has been allocated to 41 organizations across Canada, with \$413,171 of that expected to flow to organizations that are led by or serve Underrepresented Groups. Altogether, these projects represent 253 charging stations and a total economic investment of \$3.5M in the green economy — an electrifying start!

## Leading the Charge on Greening School Transportation

With rising concerns over the impact of diesel buses on the health of school kids, electric school buses have started to gain popularity in the media, among consumers, and in policy discussions. Pembina Institute partnered with Green Economy Canada on a project to look at the economic impacts of school bus electrification in Ontario.

Pembina conducted a modeling analysis, and Green Economy Canada interviewed SMEs in the EV supply chain. [Power Boost: Electric school buses and the revitalization of small- and medium-sized businesses in Ontario's auto industry](#) is a report that captures the findings and our policy recommendations to accelerate school bus electrification in Ontario. It is slated for release in 2023. This project was supported by the Trottier Foundation.

The Electric School Bus project was made possible thanks to a partnership with the Pembina Institute and funding from the Trottier Family Foundation.



\* Per Figure ES-2: Breakdown of Canada's emissions by Intergovernmental Panel on Climate Change sector (2020), <https://www.canada.ca/en/environment-climate-change/services/climate-change/greenhouse-gas-emissions/sources-sinks-executive-summary-2022.html>

\*\* These groups include, but are not limited to, those that self-identify as women, 2SLGBTQ+, Indigenous peoples, racialized peoples, and persons with disabilities.





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FAMILY FOUNDATION



Our work is powered by awesome people.  
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accelerating Canada's transition to a vibrant  
and inclusive net-zero future.

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