

Sustainable Hamilton

2013-14 Business Report

Empowering Sustainability Leaders



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Board of Directors Sustainable Hamilton

From left to right:

Sandi Stride, President and CEO

Robert Dunford, Gowlings

Brian Lennie, Horizon Utilities

Tony Cupido, MHPM Project Managers Inc.

Andrew Craig, RBC

Liz Nield, Lura Consulting

Message from the Board

Sustainable Hamilton continued to have great success in its efforts to engage Hamilton businesses in the business case for sustainability over the past year. Our mandate – to inspire Hamilton business organizations to adopt sustainability as a strategy for greater prosperity – has attracted many new organizations and partners to the table to engage on sustainability issues and develop new, more sustainable ways of doing business. We are pleased to report that our membership almost doubled, reflecting significant interest in Sustainable Hamilton's offerings to the business community. Further, the depth and quality of the reports created by our reporting partners was commendable. Our members are truly embracing sustainable business practices. In our 2013-14 Sustainable Hamilton Business Report, we are demonstrating that Hamilton businesses are providing environmental and sustainability leadership and have become enablers to drive sustainability for our wonderful community. The Board of Directors is proud to be contributing to the development and growth of Sustainable Hamilton.

Message from the CEO

It's hard to believe it's been three years since our launch in June, 2011. As with any new organization -- especially in the non-profit world -- it takes time to gather momentum, to build capacity and have an impact. This year we've seen important indications that we are having an impact, signs that are summarized in two words: leadership and collaboration.

We're inspired by the positive examples of sustainability leadership we're seeing within our city's businesses and other organizations and throughout our community. This report is a celebration of this progress. Hamilton is increasingly being viewed by the rest of the country as a leader in sustainability, and the company profiles included here provide a glimpse into the energy behind this movement.

Progress toward a more resilient community depends on collaboration between all sectors, especially when faced with multi-dimensional issues like climate change. Sustainable Hamilton's leadership as an agent of change is being strengthened by a growing list of powerful collaborations with like-minded organizations. Together, we're helping to lead the way to a better way of doing business that will benefit us all – today, and into the future.

What Does Sustainability Leadership Look Like?

Sustainability is a business strategy that generates lasting economic value through enhanced social and environmental performance. Leaders and early adopters of this approach are now showing us that as a strategy, it's one that works: 150 representative Socially Responsible Investment funds have been consistently outperforming the venerable MSCI Global Equity Index for at least 10 years. Companies like the ones highlighted in these pages are looking at the best practices in the field of sustainable business strategy and finding opportunities in reputation and branding; innovation and learning; attracting and retaining top employees; development of new products, services, and new markets; cost reductions; risk reduction, and in access to new sources of capital.

How does Sustainable Hamilton Help?

More and more managers and business owners seek to reap the benefits of sustainable practices, but often don't know where or how to begin. Sustainable Hamilton serves as a guide on the journey to greater sustainability.

Our model is focused on creating positive behaviour change. It's a model drawn from very successful templates used in organizations like Sustainable Waterloo Region (in Waterloo, Ontario) and others. It's a three part strategy:

- 1: Collaborative Learning: We offer educational events that cover the range of sustainability topics, where sustainability experts, local businesses, academics, government and NGOs celebrate successes and learn from each other.
- 2: Measureable Action: We're promoting positive, measurable action through the Sustainable Hamilton Reporting Initiative (SHRI), detailed over the following pages.
- 3: Recognition: Genuine progress of companies participating in the SHRI is recognized in this Sustainable Hamilton Business Report and highlighted at the Evening of Recognition as well as on our website. Our members proudly display the Sustainable Hamilton and SHRI logos on their websites and other marketing vehicles as a signal of their commitment to sustainability.

Putting Hamilton on the Map as a Sustainable City

The Global Reporting Initiative (GRI), the internationally-recognized standard for triple bottom-line reporting on which the SHRI is based currently counts 120 Canadian organizations in its database of 2010-2013 reporting organizations. Hamilton, which accounts for around 2% of the Canadian population, can now claim almost 10% of that number doing GRI style sustainability reporting through Sustainable Hamilton alone. With the help of these organizations, we are making Hamilton a Canadian leader in sustainability reporting.

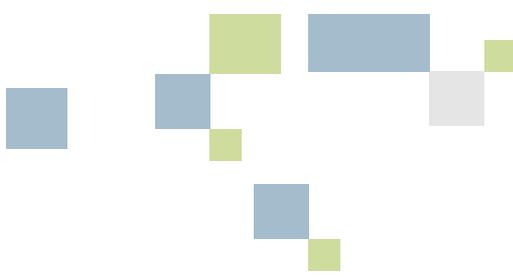


"Sustainable Hamilton provides valuable resources and experiences to help businesses understand how they can improve the bottom line through creating value for our community and environment."

Brendan Seale,
Sustainability Manager, Ikea Canada

"Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs."
Brundtland Commission, 1987

"Enough – for all – forever."
African Delegate to Johannesburg (Rio +10)



Creating an Impact: A Year of Progress

This past year has been one of building and deepening connections for Sustainable Hamilton. We're creating a wider sphere of influence as shown by some of the numbers on the facing page. We've almost doubled the number of Reporting Partners – but this is only the tip of the iceberg...

- There is a vibrant community of interest of people regularly attending our events to learn more, to exchange challenges and best practices.
- We're part of the Steering Committee for the Community Climate Change Action Plan, where we will be helping the city engage the business community to create strategies to reduce greenhouse gas emissions and adapt to climate change.
- We're sponsors of the Sustainability Professionals Network, a dedicated group of professionals, entrepreneurs, technical and creative people in the City of Hamilton, who have expertise in some aspect of sustainability and who are committed to building a more sustainable future for the Hamilton community.

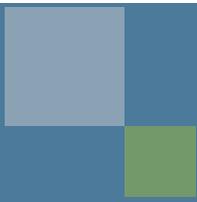
It became even more evident this year that Sustainable Hamilton has a huge role to play in supporting youth in sustainability-related careers as a key part of our mandate. Through collaboration with the SPN, McMaster, University of Waterloo and Niagara College we've engaged 16 students and recent graduates as interns, coop students and volunteers. These young people are integral members of the Sustainable Hamilton operations team and are gaining valuable learning and hands-on experience with our Reporting Partners – a win/win for all concerned.

The SHEL (Sustainable Hamilton Experiential Learning) Program connected another 56 McMaster students with Reporting Partners and companies from the SH network for 11 sustainability-related group projects. As well, this year both of our winning reports came from companies that used student assistance in the process – reinforcing the value of students for companies who may be short-handed and can benefit from the help.

We've made improvements to our Reporting Initiative, especially in the level of support we provide to Reporting Partners by creating a "client service" framework, designating qualified volunteers as sector-specific support experts to assist our Partners with their report preparation.

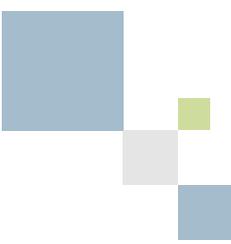
"Our partnership with Sustainable Hamilton has played a key role in our sustainability program. We value the Sustainable Hamilton organization's role as a non-profit organization promoting sustainability in the greater Hamilton region. Oakrun Farm Bakery appreciates and has utilized the training and services offered through Sustainable Hamilton. Through Sustainable Hamilton we have partnered with McMaster University engineering students to achieve our "Zero Waste to Landfill" goals, and to build a business case for water reuse, allowing the students hands-on experience resolving real sustainability issues. We look forward to successes our continued partnership will bring on our sustainability journey."

Tony Ngo, Environmental Sustainability Coordinator at Oakrun Farm Bakery



Over the past year
we've hosted
or co-hosted

Learning Forums addressing:
sustainable energy use; first
steps toward sustainability
strategy; corporate social
responsibility; sustainable
waste management; and
green buildings.



Progress by the Numbers

4 reporting partners are also signatories to the
Hamilton Climate Change Action Charter

4 tonnes of carbon dioxide equivalents (tCO₂e)
offset from our 2013-14 events

5.4% of the City of Hamilton's entire workforce (that is
12,413 people) employed by companies involved
in Sustainable Hamilton's Reporting Initiative (up
from 3.48% /8000 in 2013)

9 industry sectors represented (up from 5 in 2013)

14 member organizations (up from 8 in 2013)

29 volunteers, student interns and advisors worked
for Sustainable Hamilton in 2013-2014

56 students participated in the 11 business and
engineering projects of the Sustainable Hamilton
Experiential Learning Program

123 data points were provided in our various reports
(up from 58 last year)

452 people attended 7 collaborative learning
events covering topics such as smart energy
use, sustainability strategy, corporate social
responsibility, waste management, green
buildings (up from 216 in 2013)

Key Findings

Sustainability Reporting in Hamilton

- Sustainability reporting is growing rapidly in Canada. From 2011-2013, 134 companies filed GRI reports. 83% of the largest companies had reports in 2013, up from 79% in 2011.
- 122 companies (61%) of the 200 most publicly traded companies in Canada had reports in 2012, up by 40% from 2011.
- In Hamilton there are currently 14 companies in the Sustainable Hamilton Reporting Initiative preparing sustainability reports based on the GRI framework – comparable to 10% of the total reports from Canada as a whole!
- Over 50% of SHRI participants are small to medium-sized organizations - you don't need to be a large company to benefit from sustainability reporting!

Motivation for reporting, as revealed by SHRI reporting partners

- Supply chain pressures from larger customers mean a greater demand for transparency and accountability around environmental and social progress.
- Management is seeking to improve employee engagement and enhance brand reputation.
- Companies are realizing cost savings from greater efficiencies.
- Values-driven company owners and managers believe it's the right thing to do, for their company and also to support their community.

The quality of this year's reports shows clear progress

- More extensive reporting – 123 data points reported on this year, vs 58 in 2012-13
- With new reporting template, more emphasis placed on initiatives and goals as well as metrics
- Many of the reports received are ready to serve as stand-alone reports to be proudly shared with employees, customers and other stakeholders.

Key ways Sustainable Hamilton supports companies in their triple bottom line measurement and reporting:

- Each Reporting Partner receives a Reporting Toolkit consisting of a Reporting Workbook, Reporting Template, Reporting Manual, and other resources.
- Membership fees include free attendance at regular technical workshops and at breakfast learning events.
- Ongoing technical support is provided as needed.
- Through our relationship with McMaster University and other regional post-secondary institutions, Reporting Partners can be matched with faculty-supervised student groups to help with sustainability related projects. This provides students with real-world industry experience while offering expert, low or no-cost support to our Partners under the auspices of the SHEL (Sustainable Hamilton Experiential Learning) program.
- A high-level "S-CORE" Sustainability Assessment highlights opportunities and successes, providing a foundation on which to build a sustainability strategy and plan.

Sustainable Practices

Environment

Environment is the most visible of the three sustainability pillars with most reporting organizations:

- More than half of Reporting Partners (seven) reported on GHG emissions for a total of 47,553.2 tonnes. This represents 0.2 % of total community emissions (2010 estimate) of 19,975,603 tonnes (excluding the steel companies).
- Four organizations are also signatories to the Hamilton Climate Change Charter.
- Three of our Reporting Partners are putting energy back into the grid through a combination of solar energy and purchases of green energy from Bullfrog Power. Enough power was put back in the grid to produce one tonne of steel! (20 GJ)
- Seven companies reported on water use initiatives. Two of these are capturing rainwater for re-use. Rainwater being captured from just these two organizations is estimated at 4,624.4 cubic metres, or 1% of total water drawn by all companies from municipal systems. (This would be enough water for 14,056 people for a day, based on the average Canadian daily domestic use per capita of 329 litres in 2004 (<http://www.ec.gc.ca/eau-water/>).
- Six of the 10 companies reporting this year are recycling, with an average of 2,236 tonnes or 56% of waste diverted from municipal landfill in 2013. These Reporting Partners are well ahead of the Ontario average waste diversion rate of 11% from the ICI (Industrial, Commercial, and Institutional) sector. Two of these companies are actually in the 90% range! City of Hamilton waste diversion target is 65%.



Social

Social Responsibility or Corporate Social Responsibility (CSR) is an area that is gaining profile as an area of sustainability where small investments can pay big dividends:

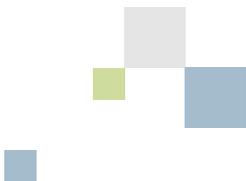
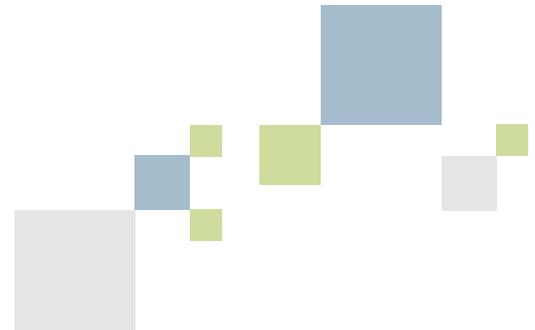
- Most Reporting Partners strive to hire locally, despite not currently having formal policies.
- Seven reporting companies provided data on full-time vs. part-time/contract employment. Average was 71% full-time, 29% part-time in comparison to Hamilton average of 80%/20% (www.hcf.on.ca/issue/work)



Economic

Economic value is being created through cost savings as well as sustainability-driven innovations:

- \$45.6 million in community and infrastructure investments were made by the 6 organizations who reported on this indicator. This includes infrastructure investments for public benefit as well as donations to charities/non-profits and community services provided.
- Most Reporting Partners prefer to buy from local suppliers due to convenience and cost savings, although most do not have formal local-purchasing policies in place.



Reporting Partners

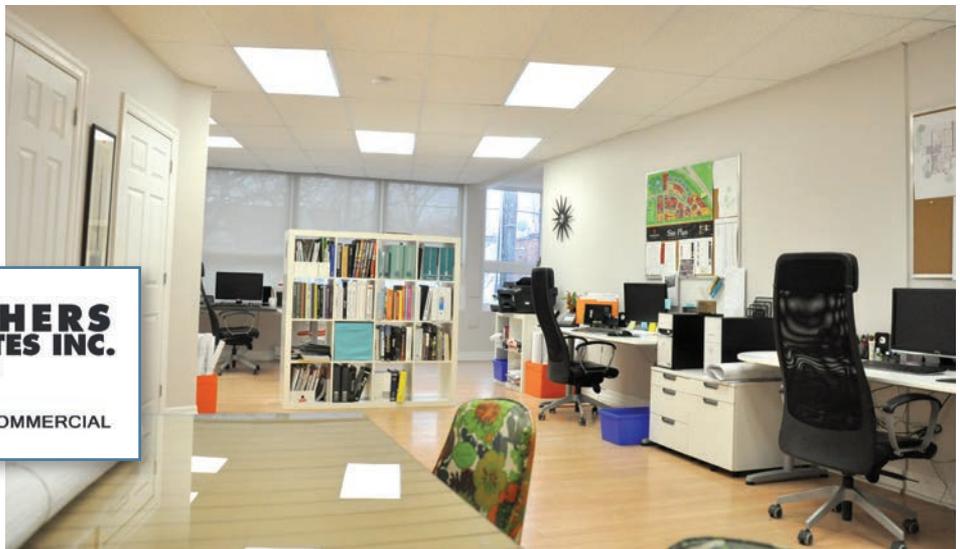
Reporting Partners have committed to measuring and reporting on triple bottom-line sustainability progress using the GRI-based Sustainable Hamilton Reporting Initiative framework.



Observing Partners

Observing Partners are committed to sustainability reporting but not submitting a report to the SHRI this year.





2013 Report Highlights

Carrothers and Associates Inc. is an architectural design firm located in Hamilton's Westdale Village. C&A is actively engaged with the local community both as an organization (through professional associations like the Canada Green Building Council, the Hamilton Sustainability Professionals Network, and the Hamilton Home Builders Association) and through encouraging volunteerism for their employees (through groups like Burlington Green and Hamilton Hive, and events like the Hamilton Economic Summit and Habitat for Humanity builds).

C&A has committed to sustainable industry standards through affiliations like the Canada Green Building Council. They specify "green" construction materials wherever feasible. Their employees often work alongside co-operative learning students from local high schools as part of a commitment to the future of the profession and growing the Hamilton economy. C&A ensures their office paper is both FSC certified as well as Rainforest Alliance certified, use recycled/refilled ink cartridges for their printers and recycle any scrap paper

carrothersandassociates.com



2013 Report Highlights

Green Venture is a Hamilton-based non-profit environmental organization that strives to help citizens live in a more sustainable manner through environmental public education and community outreach. Their EcoHouse functions as the organization's headquarters as well as a centre for public education and demonstration of sustainable living. EcoHouse incorporates solar energy, wind energy, rain barrels, composters, energy efficient lighting and appliances, and more.

A major initiative of the last year was their Downspout Disconnect program to install rain barrels in flood prone areas of Hamilton. Each rain barrel installed diverts roughly 23,000 litres of water per year from city storm sewers. Over this past year the organization contributed \$173,667.62 as community investment in the form of staff time to implement this and other community sustainability programs. The 3 kW solar panel on south side of EcoHouse continues to operate, having contributed 10,881 kWh to Ontario's grid since 2011 and allowing the non-profit to reduce its direct energy consumption by almost 10% over last year: from 93261.1 kWh to 84,886.1 kWh.

greenventure.ca



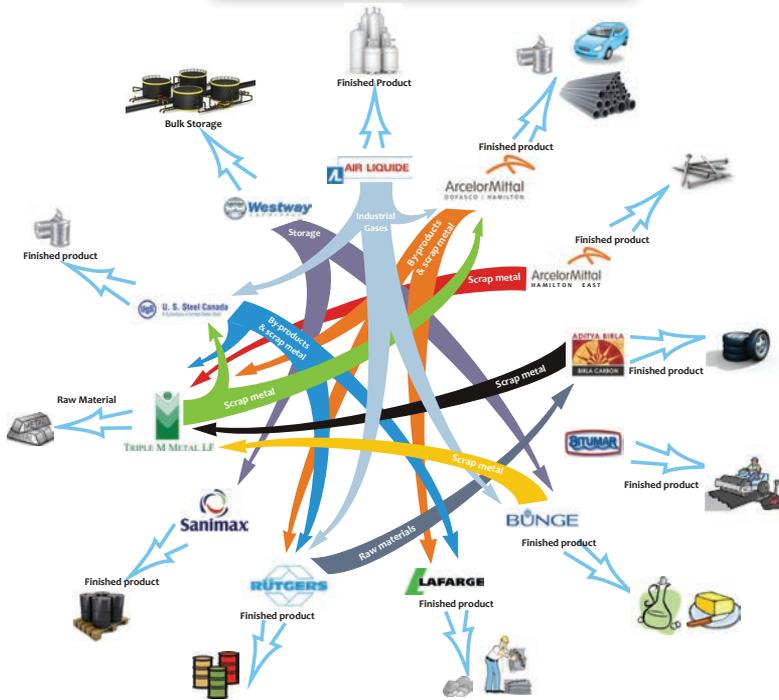
2013 Report Highlights

The Hamilton Industrial Environmental Association is a body of representatives from twelve local industrial companies who are committed to operating their facilities in a safe and responsible manner, and in a way which does not adversely impact neighbouring communities.

HIEA has developed a strong connection to their community stakeholders in Hamilton through their Community Advisory Panel (CAP). They provide continued financial support to several local not-for-profit environmental organizations who offer hands-on learning to local middle school students to educate and empower participants to make environmental change. A desire to ensure strong environmental performance has led HIEA companies to increase year over year Environmental Capital spending by \$15,000,000.00 annually since 2008.

Membership in HIEA and the communications between members has helped facilitate the development of an "industrial ecosystem." By purchasing each others' by-products and waste, and providing each other with raw materials and feed stock for new processes and products they are creating a more efficient, environmentally beneficial way of operating.

hiea.org



2013 Report Highlights

Hamilton-Wentworth District School Board (HWDSB) has a central role in the life of Hamilton and surrounding area, with a student enrolment of about 49,000, more than 5,500 staff and 113 schools throughout the region.

In this inaugural reporting year, Sustainable Hamilton helped HWDSB conduct a survey to identify sustainability issues of interest to their stakeholders. HWDSB has supported their communities, as can be seen by providing 340,438 total hours of community use of schools and facilities in 2013, as they foster healthier neighbourhoods. The HWDSB Foundation assists the community as it administers student awards and bursaries that subsidize basic student needs, provide equitable access to educational and cultural/recreational activities and supports opportunities for higher education. Also in 2013, HWDSB introduced the Chemical Review Initiative with the goal of moving toward a full line of cleaning products that are fragrance free and ECOLOGO Certified to reduce environmental impact.

hwdsb.on.ca

LEARN
& GROW
@HWDSB



2013 Report Highlights

Horizon Utilities Corporation is one of the largest municipally owned electricity distribution companies in Ontario, providing electricity and related utility services to 240,000 residential and commercial customers in Hamilton and St. Catharines. They are also the first company in Canada to earn the Canadian Electricity Association's Sustainable Electricity Company™ designation.

As part of their commitment to sustainability they have undertaken a variety of initiatives both in regard to their customers and their employees. Horizon's conservation and demand management program offerings have resulted in customer savings of over 25 million kWhs in 2013, and a reduction of nearly 6,000 tonnes of CO2. They contributed \$300,000 in charitable donations to the communities in which they do business over 2013. More locally, Horizon has sustainably invested in its facilities and employees. For example, in 2012 Horizon launched a chilled water re-commissioning initiative at their Hamilton head office, which resulted in a 27,000 kWh reduction in energy consumption in 2013, and also have an employee transportation program to promote alternative transportation.

horizonutilities.com



2013 Report Highlights

Lura Consulting is the largest firm in Ontario that provides community engagement services as a core function of its business. Lura has the opportunity to speak to thousands of Canadians yearly on subjects surrounding sustainability and is able to bring the ideas and concerns of these citizens to the attention of policy creators. Efforts within the company to manage their environmental impact include encouraging employees to carpool to work and events; using teleconferencing and webinars to avoid driving; using Bullfrog Power; practicing reducing, recycling and reusing through such practices as donating retired computers to Reboot, and green purchasing (e.g. recycled content binders; fair trade, organic coffee; recycled content gifts; FSC certified printing). Outside of employees and clients, Lura invests in community events and initiatives such as the Zero Waste Event in Oakville, Sustainability Exchange at Blue Mountain, pro bono advisory services, and staff participation in the Sustainability Professionals Network (SPN) and Sustainable Hamilton.

lura.ca





2013 Report Highlights

Located at the former Camco site, McMaster Innovation Park is a major innovation and research centre, providing a collaborative work space for entrepreneurs and research facilities for academic and industry projects. Through the development of the LEED Platinum CANMET Building and the target of LEED Silver at the McMaster Automotive Resource Centre (MARC), MIP has made major investment in the city, providing facilities dedicated to accelerating research and the creation of innovative technologies through successful collaboration amongst private sector, government, hospital, university, and college researchers and educators.

MIP has developed a Sustainable Building Policy to ensure optimal energy operations throughout their buildings and to provide a comfortable, healthy work environment for their tenants and employees. MIP's Fading Footprint Tips program helps to promote energy saving methods amongst staff, tenants and visitors by providing tips and challenges via email and displays throughout the facility, including their innovative Energy Kiosk and dashboards.

mcmasterinnovationpark.ca



2013 Report Highlights

A large commercial bakery located in Ancaster, Oakrun Farm Bakery is a major supplier of commercial baked goods to stores and restaurants, producing the top selling brand of English muffins and crumpets in Ontario. Oakrun Farm is committed to mitigating the environmental impacts of their product, especially those created through their operations and supply chain.

Located in a rural landscape, water conservation efforts are a matter of great importance to Oakrun Farm. Combining best practices and efficient technologies, they have made significant reductions in water demands. Through a joint program between McMaster University and Sustainable Hamilton, Oakrun Farm had two student teams work on projects to develop a waste diversion program and a water reclamation system for their facilities with positive results. In 2013 Oakrun Farm was able to divert 87% of their annual generated waste from landfill. Through their work with students, they will be implementing a zero waste to landfill strategy in 2014.





2013 Report Highlights

REfficient is an online marketplace allowing companies to buy quality Telecom, A/V and IT equipment at significant discounts from sustainable sources. A Certified B Corporation, REfficient serves customers in Canada, the US and 11 other countries. In 2013, REfficient made it possible for 30,000 + products to be reused – diverting enough electronic waste from landfills to fill 100 yellow school buses! 2013 also marked the introduction of Phones4Trees, a cell phone recycling initiative in which cell phones are handed in for repurposing and recycling, and trees are planted. The company has also offset 10.04 metric tonnes of CO2 from transportation shipments. REfficient's commitment to reuse extends to their new office, featuring recycled paint on the walls, a boardroom table made from an old bowling alley lane, desks made from old doors and reclaimed lumber, and a vinyl plank flooring that allows replacement of individual boards and/or complete removal of the floor for reuse elsewhere.

refficient.com



2013 Report Highlights

TekPak has developed several "Omnidegradable®" films using a technology which will cause petro-chemical-based plastic film to completely decompose or biodegrade in the presence of microbes.

Based on this technology, TekPak produced 11,895.2 kgs of Omnidegradable® film in 2013 which by 2016 will have broken down into water, CO2 and a small amount of organic biomass, all beneficial to plant growth. This represents almost 12 tons of plastic diverted from landfills in 2013 alone. TekPak's Omnidegradable® films accounted for 40% of TekPak's total production volume in 2013, and that percentage is increasing every year: proof that Omnidegradable® films are a viable option to regular plastic films, and a long-term potential solution to the world-wide accumulation of plastics in landfills and oceans.

tekpaksolutions.com



Sustainability Awards

These awards recognize significant achievements of our Sustainable Hamilton Reporting Initiative members. Recognition is based on accepted best practices in sustainability reporting recommended by the Global Reporting Initiative as well as other credible sustainability experts. Our evaluation criteria were developed with the assistance of some of Canada's leading experts in the field of corporate sustainability and sustainability reporting. To find out more about our independent, objective judging panel please see page 20.

Award for Best Sustainability Report

The Best Sustainability Report award recognizes the organization which the judges determine best meets all the criteria set out by the Global Reporting Initiative for effective sustainability reports:

- **Materiality/Relevance:** Do the reported indicators reflect the significant economic, environmental and social impacts of the organization?
- **Stakeholder Concerns:** Were stakeholders identified? Was an effort made to connect stakeholder interest to the reported indicators and the stated company initiatives?
- **Sustainability Context:** Does the report cover both positive and negative indicators from all 3 indicator categories? Are company initiatives with respect to indicators reported on well defined and documented?
- **Completeness:** Have a boundary (company facilities covered by the report) and a time frame been identified within the report. Does the report contain a discussion of scope (ie. Which indicators were chosen and why?)
- **Balance:** Does the report reflect on both positive and negative performance with respect to the indicators?
- **Comparability:** Does the report compare the collected data from previous years to the current year? (Note **As many reporting partners are reporting for the first time, this result was not added to the overall report score.)
- **Accuracy:** Are data measurement techniques, assumptions, estimation methods and bases for calculation of indicator values described within the report?
- **Clarity:** Do tables, graphs and other visual data representation techniques enhance the presentation of the data within the report?
- **Reliability:** Is the information presented in a manner that allows individuals other than those who prepared the report to review the data and ensure its accuracy?

The judging panel recommended that Green Venture receives this award for 2013-14 for attaining the highest average score for the criteria listed. This is their second year in the Sustainable Hamilton Reporting Initiative, and they are to be congratulated for demonstrating a high level of commitment to excellence in sustainability reporting.





This year we are pleased to be presenting our award winners with original artwork by local artisan Mark Spurgeon. Each piece is one-of-a-kind and eschews traditional award sculpting materials in favour of steel. These awards recognize both the history of our 'steel town' and our hopes for its future.

Award for Best Sustainability Report by a First-Time Reporter

This is a new award for 2013-14 in recognition of outstanding effort by a first-time Reporting Partner. The decision criteria were the same as the award for Best Sustainability Report, with the addition of a requirement that this be their first report. McMaster Innovation Park receives the award this year for their outstanding effort in producing a very professional, high-scoring report that can proudly serve as a well-designed sustainability communications piece for all stakeholders.



Sustainable Innovation Award

This award is based on a company initiative that offers true "triple bottom line" benefits, addressing environmental, social and economic issues. The initiative must represent an innovative, new approach to an existing issue, or a new product or service.

The inaugural Sustainable Innovation Award is presented to REfficient in recognition of the unique niche the company has successfully established for itself. The award also recognizes their new Phones4Trees program that demonstrates environmental and social benefits while providing economic value for the company.



Sustainability Leadership Award

The Sustainability Leadership Award is presented to the organization that, based on the information provided, is deemed by the judging committee to be the best example of leadership in advancing sustainability progress in the Hamilton community. The 2013-14 award is presented to Hamilton-Wentworth District School Board. A first-time reporting organization, the HWDSB has demonstrated outstanding sustainability leadership through outreach to the community and its many social and environmental initiatives. Of particular note are its efforts to foster healthy neighbourhoods by providing over 340,000 hours of community use of schools and facilities, and support through the HWDSB Foundation to assist the community through awards and bursaries.

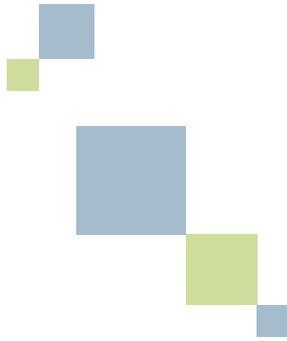


Looking Ahead

Sustainability Reporting Becomes Mainstream

A survey of Corporate Social Responsibility Reporting done by KPMG International in December 2013, that looked at 41 countries and 4100 company reports showed that of the 250 largest global companies, 93% provided a Corporate Responsibility report. It's clear that Sustainability / Corporate Responsibility reporting is rapidly moving from being an extraordinary initiative by a handful of innovative leaders, to becoming an expected component of a company's reporting to its stakeholders. The good news about this movement is that it's paying dividends: the Canadian Professional Accountants Association reports that the process of sustainability reporting helps companies to be more aware of key risks and opportunities, as a result of tracking performance and engaging with stakeholders. Reporting also drives innovation, highlighting opportunities to improve in areas not previously considered as high priority.





The Sustainable Hamilton Reporting Initiative: Growing and Evolving

Sustainable Hamilton has always maintained a vision of the Hamilton business community being on the cutting edge of sustainability, and leaders in sustainability reporting. As figures like those on page six show, we've made strides in that direction already, and we're looking forward to another year of continued growth in our community of reporting partners. This past year we've welcomed our first reporting partners in several new sectors and we've seen interest from the agri-food, food service and light and medium intensity manufacturing sectors as well.

For our second report, we've refined our process, providing support to our reporting partners with a new client service model; creating a new Reporting Template to help the judging process and ensure a level playing field; and putting more emphasis on helping partners engage their stakeholders through surveys and stakeholder analyses. We're also encouraging Reporting Partners to build on the template provided to develop a report they can, if they choose, share with employees, stakeholders and the community at large. Over summer 2014 we will also be re-visiting the Sustainable Hamilton Reporting Initiative to evolve the program in keeping with changes being implemented in the Global Reporting Initiative, the framework on which the SHRI is based. Part of this process will be a greater emphasis on stakeholder research: we will help to ensure each Reporting Partner understands the concerns of their key stakeholders, and provide assistance with stakeholder surveys and other forms of engagement.

The SHRI's evolution will also be driven by collaboration with the City of Hamilton to ensure we continue to align the program's goals and measureables with the City's strategic sustainability objectives.



New Developments for 2014-15

New Sustainability Partners Program

An exciting new development will be new programming aimed specifically at small to medium-sized businesses or any organization new to sustainability. The progressive "Sustainability Partner" program will provide a framework focused on sound environmental, social and economic practices and will involve a visit from a SHRI assessor to help lay the ground work of a sustainability strategy.

Lunch 'n Learn Seminars

As we continue to develop our suite of added-value services, we are actively promoting our three part series of "Lunch 'n Learn" style seminars that can be conducted on site, for companies that want to help educate employees and move towards embedding sustainability into their corporate culture. This series of three one-hour seminars includes an Introduction to Sustainability, The Business Case for Sustainability, and ends with an interactive workshop on Getting Started on your Sustainability Strategy.

Climate Change and Business

The recently released Fifth Assessment Report by the Intergovernmental Panel on Climate Change has brought into sharp relief the potential risks to businesses posed by climate change, as well as encouraging businesses to look at what positive actions are available. Climate change will be an important area of focus for 2014-15: Sustainable Hamilton will be engaging the business community on behalf of the City of Hamilton, to provide input into the City's Climate Change Action Plan.

Burlington

We have also been approached by businesses and not for profits in Burlington who are interested in working with the Sustainable Hamilton model, and we look forward to developing our ties with sustainability minded innovators in this community as well.

Please join in!



Whether you're a small business or large organization, new to the concept of sustainability or well along on your journey, we have programs that can help you succeed. Please call 905-570-8899 or e-mail info@sustainablehamilton.ca.



Chris Murray, City Manager
71 Main St. W., Hamilton, ON L8P4Y5
Phone: 905.540.5420 Fax: 905.540.5141
E-mail: Chris.Murray@hamilton.ca

June 24, 2014



Message from the City Manager

Last year I had the pleasure of writing a message for the Inaugural Report for the Sustainable Hamilton Business Reporting Initiative. There is a longstanding saying that the second night's performance of a play is the hardest - the excitement of the premier has passed and now the real work begins.

Well, I am happy to find that one year later, Sustainable Hamilton has not merely kept up the good work but has continued to expand and deepen their role in our community. They've found new ways to be involved with the people of this City, with City government and with our vibrant business community.

The document you are reading shows the continued efforts that Sustainable Hamilton's returning partners have made in their work on Sustainability. It also showcases new companies and institutions demonstrating how the value of sustainability has been recognized and embraced by local businesses. More than ever organizations are recognizing the importance of sustainability. There is a growing trend that business fundamentals such as stakeholder engagement, reporting and disclosure and life cycle analysis for instance, are not just good business practises but also good sustainability practises.

It takes collaboration between all sectors of the City to address the farreaching challenges we face as a community and more globally. Whether that be the social, environmental and economic issues facing certain regions or more specifically challenges with global warming and climate change. As an organization, I can say that the City of Hamilton is committed to sustainable growth and development, as well as ensuring our decisions are balanced and take into account the impacts to our economic base as well as our social capital and the environmental.

We appreciate the leadership Sustainable Hamilton is taking in fostering this collaboration and engaging business for a sustainable future for Hamilton. So congratulations to Sustainable Hamilton on the progress made since the first report and I look forward to seeing what the next year will bring.

Sincerely,

Chris Murray
City Manager

Thank You!

We'd like to acknowledge the following individuals and thank each for their contribution to Sustainable Hamilton, and to sustainable prosperity for Hamilton.

Sustainable Hamilton Board of Directors

- Andrew Craig, MBA, MSc., Senior Manager Environmental Initiatives, Corporate Sustainability Group, Royal Bank of Canada, Toronto
- Tony Cupido, P.Eng., Ph.D. Engineering, Senior Advisor, Advisory Services Southern Ontario, MHPM Project Managers Inc.
- Robert Dunford, Partner, Gowlings Hamilton
- Brian Lennie, Policy Advisor, Horizon Utilities, Hamilton
- Liz Nield, CEO, Lura Consulting, Hamilton
- Sandi Stride, CEO and Founder, Sustainable Hamilton, Hamilton

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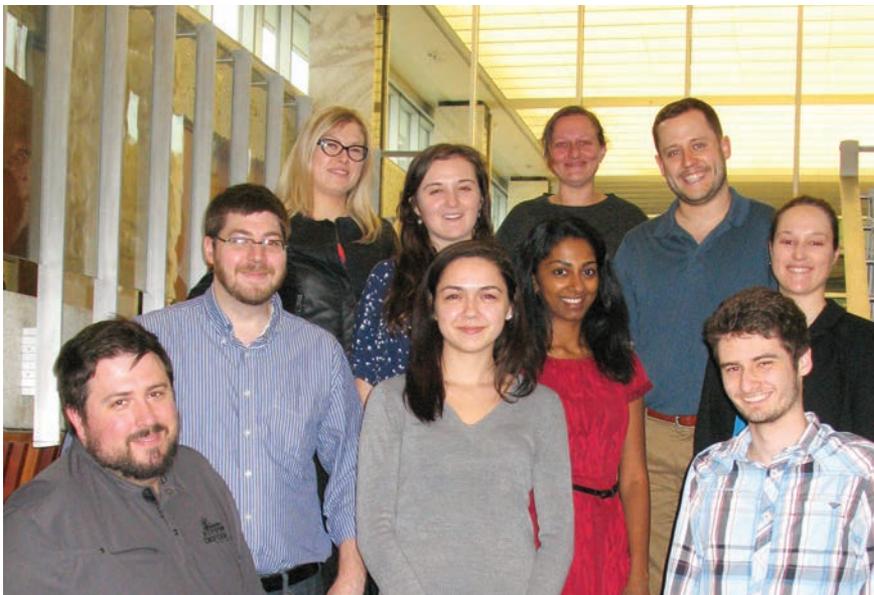
- Mark Chamberlain, President, Trivaris
- Blair Feltmate, Professor at University of Waterloo School of Enterprise and Environment, and Chair, Climate Change Adaptation Project: Canada
- Neil Freeman, VP Business Development, Horizon Utilities
- Glenn Marshall, President, Greening Marketing
- Ashish Pujari, Professor, DeGroote School of Business, McMaster

Sustainability Awards Judges

We're very grateful for their generosity in donating their time and expertise to help ensure a fair and credible evaluation process.

- Katie Dunphy, Senior Manager, KPMG Sustainability Practice (Toronto)
- Brent McKnight, Associate Professor, DeGroote Business School, McMaster University (Hamilton)
- Cynthia Waters, Corporate Responsibility and Sustainability Specialist, Tim Horton's Corporate Responsibility and Sustainability Group (Oakville)





Volunteers

Laura Beattie, Sneha Bernard, Sarah Carruthers, Tom Darling, Conor Flood, Christi Hodgson, Allan Kean, Alex L'Ortye, Sue L'Ortye, Madeline Lawler, Ute Lindner, Kate Mackenney, Dawn Manning, Damian Radon, Sana Shamsher, Brittany Staboon, Erinn van Wynsberghe, Celina Virag, Ellen Wall, Kathryn Wrong

Student Interns and Trainees

Daniel Bayley, Jeff Chan, Alex Johnston, Anne Lowry, Eryn Stewart

Advisors

Ambika Badh, Mohamed Eid, Ador Estravillo, Velma Grover

Report and Evening of Recognition Contributors

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