



**CLIMATE**  
**ACTION** WR  
Reducing Emissions. Enriching Lives.

# GREENHOUSE GAS REDUCTION INITIATIVE

---

## SUPPORT SERVICES GUIDE

# WHO IS CLIMATEACTIONWR?



ClimateActionWR is a collaboration between local organizations and community members focused on climate change mitigation, and is led by REEP Green Solutions and Sustainable Waterloo Region. It coordinates the activities of the Climate Action Plan – establishing cross-sector dialogue, facilitating collaborative opportunities, and monitoring and measuring progress of Action Owners towards achieving our community’s greenhouse gas (GHG) emission reduction target of 6% below 2010 levels by 2020.

## Who are Action Owners?

You! Action Owners are organizations in Waterloo Region leading initiatives related to climate change mitigation that reduce greenhouse gas (GHG) emissions within one of the Climate Action Plan’s five emission sectors (Transportation, Workplaces, Homes, Agriculture & Food, and Waste).

## What is this support services guide?

In order to support your work and encourage GHG emission reductions in Waterloo Region, ClimateActionWR now offers a suite of services. These services are designed to provide support in a variety of functions, including human resources, media, and funding requests.

## READY TO GET STARTED?

Email: [connect@climateactionwr.ca](mailto:connect@climateactionwr.ca) | Telephone: 226-476-1659 | Web: [climateactionwr.ca](http://climateactionwr.ca)



# 1 / FEATURE YOUR EVENTS ON CLIMATEACTIONWR.CA

Does your organization or initiative have events that you would like help promoting?

Promote your organization's events on the ClimateActionWR website events calendar, so that the Waterloo Region community can view all local environmental engagements in one place.



The screenshot shows the ClimateActionWR website interface. At the top, it says "CLIMATEACTIONWR Reducing Emissions. Enriching Lives." Below this, there are navigation tabs for "Target", "Actions", "Progress", "Resources", and "Participate". The "All Events" tab is selected, showing a list of events. The featured event is "WORM BIN COMPOSTING" on "DECEMBER 5 @ 1:00 PM - 3:00 PM". A description below the event reads: "Start your own odor-free compost bin by learning worm biology, worm care, troubleshooting techniques, and compost harvesting. Let worms turn your food scraps into nutrient-rich compost and reduce household waste up to 40 percent. Register by November 30th by calling (519) 743 1151 extension 204, or email david@dtheworkingcentre.org." There are also buttons for "GOOGLE CALENDAR" and "ICAL EXPORT". A "DETAILS" section lists the date as "December 5", time as "1:00 pm - 3:00 pm", and venue as "The Working Centres Grow Greenhouse, 79 Lancaster Street East, Kitchener, Ontario Canada". A "Google Map" link and phone number "519 743 1151" are also provided. A map of Kitchener is visible on the right side of the details section.



## WHAT ARE THE BENEFITS TO YOU?

### Exposure

The number of people in the ClimateActionWR network and those that access the website continues to grow. In the past year, our website attracted roughly 17,000 unique page views. Leverage this network and promote your events at no charge.

### Collaboration

All events will be in one location which will create a collective feel for the organizations in our community.

### Reach

Promoting your events to a wider community will help educate Waterloo Region on your organization's environmental contributions. It may spark them to reach out and get involved in GHG emission reduction projects and programs offered in Waterloo Region.



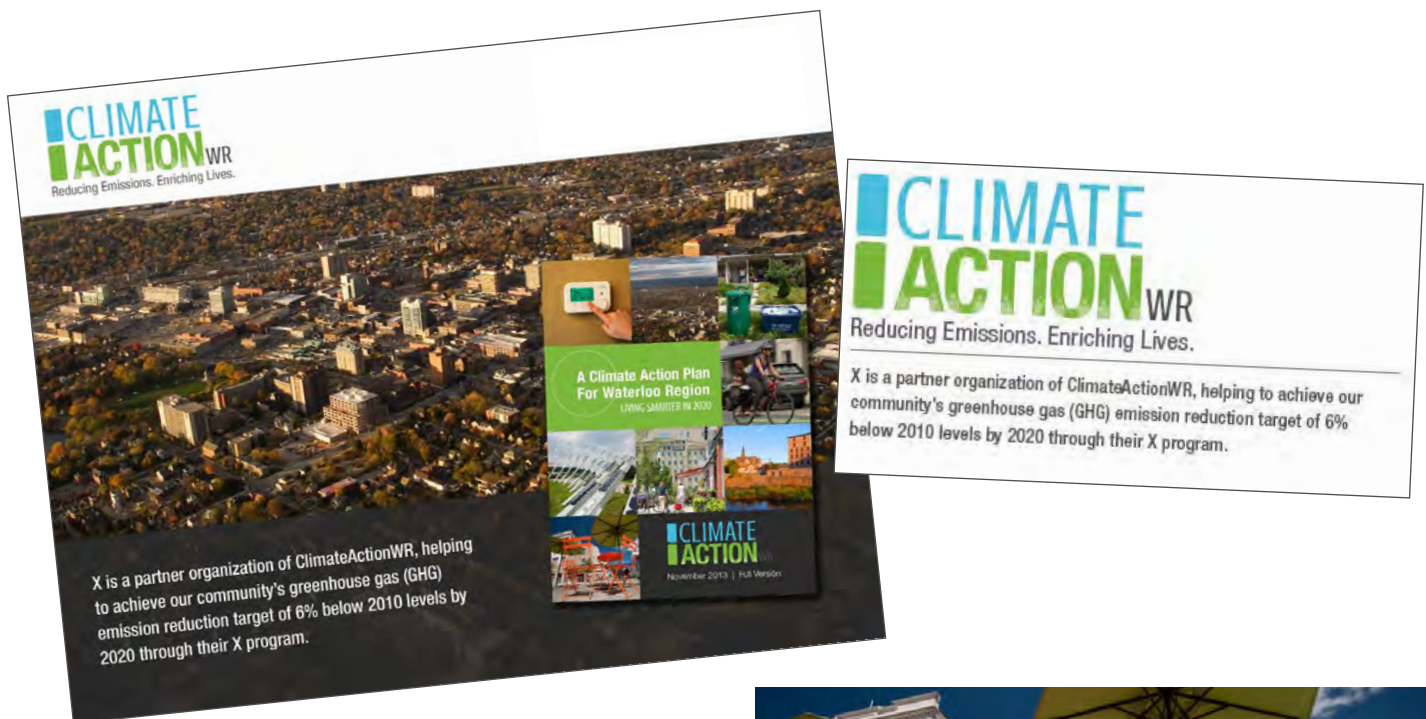
## WANT TO USE THIS SERVICE?

On a monthly basis, we will prompt you for a list of events to be promoted on our website. Additionally, you can simply complete the "Events Calendar" form found on our website at [climateactionwr.ca](http://climateactionwr.ca) at any time. Include event details, such as time, location, description, and we will load it to the website for you!

## 2 / PROMOTIONAL PACKAGE

Do your stakeholders or program participants know that you are a driver of climate action in our area? Need help explaining your contribution to our community's 6% GHG emission reduction target?

This promotional package will assist in raising awareness that your organization is a driver of local climate action by contributing to GHG emission reductions. It includes an event sign and an email tagline. Use these at events, and in marketing materials and communications.



### WHAT ARE THE BENEFITS TO YOU?

#### Reputation & Credibility

These tools create a direct link between your organization's actions, ClimateActionWR, and the Climate Action Plan for Waterloo Region. Your organization will be recognized as a leader in our community helping to reduce GHG emissions in our region by 6% from 2010 to 2020.



### WANT TO USE THIS SERVICE?

Request your digital and hard copy now!  
We will have it to you within two weeks.



# 3 / REQUEST FOR DELEGATIONS & PRESENTATIONS

Would your initiative benefit from targeted third-party support? Would you like ClimateActionWR to be a public champion for your initiative?

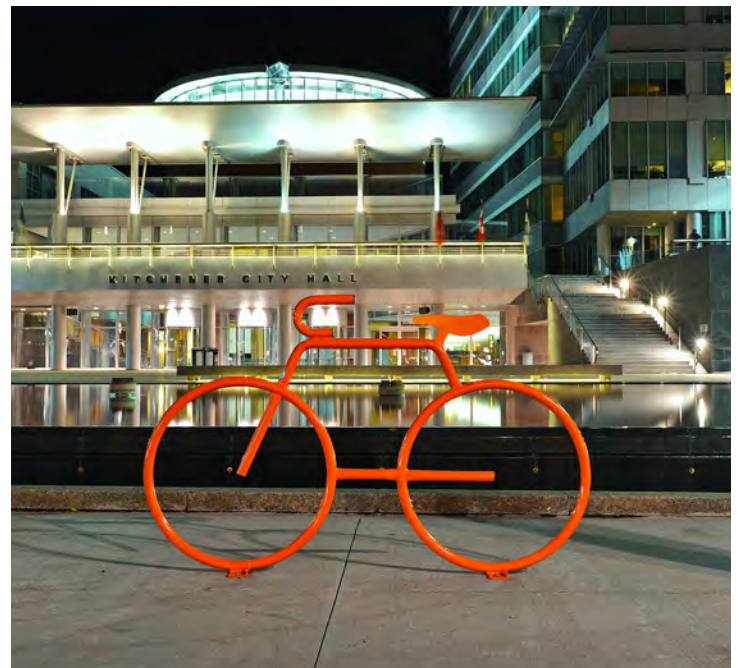
ClimateActionWR can offer third party support for your organization's GHG reduction initiatives such as emphasizing a message to the community, conducting a presentation on your behalf or supporting a request to the appropriate municipal council. ClimateActionWR will showcase the importance of your organization's efforts, how it aligns with the Climate Action Plan target and the co-benefits of your proposal to the larger community.

## WHAT ARE THE BENEFITS TO YOU?



### **Legitimacy & Awareness**

This endorsement will help further validate the acceptance of your organization's proposal or plan, and will raise awareness to council and the community as to your role in GHG emission reductions.



## WANT TO USE THIS SERVICE?

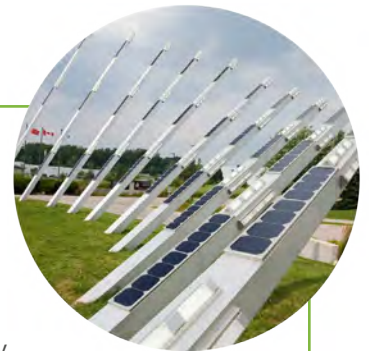
Submit a completed "Request for Delegation & Presentation" form found on our website at [climateactionwr.ca](http://climateactionwr.ca), including the topic of the presentation/delegation, target audience and other details.

Once ClimateActionWR receives your request, and our capacity to fulfill the request is determined, one of our ambassadors will reach out to you to determine final details.

# 4 / LETTER OF SUPPORT FOR FUNDING

Applying for funding? Does the funding agency require external letters of support?

ClimateActionWR can provide a letter of support to assist with your funding application. We will endorse your initiative and explain the importance of your initiative relative to the Climate Action Plan and our community's GHG reduction target.



## WHAT ARE THE BENEFITS TO YOU?

### **Credibility**

Our expressed support may increase the likelihood that funding requests are accepted.

### **Awareness**

An emphasis will be placed on the relevance of your initiative to ClimateActionWR, stressing how you as an organization are a driver of community-wide GHG emission reductions.

## WANT TO USE THIS SERVICE?

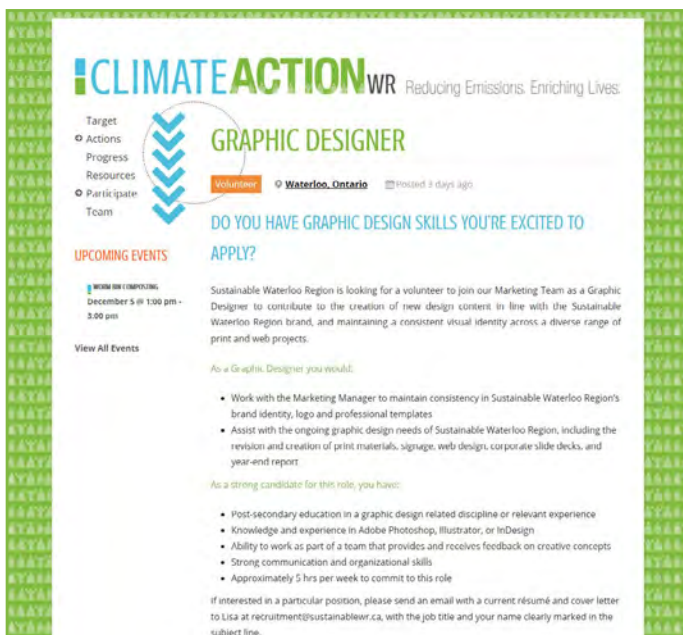
Submit a completed "Request for Support" form found on our website at [climateactionwr.ca](http://climateactionwr.ca), explaining how you will use the funding to accomplish your objectives and the associated community benefit if funding is received.

Once ClimateActionWR receives your request, a customized letter of support will be created and sent to you for review.

# 5 / RECRUITMENT – STAFF & VOLUNTEERS

Looking to expand your project team? Seeking qualified and enthusiastic volunteers or staff?

The ClimateActionWR website, [climateactionwr.ca](http://climateactionwr.ca), has a prominent job and volunteer posting board to promote your organization's openings.



The screenshot shows a job posting for a Graphic Designer on the ClimateActionWR website. The page features the organization's logo and tagline, "Reducing Emissions. Enriching Lives." The job title "GRAPHIC DESIGNER" is prominently displayed. Below the title, it indicates the role is a volunteer position in Waterloo, Ontario, posted 3 days ago. The posting includes a section titled "DO YOU HAVE GRAPHIC DESIGN SKILLS YOU'RE EXCITED TO APPLY?" followed by a detailed description of the role: "Sustainable Waterloo Region is looking for a volunteer to join our Marketing Team as a Graphic Designer to contribute to the creation of new design content in line with the Sustainable Waterloo Region brand, and maintaining a consistent visual identity across a diverse range of print and web projects." It lists responsibilities such as maintaining brand consistency, assisting with graphic design needs, and creating print materials. A list of requirements for a strong candidate includes post-secondary education in graphic design, knowledge of Adobe Photoshop and InDesign, teamwork skills, and a commitment of approximately 5 hours per week. The posting concludes with contact information for recruitment@SustainableWR.ca.



## WHAT ARE THE BENEFITS TO YOU?

### Exposure

Our network includes diverse groups of talented and passionate people working together toward a more sustainable future. Posting your open positions will increase the likelihood that the perfect candidate will see your opportunity.

### Promotion

Your logo and organization name will be featured prominently on the job postings board. Even if browsers are not specifically looking for an opportunity, they will be exposed to your brand.



## WANT TO USE THIS SERVICE?

On a monthly basis, we will prompt you for a list of opportunities to be added to our website. Additionally, you can simply complete the "Staff/Volunteer Posting" form found on our website at [climateactionwr.ca](http://climateactionwr.ca) at any time. Include details such as job description, contacts, link to your website's career page, etc., and we will load it to the website.



# 6 / CONNECTIONS & PERSONAL INTRODUCTIONS

Looking for access to a specific contact or area of expertise?

If there is a specific individual or group in the community that you are looking to meet, we may be able to provide an introduction.

## WHAT ARE THE BENEFITS TO YOU?

### Networking Reach

You would have access to influential leaders and community members across Waterloo Region, which can provide insight and expertise to help your organization reach its goals.



## WANT TO USE THIS SERVICE?

Submit the name of an individual, team, or organization to which you would like to be introduced. The request will be reviewed, and if feasible, we will line up an appropriate opportunity where an introduction would take place.