

TASK FORCE MEETING #1: MEETING SUMMARY



Wednesday November 14, 2012

Enermodal Office, Grand River Room



A. OBJECTIVES

- Orient Task Force Members
- Discuss work plan and anticipated outcomes
- Review and discuss results of Community Engagement and Technical Evaluation completed to-date
- Draft Vision Ingredients and Goals for each Task Force
- Form Task Forces and select preferred Task Force
- Understanding of Next Steps
- Commitment from Task Force members To participate in at least 5 meetings

B. ORIENTATION AND OVERVIEW

Welcome and Introductions. The meeting's facilitator Liz Nield, Lura Consulting, welcomed participants and facilitated a round of introductions. The meeting agenda and list of meeting attendees (including regrets) can be found in Appendix A.

Overview Presentation: Sarah Brown, ClimateActionWR Project Manager, presented an overview of the framework and context for ClimateActionWR.

Building an Action Plan and Targets: David Roewade, Region of Waterloo, presented an overview of climate action research worldwide, the process for building an action plan and targets for Waterloo Region.

Copies of both presentations are included in Appendix D.

C. CONVERSATION CAFÉ

Following the presentations, a conversation café was held to: 1) brainstorm vision ingredients; 2) discuss potential goals for each topic area; and 3) commence formation of the task forces. The following provides an overview of the conversation café results.

Ingredients for a Vision¹

Thinking ahead 10-20 years, Task Force members brainstormed ingredients that could comprise a vision statement for ClimateActionWR. The following provides a summary of what was discussed. For a complete compilation of points raised, please see Appendix B.

¹ Asterisks appear where more than one person or Task Force has stated the same idea.

A snapshot of what we want to become

- A more connected community
- A place where people want to invest and grow
- A more liveable region
- A community where sustainability is understood/accepted by everyone
- A place where everybody participates

We want to be a collaborative and engaged community

- A strong model for collaboration
- Work together on community issues
- Inclusive to all groups
- Uniting municipalities and stakeholders
- Engaged citizens
- Engaged youth
- Highly informed community
- Engaged across generations

We want to be leaders

- Model community for others, “stand out from the crowd”
- Innovative
- Inspired community
- Sustainable community as a competitive advantage
- Recognize leadership and celebrate progress
- Take risks and action
- A strong reputation
- Catalyzing broader and national action
- Many community leaders

We want to be a healthy and thriving community

- More leisure time, improved individual health
- A better future, healthier community
- Zero unemployment and more happily employed people
- Healthiest community in Canada
- Sense of community
- Safe
- The end of the global economy – re-localization economy
- Immigration magnet
- Quality of life and health
- Supporting local industry
- Self sufficiency
- Active
- High quality of life
- Placing value on nature
- Be more aware as a community
- Shift of mindset
- Ownership of actions and impacts

We want to be aggressive

- Net-zero
- Ambitious targets
- Lowest GHG per capita in Ontario*

We want to have transportation choices enabling accessible and convenient transit*

- Active transportation and integrated regional trails
- Efficient reliable transportation
- Accessible, convenient and reliable transit and transportation

How we get there

- Carrots and sticks
- Commitment and accountability
- Collaborative effort between policy and people
- Cost effective, affordable solutions and options
- Available resources and capacity
- Recognizing +/- impact of using energy and use in harmony of nature

- Feedback on impact of individual actions/choices and opportunities for improvement (with measurement, simplicity and empowerment to change) and inspire action
- Sustainable design at a human scale to develop a stronger sense of place
- Enable community development through planning that reflects the values of its residents
- Centralized targets and measurement tool
- Creative adaptive use of the carbon that is generated
- A resourceful, resilient, adaptable and diverse community
- Provide accessible and relevant information
- Be patient: small steps for long term gain

Draft Goal Elements

Participants were asked to focus on two of four topics (ICI Energy, Residential Energy, Transportation, Agriculture and Food) to brainstorm and draft goals. *Focus Question: Focusing on the theme, consider where we want to be 10-20 years from now. What goal do we need in order to achieve the vision that you discussed earlier?*

ICI Energy

The following draft goal statements were developed. For more detail about the elements discussed for this topic please see Appendix B.

- Critical mass with mutual collaboration to align around shared goals and efficient buildings
- Supporting each other

Residential Energy

The following draft goal statements were developed. For more detail about the elements discussed for this topic please see Appendix B.

- Centralized energy sources and local sources
- Resilient energy communities and neighbourhoods
- Involved and well informed community of practice

Transportation

The following draft goal statements were developed. For more detail about the elements discussed for this topic please see Appendix B.

- Community that uses the least amount of energy in our transportation
- Developing a community that adapts and accommodates various levels of healthy, reliable, desirable and active transportation

Agriculture and Food

The following draft goal statements were developed. For more detail about the elements discussed for this topic please see Appendix B.

- Integration of consumer and producers, urban and rural communities that promote diversified production processing and distribution of food that reduces GHGs
- Foster healthy and self-sufficient local food systems

- Recognize and enhance the value of rural lands for contributing ecosystem services to our region

D. Task Force Formation

Following the goals brainstorming, participants were asked to select their preferred Task Force moving forward. Each Task Force then:

- Reviewed the draft Terms of Reference.
- Assigned a Chair (or deferred this until their next meeting). The role of the Chair is to:
 - Ensure all team members have a chance to participate and express their view;
 - Ensure meetings are booked and organized;
 - Coordinate any questions or material with the ClimateActionWR team; and
 - Keep the group focused on the topic and work at hand.
- Selected a tentative date for Meeting #2 in early to mid-December.

For a summary of the members and next steps for each Task Force that arose from the meeting discussion please see Appendix C.

E. Next Steps

Mike Morrice, Sustainable Waterloo Region, and Mary-Jane Patterson, REEP Green Solutions, thanked participants for engaging in lively and inspiring discussion at this first Task Force Meeting, and expressed optimism for the continued collaborative development of a Climate Action Plan for Waterloo Region.

As a tangible next step, participants were informed that they will be contacted by their Task Force chair and/or Melissa Gerrard, Sustainable Waterloo Region, to finalize the date of Meeting #2. The objectives and pre-meeting materials for Meeting #2 were promised to be circulated to the Task Force participants approximately one week in advance of the meeting date.

APPENDIX A: AGENDA & LIST OF ATTENDEES/REGRETS

AGENDA
Task Force Meeting #1
 Wednesday, November 14, 2012



Where	Grand River Room, Enermodal, 582 Lancaster Street West, Kitchener, ON
Objectives	<ul style="list-style-type: none"> • Orient Task Force members • Discuss work plan and anticipated outcomes • Review and discuss results of Community Engagement and Technical Evaluation completed to-date • Draft Purpose Statement, Goals and Evaluative Criteria • Form Task Forces and select preferred Task Force • Understanding of Next Steps • Commitment from Task Force members to participate in at least 5 meetings
Agenda	<p>7:30 – 8:00 a.m. – Breakfast and Networking</p> <p>8:00 – 8:40 a.m. – Orientation and Overview</p> <ul style="list-style-type: none"> • Welcome and Introductions: Liz Nield, Facilitator, Lura Consulting • Climate Action in Waterloo Region: Sarah Brown, Project Manager • Building an Action Plan and Targets: David Roewade, Region of Waterloo • Question and Answers <p>8:40 – 9:40 a.m. - Conversation Café</p> <ul style="list-style-type: none"> • Purpose Statement: Participants will review, discuss and refine the draft purpose statement that will guide the climate action plan. • Themes & Goals: Participants will rotate by choice through two of four theme stations (Residential Energy, ICI Energy, Transportation & Agriculture) to discuss the goals that should be considered. • Evaluative Criteria: Participants will review and discuss potential criteria and consider what they will need to use to evaluate and select priority actions. <p>9:40 – 10:00 a.m. - Organizing our Task Forces</p> <ul style="list-style-type: none"> • Participants will select the Task Force that they would like to focus on, review and comment on the Terms of Reference, select a Task Force chair, and establish Next Steps to prepare for Meeting #2. <p>10:00 a.m. – Optional Building Tour</p> <ul style="list-style-type: none"> • Antoni Paleshi, Senior Analyst, Enermodal, will lead a tour of A Grander View, Enermodal’s LEED-Platinum headquarters
Materials for Review	<p><i>Recommended (all attached to meeting invite email):</i></p> <ol style="list-style-type: none"> 1. Discussion Paper: Community GHG Inventory & Forecast for Waterloo Region 2. Task Force Toolkit 3. Task Force Terms of Reference <p><i>Optional:</i></p> <ol style="list-style-type: none"> 4. Community Energy and Climate Action Workshop (June 21, 2012) Summary 5. Project website (www.ClimateActionWR.ca)
Getting There	<ul style="list-style-type: none"> • By Transit: GRT route #6 stops on Lancaster Street W outside of the building • By Car: Drive to 582 Lancaster Street West. If your mobility allows, please consider parking in the Gulf’s Steakhouse lot directly to the north of Enermodal (to ensure main lot availability for Enermodal clients and employees) – thank you!

ClimateActionWR Task Force Meeting#1 – List of Attendees & Regrets

In Attendance

Sarah	Colvin	Cambridge and North Dumfries Hydro
Jordan	Duff	Canada's Technology Triangle
Bob	Paul	City of Cambridge
Michelle	Vienneau	City of Cambridge
Dan	Glenn-Graham	City of Kitchener
Carrie	Musselman	City of Kitchener
Josh	Joseph	City of Kitchener
Anna Marie	Cipriani	City of Waterloo
Jean	Starchuk	City of Waterloo
Mark	Garner	City of Waterloo
Ralph	Kaminski	City of Waterloo
Robyn	McMullen	City of Waterloo
Shane	Mulligan	CREW (Community Renewable Energy Waterloo)
Glen	Woolner	CREW (Community Renewable Energy Waterloo)
Stephanie	Shifflett	Grand River Conservation Authority
Michele	Kamphuis	Kitchener Utilities
Wally	Malcolm	Kitchener Utilities
John	Finch	Kitchener-Wilmot Hydro
Derek	Satnik	Mindscape Innovations
Sara	Wicks	Reduce the Juice
Priyanka	Lloyd	REEP Green Solutions
Geoffrey	Keyworth	Region of Waterloo
James	LaPointe	Region of Waterloo
John	Lubczynski	Region of Waterloo
John	Hill	Region of Waterloo
Pat	Fisher	Region of Waterloo
Matthew	Day	Sustainable Waterloo Region
Alisa	McClurg	TransitionKW
Mat	Thijssen	Sustainable Waterloo Region (Travelwise)
Branden	Wesseling	TriTAG
Mark	Jones	Union Gas
Paul	Parker	University of Waterloo
Goretty	Dias	University of Waterloo
Ian	Rowlands	University of Waterloo
Jeff	Casello	University of Waterloo
Jean	Robertson	Upstart Collaboratory
Javier	Herrera Lanza	Waterloo Catholic District School Board
Jeff	Quint	Waterloo North Hydro

Claire	Bennett	Wilfrid Laurier University
Manuel	Reimer	Wilfrid Laurier University

41 Task Force Members

Sarah	Brown	ClimateActionWR
Dave	Dilks	Lura Consulting
Liz	Nield	Lura Consulting
Mary Jane	Patterson	REEP Green Solutions
David	Roewade	Region of Waterloo
Brianna	Aspinall	Sustainable Waterloo Region
Melissa	Gerrard	Sustainable Waterloo Region
Mike	Morrice	Sustainable Waterloo Region
Jessica	Piexoto	Sustainable Waterloo Region
Puninda	Thind	Sustainable Waterloo Region

9 Facilitators and ClimateAction Team

50 TOTAL ATTENDEES

Regrets

Tim	Benedict	City of Kitchener
Jason	Hammond	Community Car Share
Dave	Steffler	Community Car Share
Art	Sinclair	Greater KW Chamber of Commerce
Linda	Terry	Social Planning Council of Cambridge and North Dumfries
Hugh	Cumming	Union Gas
Tracey	Forrest	Waterloo Institute for Sustainable Energy (WISE)

7 TOTAL REGRETS

APPENDIX B: DETAILED FEEDBACK

Ingredients for a Vision

Thinking ahead 10-20 years, Task Force members brainstormed ingredients that could be used to craft a vision statement for ClimateActionWR. The following provides a grouped list of the ingredients that were provided.

Who we want to become

- A more connected community
- A place where people want to invest and grow
- Engage all age groups
- Have actions for the young of include them
- Community level goal – out kids push us
- For a more liveable region
- Make sustainability accessible to everyone
- Fair solutions that everybody can participate in
- This is a non-elitist issue
- The action plan must manage the painful transition
- Externalities are accounted for
- Recognize externalities in savings

We want to be a collaborative and engaged community

- Proactive collaboration on community issues (including environmental)
- Collaboration – stronger model
- Inclusive to groups like students
- Catalyzing broader and national action
- Uniting municipalities and stakeholders
- Increased community leaders
- Engaged youth
- Engaged citizens
- Highly informed community
- Engaged across generations

We want to be leaders

- Leadership
- Model community for others
- Innovative
- Inspire students in the region to take change elsewhere
- Sustainable community as a competitive advantage
- Recognize leadership
- Celebrate progress
- Unique – customized to local context/fabric
- Innovative
- Technologies
- Risk-taking actions (well informed)
- Stand out
- Reputation

We want to be a healthy and thriving community

- More leisure time, improved individual health
- A better future, healthier community (greater understanding of what this community cares about)
- Zero unemployment and more happily employed people
- Healthiest community in Canada
- Sense of community
- Safe
- The end of the global economy – re-localization economy
- Immigration magnet
- Quality of life and health
- Supporting local industry
- Self sufficiency
- Active
- High quality of life
- Placing value on nature
- Be more aware as a community
- Shift of mindset
- Ownership of actions and impacts

We want to be aggressive

- Net-zero
- Ambitious targets
- Lowest GHG per capita in Ontario*

We want to have transportation choices enabling accessible and convenient transit*

- Active transportation and integrated regional trails
- Uncongested traffic
- Plow trails before our roads
- Controlled traffic
- Efficient reliable transportation
- Active transportation walking, cycling
- Transit supporting
- Transit corridor
- Accessible and convenient transit
- Frequent well-timed transit
- Integrated trails within the Region
- More roundabouts

How we get there

- Carrots and sticks
- Connecting individual actions to people's impacts
- Codes standard
- Expertise creating professionals
- Environmental support systems
- Commitment and accountability
- Collaborative effort between policy and people
- Technical expertise standards
- Cost effective, affordable solutions and options
- Available resources and capacity
- Recognizing +/- impact of using energy (all sorts) and use in more harmony of nature
- Feedback on impact of choices and opportunities for improvement (with measurement, simplicity and empowerment to change) and inspire action
- Sustainable design at a human scale to develop a stronger sense of place
- Enable community development through planning that reflects the values of its residents
- Centralized targets and measurement tool
- Creative adaptive use of the carbon that is generated
- District energy
- Forest canopy
- A resourceful, resilient, adaptable and diverse community
- Connection to neighbourhood/village
- Coordinate living environment
- Efficiency in our energy use (do things better)
- Provide accessible and relevant information
- Be patient: small steps for long term gain
- Sustainable communities
- Closed loop waste system
- Sustainable local food system
- Utilize bio mimicry
- Local produced community-owned energy
- Merging school boards
- More mandatory courses on climate change
- People are going outside

Draft Goal Elements

Participants were asked to focus on two of four themes (ICI Energy, Residential Energy, Transportation, Agriculture and Local Food) to brainstorm and draft goals. Focus Question: Focusing on the theme, consider where we want to be 10-20 years from now. What goal do we need in order to achieve the vision that you discussed earlier?

ICI Energy

- Literacy and costs
- Energy not just a cost of business
- Inputs from stakeholders
- Develop targets/plans
- Monitor progress
- Make change where possible
- Commitments to action
- Leadership
- (How to) Keep moving forward
- Goals, plan, action, reality
- Institutions (hospitals, universities) share and collaborate
- Relentless incrementalism
- Decision makers are engaged
- Programs like LEED are known ubiquitously
- Local LDC program targets are consistently met
- Local businesses ask for help and get it
- Successes are celebrated and promoted/template
- Closing the lifecycle loop on energy/water/materials: every local business is making progress
- Every utility is engaged and helpful (e.g. solar pervasive)
- Enhance CTT/Chamber/SWR collaborative networks to share tips/tricks regarding conservation
- Close gap between tenant firms wanting to conserve and unengaged landlords – appropriate tools to engage
- Conservation and Literacy
- Diversify (energy source, economic development)
- Collaboration and alignment and co-benefits
- Leadership
- Measured benchmarks
- Competitive
- Sustainable
- Critical mass with mutual collaboration to align around shared goals and efficient buildings
- Supporting each other

Residential Energy

- Community of interest
- Energy aware parties
- Small groups
- Scalable
- Replicable
- Measurement
- Tools
- Centralized energy sources, local sources
- Net energy buildings
- Resilient energy communities (neighbourhoods)
- Local energy security
- Energy accessibility not just education
- Support systems in place to support change in energy use
- Rethink incentive programs to create shifts
- Compact communities for energy reduction
- Benefits to sustain supportive infrastructure
- Better energy performance benchmarking
- Household energy benchmark tools (easy)
- Federal, Provincial Government financial support
- Local generation closer to home
- Price signals
- Innovation in use of funds
- Cheap easy solutions – quick wins
- Efficiency rewards in credit
- Short and long term
- Low tech solutions
- Breadth of solutions (menu)

- Using natural design features
- Ambitious use of goals
- Early adopters (new tech)
- Make it exciting and interesting
- Flag benefits
- Right tools (municipal mortgages for energy retrofits, water retrofits, P.V.)
- Neighbourhood energy groups (socially driven, conversation cafes, human energy gains)
- Planning mechanisms to shape built form and energy use
- Incentives for “better” buildings (high than code)
- Synergistic targets (e.g. 1000 solar roofs with w tools and local benefits, municipal LIC loans)
- Understand residential market and different stakeholders and consumers
- Involved renovators and real estate industry
- New communities to include energy plans but target model homes with incentives

Transportation



- Community that uses the least amount of energy in our transportation
 - o Measure mechanical energy/person
 - o Compare against cities of our own size
- Developing a community that adapts and accommodates various levels of healthy, reliable, desirable and active transportation.
- Economic GDP per transportation emission
- Transportation choices (car ownership rates, choice is important!)
- Spend less on transportation (car ownership) and then more money in the local economy
- Culture shift
- Accessibility (consider the aging population)
- Safety, affordable, attractive, intuitive
- Improve lack of information (build robust data- health-benefits)
- Culture of understanding
- Make cars less friendly (expensive parking, slow streets)
- Minimizes the need for transportation
- Easy for families to access
- Communication doesn’t necessarily require transportation
- Not keeping transportation as a separate piece of planning
- Developed as a an integrated part of a buffer city plan (create cities that reduce need to move)
- Convenient, safe and reliable
- Accessible, connected, integrated
- Locally inspired by global examples
- Included as a key component
- Flexible
- Helps us slow down out lifestyle
- Contributes to a low impact life
- Local by-laws help rather than hinder sustainable transportation



Agriculture and Food

- Integration of consumer and producers, urban and rural communities that promote diversified production processing and distribution of food that reduces GHGs
- Foster healthy and self-sufficient local food systems
- Recognize an enhance the value of rural lands for contributing ecosystem services to our region
- Aspect of awareness creating that local community around local food
- Carbon footprint may not be the best metric
- Building on existing rural water quality programs funded by Region
- Area: Individual owned farms
- Farming and connection to resilience
- Producer – better pay, capable, willing supportive

- Consumer – food security and community health, within reach
 - Local, reduce distance travelled for food, produce near source
 - Organic
 - Away from agri mass production
 - Increased education about where food is from
 - Label carbon intensity of food to encourage informed choice
 - Foster healthy self-sufficient local food systems that promote diversified processing and distribution of food demand that reduces GHGs
 - Sustainable agricultural practices
 - Diversity of farms
 - Economically viable
 - Branding
 - Connections
 - Improved availability
 - Local productions conducted in communities centered around meaningful built environments
 - Integration between consumers and producers
 - Healthy food environment
 - Farm micro-processing to add value and meet local consumer needs
 - Carbon sequestration
 - Water quality and quantity
 - Wastewater
 - Foster sustainable diversified forms of agriculture
 - Decrease reliance on imported food by creating more opportunities for accessing and growing local food and growing our own food through co-ops
 - Increasing connectivity
 - Integrating consumer food-systems and producer economic viability*
 - How to connect benefits to the community* through agriculture
 - Community driven/focused (personal feel-good, connect with these individuals)
 - Think GHG but also think of other ecosystem services
 - Economic viability (e.g. better pay for farmers)
 - Think four season farming
 - City integrated food systems
- Inspire
- Buying local
 - Behaviour change
 - Improved availability
 - Co-op programs/grocery store
 - Local markets

APPENDIX C: TASK FORCE MEMBERSHIP

 AGRICULTURE, FOOD & RURAL AFFAIRS	
<i>Meeting #2 Targeted Date & Location</i>	Targeted Dates: Week of Dec. 3-7th, or early January Potential locations: To be decided
<i>Chair</i>	To be decided at second meeting when Task Force is rounded out.
<i>Immediate Next Steps</i>	<ul style="list-style-type: none"> • Melissa Gerrard to coordinate with Task Force members to schedule second meeting time and location. • Liz Nield/Melissa Gerrard to reach out to invite additional members to the team. Ideas include: Marc Xuereb from the Region of Waterloo, Steve Martin or Peter Catona (Martin's Fruit), Tom Schell (WCEAC), Township staff person, Waterloo Federation of Agriculture.
<i>Members</i>	Goretty Dias, University of Waterloo Jordan Duff, Canada's Technology Triangle Mark Garner, City of Waterloo Alisa McClurg, TransitionKW Shane Mulligan, CREW Stephanie Shifflett, Grand River Conservation Authority Steve Martin, Martin's Fruit
 ICI ENERGY	
<i>Meeting #2 Targeted Date & Location</i>	Date: December 13th, 9 a.m. – 11 a.m. Location: Wilfrid Laurier University, 255 King Street North, Suite 302
<i>Chair</i>	Claire Bennett
<i>Immediate Next Steps</i>	<ul style="list-style-type: none"> • All Task Force members to send contact information to Claire. • Claire to coordinate with group to finalize date for second meeting. • Sarah Brown & Claire (w/ Sarah Colvin's support for some) to reach out to potential additional members identified by the group (Industry (Toyota?), Commercial and a Developer (someone from GVCA?)).
<i>Members</i>	Claire Bennett, Wilfrid Laurier University Sarah Colvin, Cambridge and North Dumfries Hydro Matthew Day, Sustainable Waterloo Region John Finch, Kitchener-Wilmot Hydro Tracey Forrest, Waterloo Institute for Sustainable Energy (WISE) Mark Jones, Union Gas Ralph Kaminski, City of Waterloo Jeff Quint, Waterloo North Hydro Bob Paul, City of Cambridge Jean Starchuk, City of Waterloo Dan Glenn-Graham, City of Kitchener

	Hugh Cumming, Union Gas Art Sinclair, Greater Kitchener Waterloo Chamber of Commerce
 RESIDENTIAL ENERGY	
<i>Meeting #2 Targeted Date & Location</i>	Date: Tuesday, December 4th, 10 a.m. – 12 p.m. Location: REEP House (20 Mill Street, Kitchener)
<i>Chair</i>	Chair to be selected amongst the individuals listed below at the next TF meeting.
<i>Immediate Next Steps</i>	<ul style="list-style-type: none"> • Priyanka to send out a doodle calendar to finalize the date of the meeting during the 1st week of December.
<i>Members</i>	Michelle Kamphuis, Kitchener Utilities John Lubczynski, Region of Waterloo Priyanka Lloyd, REEP Green Solutions Wally Malcolm, Kitchener Utilities Carrie Musselman, City of Kitchener Paul Parker, University of Waterloo Jessica Peixota, Sustainable Waterloo Region Jean Robertson, TransitionKW Ian Rowlands, University of Waterloo Derek Satnik, Mindscape Michelle Vienneau, City of Cambridge Glen Woolner, CREW
 TRANSPORTATION	
<i>Meeting #2 Targeted Date & Location</i>	Date: Tuesday, December 11th, 10 a.m. – 12 p.m. Potential locations: University of Waterloo
<i>Chair</i>	John Hill & Jeff Casello (co-chairs)
<i>Immediate Next Steps</i>	<ul style="list-style-type: none"> • Melissa Gerrard to work with co-chairs to coordinate first meeting date
<i>Members</i>	Jeff Casello, University of Waterloo Anna Marie Cipriani, City of Waterloo Pat Fisher, Region of Waterloo Jason Hammond/Dave Steffler, Community Car Share Javier Herrera Lanza, Waterloo Catholic District School Board John Hill, Region of Waterloo Josh Joseph, City of Kitchener Geoffrey Keyworth, Region of Waterloo James LaPointe, Region of Waterloo Manuel Riemer, Wilfrid Laurier University Mat Thijssen, Sustainable Waterloo Region Branden Wesseling, TriTAG Sara Wicks, Reduce the Juice