A Year of Branching Out

Reaching higher and spreading out broadly, Green Economy North grew steadily in 2017. The program increased in presence and impact, and is set for even more growth in the future. Increasing our membership across a variety of sectors, we sprouted branches in manufacturing, municipalities, and faith communities.

On the surface, these sectors are very different. What ties them together is that they are all leaders in the new Green Economy. Whether the goal upon joining is to increase profits, deliver affordable services, or to reduce the impact of climate change, the efforts that each organization puts towards sustainability will benefit them now and as energy costs continue to rise. Finding ways to reduce energy consumption will help these organizations, and the regional economy, grow and thrive.

We have celebrated incredible growth in our network, adding dozens of new members including Greater Sudbury Utilities and Fisher-Wavy. We also hosted several successful events, including our first Evening of Recognition, and our second Business Forum featuring Karen Clarke-Whistler, Chief Environment Officer for TD Bank Group.

Other noteworthy successes in 2017 include:
- Over 20 new greenhouse gas (GHG) inventories, which help members understand their impact on the environment, implement improvements, and set reduction targets for the future
- Dozens of new Sustainability Action Plans and GHG reduction projects
- Six new GHG reduction targets
- Businesses on-path toward Green Economy North certification

The impact of all of these actions has been a direct annual reduction of 154 tonnes of CO₂ emissions, which is the equivalent of taking 30 cars off the road. There is potential for so much more as we continue to grow our network.

We are fiercely proud of the impact Green Economy North members are having on their own practices, and the leadership they are showing in their industries. We are excited to maintain our position as the fastest growing program of its kind. We are eager to continue to branch out as we build the Green Economy in Sudbury and Northeastern Ontario.
As the cost of consuming fossil fuels continues to increase, we need to change how business is done. Investments in new technology, advanced conservation efforts, and renewable energy options are realistic and accessible. Your business, and others world-wide, are on a journey toward the new Green Economy. We can help get you there faster, and stronger.

Your business can succeed in this transition. We invite you to join 240 organizations from all parts of Ontario, including right here in the Northeast. Members of our program receive key support and resources in a time of change.

We start with a detailed profile of how your organization uses energy. This includes the risk you'll face with increased carbon pricing, and any existing opportunities for improvement. After this step, small and medium-sized businesses can actively study their energy usage beyond the surface cost.

Our team of energy management and planning professionals provide on-the-ground assessments of your operations. Identifying and planning conservation projects, assembling internal sustainability teams, and accessing cost-saving government incentives will help you manage your costs and carbon footprint.

Setting a target is a key step in Green Economy North membership. By setting a reduction target, backed by a comprehensive action plan, businesses have a formal goal to work toward. Our member support team helps you deliver on projects as you measure.

We are building a movement, one business at a time. By bringing a network of organizations together, taking action, and saving money, we are strengthening the Green Economy in Northeastern Ontario, and helping our members thrive.

Meanwhile, other communities across the province continue to branch out alongside you - over 240 organizations strong now, across seven Green Economy Hubs. Each of which now have members with targets set, just as is the case here. And we - formerly Sustainability CoLab - have even changed our name to better reflect what we're all working towards together: Green Economy Canada.

So here's to strong roots, healthy branches, and the fruit they bear - because we all know, the best is still yet to come.

- Mike Morrice, Executive Director
Green Economy Canada
Greater Sudbury boasts a world-renowned mining service, supply, and manufacturing cluster. At one time, refined ore was the only product leaving Sudbury. Now, locally designed mining vehicles, ventilation systems, automation and process machinery are shipped to mining operators all over the world.

These innovative businesses are revolutionizing the mining industry, and helping to lead the transition to the new Green Economy. Three such businesses are active in the Walden Industrial Park. They are all natural leaders in environmental sustainability, and all are continually working toward improvement.

Morin Industrial Coatings Ltd. is an excellent example of this effort. Morin provides industrial sandblasting and painting for a wide range of mining equipment and implements. To reduce their environmental impact, Morin specifically built a new state-of-the-art facility in the Walden Industrial Park. By moving to a recyclable blast media, conducting all blasting indoors in a controlled environment, and containing contaminants, Morin is setting a new standard in finishing. They have diverted thousands of tonnes of material from landfill, virtually eliminated fugitive pollutants, and reduced greenhouse gas emissions from transportation.

In March 2017, Green Economy North presented Sudbury’s first Business Energy and Emissions Profile (BEEP). The BEEP focused on the energy demands of 3,000 small and medium-sized businesses.

Sudbury’s BEEP revealed that these businesses are emitting 250,000 tonnes of CO₂e annually, which is the equivalent of having 54,000 cars on the road. Green Economy North aims to reduce this by 20% over 10 years.

The Business Energy and Emissions Profile is available as both an interactive dashboard and a comprehensive report, and can be accessed at: www.greeneconomynorth.ca/beep.

Greater Sudbury boasts a world-renowned mining service, supply, and manufacturing cluster. At one time, refined ore was the only product leaving Sudbury. Now, locally designed mining vehicles, ventilation systems, automation and process machinery are shipped to mining operators all over the world.

These innovative businesses are revolutionizing the mining industry, and helping to lead the transition to the new Green Economy. Three such businesses are active in the Walden Industrial Park. They are all natural leaders in environmental sustainability, and all are continually working toward improvement.

Morin Industrial Coatings Ltd. is an excellent example of this effort. Morin provides industrial sandblasting and painting for a wide range of mining equipment and implements. To reduce their environmental impact, Morin specifically built a new state-of-the-art facility in the Walden Industrial Park. By moving to a recyclable blast media, conducting all blasting indoors in a controlled environment, and containing contaminants, Morin is setting a new standard in finishing. They have diverted thousands of tonnes of material from landfill, virtually eliminated fugitive pollutants, and reduced greenhouse gas emissions from transportation.

In March 2017, Green Economy North presented Sudbury’s first Business Energy and Emissions Profile (BEEP). The BEEP focused on the energy demands of 3,000 small and medium-sized businesses.

Sudbury’s BEEP revealed that these businesses are emitting 250,000 tonnes of CO₂e annually, which is the equivalent of having 54,000 cars on the road. Green Economy North aims to reduce this by 20% over 10 years.

The Business Energy and Emissions Profile is available as both an interactive dashboard and a comprehensive report, and can be accessed at: www.greeneconomynorth.ca/beep.
“Morin wants to pass on to future generations a business that can achieve goals, meet time lines, and reduce environmental impact.”
- Rick Morin, President, Morin Industrial Coatings Ltd.

Stainless Steel Technology manufactures a variety of components for the mining environment, particularly heavy conveyances for moving ore and people up and down the mine shaft. A major innovation developed at Stainless Steel Technology is their drop tower. This gives them the ability to pre-test mining cages and buckets for safety in the mining environment before shipping their products worldwide. This work avoids costly return shipping, and avoids extra environmental costs as well.

Neighbours in the Walden Industrial Park, Rock-Tech rebuilt a vacant warehouse into a pristine mining utility manufacturing shop. Producing rockbreakers, scissorlifts, and personnel carriers for underground duty, Rock-Tech’s machines are exported around the world. CEO Ricky Lemieux and his team invested in the facility with the intention of minimizing heating costs and increasing energy efficiency. This work earned them the innovation award at the Chamber of Commerce Bell Business awards, and an inaugural Environmental Champion award from Green Economy North.

Working alongside Green Economy North’s member support team, these energy intensive businesses have identified financial savings, greenhouse gas emissions reductions, and have plans for greater investments to come.

“These innovative businesses are revolutionizing the mining industry, and helping to lead the transition to the new Green Economy.”

The Sustainability Advantage for Sudbury’s Industrial and Mining Sector

Green Economy North hosted guest speaker Emily Thorn Corthay, Director of Energy Optimization and Management at Hatch, for a special session focused on the mining service industry. Corthay presented the business case for energy management, and discussed how businesses can respond effectively to the new Cap and Trade program.
MILESTONE 1
On-Boarding
Members at Milestone 1 are learning about the Green Economy North program, meeting the community, learning about the tools available to them, and beginning to identify their immediate sustainability goals.

MILESTONE 2
Developing
Members at Milestone 2 are starting to gather data about their sustainability performance. Data includes electricity usage, heating, waste, water, and fleet. They will establish and measure against their baseline year after year.

MILESTONE 3
Reporting
Members at Milestone 3 are reporting publicly on their sustainability metrics. They are preparing detailed action plans and working toward setting a target.

TOTAL IMPACT
154
Total tonnes of CO\textsubscript{2}e reduced by reporting members in 2017

30
Equivalent to taking cars off the road

520,770
Total kilowatt-hours reduced by reporting members in 2017

12,971
Equivalent to switching incandescent lamps to LEDs
MILESTONE 4
Targeting

Members at Milestone 4 have set their public reduction targets, and report annually on their sustainability achievements.

TownePlace Suites by Marriott Sudbury is an all-suites hotel tailored for extended stays in Sudbury’s east end. It also offers over 2,100 sq. ft. of meeting room space. The Green Team at TownePlace Suites by Marriott Sudbury connects management and employees to promote a culture of sustainability in all areas of the hotel’s operations.

Program highlights include: reducing guest room electricity and water usage with a housekeeping monitoring checklist; running dishwashers and laundry facilities only for a full load; and diverting waste through innovative recycling and reuse programs. Facility Manager Kevin Moffatt is a sustainability champion within the workplace. Kevin is leading a project to change all light bulbs on the premises to LEDs and anticipates that in 2018, the entire building and parking lot will be upgraded to LED bulbs.
Local governments have an important role to play in reducing GHG emissions. Upgrades to civic facilities like community centers, town halls, arenas, and outdoor lighting systems can help reduce emissions and lower monthly bills. Despite the known benefit of these types of projects, meeting provincial GHG reduction targets can be a burden for small communities. Changing government regulations, new funding streams, and emerging opportunities can be difficult to navigate.

The new Smart Green Communities initiative of Green Economy North was developed to help ease the energy squeeze on municipalities. The program provides technical direction for emission reduction projects that have good short-term return on investment.

In addition to our on-going relationship with Wahnapitae First Nation, Smart Green Communities membership has grown to include municipalities on Manitoulin Island and the North Shore of Lake Huron.

Like all Green Economy North members, the municipalities follow the standard measure, manage, reduce, save framework. For example, an assessment of the Blind River Arena identified action areas, including upgrades to lighting, replacement of the hot-water-on-demand system and boiler, and a “smart” valve and control system. These upgrades are expected to reduce GHG emissions by 28 tonnes, or 7% of total municipal emissions.

The Smart Green Communities program also offers support for municipalities that are interested in fostering resilient energy systems through in-depth community energy plans.

**Keeping it Local: Identifying a resilient energy system through community energy planning**

Community energy plans outline priorities and goals for local energy generation, delivery, conservation, and efficiency. These plans help decision-makers understand current energy needs, and anticipate future patterns of energy demand. Community energy plans emphasize reducing energy use, and

---

“The program provides technical direction for emission reduction projects that have good short-term return on investment.”

---

Northeastern municipalities take the lead on conservation and tackling climate change
Wahnapitae First Nation, located north of the City of Greater Sudbury, strives to be a leader in environmental, economic, and cultural sustainability and management. Wahnapitae’s mission is recognizing the sacred responsibility as Anishinaabe to respectfully manage the lands and waters for the prosperity of the community and future generations. The Green Team has distributed LED light bulbs to all households in the community, and started a community gardening program to encourage local food production. Their Sustainable Superheroes program hosts youth workshops on topics of green technologies and sustainable lifestyles.
Taking Climate Action Faithfully

The Greening Sacred Spaces program has continued to grow into 2017

As part of the partnership between Green Economy North and the United Church of Canada Manitou Conference, two additional churches joined the program in fall 2017: Little Current United Church and St. Mark’s United Church. In addition, we welcomed All Nations Church in spring 2017. These new members join existing members Trinity United Church Capreol, Copper Cliff United Church, and St. Stephen’s on the Hill. The Greening Sacred Spaces members are leading by example, suggesting that environmental stewardship and carbon emissions reductions are a way to demonstrate care for all of creation.

Half of all 2017 member targets were set by churches. These commitments include: Copper Cliff United Church’s target of a 25% reduction below 2014 levels by 2024; and St. Mark’s United Church’s target of a 20% reduction below 2015 levels by 2025.

“Green Teams and sustainability leaders are taking action to meet these targets and broader sustainability objectives through a number of activities. In particular, improving insulation and heating efficiency are top project choices for saving money and reducing GHG emissions.”
sions. Steps taken toward these projects include wrapping and/or sealing windows to minimize heat loss, particularly on the coldest days of the year. Window wrapping has also inspired congregation members to take similar actions at home and in their workplaces. Insulation of new water pipes, using magnets to improve gas furnace efficiency, and installing smart thermostats also offer efficiency gains and cost reductions.

Lighting retrofits are another popular project. Switching from conventional fluorescent or incandescent bulbs to LEDs in church sanctuaries or meeting spaces, as well as the conversion of exit signs to LED technology, have also helped members in this group reduce their energy draw and electricity bills.

Finally, behaviour changes and awareness-building are also top of the list for members seeking reductions. Signs reminding guests and congregants to “turn off the lights” or “keep the door closed” go a long way as friendly nudges to be eco-friendly.
“We’ve joined Green Economy North to provide a cleaner environment and better quality of life for our residents.”

- Brady Ropp, Parks and Recreation Coordinator, Township of Sables Spanish

In The Media

Click on the leaves to read Green Economy North’s news stories.

Sudbury’s emissions profile can help small businesses reduce carbon footprint
CBC Sudbury

And the Green Business Award goes to...
Northern Life - Sudbury.com

Fostering environmental champions
CTV News Northern Ontario

Helping Northern Ontario businesses reduce their environmental footprint and compete globally
Government of Canada
Five Northern Ontario municipalities commit to climate action
SooToday.com

Investment in greening northern business
Northern Ontario Business

Green Economy North to teach entrepreneurs energysaving tips
CBC Sudbury

Green Economy North aims to ‘create an environment of leadership on sustainability’
CBC Sudbury

Green Economy North awards sustainability efforts
The Sudbury Star

Northeast Town, Gore Bay and Billings commit to climate action
The Manitoulin Expositor

254,000 tonnes of CO2: Sudbury’s small and medium businesses produce this in a year
Northern Life - Sudbury.com
Environmental Impact Statement

500 copies of the 2017 Annual Report were printed using 100% recycled paper. Impact was calculated using www.papercalculator.org.

Impact: 87 kg CO2e & 2,377 L of water