

Community Energy & Climate Action Workshop

June 21, 2012



Prepared By:



The Climate Collaborative

Workshop Overview

On Thursday, June 21, approximately 50 people from the community came together at the Community Energy & Climate Action Workshop to learn about the work of the Climate Collaborative and discuss planned and potential action to develop a Community Action Plan on Climate and Energy in Waterloo Region. Two identical workshops were held, one in the morning and one in the early evening to accommodate diverse schedules of local community partners. The workshop was jointly hosted by the Climate Collaborative and their partners including the lead organizations of REEP Green Solutions, Region of Waterloo, Sustainable Waterloo Region.



Workshop Purpose: To enable all sectors of the Waterloo community to shape and define key components of a collaborative, community-based process to develop the Community Action Plan on Climate and Energy for Waterloo Region.

The Workshop objectives were to: 1) build relationships with a key group of community enablers; 2) increase awareness and appreciation for the interrelationship between local activities, GHG reduction strategies and other social, economic and environmental co-benefits; and, 3) collectively identify objectives and priorities that will help shape the broader community engagement process that will begin in the fall.

Agenda

9:00 am or 5:00 pm	Welcome <ul style="list-style-type: none">• Morning - Councillor Berry Vrbanovic, City of Kitchener• Evening - Mike Morrice, Sustainable Waterloo Region & Mary Jane Patterson, REEP Green Solutions
9:10 am or 5:10 pm	Workshop Orientation - Liz Nield, Facilitator, Lura Consulting
9:15 am or 5:15 pm	Backdrop for the Climate Collaborative – Sarah Brown, Climate Collaborative Project Manager
9:25 am or 5:25 pm	Working Session I: How our Work is Connected
10:25 am or 6:25 pm	Working Session II: Moving a Community of Action Forward
11:20 am or 7:20 pm	Summary and Closing Remarks

How is Our Work Connected?



*Sample Actions
Conceptual Map*

After an introductory presentation from Sarah Brown (to review Sarah's presentation please see Appendix C), Project Manager for the Climate Collaborative, the group embarked on an interactive group exercise to map work currently underway or planned in Waterloo. The exercise encouraged attendees to take a systems thinking approach to discussing work in Waterloo Region that would contribute to the Community Action Plan.

In groups of eight, participants worked collaboratively to develop an Actions Conceptual Map by 1) identifying existing or planned actions, 2) categorizing actions based on emission sector, 3) acknowledging whether or not data was being collected for the action, and 4) connecting actions to 'co-benefits' in the community.

In total, 59 unique existing or planned community actions (i.e. initiatives/projects/programs) were identified in Waterloo Region that may contribute directly or indirectly to local climate change mitigation (i.e. greenhouse gas reductions). Of the community initiatives identified, participants noted that data collection is currently existing or planned for almost half of projects (45 percent). Attendees also worked together to determine the emission sectors impacted by the planned or existing work by categorizing the initiatives into the following sectors:

-  Residential – 25 Initiatives
-  Industrial, Commercial, Institutional – 23 Initiatives
-  Agriculture – 12 Initiatives
-  Transportation – 16 Initiatives
-  Waste – 10 Initiatives

The results of the Action Conceptual Map demonstrate that a significant amount of community-based action is underway in Waterloo Region. To review the complete table of community initiatives, please see Appendix A. As part of the mapping process, workshop participants also discussed the potential related spin-off benefits – also called 'co-benefits' – of the community initiatives. During the exercise, groups identified the following 24 unique co-benefits of community climate change initiatives:

Community Initiative	Emission Sector	Data Collection Underway
Active and Safe Routes to School		<input checked="" type="checkbox"/>
Air Quality in Kitchener report		<input type="checkbox"/>
Architectural Conservancy		<input type="checkbox"/>
Bailey's Local Food + CSAs		<input type="checkbox"/>
Bicycle Bunker at Reg. Landfill		<input checked="" type="checkbox"/>
Brownfield TFF Program		<input type="checkbox"/>
Buy Local, Buy Fresh (Foodlink)		<input checked="" type="checkbox"/>
Grand River Car Share		<input checked="" type="checkbox"/>
City of Waterloo Environmental Strategy		<input checked="" type="checkbox"/>
Community Garden Council		<input type="checkbox"/>

Sample Table of Community Initiatives in Waterloo Region

- Local Energy Security
- Cost Savings
- Sustainable Transportation
- Social Development
- Improved Public Health
- Natural Environment Conservation
- Cultural Development
- Local Food Production
- Local Economic Development
- Cultural Development
- Reduced Waste Production
- Local Food Production
- Reduced Water Production
- Climate Change Adaption
- Electric Vehicle Deployment
- Active and Safe Routes to School
- Reduced Idling
- Energy Efficiency
- Rapid Transit
- Corporate Sustainability
- Environmental Action Fund
- Multimodal Transportation
- Natural Environment Conservation and Rehabilitation
- Waste Management
- Urban Forest Strategies

The image below provides a visual representation of the most common co-benefits identified during the mapping process. As illustrated by the size of the text, one can note that the top five co-benefits of projects currently underway were identified as: Cost Savings; Local Economic Development; Improved Public Health; Local Energy Security; and Social Development. While this indicates the co-benefits that are attributed to current projects, it may also indicate underserved areas of co-benefit where more high-profile actions are required.



Assessing the Current State

To help the Climate Collaborative understand strategic priorities and actions moving forward, workshop participants worked together to analyze the current state with regard to addressing climate change issues in Waterloo Region. A strengths, weaknesses, opportunities, and threats “SWOT” analysis was used to guide the conversation. Throughout the discussion, participants were encouraged to think of strengths/weaknesses as internal influencers and opportunities/threats as external influencers that may affect local climate change action. Below is a summary of the common themes that emerged from the group discussion:

Strengths

- Innovation Culture with Strong Research Links
- Forward Thinking People with Expertise in Environmental Management
- Council Support
- Strong Partnerships Among Community Members
- Lots of Work Underway
- Cultural and Ethnic Diversity
- Entrepreneurial Support
- Local Agricultural Production

Weaknesses

- Sustaining Action and Momentum
- Lack of Cooperation from Other Levels of Government
- Infrastructure Deficit
- Budget Limitations
- Car Culture
- Lack of Public Awareness
- No Cohesive Vision for Sustainable Development
- Language and Cultural Barriers
- Reaching the average member of the public
- Agency Disconnections



Opportunities

- Increasing Awareness Amongst Younger Populations
- Federal Focus on Economy and Jobs
- Building Code Changes
- Learning from Other Municipalities
- Political Leadership
- Food Security / Agricultural Industry
- Private / Public Partnerships
- Strong Connection to Public Health and Quality of Life
- Stronger Municipal Master Planning
- Improved Regional Transit

Threats

- Weakening Federal Support
- Consumption Culture
- Global Economic Policy
- Skepticism About "The Science"
- Lack of New Farmers
- Planning Policy / Process (e.g. OMB)
- Economic and Natural Disasters
- Political Will
- Aging Populations / Generational Divide
- Changes to Funding Mechanisms
- Attitude of "Defeatism"



Designing a Community Engagement Process

At the workshop, participants recognized that the success of the Community Action Plan on Climate and Energy would hinge on mobilizing diverse residents, businesses, and stakeholders to take action on climate change. To assist the Climate Collaborative in designing an effective community engagement process, participants were asked to work in groups to discuss methods and timing to meaningfully engage and communicate to the diverse audiences within the region. To guide the conversation, each table was assigned a unique character that acted as a representative of different groups and individuals in Waterloo Region. Although the list of characters did not represent all of those in attendance or the diverse range of audiences across Waterloo Region, workshop participants chose a sample character most similar to them or the community that they represented (see the list of characters below).



List of Community Engagement Characters

A summary of the feedback received during the group discussion on engagement and communications can be found in the tables provided on the preceding pages.

Suggested Engagement Tools and Messaging

Target Audience ¹	Suggested Engagement Tools	Suggested Messaging
Local Farmer / Volunteer	<ul style="list-style-type: none"> • Social Media (Twitter) • Agricultural Advisory Committee • Federation of Agriculture • Produce Auctions • Farm Start Program • Food Link Waterloo Region • International Plowing Match • Churches • One-on-One Conversations • BBQs on Farms providing Success Stories • Connect with Local Farm Leaders 	<ul style="list-style-type: none"> • Resiliency • Cost Savings • Sustainability • Economic Development • Healthy Communities • Environmental Protection • Healthy Communities • Best Management Practices • Collaboration • Energy Independence • Long-term, Holistic • Mitigation • Change • Connections • Social • Adaptation • Avoid using: Change, Ecological Footprint, Greenhouse Gas Emissions, Energy
I.T. Senior Manager	<ul style="list-style-type: none"> • Chamber of Commerce Events • Business / Tech related events • Booknetto Platform • Boards of NGOs • Social Media • Use Business Networks (e.g. Communitech) • Showcase Local Success Stories 	<ul style="list-style-type: none"> • Economic Development • Cost Savings • Quality of Life • Localized Benefits • Economic Competitiveness • Social/Health Benefits • Integrated Vision • Environmental Footprint • Use Sector Specific Language

¹ Individual worksheets submitted have been integrated into the feedback provided for the community engagement character most similar to the individual.

Suggested Engagement Tools and Messaging

Target Audience ¹	Suggested Engagement Tools	Suggested Messaging
Business Owner / Mom	<ul style="list-style-type: none"> • Booths at Community Events (e.g. Folk Festival, Mayors Celebration of Arts) • "People on the Street" in Downtown Galt • BIA/Chamber Events • Website • Child-friendly Events • Use posters at local coffee shops, libraries, farmer's markets • Social Media – Blog with local events and information, YouTube videos, etc.) • Local Pub Night • Ensure Events are on the Weekend or Evenings 	<ul style="list-style-type: none"> • Climate Change • Environment • Community • Local/Social Connections • Cost Savings • Healthy Communities • Economic Development / Vibrancy • Sustainability Connections • Keep messaging simple • Air Quality • Children's Future • Avoid using: Sustainability, Mitigation, Resiliency, Action Plan, Carbon, Stakeholder, Greenhouse Gas Emission (GHG)
Grassroots Leaders	<ul style="list-style-type: none"> • Casual Neighbourhood Meetings (e.g. BBQs) • Book Clubs (e.g. One Book, One Community) • Survey Tools • Local Champions Event • Tool-kit for Engagement • Lunch and Learns • Neighbourhood Energy Competitions (Inject Fun) • Expand House Yours • Topic Based Working Groups • Open Streets and Grand Porch Party • Chalk Drawings on King Street • Outreach to BIAs and Neighbourhood Associations • Clothesline Drive • Strong Online Presence 	<ul style="list-style-type: none"> • Measureable Local Impact, Community Involvement • Neighbourhood Challenges • Ecological Footprint • Cost Savings • Health Communities • Community-based • Greenhouse Gas Emissions (GHG) • Catch Up Time – Municipalities Have Already Bought In • Quick Wins • Efficiency • Community-Based • Adaptation

Suggested Engagement Tools and Messaging

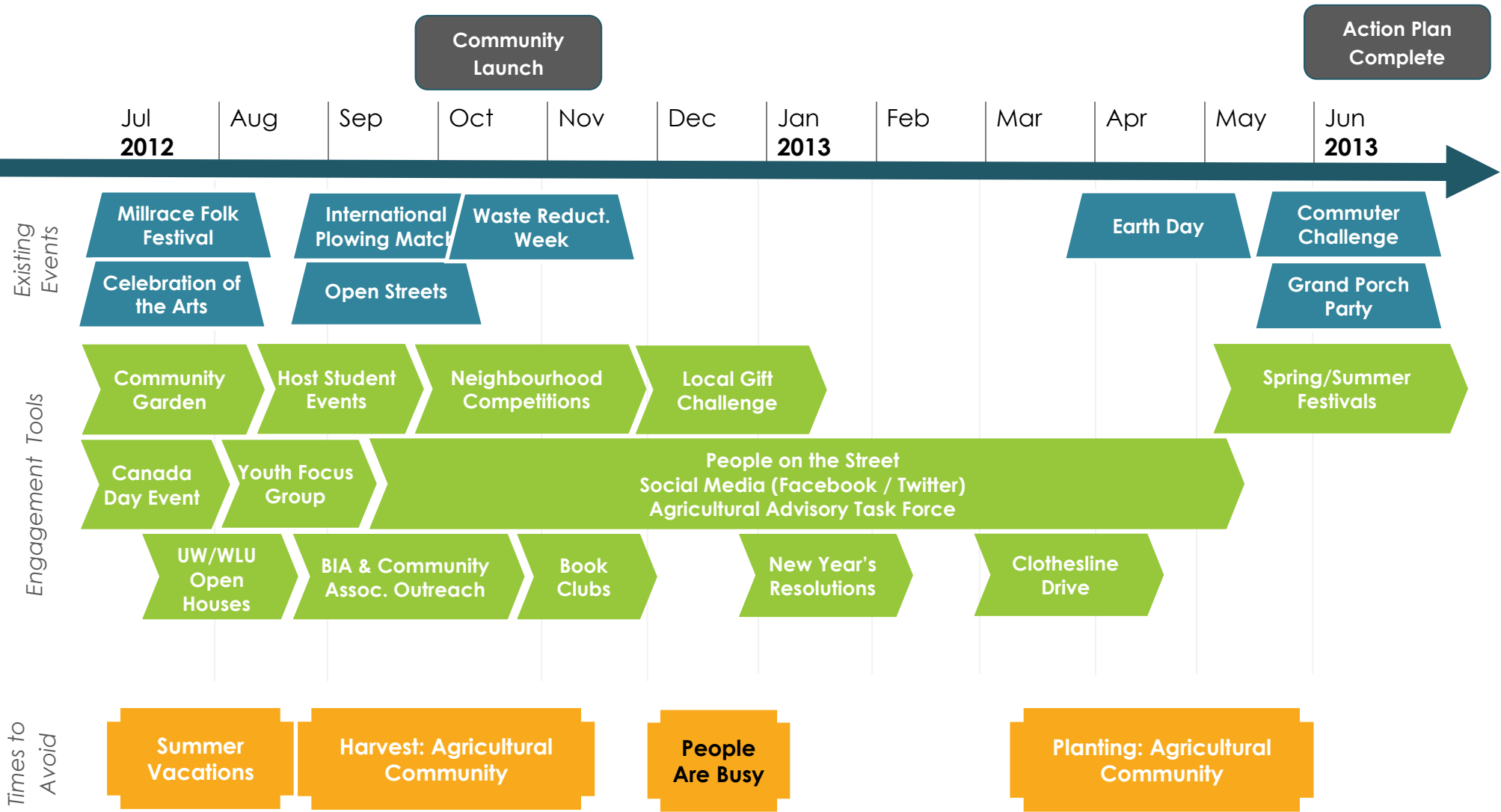
Target Audience ¹	Suggested Engagement Tools	Suggested Messaging
Youth – High School and University Students, New Graduates	<ul style="list-style-type: none"> • Community Garden • Waste Reduction Week • Commuter Challenge • Earth Day • Engage Student Councils / Peer Ambassadors • Community Service Learning • Use of “gameification” • Bring a local celebrity on board to promote the project • Mobile Application and “Online Chats” • Social Media – Blog, Facebook, Twitter • Connect Engagement to School Curriculum and Engage Teachers • Partner with Groups that have Existing Connections (e.g. Church Youth Groups) • Career Development Days • Photo Diary • University Orientation Week / Open Houses • Art Contests • School Clubs (e.g. Photography) • Collaborate with Travelwise for Carpooling • Local gift challenge (spend \$100 at a local business and get a rebate) • Posters in schools and community centres • Environmental Students Association and Graduate Students Associations • Connect with University Orientation Week • Engage New Grads During Work Hours • Booths at Sporting Facilities and Recreation Centres 	<ul style="list-style-type: none"> • Don't assume youth understand “climate jargon” • Weather Changing • Change • Connections • Capture and Retention of Students • Community • Fun and Valuable • How Much Stuff I Have Use (<i>Instead of Ecological Footprint</i>) • Friends (<i>Instead of Community</i>) • Nature (<i>Instead of Environment</i>) • Plan of Attack (<i>Instead of Action Plan</i>) • Great Place to Live (<i>Instead of Healthy Communities</i>) • Stop the Problem (<i>Instead of Mitigation</i>) • Neighbourhood and Around Here (<i>Instead of Local</i>) • Everyone Has a Say (<i>Instead of Stakeholder</i>) • Working Together (<i>Instead of Collaboration</i>) • Useful services and Products for Everyone (<i>Instead of Economic Development</i>) • Smog (<i>Instead of GHG Emissions</i>) • Involvement (<i>Instead of Engagement</i>) • Hang in there for the Long Haul (<i>Instead of Resiliency</i>) • Characteristics of Communications <ul style="list-style-type: none"> ○ Make it “In Your Face” ○ Ensure there is constant recognition for students ○ Make communications flashy and colourful

Suggested Engagement Tools and Messaging

Target Audience ¹	Suggested Engagement Tools	Suggested Messaging
Retiree / Public Health Professional	<ul style="list-style-type: none"> • Neighbourhood Associations / Retirement Communities • Newspaper • Local Radio / TV • Posters and Information at Farmer's Market, Health Clinic / Facilities, Libraries, Coffee Shops, Local Legions or Service Clubs, Places of Worship, and Recreation Centres • Setup and Climate Action Committee / Working Group • Local Events / Public Spaces • Easy Website Access and Email (no blogs) • Local Food Events • Events at Local Malls 	<ul style="list-style-type: none"> • Energy • Cost Savings • Action Plan • Healthy Communities • Environment • Engagement • Local • Accessible Transit • Active / Healthy Lifestyles • Community Safety • Social • Community • Connections • Healthy Food • Stakeholder • Avoid using: Greenhouse Gas Emissions, Change, Carbon, Mitigation, Climate
Municipal Employee ²	<ul style="list-style-type: none"> • Transportation Demand Management Strategy • Active Transportation Mapping (Who is Contributing? What Resources are Needed?) • Council Presentations • Communications Materials at City Recreation Complexes • Engage Council Advisory Committee • Local Newspapers • Ensure Opportunity for Constant Engagement / Messaging 	<ul style="list-style-type: none"> • Evidence • Visual Data Presentation • Positive • Action Plan • Accessible Transit • Engagement • Community

² 'Municipal employee' was not a workshop community engagement character. Several participants suggested this character using the individual worksheets provided to participants.

Suggested Engagement Timeline



Next Steps

At the conclusion of the workshop, participants were invited to continue the conversation with the Climate Collaborative through contacting Sarah Brown who is overseeing the process.
















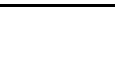



Over the course of the summer, the Climate Collaborative will review the workshop results to develop a planning process that capitalizes on the existing and planned community initiatives related to the Community Action Plan on Energy and Climate Change. As part of the planning process, a community engagement and communications strategy is being developed that is rooted in the assessment of current conditions in Waterloo Region and effective engagement/communications methodologies discussed at the workshop.
















Sarah Brown, Climate Collaborative Project Manager

sarah.brown@sustainablewr.ca | 226-789-7909

Appendix A: Actions Conceptual Mapping Results

Community Initiative	Emission Sector	Data Collection Underway
Active and Safe Routes to School		✓
Air Quality in Kitchener report		-
Architectural Conservancy		-
Bailey's Local Food + CSAs		-
Bicycle Bunker at Reg. Landfill		✓
Brownfield TIFF Program		-
Buy Local, Buy Fresh (Foodlink)		✓
Grand River Car Share		✓
City of Waterloo Environmental Strategy		✓
Community Garden Council		
Community gardens and farmers markets		✓
Community Improvement Program (Energy, waste, water, efficiency)		-
Community-wide Anti-idling campaign		-
Conservation and Rehabilitation on GRCA land		-
EcoSchools		✓
Electric Vehicle Deployment (WISE)		✓
Elmira Kiwanis Club tree planting program		-
Energy, waste, water, and efficiency community improvement plan		-
EnerSmart Rebates and Incentives		✓
Fuel Substitution (oil>natural gas)		✓
Green Bin Organics Program		✓

Community Initiative	Emission Sector	Data Collection Underway
Greening Sacred Spaces	 	✓
Home Assistance Program		✓
Home Energy Audits		✓
Hydro Projects (GRCA)		-
Initiatives to boost local sustainable food production		-
Laurier E-waste of internal +external community		✓
Local Environmental Action Fund projects	    	✓
Long-term infrastructure plan		-
Ontario Building Codes 2012 (Green Energy Act)		✓
Open Streets Uptown Waterloo (Grand Porch Party)	 	-
Organic sustainable food production		-
Permaculture		-
Promote and increase Green Infrastructure	  	✓
Rail trail network (GRCA onward)		-
RAIN Stormwater Management program		✓
Rapid Transit		✓
RARE- charitable Research Reserve		-
Recycle Cycles and Community Access Bicycles	  	-
REEP Solar Thermal		✓
Regional Carbon Initiative (SWR)	 	✓
Rural Water Quality Program	  	✓
saveONenergy for Business	 	✓
saveONenergy for Homes		✓
Smart City Research (Toyota Canada)	  	-
Solar City Co-Op	 	-

Community Initiative	Emission Sector	Data Collection Underway
Sustainability Strategy (Region of Waterloo)		✓
TransitionKW		
Transportation and Demand Management Strategy		✓
TravelWise		✓
TriTAG		-
Trucks diesel switch to petrified natural gas		-
U of W District Energy Expansion		-
Urban Forest Policy	  	-
Urban Gardening Enhancement Program		-
Victoria Common development		-
Westmount Neighbourhood Association		-
Woolwich Healthy Communities		-
School Boards(expand green bin in schools)		-

Appendix B: Results of the Strengths, Weaknesses, Opportunities, and Threats Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - Established car share program - Innovation culture - Good urban/rural balance - "Think tank"- research links - Strong grassroots - More students staying in Waterloo Region - Urban intensification - Local knowledge at REEP on energy efficiency - We're working on a plan - Proximity to GTA - We have the technology - Strong partnerships in communities - People are relocating here - Forward thinking region - Council endorsement of initiatives - Inventory (data) - Locally based uptake - We have current projects - Lots of engagement - Educational institutions (hubs, tech sectors, community service learning, educated 	<ul style="list-style-type: none"> - Competing interests - Lack of debate /conversation about climate change - Agency disconnections - Need to address many languages - Bedroom communities /car culture - Continued strong consumer demand for single detached residential is driving people to live in growing bedroom communities which have fewer opportunities to access transit and active transit - "Naysayers" - Low natural gas prices don't encourage conservation - Lack of knowledge of the large users - Sustaining action and momentum - Water supply (ground water) - Change of management - Key players need to be at the table (RIM, Toyota, 	<ul style="list-style-type: none"> - More discussion (curriculum/mainstream) - Green Energy Act - Federal focus on economy and jobs - Inspiration/learning - More stringent building code - Growing frustration with lack of political action and corporate stewardship - General thirst for tangible impacts - "Good things grow in Ontario" - NPRI listing - Increase incentives - Learn from other local cities who are further ahead (Guelph, London, Hamilton) - New technologies - Partnerships – resources - Resilient community (attracts businesses and people) - Healthy community (air, water) - Economy- save energy, infrastructure, security 	<ul style="list-style-type: none"> - Weakening federal support - Consumer demand for unsustainable purchasing - No control over global environmental policy - Skepticism about science - Green Energy Act - OMB - Municipal building codes/restrictions in 2BL - Lack of new farmers coming in - Economy- debt crisis - Natural disasters - Critique of inventory - Key player drop outs - Availability of land/water/energy - Runoff of chemical fertilizers - Political will - F.I.T. programs - Generation not linked to conservation - Control (so many stakeholders) - Different internal measurement systems - Disengagement - Extreme weather

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> leaders) - Political leadership - Places to Grow Act - Green Energy Act - F.I.T. - Accountability to reduce GHGs - Engaged community - Strong number of initiatives in place - Environmental issues rated high by citizens - Strong agricultural links - Academic institutions - Spin-off business/economic level - Regional approach to transportation - Established car share program - Cultural diversity - Younger than average population base - Strong research networks - Traditional knowledge - Environmental support in community - Strong organizational /agency networks (interdisciplinary) - Social venture/capital - Entrepreneur support - Increasing immigrant 	<ul style="list-style-type: none"> universities, etc.) - Lack of cooperation from other levels of government - Slow action - Political progress - Infrastructure deficit - Capacity of cities/regions (scope of influence/internal staff/resources) - Budget limitations - Person power to implement goals/targets - Too many organizations involved to reach consensus - Limited resources (land, money, water, staff) - Car dependent - Significant population that doesn't support LRT - Lack of linked bike trails - Focus on the individual, not the collective community - Information and event fatigue - Public awareness/local media coverage - Cohesive vision for sustainable development - Community health 	<ul style="list-style-type: none"> - Reduce biz/multi-res waste - Infrastructure renewal - Social access programs (REEP, HAP) - Political leadership - Food security/agricultural industry - Private/public partnerships - Partnerships with academic institutions - Economic development opportunities within and without the region for local food sector - Cleaner, better environment - Better air quality - Engaging younger population via education - Places to grow (intensification) - Public/private/NFP partnerships - Strong connection with public health and quality of life - Improved public education - Improving community health programming 	<ul style="list-style-type: none"> - Cost- life cycle cost - Buy-in (show effect on individual/business) - Global economic pressures - We don't control our water/air supply - Aging population nationally - Cultural/language barriers - We don't have community support - A federal government that doesn't seem to prioritize the environment - No control over provincial and federal legislation - Economic conditions - Grant funding mechanism/structure - Provincial policy for urban growth - Increased hot days influencing air conditioning/energy use - Changes to FIT program - Potential defeatism of 100% focus on climate adaption - Generational divide: engrained consumer

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> populations - Local food production - Postsecondary Schools Awareness - Knowledge/collaboration - Push for local sustainable transportation - Available brownfield/infill development - Advancement of data management - Relatively strong/diverse economy - Number of people in the room today - Multi-sectored - Resources - Translating data to understandable form for community - Local leadership - Expanding transit - Complete streets and connected trail ways - Innovative culture (Universities, spin-off firms) - Abundance of local agriculture - Good water resources - CSR growth: small business growth through conservation and sustainable practices 	<ul style="list-style-type: none"> programs are expensive - Messaging to immigrants - Lack of integrated planning (sustainable design) - Poor public media education - Family connections/learning from tradition - Car culture - Growing pains/urban sprawl (land use) - Required expansion of infrastructure - Age/condition of infrastructure - Engaging the unengaged audience - Moving beyond a "small circle" of supporters (i.e. this room) - Resources - Would be nice for labour support - Translating data to understandable form for community - Habits (driving, house heating – resistance to change) - Demand for new green field development 	<ul style="list-style-type: none"> (facilities exist) - Improving size/extent of "community gardens" - Use messaging/awareness for cost savings - Stronger master planning - Changing "corporate" mindset - Research on how buildings are used (residential/ICI) - FCM-GMF money - Technology advancement - Federal infrastructure money - Younger generation – kids are sponges that can normalize new values quicker and with fewer barriers - Post-secondary institutions: support for climate change mitigation and student population - Transitional parts in resident's lives (allow them to factor in environmental values) - Using cultural forums to engage climate change 	<ul style="list-style-type: none"> focused values of baby-boom and generation (majority) - Land use planning to accommodate residents and transit - Desire to live outside of downtown cores - Political will - Economic pressures - Instability of provincial policy - Old prohibitive policies - Consumer culture - Macro vs. micro sustainable perspective - Political fragmentation

Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> - Transient portion of population (students) - Need for infrastructure expansion - Competing resource interests - Zoning by-laws prohibiting urban agriculture 	<ul style="list-style-type: none"> messages - Rapid transit - Political will - TD Green Fund - Places to Grow Act - FIT - Improved inter-regional transit - Factor 4 or 10- increased efficiency - Corporate leadership with CSR driving conservation and reduction 	

Appendix C: Presentation

(Continued on next page)

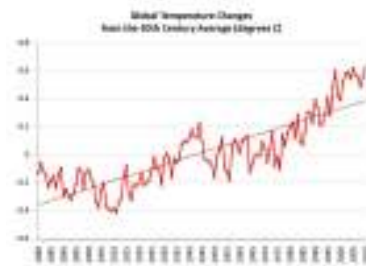
The Climate Collaborative



Workshop

June 21, 2012 | Kitchener Market

It addresses a critical issue...



Ontario,
June 20, 2012

Top Stories

Heat drives power demand	Heat breaks records in ON and QC	Heat, humidity may affect lungs
--------------------------	----------------------------------	---------------------------------

It's local...



It has support and leadership...

Grantors



Climate Collaborative Partners



It has support and leadership...

Local Councils have shown leadership through resolutions to commit to the Partners for Climate Protection program



*Joining over 225 Communities across Canada,
(and more than 900 across the world!)
that have committed to local action on
climate change.*

It will be built on a solid foundation...

Category	Percentage
Transport	39%
Buildings	30%
Industry	26%
Electricity	6%
Waste	1%

You can't manage what you don't measure!

It's action-oriented...



It has multiple (co-) benefits...

Along with reducing GHG emissions, the action plan will also help to:

- Save us money
- Support our local economy
- Reduce our waste
- Improve our air quality
- Create a healthier Waterloo Region



Co-Benefit: Dollars and Sense

Energy conservation and efficiency saves us money

REEP Green Solutions has worked with homeowners for 12 years through delivery of the ecoENERGY program in Waterloo Region resulting in:

- **\$5,396,250** in energy savings per year
- **\$37,542,000** local spending on retrofits
- **21,924** tonnes of carbon reduced



Co-Benefit: Sustainable Transportation

Increasing the number of trips we take by transit, carpooling, bike or by walking not only reduces GHG emissions, but also helps us to live healthy, active lifestyles and decreases local air pollution.





Co-Benefit: Energy Security & Economic Development

Planning for secure and reliable access to affordable and sustainable sources of community energy is a key factor in maintain a community economic attractiveness and competitiveness.



Partners for Climate Protection Program



Corporate
(municipal) inventory captures the GHG emissions associated with all local government operations.

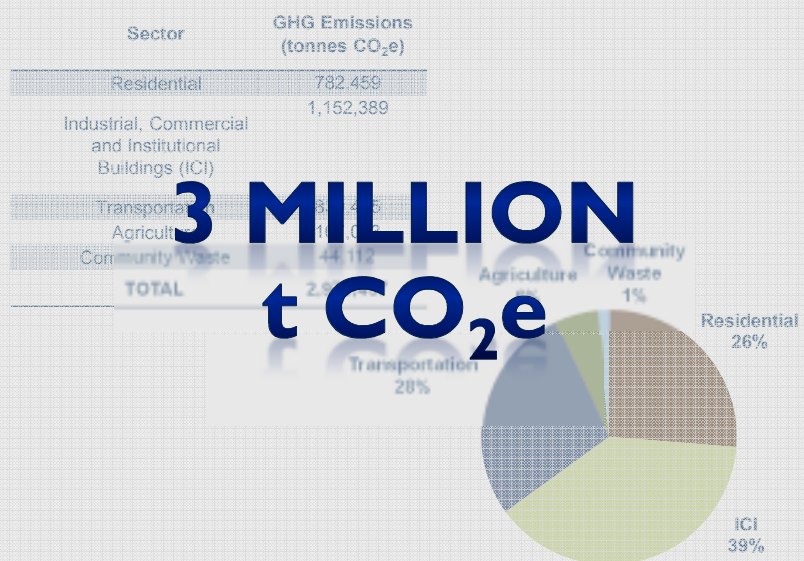
Community
inventory captures the GHG emissions produced from various sectors of the community, determined by the geopolitical boundary of the municipality or region.



Action Planning Process

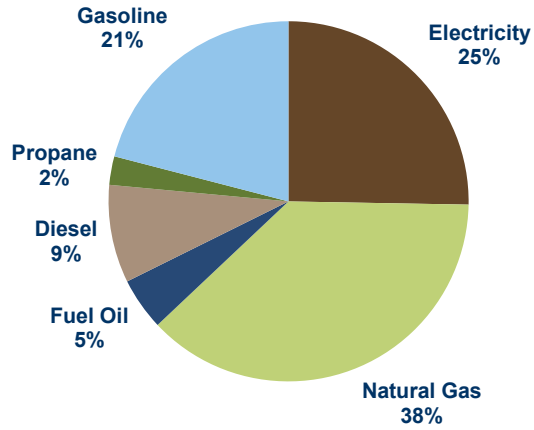


Milestone I: Community GHG Emissions Inventory (2010)



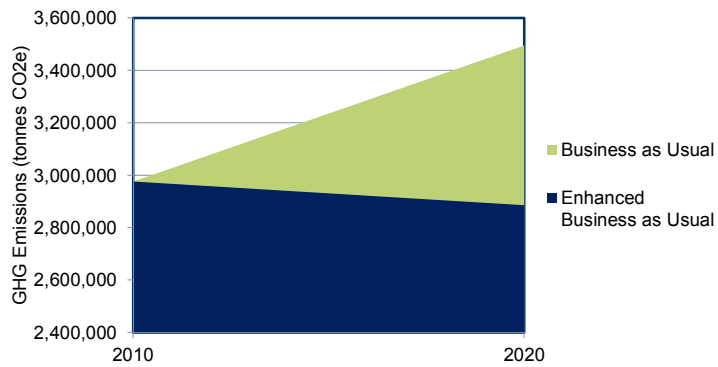
Milestone I: Community GHG Emissions Inventory (2010)

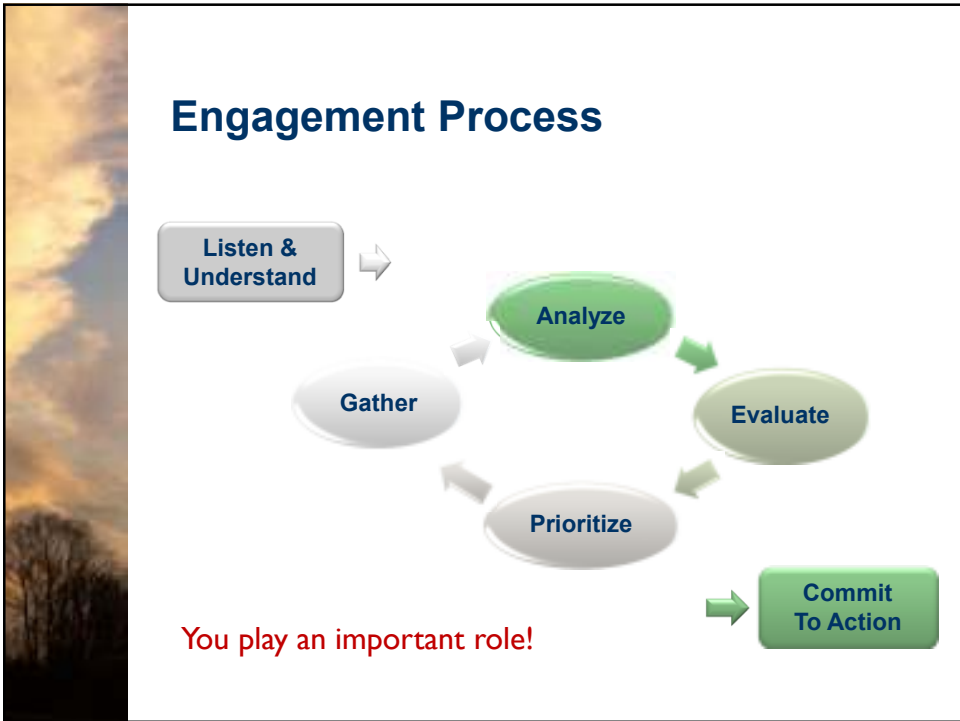
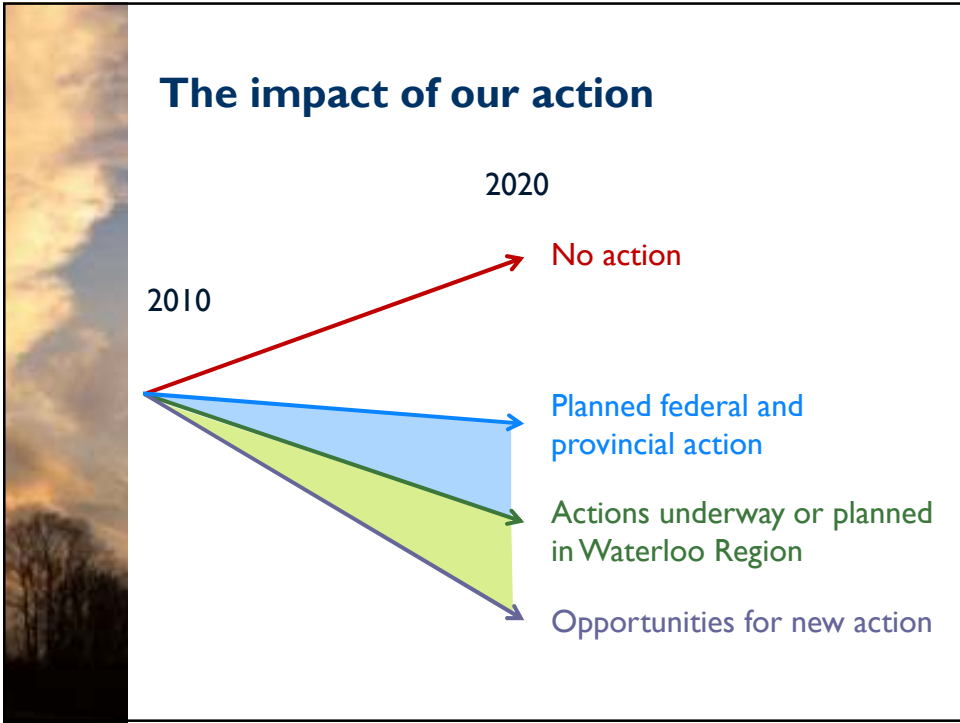
93% of total GHGs from energy consumption



Milestone I: Community GHG Emissions Forecast (2020)

If we take no action, emissions will rise by 17.4%







Questions?



Let's continue the conversation...

SARAH BROWN

Climate Collaborative Project Manager
226-476-1659, sarah.brown@sustainablewr.ca

