



**2016**  
**2017**

ANNUAL BUSINESS REPORT

**INNOVATING FOR SHARED VALUE**



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# MESSAGE FROM THE LEADERSHIP TEAM



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(Chair of the Board)  
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Logistics Coordinator  
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**Alana Penny**  
Lawyer and Associate  
with Gowling WLG



**Andrew Pride**  
Principal, Andrew Pride  
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**Sandi Stride**  
Founder, CEO,  
President

## *"Innovating for Shared Value"*

2016 was truly a transformative year for Sustainable Hamilton Burlington.

In January we became the 8th community in Ontario to join the Sustainability CoLab network. In doing so, we gained access to extensive capacity-building resources and networking as well as support from the Ontario Ministry of Environment and Climate Change while retaining our own unique value proposition. A Grow Grant from the Ontario Trillium Foundation allowed us to hire staff to expand our program delivery, grow our membership base and solidify our sustainability as an organization. Funding from the City of Hamilton City Enrichment Fund resulted in a new Business Development staff position, and Emily Vis joined in September to help build our membership base. In January 2017 we welcomed Kim Gutt as our new SBI Program Manager, and Alex Johnston as Events & Marketing Manager.

As a result of these developments, 2016 was also a year of innovation and realignment. As you'll read in the following pages, we re-launched our core program in fall 2016 as the Sustainable Business Initiative or SBI. With its new greenhouse gas target-setting program and wider suite of services SHB is even better positioned to meet the diverse needs of the Hamilton and Burlington business communities. We continue to be inspired by the innovation of our member companies, many of whom are profiled in this report.

We're also delighted to welcome three new board members. Alana Penny of Gowling WLG, Brian Paré of Walker Emulsions and Andrew Pride of Andrew Pride Consulting add considerable depth of experience to our dynamic team. We are grateful to Robert Dunford and Liz Nield who retired over the past year after several years of dedicated service.

Overall, thanks to our amazing community support, our incredible volunteers, and the visionary guidance of our leadership team, we're better positioned than ever to help our members achieve greater success by creating shared value -- not only value for their shareholders, but for our local communities and environment as well.

On we go!

**Ruth  
Liebersbach**  
Chair of the Board

**Sandi  
Stride**  
President & CEO

May 2017



# INNOVATING FOR SHARED VALUE

**“The concept of shared value can be described as a set of policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the social and economic conditions in the communities in which it operates.”**

Michael E. Porter and Mark R. Kramer, Harvard Business Review, Jan/Feb 2011

This year's report theme, *Innovating for Shared Value*, encapsulates the essence of Sustainable Hamilton Burlington and the good work of our members. We are operating in an age where it's no longer acceptable to focus on the creation of economic value for your company, irrespective of the impact this value creation has on the world around you. We are all inter-connected: successful companies depend on healthy, resilient communities. With climate change impacts becoming ever more clear and present, the need for us all to play our part in addressing this and other wicked issues is irrefutable.

In this report we're pleased to share the stories of our members that are enjoying greater success -- often achieving a competitive edge -- through innovative approaches that create social, environmental and economic -- *shared* value.

We're on our way toward achieving our biggest goal: making sustainability, *just the way business is done here*.

2016 and early 2017 have been a time of transformation and innovation that have set the stage for growth in 2017 and beyond. So, what does that look like?

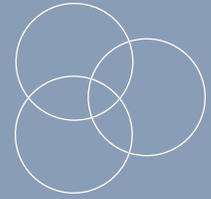
## The New Sustainable Business Initiative (SBI): An Improved Program for a Low-Carbon Economy

We officially joined Sustainability CoLab and began the process of incorporating the CoLab greenhouse gas (GHG) target-setting and reduction parameters and software into our existing program. To make sure we were developing a program that meets the changing needs of our business community, we conducted a member feedback survey to gain input on how to better meet member needs, and prepared an Options Paper.

### Shared Value Case Study

The Green Angels Financial Assistance program at **Royal Botanical Gardens** provides subsidized admission and educational programming to disadvantaged, special needs and new Canadian children. This program provides the social value of empowering local children and bridging the opportunity gap for their participation in education focused on the environment. RBG's children's programming not only offers hands-on learning about the environment; it also provides opportunities for children to fall in love with nature. This builds the foundation for a life-long connection that supports both health and wellness, and their role as environmental stewards.

# 2016-2017 YEAR IN REVIEW



## How Sustainable Hamilton Burlington is Innovating for Shared Value



The Options Paper was then reviewed in several workshops with a variety of member and community participants, and led to the creation of the new SBI Framework -- an innovative approach to inspiring change, unique within the Sustainability CoLab network.

We were proud to launch the new SBI at an event at the RBG attended by over 90 people.

**New funding, new staff!** Thanks to grants from the Ontario Trillium Foundation, the City of Hamilton, ECO Canada and Natural Resources Canada (Green Jobs) we were able to hire four staff. A dynamic new team was formed! (Please see page 27.)

**New Office** When we suddenly out-grew our desk in the Seedworks co-working space, the owners of Seedworks stepped up and renovated a unique new office for us -- which is now complete with a recycled shipping pallet green wall, upcycled table and Interface carpet tiles. We were pleased to show off our new office and celebrate our Ontario Trillium Foundation announcement at an open house on March 24th.

### Inspiring Shared Value through Education

We planned and hosted 7 learning events and workshops over the fall 2016/spring 2017 events season, including two collaborations with Niagara Sustainability Initiative.

Some highlights include:

- November *No Time to Waste*
- February *Smart Energy Summit*
- March *Creating & Inspiring Green Teams*
- March *Sustainable Supply Chains: The Missing Link*

*Shared Value Case Study*

**REfficient** helps their clients save money on telecom and AV equipment through reuse and repurposing. This avoids valuable electronics and other materials going to landfill and the consumption of virgin materials, while the availability of discounted equipment helps the bottom line of many businesses.



# 2016-2017 SBI

The 2016 re-launch of the Sustainable Action Initiative to become the Sustainable Business Initiative (SBI) in September 2016 was prompted by two factors:

- 1) input from members.
- 2) adapting the program to incorporate the Sustainability CoLab emphasis on addressing climate change and GHG reporting.

Members asked for more flexibility, and additional options for reporting on their organization’s unique situations.

Consequently, we have evolved our program into 3 streams to meet the varying needs of members. From Bronze to Gold, they represent an increasingly comprehensive coverage of their organization’s sustainable practices and reporting.

All members are now required to set a sustainability target which can be measured and improved on over time.

A **bronze member** is simply reporting on and setting a reduction target for GHG emissions or waste.

SBI Stream	What gets measured and reported?	Benefits
BRONZE	Minimum of 1 target: Carbon or Waste	Tracking and target setting one aspect of your business is an excellent starting-point, uncovering other opportunities for improvement.
SILVER	B Lab Assessment Score	Comprehensive survey and benchmarking against sector specific best practices, identifies areas where excelling and those that need improvement.
GOLD	Global Reporting Initiative based sustainability reporting + Minimum of 1 target: Carbon or Waste	The internationally-recognized GRI Framework provides credibility on a community, national and/or international level.

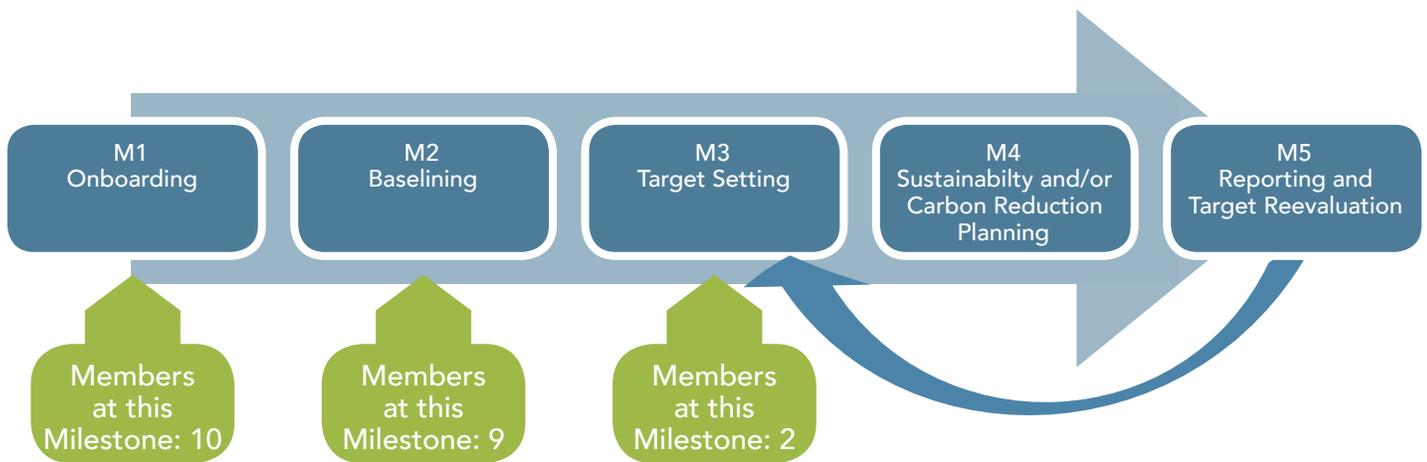


# PROGRAM OVERVIEW

**Silver members** work through a B Lab Assessment (see page 24) and work towards improving their score over time.

**Gold members** are producing a comprehensive Global Reporting Initiative (GRI) based sustainability report in addition to making progress on an environmental target.

We've also created a support program based on five milestones, providing guidance at every step along the way.



Early results are positive, as members appreciate the increased options and easy-to-follow milestone process. Initial feedback from a survey of our members showed a positive response to the changes:

- 71% of survey respondents felt the SBI made them more accountable for their sustainability progress.
- 86% of survey respondents were likely, or extremely likely, to recommend our program to others.

*Shared Value Case Study*

Innovative products can generate revenue and solve environmental problems. At **Tek Pak Solutions**, every sale of their Omnidegradable plastic replaces traditional flexible plastics, leading to a smaller environmental impact regardless of whether the plastic ends up in landfills or the ocean. Customers that use **Tek Pak Solutions'** plastic inputs reduce the impact of their products as well, creating value throughout the entire supply chain. Similarly, sales of **Ecosynthetix'** DuraBind wood binder removes formaldehyde from wood manufacturing. Commercializing this product generates health benefits throughout the built environment, and makes **Ecosynthetix** a preferred supplier.

*Shared Value Case Study*

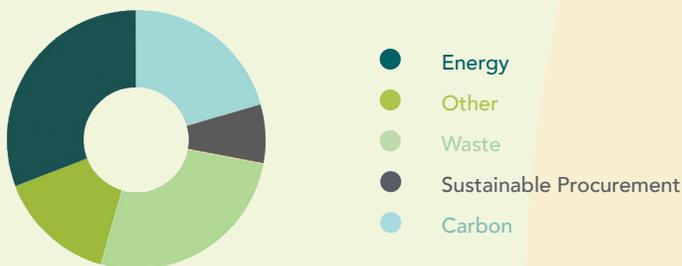
**360 Energy's** coaching and services develop energy literacy among their clients. Not only does this allow those clients to optimize their own business operations, but the impact multiplies as their employees bring this increased awareness into their homes, and generates a net benefit in the communities where they work and live.

# ENVIRONMENTAL INITIATIVES



**864.08 tCO<sub>2</sub>e** = Emissions tracked in GHG Accounting Software

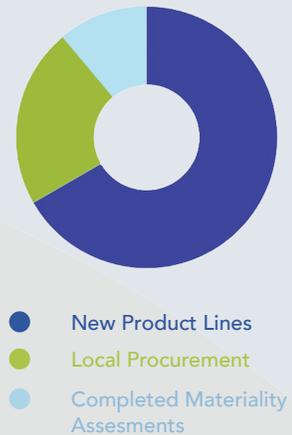
TOTAL ENVIRONMENTAL INITIATIVES



# ECONOMIC INITIATIVES



TOTAL ECONOMIC INITIATIVES



# SOCIAL INITIATIVES

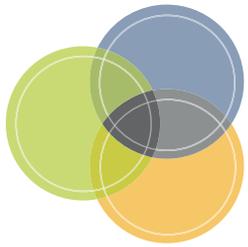


TOTAL SOCIAL INITIATIVES



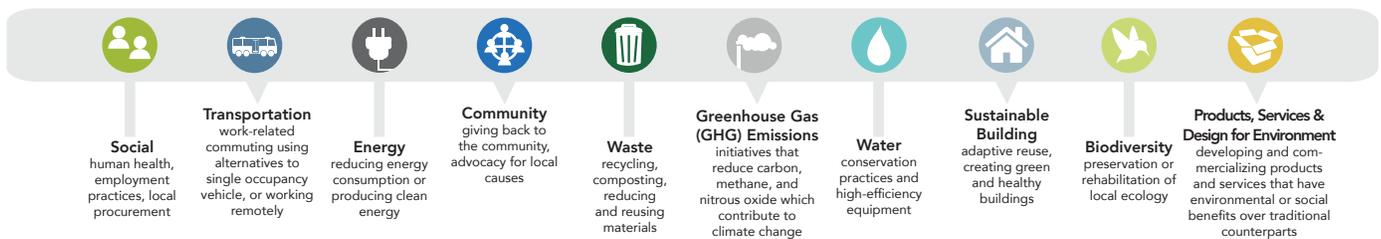
# MEMBERS 2016 TO PRESENT





# 2016 MEMBER PROFILES

We're proud of the progress our members are making and are pleased to provide short profiles that highlight their key sustainability initiatives over the past year. Where available, these are based on sustainability reports submitted. However, many members have not yet fully transitioned to the new SBI Framework and weren't able to submit an official sustainability report or assessment. In these cases, their profiles are based on documentation submitted to SHB highlighting their key initiatives over the past year and resulting progress. The following chart provides a quick summary of the types of key initiatives undertaken:



## MEMBER PROFILES

### 360 Energy

360 Energy offers services to organizations that embed efficiency and cost-savings measures into operations, procurement and financial decision making. Our approach creates robust teams, requires internal collaboration, and helps businesses to enhance performance. This approach forms a foundation for corporate sustainability programs. 360 Energy created the Certification of Energy Excellence (CEE), an outcomes-based evaluation to drive energy efficiency and savings. CEE requires broad internal collaboration and a verified record of continual improvement in reducing energy consumption and costs. St. Marys Cement, one of 360 Energy's CEE clients, became the first operation in North America to become ISO 50001 certified.

In 2016, 360 Energy has nominated a sustainability lead; completed the SHB onboarding process; initiated the materiality assessment and baseline with the goal of completion in summer 2017.

In the past 12 months, 360 Energy developed two new product lines to add to our suite of energy management and conservation services.

These are:

- 1) Cap and Trade Management (facilitating participation in the Ontario Cap and Trade program for large energy users including carbon accounting/verification and emissions reductions options to mitigate costs related to carbon pricing);
- 2) Alternative Energy Assessments (business case analyses of battery storage, co-generation, and renewable energy options for clients to reduce emissions, offset energy costs, and increase power reliability.)

360 Energy has also introduced quarterly carbon reporting as an option for clients with sites impacted by carbon pricing.

[www.360energy.net](http://www.360energy.net)



#### KEY INITIATIVES:



## Alectra Utilities Corporation

Alectra Utilities Corporation serves approximately one million customers across a 1,800 sq. km service territory and 15 communities including Alliston, Aurora, Barrie, Beeton, Brampton, Bradford, Hamilton, Markham, Mississauga, Penetanguishene, Richmond Hill, St. Catharines, Thornton, Tottenham and Vaughan. The Alectra family of companies includes Alectra Inc. (Mississauga, Ontario) Alectra Utilities (Hamilton, Ontario) and Alectra Energy Solutions Inc. (Vaughan, Ontario). Alectra Utilities is shaping the future of energy as we know it. We are writing the next chapter in the changing face of energy in Ontario based on our strong legacy from the past. We are moving forward - as one organization - to provide safe, reliable and innovative energy solutions to families and businesses across the Greater Golden Horseshoe area. Our mission is to be the energy ally that our customers expect us to be. We are equipped to discover the possibilities of energy conservation and new technologies for enhancing the quality of life of nearly one million customers in the communities we serve. Alectra Utilities is the culmination of four progressive, low cost and innovative electricity distributors that came together for a common goal – to be a single trusted ally in the rapidly changing world of energy. Our respective history is steeped in pioneering firsts, groundbreaking achievements and memorable milestones that will help guide to serve the energy needs of our customers for the future.

[www.alectrautilities.com](http://www.alectrautilities.com)



Discover the possibilities

### KEY INITIATIVES:



## Aryzta Ancaster (Oakrun Farm Bakery)

Located in the Ancaster, Ontario, Oakrun Farm Bakery is known not only for their preservative-free cookies, scones, and tea biscuits, but for being the number one brand in Ontario for English muffins and crumpets. Oakrun Farm Bakery is a part of the ARYZTA family where there is great passion for sustainability. The foundation of ARYZTA sustainability program is built on a balanced approach to the organization's business strategy. Oakrun has adapted their program to meet the standards set by ARYZTA. Our vision is to be viewed internally and externally as a social responsible organization and leverage our global resources to improve environmental, economic and social outcomes. ARYZTA has developed a holistic strategy, led by senior leadership that addresses the Three E's of sustainability: Environmental, Ethical and Economic.

Being part of Aryzta, Oakrun has adapted the corporate sustainability strategy and has five focus areas that build the pillars of the program: People & Workplace, Sourcing Practices, Food & Marketplace, Environment, Community Engagement

Apart from already operating their bakery as a zero waste to landfill facility since 2014, Oakrun has continued to make significant reductions in their water and energy intensity in 2016. Oakrun has also been the leader in a number of fundraisers which saw over 2,800 items collected and donated to local food banks as well as over \$6,500 in donations made towards local charities.

[www.aryzta-bakeries.com](http://www.aryzta-bakeries.com) / [www.oakrun.com](http://www.oakrun.com)



### KEY INITIATIVES:



## Benefect

Benefect Corp. is the creator of the world's first botanical disinfectant made from the essential oil of the thyme plant. It was also the first government registered hospital disinfectant with no human health warnings. Benefect's line of cleaners and disinfectants are used primarily in the disaster repair industry for mould remediation, water damage repair and biohazard clean-up.

Continuing their social responsibility efforts, the Benefect Community Fund continues to direct resources towards those affected by disasters. In August 2016, parts of Louisiana suffered severe flooding leaving thousands homeless and desperate. Partnering with Disaster Restoration Contractors the Community Fund was able to supply much needed cleaning supplies and financial support to first responders.

[www.benefect.com](http://www.benefect.com)



### KEY INITIATIVES:



## Carrothers & Associates Inc.

Carrothers and Associates Inc. is an award winning architectural design firm located in the heart of Hamilton, Ontario. With our staff of Architectural Designers and Consultants, we have built a reputation for innovative design and exceptional service throughout the GTA and Southern Ontario. We love all things modern, innovative and sustainable and encourage fresh thinking and honest questions while taking a creative approach to every project. Our design philosophy is to create strong, simple and beautiful solutions, arrived at through a collaborative effort between our clients, consultants and contractors. Many of our trade relationships are with local companies who share our sustainable interests. Materials we spec are locally sourced and environmentally friendly, making the decision to implement innovative and sustainable products within every design our top priority. Our awards and media coverage gives us an appropriate platform to share our thoughts with the community and we hope that with the help of the new Sustainable Business Initiative, we can track our company's environmental impact and begin to make a difference through setting and achieving targets and engaging in networking opportunities. Continuing to grow relationships with others who share similar interests about sustainability and innovation will both strengthen our company and our community.

[www.carrothersandassociates.com](http://www.carrothersandassociates.com)



### KEY INITIATIVES:



## The Cotton Factory

The Cotton Factory is a creative industries complex located in a repurposed industrial cotton mill. It provides studios, offices, manufacturing spaces, coworking and event space to artists, creative manufacturers and professionals working in lower Hamilton. This former industrial building from 1900 is a prime example of adaptive reuse.

Property Owner Rob Zeidler is very active in the Hamilton community. He sits on the Board of the Hamilton Chamber of Commerce. He was awarded the Heritage Property Conservation Award from the Hamilton Municipal Heritage Committee in 2016 for his work at Cotton Factory, and is a strong supporter of the Save the Gore initiative. Rob is also involved in the Bayfront Strategy Project, initiated by the Planning and Economic Development Department, City of Hamilton.

This year, Cotton Factory has partnered with Humble Bee Inc. to create a bee apiary on site and develop a community garden. Humble Bee Inc. is also offering classes and workshops with Cotton Factory on beekeeping, and the importance of bees to our environment.

Dedicated to reducing waste, Cotton Factory has developed a manual for waste handling best practices. McMaster University Environmental Science students completed an Environmental Impact report in 2016 on the use of recycling for Cotton Factory's weekly catering program, which included suggestions to reduce their environmental footprint. As a result, Cotton Factory has coordinated with its Pop-Up Lunch caterers to use recyclable containers in place of the usual Styrofoam. It also encourages tenants to use provided dishware or bring their own reusable containers.

[www.cottonfactory.ca](http://www.cottonfactory.ca)



### KEY INITIATIVES:



## EcoSynthetix

EcoSynthetix offers a range of sustainable engineered biopolymers that allow customers to reduce their use of harmful materials, such as formaldehyde and styrene-based chemicals. The Company's flagship products, DuraBind™ and EcoSphere®, are used to manufacture wood composites, paper and packaging, and enable performance improvements, economic benefits and sustainability. We do this in a unique and collaborative work environment using green chemistry, proprietary reactive extrusion, and complementary manufacturing technologies to achieve low production costs using minimal capital.

EcoSynthetix is a Sustainable Hamilton Burlington Gold Member as well as certified to the following systems and programs: Cradle to Cradle Certified™ Products Program, ISO 14001:2004, U.S. EPA SmartWay® Transport Partnership.

We are pleased to report that we surpassed both of our goals for waste diversion and reducing waste to landfill in 2016. Our targeted monthly waste diversion rate was 20.95%, we achieved 27.89% diversion from landfill. Our targeted monthly average waste to landfill was 2.96mt; we achieved an average monthly amount of 1.66mt.

In September, 2016, we commercialized our first account in wood composites with the SWISS KRONO GROUP (Formaldehyde replacement). This validates our capability to move the market towards a sustainable, safe chemistry for numerous wood based products found inside of homes.

EcoSynthetix has surveyed both internal and external stakeholders pertaining to views on sustainability. For 2017, our volunteer Green Team has been tasked with establishing a sustainability component within our value proposition, as well as maintaining all tracked objectives.

[www.ecosynthetix.com](http://www.ecosynthetix.com)



### KEY INITIATIVES:



## Hamilton Water

Hamilton Water, a division within Public Works in the City of Hamilton, is on a mission to provide quality water services that contribute to a healthy, safe and prosperous community, in a sustainable manner, through excellence and disciplined water management. They are responsible for operating and maintaining: 1 water treatment plant, 4 communal well systems, 2 wastewater treatment plants, 4,900 kilometres of pipes, 13,000 fire hydrants and 145,000 water connections & meters.

In line with Hamilton Water's vision of being trusted by their customers to protect their health, the environment and our future, they have: built a gas purification plant that allows us to convert methane into natural gas that is sold back to the local grid, built a methane-powered cogeneration unit that produces enough electricity to power 1200 homes per year, focused on system leak detection initiatives to reduce water loss, optimized chemical usage and hydro time-of-day use, replaced process equipment with more efficient devices, Implemented trenchless technologies to rehabilitate infrastructure and optimized management of both in-house and contract staff resources.

[www.hamilton.ca](http://www.hamilton.ca)



### KEY INITIATIVES:



## John C. Munro Hamilton International Airport

John C. Munro Hamilton International Airport is a privately held company and a wholly owned subsidiary of Vantage Airport Group, a leading global airport investment, management and development company. Vantage Airport Group manages a network of nine airports on three continents.

The Hamilton International Airport is a growing passenger airport and the largest overnight express freight airport in Canada. Focused on providing fast, hassle-free service, it is Hamilton International's goal to redefine the experience of flight for all its stakeholders.

At the Hamilton International Airport, the lens of sustainability focuses attention on opportunities for continuous improvement of our environmental stewardship, social engagement with stakeholders and contribution to the regional economy. Each sustainability initiative enhances operational performance and/or supports persistent shareholder value by focusing on supporting economic development, enhancing the capabilities of staff and community or, minimizing operational impacts on the environment.

As we are in the preliminary stages of implementing a Sustainability Management Plan (SMP), we envision:

- Developing a system for evaluating project and program proposals
- Integrating SMP updates into our annual business planning cycle
- Reporting on, and publicly sharing sustainability results
- Engaging the entire airport community in sustainable practices

[www.flyhamilton.ca](http://www.flyhamilton.ca)



### KEY INITIATIVES:



## mcCallum Sather Architects

MSA remains relentlessly focused on achieving our clients' goals guided by a commitment to design excellence and sustainable solutions. Our firm is uniquely identifiable as one of Canada's only architectural firms to offer LEED Facilitation Services.

For more than 20 years, sustainability has been at the forefront of our firm's mission and one of our core beliefs. As climate change impacts our external world, the building industry will face increased risks that will challenge design expectations and foster creative solutions for future-proofed design. We focus on the triple bottom line of social, financial and environmental sustainability, which results in beautiful, sustainable facilities that are delightful buildings in which to live, work and play.

Currently, we have 15 staff members with annual SOBI bike memberships and we support this initiative by subsidizing the annual fees by 50%. We consider our office building as an environmental incubator to test ideas, materials, finishes, processes and systems, allowing us to gain powerful insights which we are able to pass on to our clients. We have been able to accomplish the following initiatives: rainwater harvesting, green roofs, 10 KV solar array, maximum use of natural light, views, ventilation, ERVs, low flow fixtures, use of material finishes that are locally sourced, made from recycled products (carpet tiles) or rapidly renewable products (bamboo), active compost policy, eco-friendly cleaning products policy, and Energy Star rated equipment and appliances.

[www.mccallumsather.com](http://www.mccallumsather.com)

### KEY INITIATIVES:



## McMaster Innovation Park

The McMaster Innovation Park (MIP) is a world-class business and research park designed to foster innovation and business success.

MIP is a Property Management Organization which provides business with access to newly commercialized ideas and innovations from the top minds at McMaster University.

MIP is fully equipped to suit the needs of any business. Whether you need a cubicle for a startup or 100,000 sq. ft. of office and laboratory space, MIP designs, builds and leases back your ideal space.

Located in the heart of Hamilton Ontario, close to rail, air and highway access, MIP is 50+ acres of brownfield space situated within a 7 million person marketplace.

Last year MIP launched a crowdfunding campaign to bring more bees to Hamilton and provided the space to do so. Two hives were installed and monitored by a Hamilton based company, Humble Bee. MIP also engages its Tenants by providing MIP Community Garden with available plots to cultivate gardening activities. Regarding lighting, MIP continues to implement more LED lighting retrofits adding 10% more to its buildings in 2016. MIP was recognized for participating in the Sustainable Hamilton Burlington "Sustainability Partner" program in 2016. They have since advanced to the Silver Level.

[www.mcmasterinnovationpark.com](http://www.mcmasterinnovationpark.com)



### KEY INITIATIVES:



## REfficient

REfficient is an online marketplace allowing companies to buy quality used or refurbished Telecom, A/V and IT equipment at significant discounts. REfficient is a certified B Corporation, and ranks in the top 10% of all B Corps in environmental impact. REfficient serves customers in Canada, the US and 13 other countries.

REfficient revealed a number of new economic, environmental, and social initiatives in their 2016 Sustainability Report. They have a new store within their warehouse, Warestore, that allows customers to view their products in person. Their employees are engaged in the community, participating in Team Up to Clean Up the harbour, and Hamilton Victory Gardens. A Terracycle bin allows them to upcycle used coffee pods, and they purchase carbon offsets to mitigate the effect of their shipping business.

REfficient also has a number of innovative social initiatives. Their flex-time program allows employees more time off, by asking them to check-in once a day. This is in addition to formal vacation. A new total compensation tracking breaks down the entire value, in addition to salary, of working at REfficient. A new profit sharing policy adds even more employee benefits! REfficient will release their first public report this year, where stakeholders can learn all about these initiatives.

[www.refficient.com](http://www.refficient.com)



### KEY INITIATIVES:



## Royal Botanical Gardens

Royal Botanical Gardens (RBG) is the largest botanical garden in Canada and one of the largest in the world, with over 2,700 acres of cultivated gardens and nature sanctuaries. Wrapped around the western tip of Lake Ontario, these extraordinary properties include some of the most biodiverse land in Canada, with a major proportion of the property laying within the Niagara Escarpment World Biosphere Reserve. RBG is a National Historic Site of Canada for its breathtaking landscapes and major horticultural collections, and is well-known for its educational and conservation programs, holding many awards for its efforts in biodiversity conservation and habitat restoration. Several facilities dot the properties, including production greenhouses, a display greenhouse, and a LEED Gold certified section of its main building, the Camilla and Peter Dalglish Atrium.

RBG is an NGO and registered charity, committed to managing its own environmental performance and improving its sustainability. In RBG's Strategic Plan, environmental leadership is identified as one of its four key strategic goals. As part of fulfilling this objective, RBG has hired an Environmental Sustainability Coordinator who is developing and building upon RBG's sustainability initiatives. Current priorities are improving the diversion of waste generated by its staff and guests, measuring and tracking its GHG emissions, and developing other environmental, social, and economic components of the organization through leadership in and use of the American Public Garden Association's *Public Gardens Sustainability Index*, as well as Sustainable Hamilton Burlington's *Sustainable Business Initiative*.

[www.rbg.ca](http://www.rbg.ca)



### KEY INITIATIVES:



## The Seedworks

The Seedworks is a coworking space that allows between 12 and 20 companies to operate. This converted seed warehouse used to employ two people. Now, more than 60 people call this building their office, including Hamilton's bike share organization (SoBi), and Sustainable Hamilton Burlington. That's 60 people coming into downtown Hamilton and contributing to the local economy, using their meeting rooms, event spaces and kitchenette to conduct business and social events, and contributing to a thriving culture.

In 2013, the Hamilton Municipal Heritage Committee presented Seedworks' owners with the "Heritage Property Conservation Award" 'for demonstrating an outstanding contribution to the conservation, restoration and preservation of Hamilton's built heritage.'

In establishing Seedworks, the operators were keen to accommodate alternative methods of transportation. A car share parking space and a bike rack, as well as a double-bank of SoBi bikes have been provided for community members' use. Seedworks was awarded a "Bronze Level Bicycle Friendly Business Award" from Share the Road Cycling Coalition in 2016 in recognition of their efforts to create a great workplace for people who bike, including showers and bicycle storage.

Seedworks has used Sustainable Procurement principles in sourcing paper products, cleaning products, and coffee pods, as well as in selecting bee-friendly plants for the garden. They encourage waste reduction through clear signage for recycling and composting bins, and avoiding single-use products like bottled water where possible.

Looking ahead, the Seedworks is developing a Green Team to help make noise about their new initiatives in the area of sustainability.

[www.seedworksoffices.ca](http://www.seedworksoffices.ca)



### KEY INITIATIVES:



## TekPak Solutions

TekPak Solutions has spent 12 years developing new Patent Pending versions of plastic packaging that will degrade safely and quickly, anywhere there are microbes in 1/100 to 1/1000 of the time it takes regular plastics. These Omnidegradable plastics leave behind water, CO<sub>2</sub> and a trace of organic biomass, all of which are beneficial to plant growth or as fish food. The safety and efficacy of these plastics have been proven by independent lab tests and major university studies. TekPak Solutions has the only technology that is shelf-stable indefinitely and requires only microbes to degrade, virtually anywhere. Our goal is to expand the use of our technology around the world and reduce the amount of plastics in our oceans and landfills.

In 2016, TekPak Solutions has been able to increase production of Omnidegradable plastics and develop new products and components designed for sustainable disposal. TekPak Solutions's Omnidegradable packaging can replace 100% of the materials used in the flexible packaging market worldwide. Our newest development is the "Omni-Cup". It replaces the billions of K-Cups currently clogging up waste facilities and composters.

TekPak Solutions has also changed critical suppliers in order to bring the supply chain 3100 kms closer, and developed new EU distribution agreements. These actions in 2016 are driving ongoing reductions in transportation emissions.

[www.tekpaksolutions.com](http://www.tekpaksolutions.com)



### KEY INITIATIVES:



## Walker Emulsions

Walker Emulsions' commitment to sustainability is integrated into every part of its business. A division of Walker Industries, an aggregate, emulsion, and sustainable environmental solutions provider, they recognize that "the environment is our business and our business is the environment."

In 2016, Walker Emulsions expanded its fuel tracking to better understand their environmental impacts and conducted an internal materiality assessment to determine areas of our business that are most important to our stakeholders. Also, through strategic equipment use and process improvements, Walker Emulsions reduced electricity consumption by 10% and its overall GHG emissions by 5%, per production tonne. Next year, Walker Emulsions hopes to engage external stakeholders to better understand what is important to our community and our customers, as well as set quantitative targets and achieve further reductions.

[www.walkerind.com/emulsions](http://www.walkerind.com/emulsions)



### KEY INITIATIVES:



## Wonderfloat

Wonderfloat represents one of the most exciting wellness concepts in the world today, providing the ultimate relaxation and healing experience for both mind and body with the help of advanced technologies, including full spectrum infrared saunas, zero gravity massage chairs and sensory deprivation flotation pods. We define the quality of our company, in great part, by the degree to which we can reduce our impact on the environment.

The following water and energy efficiency features were incorporated in the design stage: motion activated faucets, low flush toilet, waterless urinal, water saving shower heads, on demand electric water heaters, the world's most advanced float tank technology, separate zone temperature controls via smart Nest thermostats, high performance swirl air diffusers for more efficient heating and cooling, slim line infrared radiant heating panels in treatment rooms, all LED lighting fixtures, either dimmable, motion activated, or programmable and remote controlled, thermal and acoustic insulation inside all partitions, Energy Star Certified kitchen and laundry appliances.

The entire facility was built in such a way as to facilitate reclaiming and reusing most of the materials used, for potential relocation. The floor system is also modular in order to give easy access to all piping and wiring, which eliminated the need for extensive trenching. Lastly, we purchase electric energy offsets through Bullfrog Power.

Environmental practices are a fundamental part of our staff training in addition to actively participating in recycling measures. Our ultimate goal is to become the world's greenest and most inspiring wellness brand.

[www.wonderfloat.com](http://www.wonderfloat.com)



### KEY INITIATIVES:



# 5th ANNUAL SUSTAIN

## BEST SUSTAINABILITY REPORT

This award recognizes the organization which the judges determine best meets all criteria set out by the **Global Reporting Initiative** for effective sustainability reporting. This year for the first time the judges declared a tie score. The award is being presented to two deserving companies:

**REfficient** and **Walker Emulsions**.



**walker  
emulsions**

## ENVIRONMENTAL INNOVATION

This award recognizes an organization with a new environmentally-focused product, service or process that demonstrates outstanding innovation and impact.

Finalists: **EcoSynthetix**, **TekPak Solutions**, **Wonderfloat**

Winners: The judges announced a tie for this award as well. The award is presented to **EcoSynthetix** for their **DuraBind** wood binder and to **TekPak Solutions** for their **Omnidegradable** plastic cups.



## SOCIAL INNOVATION

This award is presented to recognize outstanding innovation and impact for a product, service or process providing social benefits.

Finalists: **mcCallum Sather Architects**, **REfficient**, **Seedworks**

This year's award is presented to **Seedworks** for their innovative co-working space and associated internal and external community initiatives.



## PASSION INTO PRACTICE

The finalists for this award have demonstrated a holistic, integrated approach to embedding sustainability principles throughout their own operations, as well as the products or services they provide.

Finalists: **mcCallum Sather Architects**, **Royal Botanical Gardens**, **Seedworks**

Winner: **mcCallum Sather Architects**, who have taken outstanding measures to incorporate sustainability into their designs for clients as well as into their own premises and operations.



# ABILITY AWARDS

## SPECIAL THANK YOU TO OUR JUDGES

**Katie Dunphy**, Senior Manager, Global Sustainability Services, KPMG

**Velma I. Grover**, Adjunct Associate Professor, W Booth School of Engineering Practice and Technology, McMaster University; GRI Trainer, LEAD Canada

**Brent McKnight**, Associate Professor, DeGroote Business School, McMaster University

## SUSTAINABLE HAMILTON BURLINGTON WOULD LIKE TO CONGRATULATE HAMILTON INDUSTRIAL ENVIRONMENTAL ASSOCIATION: ON 20 YEARS IN OUR COMMUNITY!

We have been tracking our progress for 20 years and Hamilton Industrial Environmental Association (HIEA) continues to remain a strong, dedicated group of member companies who work closely with their neighbours, community initiative and not-for-profit environmental sector groups and many local representatives from the City of Hamilton and the Ministry of the Environment and Climate Change.

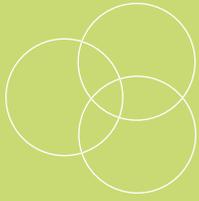
HIEA's 12 member companies continue to participate in, and support, a number of local environmental and community initiatives including: Bay Area Restoration Council (BARC), Children's Water Festival, Royal Botanical Gardens (RBG) Green Angels Program, McQuesten Urban Farm and others providing almost \$1.5 M in community and educational support over the last 20 years.

Besides supporting local environmental initiatives, HIEA member companies continue to improve their own facilities, making major financial contributions to the economic well being and



environmental protection of Hamilton. Collectively, HIEA member companies have invested over \$560 million on environmental capital improvement projects in the last 20 years which will have a positive and lasting impact on the Hamilton community. HIEA member companies have also employed an average of 10,000 employees and paid almost \$490M dollars in municipal property taxes over the last 15 years.

These and many other improvements over the years have had a very favourable impact on the local air quality – drastically reducing dust, diesel emissions and green house gases. HIEA members continue to report their aggregate environmental performance against key parameters in their annual survey and the 2016 results continue to show an overall improving trend for the years 1997 through 2016. These survey results are presented in HIEA's Annual Report to the Community publication, at the association's Annual General Meeting and to the Community Advisory Panel. They are also available to the public both in print and on the association's website - [www.hiea.org](http://www.hiea.org).



# COMMUNITY COLLABORATION

Collaboration is fundamental in creating a sustainable community and to address climate change, as no single organization can address the broad range of social, environmental and economic issues on its own.

Our collaboration with the 7 other Sustainability CoLab community organizations is a powerful example of how we can make a bigger difference by working together. Over 2016 and the first quarter of 2017, with the support of CoLab, member organizations collectively reduced GHG emissions by 44,257 tonnes!



Sustainable Hamilton Burlington was proud to partner with several other local community organizations over the past year.



City of Burlington Community Energy Plan -- Member of Community Engagement committee



Partnered with MCCC to present Spring 2017 Public Lecture by Dr. Dianne Saxe: Facing Climate Change: The Environmental Commissioner's 2016 GHG Progress Report

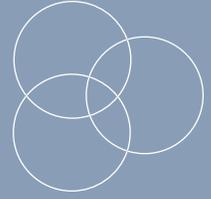


Exhibitor at Event



Leading Climate Change Break-Out Session

# COLLABORATION FOR EXPERIENTIAL LEARNING



One of our most powerful collaborations continues to be our work in helping to launch careers of the sustainability leaders of tomorrow while addressing real-world sustainability issues today. Sustainable Hamilton Burlington has partnered with McMaster University since 2013, and with Mohawk College since 2016 to help our youth gain valuable real-life learning opportunities. Through the Collaboration for Experiential Learning (formerly called SHEL, the Sustainable Hamilton Burlington Experiential Learning program,) 174 students have participated in 50 group projects that have provided creative solutions to organizations trying to improve their sustainability performance as well as valuable work experience for the students. This is truly a win-win-win collaboration that benefits the students, the client companies, and the community.

Here are some examples of the projects completed over 2016/17:



GHG benchmarking program for greenhouse growers

Waste Management analysis and recommendations for new/better recycling containers.



Energy reduction study:

Reduce utilities consumed via improvements in HVAC, lighting, and insulation. Justify capital expenditures for the energy efficient technology.



Waste Audit: Year two of a waste audit program

Energy Efficiency Audit:

A multi-site broad scope audit from energy to HVAC efficiency



White paper on a new technology's ability to address climate change as well as environmental impact, competing technologies, and public perception

Life Cycle Assessment to determine carbon footprint of product so carbon offsets may be purchased



Environmental Impact Assessment of healthcare business

Recycling Initiative including a waste reduction manual and a multi-stage plan to address the waste generated at the client's special events.



## Take The Next Step

We are always recruiting new company projects for our students! If you would like more information on how you can participate, please email [info@sustainablehamiltonburlington.ca](mailto:info@sustainablehamiltonburlington.ca) or call us at 905-570-8899.



# LOOKING

The Sustainable Business Initiative will be offering even more flexibility than ever with scalable approaches to reducing environmental impacts and creating shared value for our community. As we continue to evolve our program in response to the needs of our community and our members, we plan to implement several exciting new programs and upgrades over 2017/18.

Sustainable Hamilton Burlington will be ramping up our efforts even further to help businesses and other organizations across our cities adapt to climate change impacts and reduce their GHG emissions.

### *Climate Change Toolkit for Business*

In addition to the work of our **Sustainable Business Initiative**, we'll be creating a **Climate Change Toolkit for Businesses**, which was one of ten priority actions identified in the *Hamilton Community Climate Change Action Plan*.

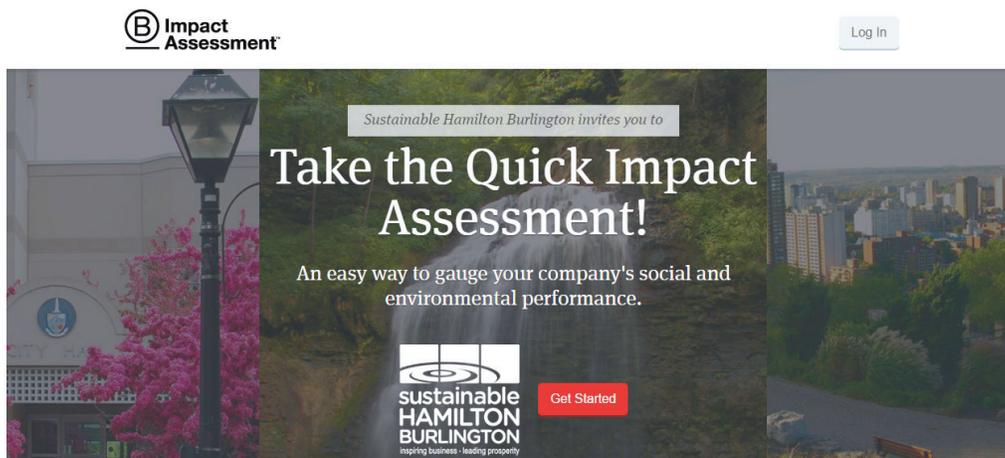
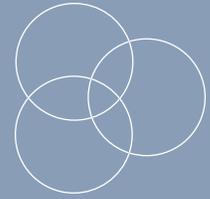
### *A New Waste Target-Setting Framework*

In the spirit of "what gets measured gets managed," the SBI program is researching and developing a new waste target framework. This will provide a new target setting and measurement option for member organizations at the Bronze and Gold levels that will also contribute to GHG emissions reductions. We are collaborating with Sustainability CoLab Network organizations and waste consultants to determine how to capture waste reduction efforts aside from landfill diversion, so that reduced consumption and reuse are given appropriate recognition. The target for completion of this framework is August 2017.

### *A new collaboration: B Lab*

Beginning in Summer of 2017, **Sustainable Hamilton Burlington** will be launching a new program in collaboration with **B Lab**, a non-profit organization dedicated to using the power of business as a force for good. Our **Silver Level** membership will now incorporate the **B Lab Impact Assessment**, an online tool that reports how your company performs against dozens of best practices.

# AHEAD



Sustainable Hamilton Burlington will use **B Analytics** to help companies set material goals, track performance across time, and compare against similar businesses. For silver members in the **SBI Program**, the **B Lab** provides a comprehensive educational and analytical approach that allows benchmarking against others in your sector.

The assessment also provides value to members by paving the way for **B Lab** certification, a well-recognized eco-certification label found on brands like **Etsy**, **Patagonia**, **Bullfrog Power**, **Hootsuite**, **Beau's All-Natural Brewery**, and **REfficient**. There are 180 **B Certified Corps** in Canada. **B-Corps** certified companies are those who have scored a minimum of 80 out of 200 possible points on the impact assessment, and had their statements certified through document review by **B Lab** auditors for a fee.

The Members, Board, Staff and Volunteers of Sustainable Hamilton Burlington are passionate about driving positive change for Hamilton and Burlington. By supporting and celebrating sustainability leadership in our businesses, public sector and other organizations we want to put Hamilton and Burlington on the map internationally as forward-looking cities that are thriving in a new low-carbon economy. But we can't achieve this without you!

We extend this invitation to you to join us over 2017: let's work together to help drive improved success for you and your stakeholders while contributing to a healthier, more resilient Bay Area.

Consider joining as a member, or showing your support through sponsorship. It takes a whole community to make a difference!

Call Sandi Stride at 905-570-8899 or email [info@sustainablehamiltonburlington.ca](mailto:info@sustainablehamiltonburlington.ca) today!

# NONE OF THIS WOULD HAVE



## Volunteers

### Administration/Corporate Services

Sarah Christensen  
Pamela Hensley  
Jean MacKinnon  
Juliet Morris

### Sustainable Business Initiative

Rick Alsop  
Emma Benko  
Tom Darling  
Allan Kean  
Chris McAnally  
David McCallum  
Kailyn Smith  
Erinn Van Wynsberghe  
Lindsay Williamson

### Events & Marketing

Qasim ghalib ahmad  
Diana Castillo  
Diana Chavez  
Alex Johnston  
Linda Mirabelli  
Titi Onabanjo  
Samantha Pufek  
Lydia Vanderkooy  
Rachel Wilt  
Lisa Yuan

### Volunteer Leadership

Erin Duffy  
Brittany Staboon



We would also like to say a special thank you to local glass blower Paull Rodrigue, for creating our beautiful awards.

[www.paullrodrigue.com](http://www.paullrodrigue.com)

# BEEN POSSIBLE WITHOUT:

## Staff



Sandi Stride  
Founder, CEO,  
President



Kim Gutt  
Sustainable Business  
Initiative Manager



Emily Vis  
Business Development  
Manager



Alex Johnston  
Events and Marketing  
Manager

And a Special Thank You To Our Members and the Public Who Attend Our Events and Help to Make Them Awesome!



Sustainable Hamilton Burlington is one of eight social enterprises across Ontario convening networks of businesses setting sustainability targets with the assistance of **Sustainability CoLab**. Together we're demonstrating that a more sustainable economy is possible.

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The Seedworks, 126 Catharine St N, Hamilton, ON L8R 1J4

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# SUSTAINABLE HAMILTON BURLINGTON WOULD LIKE TO THANK OUR GENEROUS SPONSORS & FUNDERS

## EVENING OF RECOGNITION SPONSORS



### ORGANIZATIONAL SPONSORS

#### KEYSTONE



**HAMILTON WATER**  
WATER IS LIFE

#### EDUCATIONAL



### ANNUAL EVENT SPONSORS

#### KEYNOTE



#### PRESENTING



#### SUPPORTING



### GRANTING ORGANIZATIONS

Sustainable Hamilton Burlington gratefully acknowledges the support of the Ontario Trillium Foundation. An agency of the Government of Ontario, the Ontario Trillium Foundation is one of Canada's largest granting foundations. With a budget of over \$136 million, OTF awards grants to some 1,000 projects every year to build healthy and vibrant Ontario communities.



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario

