



# **Environmental Stewardship Guidebook**

**A guide to help you select and complete stewardship projects to earn your badges**



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# Framework Overview

This framework is designed to help our members showcase being stewards of the land, water, community, and native species of London. The framework is comprised of over 20 stewardship projects that members can undertake, choosing the projects they want to participate in and what level they are aiming to reach in a given time period. Members will receive a digital badge to promote their stewardship progress on their website and social media. Any stewardship projects you have completed in the past, are recognized





# Target Framework

Participating members must report their chosen projects for recognition. Targets must be set within three years of joining the hub, all prior action will be noted as a “completed project”. To be recognized as an Environmental Steward, one "Action Project" must be completed; therefore, all projects can't be "Sponsorship Projects."

This guide and framework is constantly evolving; therefore, the listed projects are not the only projects eligible to be counted towards a target level. We regularly update the framework with new projects and encourage you to share your ideas or ongoing environmental stewardship initiatives with us.

**Sponsorship Projects-** Your business can earn a completed project for every organization you support (Page 4). The sponsorship must be a minimum of \$25 for every 5 employees. Internal and external sharing required for project credit.

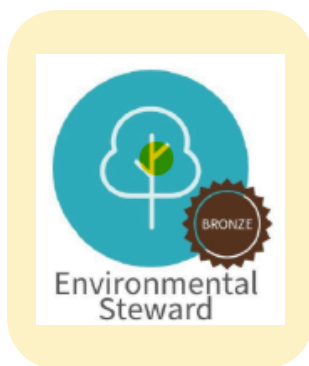
**Action Projects-** These projects are to be completed by the business. All of the listed tasks must be finished to receive Project Completion.

# Target Framework

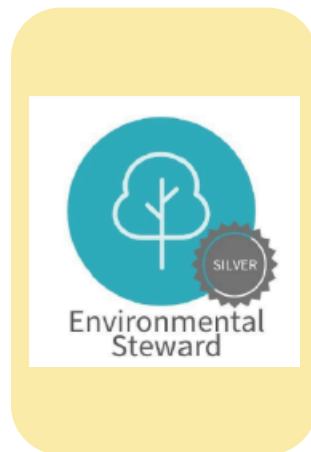
Upon review of the project description, you will be awarded project points under an Innovation project classification. This Innovation project can be either an action project or a sponsorship project relating to environmental stewardship.

**Please keep us informed about any new projects and send us your photos for sharing on social media.**

## Levels of recognition include:



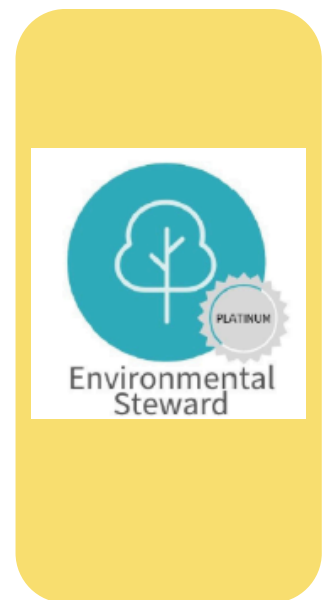
**Bronze**  
2+ Projects



**Silver**  
5+ Projects



**Gold**  
8+ Projects



**Platinum**  
10+ Projects

# Sponsorship Projects



## ReForest London: Sponsor a Tree Planting

Contact: Sheila Creighton, sheila@reforestlondon.ca

Sponsor a tree planting, or have your team partake in a tree planting with ReForest London's assistance. If your business has land, ReForest London and partners provide everything else: assistance with selection and design, expertise in tree species, tree supply and delivery, and planting logistics on the day of. Click [HERE](#) for more info.



## LOLA Beehive Sponsorship - Support Local Pollinator

Contact: Ellie Cook, ellie@rootcellarorganic.ca

LOLA Bees (London Ontario Learning Apiary) is an urban beekeeping project based in the Old East Village. This package has been designed to be as hands-on (or off) as desired, with opportunities to follow the hive's progress through the season, and to get involved in tending the bees! Click [HERE](#) for more info



## ALUS Canada- A New Acre Project

Contact: Katherine Belpataky, newacre@alus.ca

Your financial support allows New Acre™ to fund environmental projects on local farms and ranches across Canada. As a New Acre™ sponsor, you help farmers and ranchers steward their land to produce cleaner air, cleaner water and new wildlife habitats for the benefit of all Canadians. Click [HERE](#) for more info



## Chippewas of the Thames Sustainable Living Project

Contact: Marianne Griffith, greeneconomy@londonenvironment.net

Contribute to energy and water conservation programs for COTTFN Environment and Lands Department.

Click [HERE](#) for more info

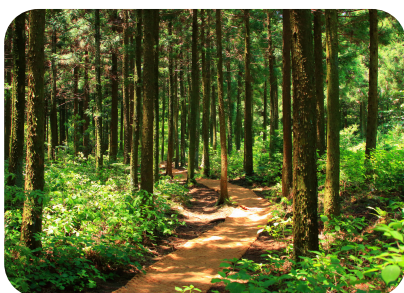


## Thames Talbot Land Trust - Vision 20/20 Campaign

Contact: info@ttl.t.ca, 519-858-3442

Protecting environmentally significant lands through acquisition and conservation. Conserving natural heritage lands is one of the most effective ways to address climate change. These landscapes retain rainwater, provide habitat, absorb carbon from the atmosphere, and build resilience in natural communities.

Click [HERE](#) for more info



A Green Team is a group of passionate and knowledgeable people eager to lead your organization to a low-impact, environmentally-friendly future. These individuals share your organization's sustainability vision and use their skills to develop a plan to make it a reality. Together a Green Team develops, implements, and manages projects and initiatives to help your organization reach its target of reducing greenhouse gas emissions.

## Creating your own Green Team

- To help you get started, read our "Green Team Guide"
  - This guide will identify where to start, how to structure your team and provide objectives, targets, and project ideas. It also provides resources for implementation and measuring the successes of the green team.
- Green Teams should meet a minimum of 4 times a year

A Sample Structure for the Terms of Reference:

| Green Team Terms of Reference |   |
|-------------------------------|---|
| <b>Name:</b>                  | What is your Green Team's name?   |
| <b>Vision:</b>                | Is your vision clear, concise, connected, compelling, contrasting, and credible?<br>Does your vision incorporate long-term and short-term planning?<br>Does your vision reflect the passion and commitment of the team?<br>Does your vision include a snapshot of the sustainable future you want to achieve? |
| <b>Membership:</b>            | Who is eligible to be on the Green Team? How long do their terms last?  |
| <b>Leadership:</b>            | Who will be the leader of the Green Team? How long will the Green Team Leaders terms last?<br>How will the Green Team Leader be selected?   |
| <b>Meeting Frequency:</b>     | How often will the Green Team meet?   |
| <b>Record of Meetings:</b>    | Who will record the Green Team minutes?   |
| <b>Reporting Mechanism:</b>   | How will the Green Team report its accomplishments to management and staff? How frequently will they report?  |
| <b>Authority:</b>             | What is purpose of the Green Team?<br>What kind of authority will the Green Team have in organizational decision-making?  |

## Resources:

- Green Team Guide



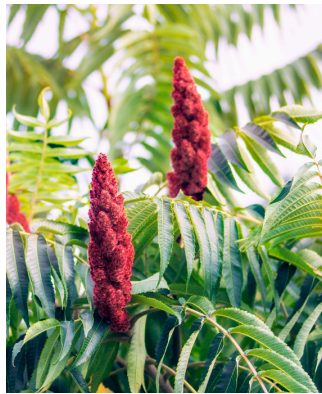
## Use of native plants on business lands, or on land you have permission to access and maintain

Landscaping with native wildflowers and grasses restores ecosystems, attracting diverse wildlife and enhancing biodiversity. The beauty of native wildflowers and grasses creates a sense of place, both at home and work. The native plants increase our connection to nature, help educate our neighbours, and provide a beautiful, peaceful place to relax.

### Examples:



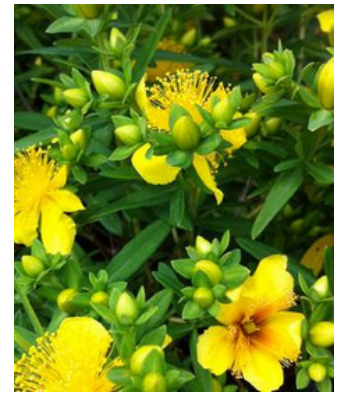
**Butterfly  
Milkweed**



**Staghorn  
Sumac**



**Tulip Tree**



**Pot of Gold**

### Native Planting Guidelines

- Use of native species in lieu of non-native ones in existing landscape
- Creation of a new native flower garden
- Creation of habitat for endangered species
- Can replace existing garden, or create a new area
- Engage Employees
  - Plan/design/create a native garden
  - Maintenance of garden
  - Education about native plants in garden

### Resources:

- [Heeman's](#)
- [Van Luyk Greenhouses and Garden Centre](#)
- [Parkway Gardens](#)

### More Info

- [London Middlesex Master Gardeners](#)
- [List of Native Plants](#)
- [In the Zone Gardens](#)

# Community Clean Up

Action  
Project



London's Clean and Green is a yearly event that encourages businesses and individuals to participate in a community clean-up.

The goal of the Community Clean Up is to spruce up the Forest City for the spring season. Organize with your team and head out into the community to pick up litter and help clean up our city.

Share your team photos with us on social media!

**If you're unable to join on the scheduled day, no problem! Organize your team's clean-up and still earn a project completion point. Just share what you did along with a few photos for us to post on social media!**

## Resources:

- [London Clean and Green](#)



# LittaTrap Filtration Project

Action  
Project

To get this project point you can either sponsor a LittaTrap installation at another location or have one installed on your property!

## What is a LittaTrap?

The Enviropod LittaTrap is a specifically designed catch basin basket that sits inside the stormwater catch basin and captures plastic and litter caught up in the stormwater runoff before it reaches rivers, lakes, and oceans.



The LittaTrap is a low-cost solution to prevent marine plastic and pollution in our waterways and can be easily installed into new or existing drainage infrastructures.



## Resources:

- [LittaTrap Information](#)



# Sustainable Transportation Program



The business promotes the use of sustainable transport within the organization such as:

- Walking
- Biking
- Taking the bus
- Carpooling

A fun way to increase the number of employees who commute to work using an alternative option to driving is by having a bike to work day/alternative transportation day once a month

Incentives are a great way to encourage employees not to drive to work. An example is providing employees free bus passes instead of parking permits. Other initiatives include installing infrastructure for cyclists such as a bike rack and shelter. Also, providing priority parking and an electric charger for electric vehicles.

Informational materials should be given to employees on the impact of reducing their driving, and the emission reductions associated with choosing alternative transportation methods.

This project can be completed by doing one or more of the above projects or if your business has an innovative way to encourage alternative transport at work let us know!

## Resources:

- [London Cycle Link](#)
- [Commute Ontario](#)



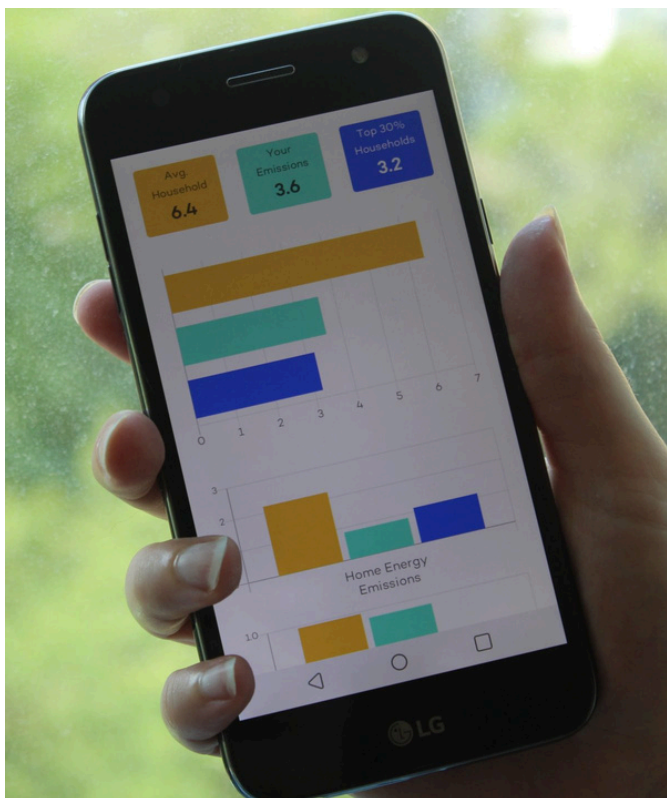
# Project Neutral

Action  
Project

Project Neutral's carbon calculator gives you the tools to understand your climate impact and what you can do about it. This is a great way to engage employees in sustainability in their daily lives, which will also help them understand and cooperate with their sustainability initiatives at work.



To complete this project have your team complete the Project Neutral calculator click [HERE](#)



It is encouraged to have a follow-up meeting to discuss the results from the test, and we encourage you to have your employees redo the calculation process every year to see if their carbon impact changes.

## Resources:

- [Project Neutral App](#)

# Waste Free Lunch Program

Action  
Project

## What does a waste-free packed lunch mean?

Simply put, it means minimizing waste by transporting your food in reusable glass or stainless steel containers, avoiding plastic bags, wraps, foil, parchment paper, napkins, straws, utensils, and single-use bags and containers.



## Ways to increase zero-waste lunches:

- Promote waste-free lunches, and provide educational materials and posters to gain employee interest.
- Provide stainless steel/reusable utensils to each employee
- Provide or encourage employees to use reusable cups/mugs and water bottles
- When possible, if there are catered events try to make them as zero waste as possible.
- Have zero waste lunch days, and send out memos by email to encourage everyone to participate.

## Resources:

- [Zero Waste Lunch Tips](#)
- [Reimagine Co. Store \(Find all the products you need to create the perfect zero-waste kit\)](#)



# Rain Barrels

Action  
Project

This project involves installing rain barrels on your building's downspout. If you have any type of landscaping, gardens, or potted plants on your property then rain barrels are a great opportunity to lower your water usage from tap water.

## Did you know?

A moderate storm of 25 mm (1 inch) of rain produces over 2000 litres of runoff from a roof surface of 93 square meters of water



## Benefits of Rain Barrels

- Easy and relatively inexpensive to install
- Harvested rainwater is better for your lawn and garden than tap water
- Using a rain barrel reduces water pollution by minimizing stormwater runoff, which can collect pollutants from your landscape such as nutrients, sediments, chemicals, and bacteria.

### Resources:

- [City of London- Water Conservation](#)
- [TREA- Water](#)

### Where to find rain barrels in London:

- Home Depot
- Canadian Tire
- Costco
- Home Hardware

# Native Rain Gardens

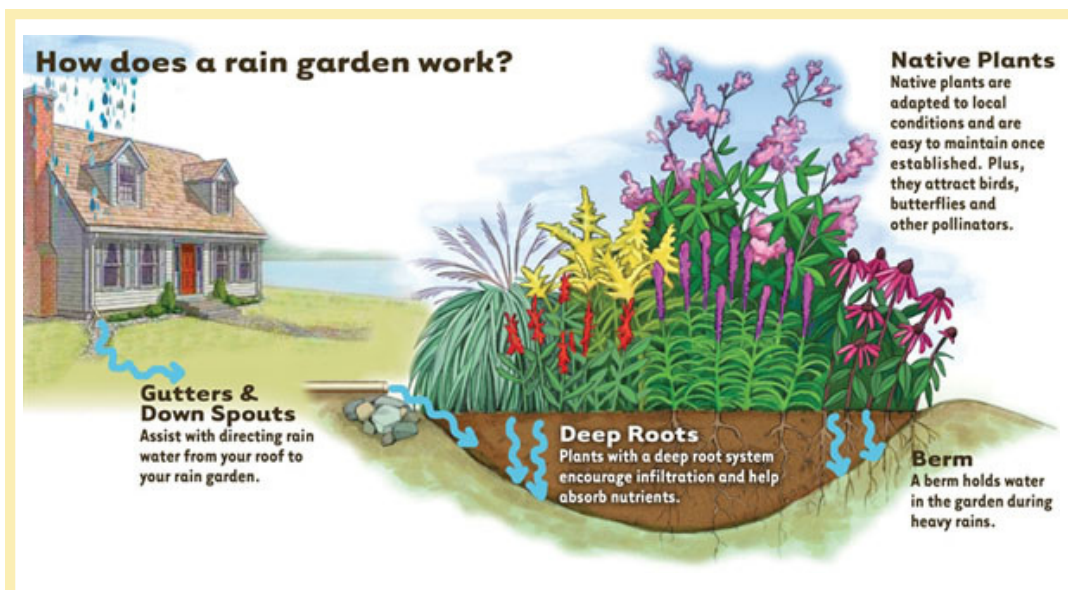
A rain garden is a shallow garden with enhanced soils and a rock reservoir designed to collect rainwater from roadways, parking lots, and other hard surfaces. They consist of a combination of planted shrubs, grasses and flowers.

## Importance of Rain Gardens

- Provide necessary storm-water control, limiting the amount of runoff entering the storm sewer, thus reducing the risk of floods and stream bank erosion by slowing the water down and reducing the volume that enters the waterways
- Provide an aesthetic landscape feature that also increase infiltration to native soils, helping to remove pollutants by the time the water enters the waterways

## Reasons we love Native Rain Gardens

1. Very low maintenance. The plants in rain gardens are hardy and require little water
2. Attract native pollinator species, such as butterflies and birds, and beneficial insects



## Resources:

- [Benefits, Best Practices and Tips](#)

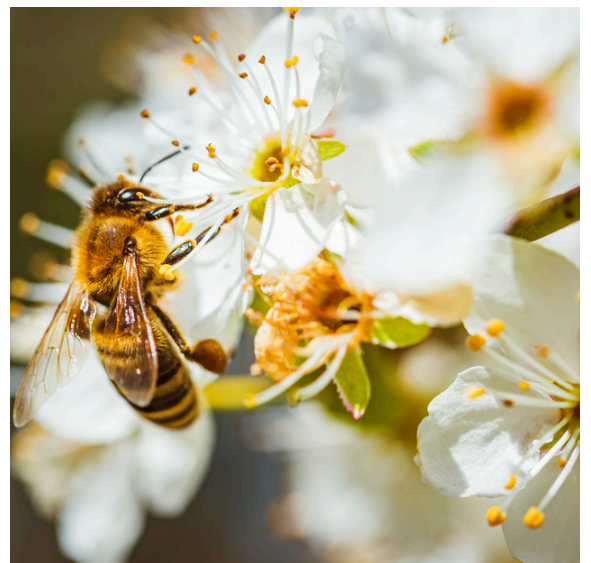


# Native Pollinator Garden

A native pollinator garden consists of native plant species designed to attract pollinators. It can be a dedicated section of your garden or a new garden created specifically to act as a pollinator garden.

## Benefits of Native Pollinator Garden

- Creating a thriving pollinator environment is crucial for natural ecosystems, ensuring the pollination of fruits, vegetables, and flowers—wild and domesticated, resulting in healthier plants and better harvests
- Pollinator numbers worldwide are declining. By creating a pollinator garden you provide habitat for them to thrive in an urban setting that primarily has a lot of development.



## How to get a stewardship point

You can create your own native pollinator garden without having to get a sign with Pollinator Pathways, however, we do encourage you to purchase one and add it to your garden to help increase awareness and education on pollinator projects throughout the city.

## Resources:

- [Starting your Pollinator Garden](#)

# Vegetable Garden

Action  
Project

This project involves planting a vegetable garden on your business property. The garden is grown and maintained year to year, and it is up to the business what they would like to do with their harvested foods.

Having a vegetable garden available to your employees can help promote sustainable food sources. It can be an educational tool to help employees learn how to grow their own gardens at home. It's no secret that buying food from grocery stores can have a big carbon footprint attached to the growing, packaging, and shipping process of getting the food to the store.



Having more local food sources helps to reduce those carbon emissions. As well the fresh produce in the garden is a nutritious food snack for employees to eat and bring home. This creates a fun and rewarding activity for employees to eat and bring home. This creates a fun and rewarding activity for employees to take 15 minutes of their break on nice days to go tend to the garden. This can reduce stress, anxiety and improve mood which can help boost work productivity.



## Resources:

- [The Rise of Company Gardens](#)



# Butterfly Garden

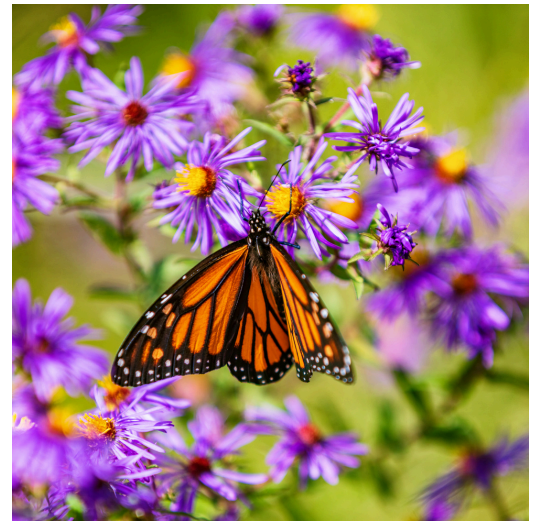
A butterfly garden is similar to the native pollinator garden, with a primary focus on planting species that will attract butterflies and provide larval food and roosting shelters for butterflies to rest.

## Importance of Butterfly Gardens

Pollinator numbers worldwide are declining, and in this case, Monarch butterflies are at risk due to habitat loss across North America along with a changing climate. These gardens provide a habitat for them to thrive in an urban setting that primarily has a lot of development and has wiped out most of their natural environment

## How to get a stewardship point

Dedicate a garden space to plant species specific to supporting native butterfly species.



## Examples of good species to plant in a butterfly garden:

- Common Milkweed
- Butterfly Milkweed
- Swamp Milkweed
- Blue Vervain
- New England Astor
- Great Lobelia
- Black-eyed Susan
- Wild Bergamot
- Butterfly Bush

## Resources:

- List of Plant Species
- Complete your Butterfly Garden

# Invasive Species Management

The purpose of this project is for businesses to monitor and remove invasive species. This can be done on-site or off-site with owner permission. You can participate in projects like adopting a garlic mustard patch at a Thames Talbot Land Trust property. Gather your team for a day in nature to help remove these invasive plants. Click [HERE](#) to contact TTLT.

## Why are Invasive Species Bad?

- They do not support native insects, pollinators, or animals as effectively as native species
- Invasive species outcompete native plants, causing replacement of native plants
- Invasive species cause habitat changes and negatively impact ecosystems
- Over time there is a decline in biodiversity from native species that cannot adapt to the changing ecosystem
- Click [HERE](#) to learn more

Avoid planting invasive species and prioritize their removal from your natural surroundings.

**Here are some common invasive species in London, ON:**



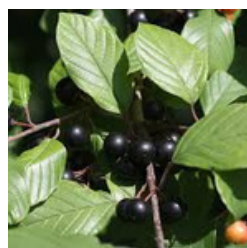
**Common Buckthorn**



**Giant Hogweed**



**Garlic Mustard**



**Glossy Buckthorn**



**Phragmites**



**Dog Strangling Vine**

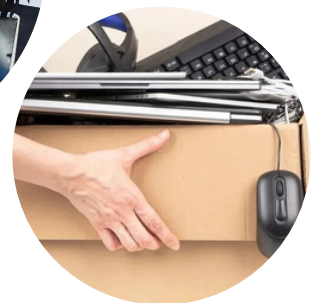


# E-Waste Recycling

The requirement for this project is that your business sells/donates old equipment or computer tech for recycling or refurbishment

## Impacts of Technology Waste:

- Electronics thrown into landfills have serious environmental impacts, as most contain non-biodegradable materials, heavy metals, and toxic materials like lead and mercury, that can leak into groundwater sources potentially contaminating drinking water
- Producing and manufacturing new technology has an intense carbon footprint, therefore when old electronics can be refurbished into a workable and effective device it reduces the demand for more non-renewable resources like heavy metals to be extracted and mined.



## Resources

- [Electronic Waste Depots in the City of London](#)
- [Tech Equipment Donation Company](#)

# Supply Chain Management

This project involves your business taking steps to make your supply chain more sustainable. These steps include:

1. Researching supply chains in-depth and creating a supply chain report
2. Take steps to offset/mitigate impact within the supply chain, which can include switching suppliers, changing operations to involve more sustainable sources of materials, and conducting offset activities for unavoidable GHG impacts within the supply chain.

**Key factors to be considered in defining and optimizing any end-to-end Supply Chain strategy from an environmental perspective include:**

- Reduce waste and improve efficiencies
- Reduce carbon emissions
- Reduce energy usage
- Conserve natural resources
- Reduce - Reuse - Recycle
- Promote clean, sustainable resource utilization

**Resources:**

- [Supply Chain Information](#)
- [The Ultimate Guide to Supply Chain Management](#)
- [6 Keys to Successful Supply Chain Management](#)
- [Carbon Footprints in the Supply Chain](#)



# SDG Alignment

The UN's Sustainable Development Goals are a collection of 17 goals designed to act as a "blueprint to achieve a better and more sustainable future for all". The goals were set by the United Nations in 2015 to act as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

## Why Align Business Goals to the SDGs?

- Act as a guideline for businesses to assess and manage social, economic, and environmental risk
- Improve image, reputation, and strategic position in today's markets
- Tool to use to communicate performance, engage with various stakeholders, and set targets and actions
- Strong collaborative aspect, by helping to solve the world's most challenging tasks in sustainability

## Green Economy London's Alignment with the SDGs

Many SDGs focus on restoring the natural environment and creating sustainable cities. This aligns with Green Economy London's target areas for businesses: reducing waste, water, emissions, and promoting environmental stewardship. We have identified six UN SDGs that our work supports, helping members understand their impact when participating in our program.. Click [HERE](#) to read more on how your business can align with the SDGs.



# Environmentally Friendly Cleaning Products

This project involves switching the majority or all of your current cleaning products with ones that have industry standard green certified labels on them.

They can either be labelled with the following:



## **Green Seal Certified Products:**

There are the American and LEED standard certifications for products.



**Ecologo Certified Products:** This is considered the Canadian standard however, Green Seal products are still considered acceptable within Canadian green buildings.

## **Resources:**

- [List of Green Seal Certified Products](#)
- [List of Ecologo Certified Products](#)





# Paper Procurement

To get this project point you need to be using or switch to using Forest Stewardship Council (FSC) certified paper products at your business. Use FSC-certified paper products such as:

- Copy paper
- Envelopes
- Letterhead

## What the FSC Labels mean:

- FSC 100% means products are made of 100% virgin material from FSC-certified forests
- FSC Mix means products are made with a combination of FSC virgin fibre, and/or recycled materials with controlled virgin fibre
- FSC Recycled means products are made with 100% recycled fibre

The Forest Stewardship Council sets standards for forest products, independently certifies that these standards have been met, and bestows labels upon products that qualify. FSC certification gives customers the option to choose forest products like paper and wood that have been sourced in an environmentally-friendly way, socially responsible and economically viable manner.

## Where to buy in London

- Most office supply stores: Staples, Walmart, and BestBuy
- If you work with a local printing company check if products are FSC certified





# Sustainable Printing

Taking a step further and in combination with the paper procurement project, the sustainable printing project comes with making changes to your entire process.

## How to make your printing more sustainable

1. Implement paperless policies to reduce the amount of printing
2. When necessary, encourage 2-sided printing when possible
3. Using eco-friendly printer ink and toner and recycling ink cartridges
4. Using soy-based ink and toner in lieu of traditional petroleum-based
5. Choose an ENERGY STAR-certified printer, copier, and/or scanner
6. Using printer paper that is Forest Stewardship Council (FSC) certified
7. Certified recycling ink and toner cartridges
8. Return empty cartridges to where you purchased them, most retailers will take back empty cartridges
  - If using HP or Canon printers, TerraCycle accepts Inkjet cartridges in their e-waste recycling program



# Thank You to our Supporters!



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

For more information on any of these projects, or to get started on your sustainability journey, visit [greeneconomylondon.ca](http://greeneconomylondon.ca) or contact [kaitlin@londonenvironment.net](mailto:kaitlin@londonenvironment.net)

