



SUSTAINABLE HAMILTON BUSINESS REPORT

2014 | 2015

Celebrating Smart Business ...
for Sustainable Communities



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MESSAGE FROM THE PRESIDENT

There's quite a buzz in Hamilton these days. The city is in the midst of revitalization and renewal, from the recently-announced \$1 billion pending investment in LRT, to the many new businesses and condos springing up. The Cootes to Escarpment EcoPark is ensuring our unique natural heritage will be accessible yet protected, adding to the beauty of our area and enhancing our quality of life.

Sustainable Hamilton is playing a role in this positive transformation as well. More and more of our businesses and institutions are joining in the movement to help create a thriving, resilient community by adopting progressive environmental, social and economic practices that drive prosperity for the community as well as their organizations. In short, the business community is starting to realize the value of sustainability as, simply, *smart business*.

The best results of our work are found in the successes of our members showcased in this report. They truly grasp the concept of smart business as the way of the future – and their impact is contributing to the positive transformation of our city.



Board Of Directors Sustainable Hamilton

From Left:
Brian Lennie,
Horizon Utilities

Ruth Liebersbach
McMaster Innovation
Park

Liz Nield,
Lura Consulting

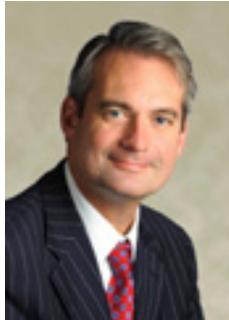
Sandi Stride,
President & CEO

Below:
From Left:

Tony Cupido,
Mohawk College

Robert Dunford,
Gowlings

Andrew Craig,
RBC



MESSAGE FROM THE BOARD

Since its launch in 2011, Sustainable Hamilton has continued to push sustainability forward in the City of Hamilton. Our success has inspired us to continue our efforts to engage our community around the economy, society, environment and culture in our City.

We have focused on many themes this year including Climate Change, and have attracted many new partners. We have also expanded our programming with the advancement of our targeted Sustainability Partners program, designed to fit all businesses in Hamilton. We have also begun to focus on the Bay Area as a whole with the addition of many partnerships in Burlington.

As we look forward to the continued work in 2015 and 2016, we are proud to reflect on the hard work of our Board, our many volunteers, our partners and new emerging leaders in sustainability, and would like to thank and congratulate each and every one of you in moving sustainability forward in Hamilton and Burlington. The Board of Directors is proud to be contributing to the development and growth of Sustainable Hamilton.

OUR MISSION

Sustainable Hamilton inspires sustainability leadership within the city's businesses and other organizations. By helping businesses to realize economic benefits of sustainable business practices, we harness the influence of this sector to create measureable, community-wide change.

OUR VISION

We envision sustainable prosperity for Hamilton: a world-class city with exceptional quality of life where people thrive in a healthy natural environment and a vibrant, resilient economy.

WHAT DO WE MEAN BY "SMART BUSINESS?"

Smart business, in today's world, understands that we're all interconnected on this small blue planet: we share one pool of natural resources – basics like water, food, clean air – resources that are being used at an unsustainable rate. Smart businesses are the ones who understand this interconnection, and see it as an opportunity.

Smart Businesses like the Sustainability Leaders featured in this report are creating shared value through these interconnections. They're creating a positive impact on the environment, for society and the world around them. They're making positive contributions to the local community. And they are building more resilient, innovative, and profitable businesses.

Smart, sustainable businesses go beyond just satisfying shareholders, to encompass the concerns of all key stakeholders. Smart businesses see past the single economic bottom line, and manage according to a triple – environmental, social and economic – bottom line.

"The reporting has become a dashboard for running the company better, as we are encouraged to look at many different areas besides financial data, such as our carbon footprint as a team, how diverse our staff is and the impact of our community involvement." - Stephanie McLarty, President and CEO, Refficient



HOW ARE SMART BUSINESSES HELPING TO CREATE A MORE LIVABLE, RESILIENT CITY, AND SUSTAINABLE WORLD?

They aim to **reduce or eliminate waste** – waste energy, emissions, water, materials, even time. This means greater efficiency, cost savings and productivity. They curb pollution and recognize the value of natural resources that are in short supply. *“The costs of pollution, ecosystem depletion and health impacts have grown steadily over the past five years and now exceed \$1 trillion per year for U.S. companies — equal to 6.2 percent of national GDP — and almost \$3 trillion for global companies. If businesses had to pay these costs, they would more than wipe out their profits.”* (Joel Makower and editors of GreenBiz.com, Annual State of Green Business 2015)

They are more **resilient**, anticipating change and uncovering opportunities because they are tuned into their environment, their stakeholders, and anticipate trends to formulate positive responses.

They are **preferred employers** - younger employees in particular prefer to work with smart, sustainable companies. *A Net Impact survey of 3000 university students across 100 U.S. campuses (netimpact.org) showed 83% are willing to take a 15% salary cut for a job that makes a social or environmental difference in the world.*

They catalyze change through **supply chain pressures**. Large retailers and industries are now demanding proof of environmental and social, as well as economic performance.

Wal-Mart’s “Climate-Smart Agriculture Program” is a partnership with their supply chain to encourage more sustainable

agricultural practices. They aim to cumulatively eliminate about 11 million metric tonnes of greenhouse gas emissions by 2020 through reduced fertilizer use and optimized production of commodities - the equivalent of taking about 2.3 million cars off the road for a year (Walmart targets climate-smart suppliers, by Marc Gunther Posted April 24, 2015, Corporate Knights.com)

For the same reasons they create **loyal customers**. *Dove was “just another bar of soap” until Unilever developed Real Beauty for Women, a program rooted in the social pillar of sustainability, addressing an important social issue. It transformed not just the brand but the whole product category, differentiating the brand and building loyalty.*

They are **innovative**: the above examples show that looking at business through a triple bottom-line lens uncovers opportunities that may not have been visible before.

Investors recognize this and the investment community now recognizes a company’s commitment to sustainability as a sign of smart management. *In December, Ontario became the first province to require pension funds to disclose if they are investing sustainably.* (Corporate Knights, Council for Clean Capitalism, 2014 in Review, Toby Heaps)

Whether you call it sustainability or simply smart business, it’s the new way – the ONLY way – of building a business for success in our new economy.

SUSTAINABLE HAMILTON: INSPIRING SMART, SUSTAINABLE BUSINESS

Sustainable Hamilton serves as a guide on the journey to greater sustainability for any organization, regardless of whether they're just beginning or well on their way.

Our model is focused on creating positive behaviour change. It's a three part strategy that includes creating collaborative learning opportunities, supporting measureable action and providing credible, 3rd-party recognition.

Collaborative Learning

Between June 2014 and May 2015 we hosted 10 events, including technical workshops for members, breakfast learning events and our annual Evening of Recognition, which attracted a total of 552 attendees. We covered a range of sustainability topics, creating a setting for sustainability experts, local businesses, academics, government and NGOs to celebrate successes and learn from one another.

Measureable Action

We promote positive, measurable action through the Sustainable Action Initiative (SAI). Our programs vary depending on an organization's level of understanding and adoption of sustainable business practices.

- The Sustainability Leaders program focuses on measurement, reporting and goal- setting using the internationally-recognized Global Reporting Initiative (GRI) platform.
- Organizations new to sustainability gain certification at progressively higher levels based on specific actions, as part of the Sustainability Partners program.
- The S-CORE Sustainability Assessment has helped some of our members gain a clear understanding of the gaps and opportunities in their sustainability progress.

Regardless of where a member is on their sustainability journey, Sustainable Hamilton has the tools, resources and expertise to help them achieve their goals.

Recognition

Genuine progress of companies participating in the SAI is recognized in this annual 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 SAI logos on their websites and other marketing vehicles as a signal of their commitment to sustainability.

EDUCATING TOMORROW'S SMART BUSINESS LEADERS

In the past two years, the Sustainable Hamilton Experiential Learning (SHEL) program has helped over 77 McMaster University students complete 17 group projects. Connecting students with Sustainable Hamilton network members gives students valuable, real-world experience helping to solve business sustainability issues; businesses benefit from the students' top-notch expertise and creativity; and the community benefits from the sustainable business solutions that arise out of the partnership.

MEASURING WHAT MATTERS

Over the past year the Sustainable Action Initiative team has drawn inspiration from the Global Reporting Initiative (GRI) new G-4 guidance to increase our focus on materiality: making sure our members *measure what matters*.

We've increased the number and scope of sustainability indicators to provide more choice. Using a new Materiality Assessment tool and assistance with stakeholder research from Sustainable Hamilton, our Sustainability Leaders are communicating with outside stakeholders as well as their own employees to understand what issues are of greatest interest to the people and organizations that have an impact on their triple bottom line.

The result?

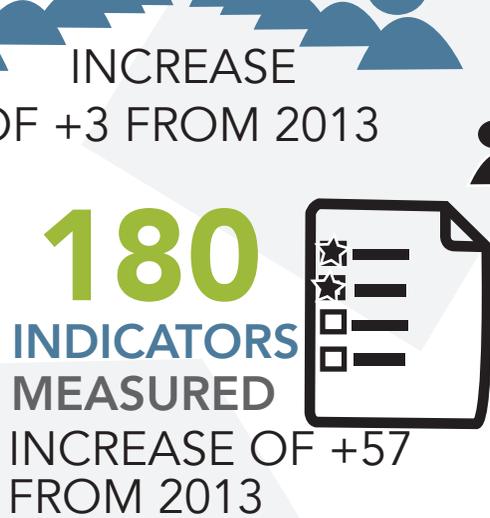
This year's reports are more focused and actionable than ever before. We are helping our member organizations to measure, focus and improve on what really matters.



"...my group was able to help a local firm reduce their annual water usage by 8,000,000 litres, that significantly reduced their annual operating costs. In addition, a decrease in their water usage also greatly reduced any negative impacts on the local environment, this was a very rewarding experience."

- Civil Engineering & Society Student

PROGRESS BY THE NUMBERS



ENVIRONMENT

AVERAGE WASTE DIVERSION RATE



55,612 TONNES
GHG EMISSIONS REPORTED 2014
47,553 TONNES IN 2013

5 WATER REDUCTION INITIATIVES 2014
7 IN 2013

AVERAGE DECREASE IN WATER CONSUMPTION OVER 2014
8%

ECONOMIC

10% GROWTH IN ECONOMIC VALUE OF REPORTING COMPANIES

\$5.8 MILLION COMMUNITY INVESTMENT

SOCIAL

236 NEW EMPLOYEES HIRED

5.9% OF TOTAL HAMILTON WORKFORCE REPRESENTED BY MEMBER COMPANIES

13563 EMPLOYEES OF ALL REPORTING COMPANIES

EMPLOYEE TRAINING AVERAGE HOURS PER YEAR PER EMPLOYEE
26.2

WHAT REALLY MATTERS TO OUR SUSTAINABILITY LEADERS?

ENVIRONMENT:



- Waste is one of our most-reported indicators and a high priority for all Leaders. The average waste diversion rate for the ICI sector <institutional, commercial, industrial> in Ontario is only 13%. The residential rate higher at 26%. But the average waste diversion rate of all Sustainability Leader organizations was a remarkable 44%. Those Leaders who reported in previous years, reported a 67% average decrease in solid waste to landfill. At the top end, Oakrun Farm Bakery is diverting 100% of their waste from landfill.
- Water reduction initiatives were another high priority among Sustainability Leaders, driving innovative improvements. There were 5 reported water reduction and re-use initiatives that contributed to an overall average reduction of 8% over 2013 consumption levels.
- Energy has been another top environmental focus. This year production and revenues were up for many members, driving emissions higher to 55,612 tonnes of CO₂ equivalents: a 10% increase over last year. Our Sustainability Leaders are actively looking for ways to decouple growth from energy consumption and reduce these emissions.

Some of their initiatives include:

- Horizon's energy conservation initiatives resulted in energy savings of 37 million kilowatt hours, saving 8,700 metric tonnes of CO₂e.
- Green Venture's EcoHouse demonstrates the value of sustainable retrofits like solar panels, a wind turbine that generates power, energy efficient appliances and lighting
- HWDSB has one secondary school with roof top solar panels generating power back to the local distribution company hydro grid – with 18 more applications awaiting approval. To engage students, they are also trialing a program of displaying energy usage on a "Dashboard" in school lobbies to encourage students to become interactive with building energy use.

ECONOMIC:



- Our Sustainability Leaders reported a healthy 10% average increase in economic value, despite a nervous economy.
- The total direct economic value of those who reported is \$96 million.
- We saw an average increase of 16% in community investments in the past year from Leaders who also reported in 2013: \$5.8 million in total investment from 7 reporters in 2014.

SOCIAL:



- 6 Sustainability Leaders reported on Health and Safety. Of those companies, an average of 26.2 hours in training were provided per employee.
- Our Sustainability Leaders are hiring! 13,563 employees represented 5.9% of Hamilton's total workforce -- including 236 new hires over the past year. However, a high percentage of hiring is to replace retirees – up to 96% of new employees.

WHAT MATTERS TO OUR MEMBERS: CLIMATE CHANGE

This year, five of our reporting members were able to specifically refer to the impact of climate change on their business. Benefect actually experienced positive revenue growth in the disaster restoration service market as a result of severe weather events. In most cases companies recognize it creates uncertainty that they have to address, to be more resilient organizations. Our members are taking action: working to reduce GHG emissions and going beyond to consider how to remain viable and resilient long-term in the face of climate change.

To support these efforts, this year Sustainable Hamilton participated as a Steering Committee member and co-leader of the Local Economy and Business Task force (part of the City of Hamilton Community Climate Change Action Plan process) developing a series of recommended actions to help local business address climate change.

We conducted an Executive Briefing on Climate Change in January 2015. We also partnered with the City of Hamilton, and the Burlington & Hamilton Chambers of Commerce to host a half day event on May 15th. The event was attended by over 100 people and featured the Honourable Glen Murray, Ontario Minister of Environment and Climate Change, city mayors Eisenberger and Goldring, climate change experts, economists and business leaders.

There was agreement on several key points:

- Climate change is affecting our communities and businesses right now.
- The cost of inaction is higher than the cost of action: we need to act to reduce our greenhouse gas emissions and to adapt to new climate realities.
- Businesses need to be aware of potential climate change risks: business interruptions, weather-related damages, supply chain interruptions, legal implications, health and safety. They also need to be aware of new opportunities in green technologies, products and services to help customers adapt to a new low-carbon economy.
- A price on Carbon is necessary to drive the behaviour change we need to achieve greenhouse gas reductions.



WHAT EVERY BUSINESS NEEDS TO KNOW



OUR MEMBERS



**sustainability
leader**
sustainable hamilton

These organizations have committed to measuring and reporting on triple bottom-line sustainability progress using our Global Reporting Initiative (GRI-) based framework, and submitted sustainability reports for the 2014 reporting year.



OBSERVING MEMBERS

Observing members have also committed to measuring and reporting but are not submitting a report this year.



**sustainability
partner**
sustainable hamilton

Sustainability Partner organizations are working toward a certification according to the number of approved sustainable business practices adopted. This is a brand new program this year.

This is the first year ArcelorMittal Dofasco has produced a localized sustainability report for operations centered in Hamilton.

At ArcelorMittal Dofasco safety is their number one priority. At a frequency rate of 0.47 / million hours worked they continue to enhance their safety rules-based approach by integrating Stop.Challenge.Choose into all situations so they can achieve their journey to zero.

They received a Canada's Top 100 Employers award, a gold award for their approach to workplace mental health recognized by Excellence Canada and an Innovation of the Year Award at Worldsteel's Steelie awards for innovation.

Through engagement with multiple stakeholder groups ArcelorMittal Dofasco defined ten key sustainability goals including:

- Efficient use of resources and high recycling rates -- achieved an 42% input rate of recycled scrap material into Steelmaking in Hamilton.
- Trusted user of air, land and water -- internal water recycling was greater than water withdrawal at a rate of 3:2.
- Responsible energy user-- over 218,000 GJ energy saved.
- Active and welcomed member of the community - helped plant 25,000 native plants and restore 5 acres of coastal habitat.

dofasco.arcelormittal.com



Benefect is a manufacturer of internationally-sold botanical disinfectants and cleaners which work as effectively as traditional cleaning chemicals without the associated toxicity of existing chemical blends. Benefect's core business is the insurance disaster repair industry and their products are used by highly specialized contractors, certified in mould remediation, water damage repair and biohazard clean up. As a first time reporter for FY2014 Benefect engaged with internal stakeholders in an effort to determine which material aspects of their business to report on. The Benefect team determined the environmental impact of their products, strong environmental compliance and offering products that enhance workplace safety are the most important sustainability aspects .

Based on this information Benefect reported the following for 2014: Benefect products displaced over 10 million pounds of synthetic chemicals from being released into the environment; a compostable and biodegradable disinfecting wipe is being developed; 175 hours of training in specialized mould remediation were provided and 576L of disinfectant were donated to the Burlington Flood relief effort.

benefect.com





EcoSynthetix creates “sustainable polymers for planet earth”. They develop, manufacture, and sell biopolymers to replace similar products which are synthesized from fossil fuels. Their products significantly reduce greenhouse gas emissions associated with paper and paperboard manufacturing, and eliminate formaldehyde from composite wood products.

Informed by consultations with their stakeholders and by a Sustainable Hamilton “S-CORE” assessment of their business, EcoSynthetix focused their reporting efforts towards identified sustainability opportunities within the organization. Although already a sustainability minded organization, in developing their first report EcoSynthetix learned how employees want to be more engaged in sustainability and sustainable business practices. Based on this knowledge EcoSynthetix began to develop employee sustainability training which will be rolled out along with their first ever sustainability report to employees in 2015. EcoSynthetix is an organization with an eye on the future. Up to 20% of their economic value was invested in R&D for 2014. This included the costs of mentoring 22 co-op students from local universities. Clear sustainability goals for 2015 include significant reductions to waste and emissions.

ecosynthetix.com



In 2015, Green Venture’s report demonstrates a continued commitment to balancing the reported indicators, both in terms of the three pillars of sustainability and the organization’s ongoing achievements.



As a not-for-profit organization, Green Venture focuses on environmental education to help make Hamilton and area the most environmentally-friendly place to be. The organization’s office, EcoHouse, also serves as a hands-on demonstration centre of best environmental practices and sustainable living ideas, including waste management, climate change, renewable energy, water conservation and more. Over 8,000 students visit EcoHouse each year. Green Venture’s programs include initiatives like “Flood my Rain Barrel” which diverted over 483,000 litres of stormwater from harming our native ecosystem; enough water to ice 10 NHL-regulation size rinks, while offsetting the cost of irrigating lawns and gardens. Green Venture is an exceptional example of an organization that has implemented low/no cost actions that have resulted in measureable outcomes and improvements for our community.

greenventure.ca



HIEA continues to report on environmental progress of its member companies and engage local stakeholders in environmental issues. Input from stakeholders indicated a high interest in improved air quality. In response, in 2014 HIEA partnered with the City of Hamilton to co-fund the development of a model of the Hamilton Airshed. The focus of the Hamilton Airshed model will be to determine the contribution and nature of various local and background sources on ambient air concentrations in Hamilton which will allow for the development and prioritization of more effective air quality improvement actions. HIEA was also a leading sponsor of Clean Air Hamilton's 2014 Upwind Downwind Conference: Built Form – Foundation for Cleaner Air.

HIEA continues to provide financial support to local environmental initiatives, education and awareness programs including the Children's Water Festival, Yellow Fish Road, Green Angels, Protecting Monarch Butterflies at Land's Inlet and Clean Air for Kids.

hiea.org



In 2014, Hamilton-Wentworth District School Board (HWDSB) once again met, or exceeded their goals in the three pillars of sustainability.

HWDSB continues to show its commitment to energy efficiency. In 2014, a five-year energy consumption plan began with the goal of reducing energy consumed per square foot, by 12 per cent. One method to achieve this is by expanding roof top solar panels to more schools, through 19 applications to the Ontario Power Authority. HWDSB continues to advance its sustainable priorities through enhancements in waste management, water consumption, recycling and expanding the Eco Schools program.

As one of Hamilton's top employers, HWDSB continues to evolve and respond to the needs of its students and communities. In 2014, The Transforming Learning Everywhere (TLE) project was launched, which brings one-to-one tablet technology to students, staff and teachers. HWDSB's commitment to building stronger communities is evidenced through the community's use of schools, where participation grew by 17 per cent and the Focus on Youth Program, which saw a 76 per cent increase in participation.



Horizon Utilities Corporation is a municipally owned electricity distribution company serving 242,000 residential and commercial customers in Hamilton and St. Catharines.

Horizon Utilities is an industry leader in sustainability: the first company to earn the Canadian Electricity Association's Sustainable Electricity Company ® designation and one of Ontario's most efficient with annual costs per customer 44% less than the provincial average. In 2014, energy conservation initiatives resulted in energy savings of 37 million kilowatt hours, saving 8,700 metric tonnes of CO2. Their promotion of alternative employee transportation methods resulted in them being named Metrolinx Smart Commute Employer of the Year. Horizon's "smart growth" inspired connection program, recognizing that infill development and a more compact urban space is more sustainable and energy efficient, received a Canadian Urban Institute "Brownie" award. Corporate Knights ranked Horizon Utilities 11th in its Future 40 Responsible Corporate Leaders in Canada national sustainability list.

horizonutilities.com



Oakrun Farm Bakery supplies preservative-free baked goods for in-store and food service clients across North America. The company was acquired by Aryzta, a large Swiss-based global food business resulting in additional resources to enable growth.

In 2014 Oakrun succeeded in reaching the number one goal stated in their 2013 sustainability report: achievement of zero waste to landfill. Great progress toward another key sustainability goal in 2014 was achieved by reducing the volume of waste water generated. A 5% reduction from 2013 levels and an 18% reduction in waste water intensity (m3/kg) if weighted against production was recorded. Energy reduction is a key priority for 2015, and although total energy consumed in 2014 was up due to increased production, energy intensity (kwh/kg production) improved.

Ensuring a safe and healthy workforce is also a high priority for Oakrun, and Oakrun Farm Bakery employees are eligible for profit-sharing. The company has a training program that covers a variety of topics from health & safety to environmental/sustainability.

oakrun.com



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 and a Certified Women's Business Enterprise, REfficient serves customers in Canada, the US and 12 other countries. In 2014, they facilitated the reuse of over 70,000 products.

Their commitment to reuse goes beyond their core business, and in 2014 REfficient started a new initiative, "everyone", to upcycle waste such as old shipping pallets into functional furniture and décor. REfficient continued to purchase carbon offsets for their shipment-related emissions to their customers. They are currently quantifying emissions related to employee commuting, and are looking to expand this to include business-related travel in the coming year. REfficient is working to understand how climate change may affect their business, and how they can prepare. REfficient undertook an in-depth exercise to determine their materiality to improve their reporting process, reporting only on aspects that had at least a



refficient.com

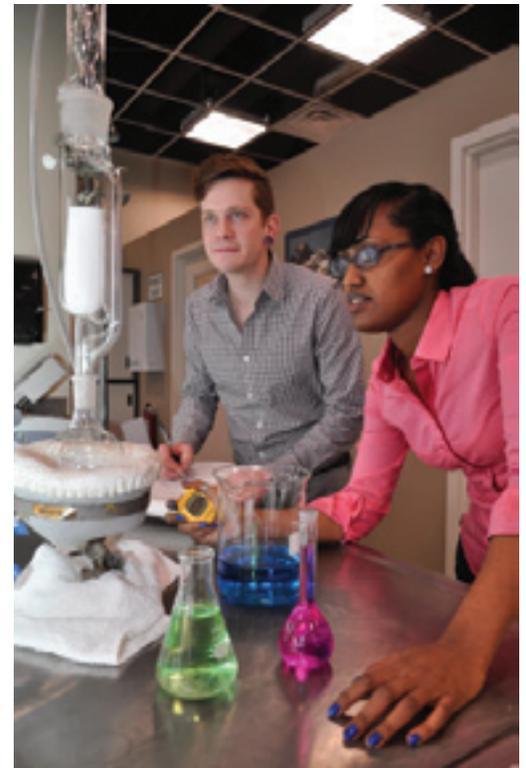


Walker Emulsions, a division of Walker Industries, a fifth generation family-owned company, headquartered in Niagara Falls serves a number of industries and municipalities across Canada and the United States. They offer a range of bio-based wax emulsions, asphalt emulsions, defoamers and other speciality products.

In 2014, Walker Emulsions reduced their water footprint by more than 8,000 m³. Through efficiency upgrades and process improvements they reused approximately 38% of process water. Their employees' commitment to the environment is driven by EARTH 1st™. This program encourages the integration of environmental practice inside and outside the workplace.

Walker Industries' Superior Safety Culture is also a top priority: employees who demonstrate outstanding commitments to safety are awarded with a donation to a charity of their choice. With average length of employment at 20 years, Walker Emulsions demonstrates how their commitment to their employees has resulted in a high level of satisfaction and loyalty.

walkerind.com





Dedicated to advancing social change for women and girls, the YWCA Hamilton provides a host of essential and meaningful services to promote safe, inclusive and equitable communities throughout the city. Understanding that sustainability is key to human well-being, YWCA Hamilton has started to examine the impact of their operations, starting with their Employment Services division which helps low-income, minority groups and individuals to overcome barriers to employment with specialized training, assistance and services for women, youth and new immigrants. As examples, their Bridging to Environment/IT Program helps internationally trained professionals develop their skills in order to meet the employment requirements to work in Canada, while their Microlending Program provides loans to female entrepreneurs so they may start a small business.

After an initial stakeholder engagement process, YWCA Hamilton has identified many key sustainability issues they wish to address within the coming years, including a desire to reduce their overall energy consumption and to better integrate sustainability principles throughout the department and amongst employees.

ywcahamilton.org

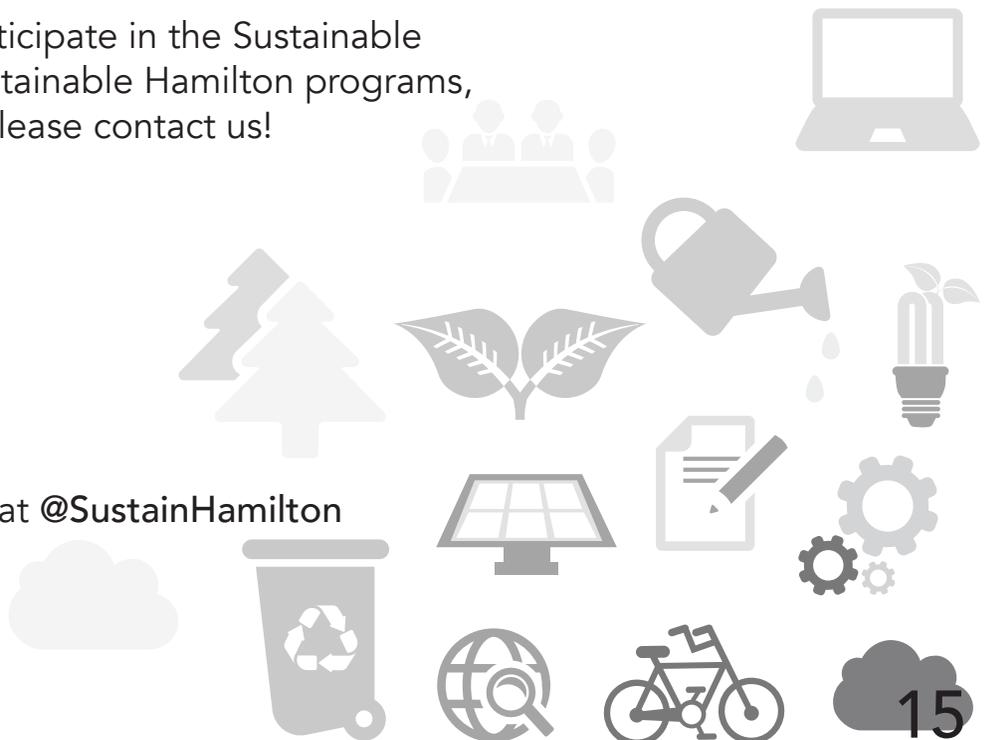
PLEASE JOIN IN!

To find out how you can participate in the Sustainable Action Initiative or other Sustainable Hamilton programs, or help out as a volunteer, please contact us!

Sustainable Hamilton
www.sustainablehamilton.ca
 905-570-8899
info@sustainablehamilton.ca



Follow us on Twitter at [@SustainHamilton](https://twitter.com/SustainHamilton)





SUSTAINABILITY AWARDS

Sustainable Hamilton’s annual awards recognize the significant achievements of our Sustainability Leaders. Recognition is based on an objective evaluation process carried out by a panel of 3rd-party, independent judges who are experts in sustainability and/or sustainability reporting. We’re extremely grateful to the following professionals for generously providing their time and expertise this year:

- Victoria Brzozowski, Sustainability & Waste Program Coordinator, Environmental Services, St. Joseph’s Healthcare Hamilton
- Katie Dunphy, Senior Manager, KPMG Sustainability Practice (Toronto)
- Brent McKnight, Associate Professor, DeGroote Business School, McMaster University (Hamilton)

BEST SUSTAINABILITY REPORT AWARD

This award recognizes the organization which the judges determine best meets all criteria set out by the Global Reporting Initiative for effective sustainability reporting:

- Materiality/Relevance
- Addressing Stakeholder Concerns
- Sustainability Context
- Completeness
- Balance
- Comparability
- Accuracy
- Clarity
- Reliability

The 2014 Best Sustainability Report is awarded to REfficient. Their 3rd annual Sustainability Report, this year’s excellent effort clearly incorporated the learning acquired through the previous years’ work, earning the top score of all entries.



BEST SUSTAINABILITY REPORT FOR A FIRST-TIME REPORTER AWARD

EcoSynthetix has been an Observing Partner of Sustainable Hamilton since 2013, taking the time to clearly evaluate their sustainability priorities. Their participation in an S-CORE sustainability assessment and an in-depth stakeholder materiality assessment helped them focus their efforts to produce a highly effective report for 2014, including clear goals for the upcoming year.



SUSTAINABLE INNOVATION AWARD

This award is based on company initiatives that offer true “triple bottom line” benefits, addressing environmental, social and economic issues. The initiatives must represent an innovative new approach to an existing issue, or a brand new product or service. This year, the judges came up with a tied score. Sustainable Innovation Awards are being presented to two deserving companies who are both new members in 2014-15.

Benefect is being recognized for their innovative use of a natural ingredient, the Thyme plant, to create a line of hospital-grade disinfectants. Benefect developed the first disinfectant in the world to be registered with federal governments in Canada and the U.S. that had no human health warnings.



Walker Emulsions of Burlington, part of Niagara-based Walker Industries, receives a Sustainable Innovation award for their Earth1st employee program and their new water and heat reclamation process. This process saves over 6400 cubic metres of waste water from being discharged into city sewers and also captures waste heat from production processes to reduce energy consumption.



THIS YEAR'S AWARD

Every year Sustainable Hamilton aims to profile a local artist. This year's award is designed by Greenville-based Paull Rodrigue, a multi-award-winning glass artist whose work includes vibrant colours and exciting shapes. This beautiful hand-made glass award reflects the figures on which the Sustainability Leaders logo is based: a person with outstretched arms evoking celebration and leadership.



THE WAY FORWARD: LEADING SUSTAINABLE ACTION IN HAMILTON & BURLINGTON

By expanding our Sustainable Action Initiative to include both our Sustainability Partner program for small organizations and those new to sustainability, and our Sustainability Leaders program for those measuring and publicly reporting on their results, we now offer the support needed for virtually any organization to advance environmental and social performance while driving economic prosperity. The focus over the next year will be to enhance our community impact by expanding the breadth and depth of our offerings.

SUSTAINABLE HAMILTON-BURLINGTON: NEW NAME, NEW BRAND LOGO

Although Burlington businesses have always been welcomed in Sustainable Hamilton programs, we're formalizing our commitment to Burlington with a name change to Sustainable Hamilton-Burlington. We'll be unveiling a new website over the coming weeks that build on this new brand identity.



CLIMATE CHANGE: CREATING RESILIENCE

Over the next year Sustainable Hamilton – Burlington and our community partners will be helping organizations to address climate change through mitigation or measures to reduce greenhouse gas emissions, and adapting to changes already in process.

The recent announcement by the Ontario government of a new carbon cap & trade program emphasizes the urgency for businesses and other organizations to quantify and reduce their emissions. An expanded carbon reporting tool and advisory services will be introduced to help Sustainable Hamilton-Burlington members prepare for carbon pricing while creating greater efficiencies and cost savings.

Inspired by suggestions we received while working with the City of Hamilton Community Climate Change Action Plan, we are developing a toolkit to help businesses and other organizations understand and prepare for climate change impacts. By helping organizations to ensure business continuity in the event of severe weather, and to take other adaptation measures, we'll be contributing to the greater resilience of our economy and our community overall.

CREATING TOMORROW'S SUSTAINABILITY LEADERS: SUSTAINABLE HAMILTON EXPERIENTIAL LEARNING (SHEL) PROGRAM

By educating and supporting organizations we're helping to empower today's sustainability leaders.. There's also a need to prepare the next generation of young leaders, a role that Sustainable Hamilton – Burlington is also embracing. We're delighted to announce the Experiential Learning program is being expanded to include Mohawk College so students from a variety of sustainability-related fields such as engineering, environmental management, business management and technology, can contribute to finding solutions for real-world issues.

The many volunteer opportunities we offer continue to expand as the needs of area businesses grows. Many of our volunteers have leveraged their Sustainable Hamilton experience, and the many connections this has enabled, into sustainability-related careers in public and private-sector organizations.

COMMUNITY CHANGE THROUGH COLLABORATION

We're keen to build on the collaborations we began with the Hamilton and Burlington Chambers of Commerce, the Sustainability Professionals Network, McMaster/the CLS (Community-Based Leadership for Sustainability) and the City of Hamilton over this past year, as well as exploring possible synergies with several environmental and social NGOs. Stay tuned for some exciting new partnerships!

WE NEED YOUR HELP!

As the saying goes, it takes a community to raise a child. Similarly, it takes many hands and other resources to grow a non-profit community organization. We may be recruiting new Directors for our board, and we invite prospective volunteers to get in touch. There are many sponsorship opportunities available. And finally, we hope you'll consider joining this growing community of smart, responsible organizations and become a Sustainability Partner or Leader. There's much work to do and together, we can make a real difference.

COLLABORATING FOR SUSTAINABLE PROSPERITY

HAMILTON

"The City of Hamilton recognizes the important work of Sustainable Hamilton in supporting the creation of a resilient economy and a healthy environment as we plan together the Hamilton we all want to live in."

-Mayor Fred Eisenberger, City of Hamilton.

"Our challenge as a 170-year old institution is to be relevant to Hamilton's business community in the 21st century. Due to its promotion of sustainable business practices and the excellent job it does in helping our members understand and prepare for the impacts of climate change, we are proud to call Sustainable Hamilton an important partner in meeting the current and future needs of our members."

-Keanin Loomis, President & CEO, Hamilton Chamber of Commerce

BURLINGTON

"Hamilton and Burlington have a long history of collaborating on environmental initiatives. Starting with establishment of the Royal Botanical Gardens over eighty years ago, recognition of our common environmental interests is an increasingly important component of our relationship. Our joint stewardship of the eastern end of Lake Ontario includes waterfront and beachway planning and clean-up of the Randle Reef with corporate and government partners.

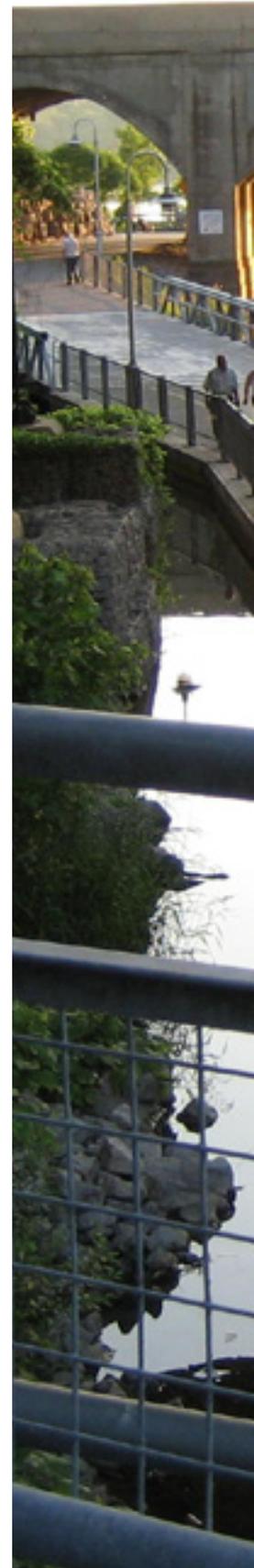
We are also partners in protection of the Niagara Escarpment whose status as a UNESCO World Biosphere Reserve both typifies and transcends our environmental partnership.

Our two communities are exploring opportunities for co-operation in a number of areas such as business, transportation, education and recreation. The enhanced recognition of the relationship between Burlington and Sustainable Hamilton is a logical step forward and I look forward to working with all of the partners in this undertaking."

-Mayor Rick Goldring, City of Burlington

"I am pleased to hear that what used to be known Sustainable Hamilton will now be Sustainable Hamilton-Burlington. This is a natural progression for the organization since they have been doing work in Burlington for a few years now. They have worked with the Burlington Chamber of Commerce on issues from policy development to co-promoting events. I think Sustainable Hamilton-Burlington is poised to capitalize on the growth of our shared regional economy."

-Keith Hoey, President & CEO, Burlington Chamber of Commerce



THANK YOU!

SUSTAINABLE HAMILTON BOARD OF DIRECTORS:

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- Tony Cupido, Ph.D., P.Eng., Chief Building and Facilities Officer Facilities Management, Mohawk College
- Robert Dunford, Partner, Gowlings Hamilton
- Brian Lennie, Policy Advisor, Horizon Utilities
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We are very grateful to Chawana Champagne and Alex L'Ortye for generously providing report design and artwork.

A big thank-you to Advanced Office Solutions (www.aosgroup.ca) for donating the printing of this Report.



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