

# BECOME A MEMBER



Green Economy  
London

*Green Economy London supports a network of businesses to set and achieve sustainability targets.* The Hub brings together, empowers, and celebrates businesses as they achieve their sustainability goals.

As a result of implementing sustainable change, local businesses experience benefits including decreased operation costs, decreased risk (ex. in the face of upcoming legislation), increased employee engagement, improved environmental outcomes, retention and talent attraction, and improved public image and brand value.

Members of the local business and organizational community join their local Hub, pay an annual membership fee, and move through a series of steps to set a target and reduce their environmental impact while receiving support from their Hub (steps seen below).



## Member Milestones

### *Onboarding*

Initial Meeting

Build a Green Team

Create Online Member Profile

### *Measure Impact*

Complete First Walkthrough

Set Baseline Year

Develop Sustainability Action Plan

### *Develop Action Plan*

Allocate Resources to Meet Goals

Measure and Report Improvements

Engage Staff in Implementing Projects

### *Set Target & Reduce Impact*

Track Reductions

Share Project Stories via Media

Celebrate Your Success!



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# WHAT WE OFFER



## We Convene

- On-Site Support for your Staff
- Project Planning (template and support for creating action plans)
- Sustainability Accounting Tool
- Connections to Local Service Providers (access to a directory)
- Student Support (connecting members with higher-ed student teams)
- Incentives and funding for sustainability projects

## We Celebrate

- Communications Support
- Annual Recognition (in our year-end report, at our Evening of Recognition)
- Member Report on progress
- Leaderboard (lets you see your performance)
- Ongoing Recognition (in media stories year-round and online)
- Award Opportunities

## We Empower

- Educational Forums (1-2 annually)
- Technical Workshops (2-5 annually)
- Peer-to-Peer Meetings
- Webinars
- Member Portal (with resources)
- Newsletter



## How Much Does it Cost?

Annual membership fees range from \$375 for businesses with 4 or less employees to \$8,125 for organizations of 1,000+ employees. There will be a \$200 start-up fee for the first year of memberships. Non-profits qualify for a 15% discount. HST applies.

Employee #	1+	5+	10+	25+	50+	100+	500+	1,000+
Annual Fee	\$375	\$625	\$1,000	\$1,875	\$4,375	\$5,625	\$6,875	\$8,125

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Sign up on: [greeneconomylondon.ca](http://greeneconomylondon.ca)

# SETTING A TARGET



## General Notes for all Target Areas\*

- Members identify, track, and reduce their impacts of their facilities and fleet in London & Middlesex
- Members must develop an initial water, and/or waste, and/or GHG emission baseline within 3 years
- Baseline year for targets cannot be more than (maximum) 3 years previous to the year of joining the program, but if you have existing targets or baselines you can keep using them internally
- Members must report annually after setting a target
- Targets cannot be set more than (maximum) of 10 years
- Members will be recognized for their successful actions and achievements

## GHG EMISSIONS



- **Scope 1 & Scope 2** (ie. energy use) are mandatory to track and reduce; **Scope 3** (commuting, purchased goods etc.) is optional
- Targets can be either **Absolute** or **Intensity** (ie. per FTE, per widget, or per sqft.)
- Maximum of 49% of total reduction targets can be achieved through **Restricted Reductions** (Offsets, Renewable Energy Credits, MicroFIT, etc.)

### Levels of Recognition

Bronze: 20% (minimum)  
Silver: 40%  
Gold: 60%+

## WASTE TARGETS



- **Office Waste** is mandatory to track and reduce; **Production Byproduct** waste is optional.
- Members must complete an **annual waste audit** (can be completed internally by trained staff) in order to determine diversion and contamination amounts

### Levels of Recognition

<b>Reduction</b>	<b>Diversion</b>
Bronze: 20% (minimum)	Bronze: 50% (minimum)
Silver: 40%	Silver: 60%
Gold: 60%+	Gold: 70%+

## ENVIRONMENTAL STEWARD



- Participating members must **report** which projects they are participating in for recognition
- Any and all prior action will be recognized as a **completed project**
- Members must complete a minimum of 1 **"Action Project"** to be recognized as an Environmental Steward. Therefore, all completed projects can't be **"Sponsorship Projects"**

### Levels of Recognition

Bronze: 2+ projects  
Silver: 5+ projects  
Gold: 8+ projects  
Platinum: 10+ projects

## WATER TARGETS



- Members must report on water consumption and wastewater
- Targets can be **Absolute** or **Intensity** based
- If members are keen on making reductions to their storm water, that reduction can be set as a target in the **Environmental Stewardship Framework**

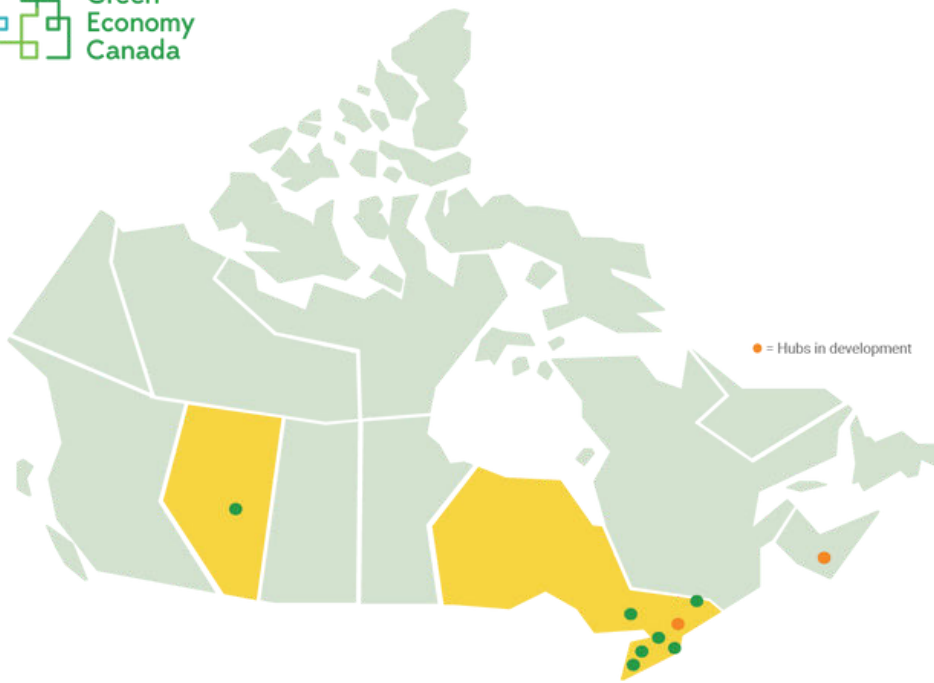
### Levels of Recognition

**Consumption Reduction**  
Bronze: 10% (minimum)  
Silver: 20%  
Gold: 30%+

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\*See individual frameworks for more detail



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

Edmonton <b>CHANGE BUSINESS FOR CLIMATE</b> 	Hamilton and Burlington  Sustainability Leadership Program
London  Green Economy London	Ottawa  carbon <sup>613</sup>
Sudbury  green economy north   économie verte du nord	Waterloo Region  Regional Sustainability Initiative
York Region  ClimateWise Business Network	

*Green Economy London is one of 10 Green Economy Hubs across Ontario supporting networks of businesses to set and achieve sustainability targets.*

## Why Make Sustainability a Priority?

A 2014 CDP study found that S&P 500 companies with sustainability strategies **outperform** others on the index. These companies experienced:



Efficiency and  
reduced  
emissions

Financial savings  
and a return on  
investment



Credibility and  
recognition for  
sustainable efforts

Inspired and  
engaged  
employees



*By 2018, the Green Economy Hubs  
reduced enough GHG emissions to  
equal taking 12,000 cars off the road.*

**Join the movement!**