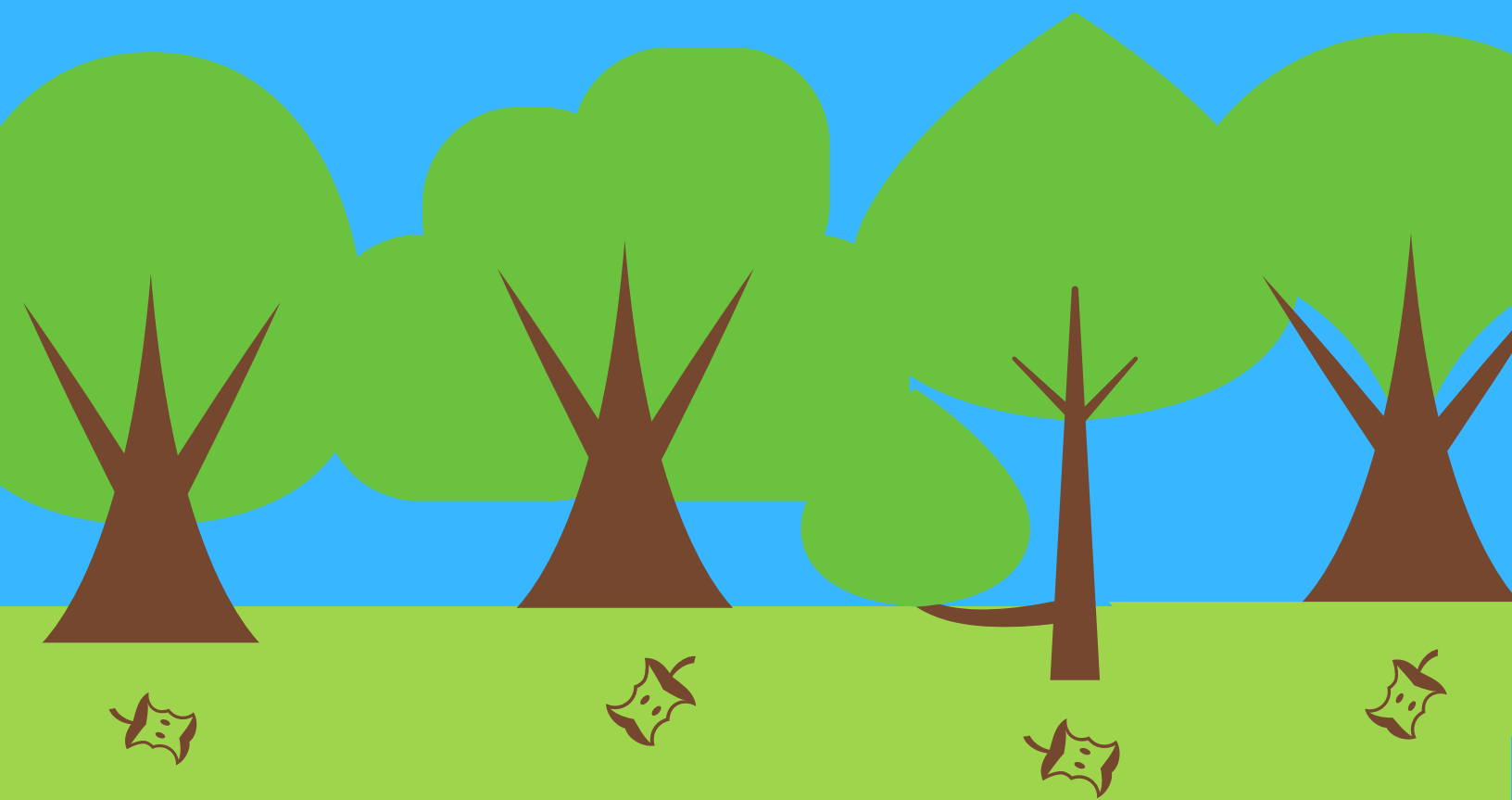


# Growing Our Core

## Annual Report 2019



rethink  
green



green  
economy  
north



Smart Green  
Communities



## GROWING OUR CORE

This year has been a successful time of adaptation and change. Adapting to current events, changing policies, and a growing concern over new environmental issues. We can do this thanks to the strength of our team both in the office and out in the community. Each working with the same core values of bringing together people and ideas to solve community sustainability challenges.

Our shared platforms have seen the addition of two amazing programs, Greater Sudbury Food Policy Council and Plastic-Free Greater Sudbury. Food distribution is a serious concern, and the growing rate of plastic production demanded that these programs grow in our community and we are excited to be part of it.

The great work of our Green Economy North program, has helped Sudbury organizations be more competitive through sustainability. From Greater Sudbury and surrounding areas, reaching the unique needs of Northern businesses takes hands on support. As we look to expand even further, with the help of Green Economy Canada, our team will be ready for the challenges ahead.

Smart Green Communities has brought reThink Green solutions to municipalities across Manitoulin Island and the North Shore region. With our staff's expertise in communication, sustainable practices, and regional challenges we have successfully collaborated with these communities to create a Regional Energy Emissions Plan (REEP).



I cannot express enough how excited I am to work with such passionate people. Each and everyone either in our office or part of our programs, who want to make the North a more sustainable place for generations to come. Building from our core to make our future even more beautiful.

reThink Green has grown, branched out, and plucked the fruit from the seeds we've planted. Now we start a new cycle in which we will build upon the spectacular work our team, partners, and environmental enthusiasts. Each having a part in creating sustainable environment and economy.

**Leigha Banford**

Executive Director, reThink Green



# GREEN ECONOMY NORTH

Green Economy North is a program of reThink Green and the Northern Ontario hub of Green Economy Canada. Green Economy North was established in April of 2016, and since then we have helped our members reduce emissions and advance their role as sustainable members of their community. We get to do this by helping businesses save money through environmentally sustainable practices. Sustainability benefits citizens and entrepreneurs by decreasing pollution and reducing expenses. As a hub for Green Economy Canada we get to participate in making Canada a better place to live and do business.



Looking at increased opportunities to support sustainability efforts across the North this year saw a piloted a festival reduction initiative with the Downtown Sudbury's Ribfest event. The first of its kind for festival sustainability in Northern Ontario. This effort successfully reduced the over all festival waste by 25 percent, totaling near 8 tonnes of carbon emissions. A reduction not easily achieved by some businesses over a year time.

An expanded model is being developed that can be packaged per festival with plans to be part of an even bigger reduction in the next Downtown Sudbury Ribfest.

Traditional business membership continued to grow with 5 new members to the program settling numbers to 29 members with more to come.

Program support also extended to the North Bay area with the development of Next Economy North Bay. Providing event coaching and knowledge of the sector this group of local sustainability advocates held a conference starting their sustainability movement that we are eager to see grow and work with.

Among all members we saw a fantastic reduction in carbon emissions. From 2018 to 2019 members reduced their output by 42,159 tonnes of GHG. This equates to removing 9,165 cars from the road or having baked 4,684 pies.

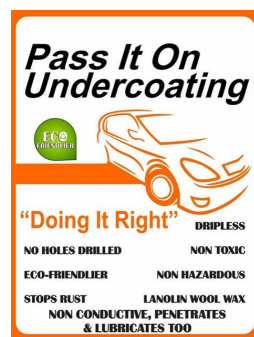
Businesses, communities, festivals, and passion have built a fantastic year for Green Economy North with another one on the horizon.





# GREEN ECONOMY NORTH MEMBERS

Green Economy North members have access to a wide variety of support, tools, and expert guidance. Services range from technical workshops to one-on-one coaching. Our members achievements are celebrated by the community through media coverage, special publications, and events.





# EVENING OF RECOGNITION

Held on April 25th, 2019, the Evening of Recognition celebrated people and organizations that made remarkable positive impacts on the environment. Together with our membership we celebrated the wonderful achievements and success in carbon reduction and shared expert leadership.



**Environmental Champion Award**  
Spacecraft Brewery



**Environmental Champion Award**  
Hia Media



**Most Engaged Member**  
Greater Sudbury Utilities



**New Member of the Year**  
Cambrian College



# GREEN ECONOMY CANADA

Green Economy North is one of seven Green Economy Hubs across Canada that support and celebrate businesses as they set and achieve sustainability goals.

Green Economy Leaders across our network are making significant commitments to take action on climate change and build sustainability into their operations. To date, businesses in Green Economy Hubs have collectively reduced over 200,000 tonnes of GHGs – the equivalent of taking over 45,000 cars off the road for one year. In addition to GHGs, some Green Economy Leaders are setting targets in other sustainability areas, such as waste and water.



250+

Green Economy  
Leaders



50+

GHG Reduction  
Targets Set



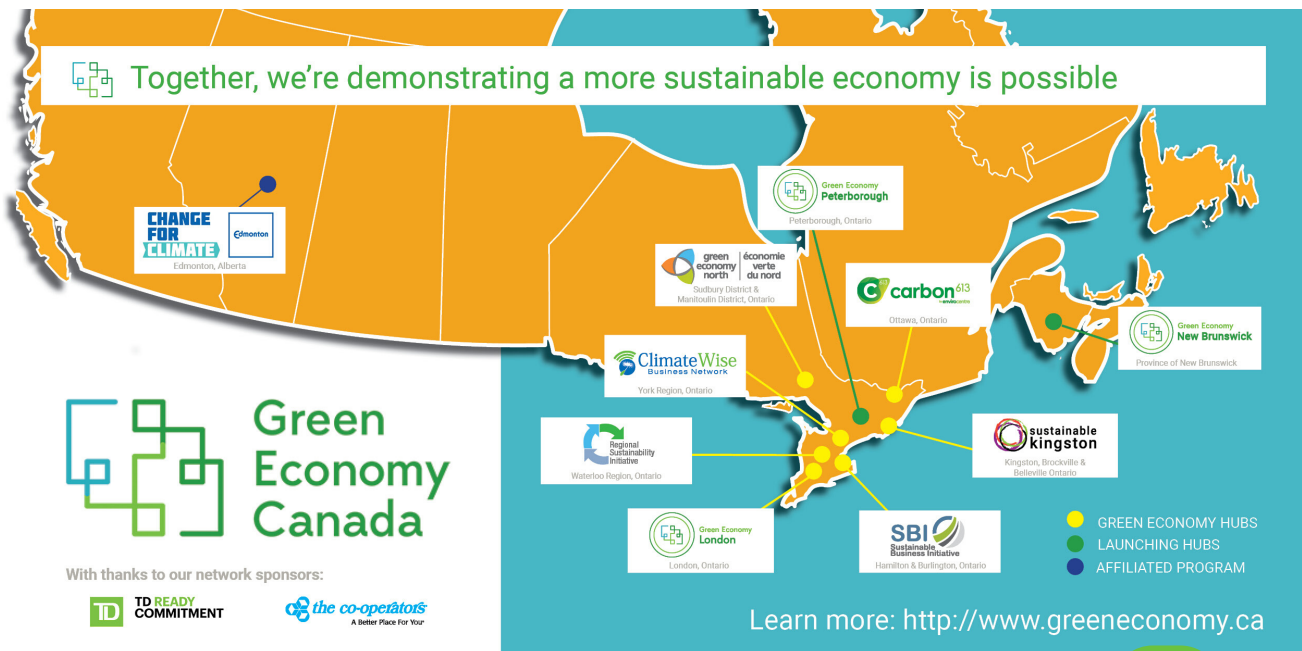
180,000+

Tonnes of GHGs  
Collectively Committed



200,000+

Tonnes of GHGs  
Collectively Reduced



# SMART GREEN COMMUNITIES

Smart Green Communities is a membership-based program for municipalities and First Nations in Northeastern Ontario, focused on developing strategies to reduce energy costs and greenhouse gas emissions. Our program provides technical and interpretive support for municipalities undertaking processes of energy and emissions planning.

Recently a regional Energy and Emissions Plan for Manitoulin Island is in the process of being created with funding from the Federation of Canadian Municipalities and a longer time horizon (until November 2020) will allow Smart Green Communities to deliver this plan to Manitoulin Island.

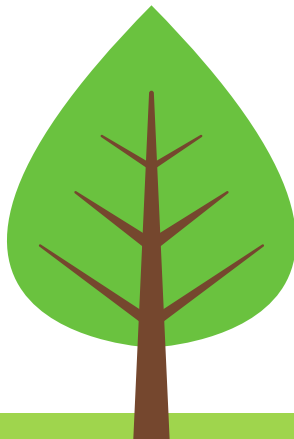
Energy and Emissions profiles have been created for each municipality and First Nation on Manitoulin Island. This includes data from municipal operations as well as residential data. Smart Green Communities has also gathered data about community projects.

All of this information is collected is shared on the Smart Green Communities website and is updated as data is retrieved.

Smart Green Communities has also created a Sample Energy Conservation and Demand Management Plan, Lighting Retrofit RFP, and Municipal Electric Vehicle Strategy Workbook. Smart Green Communities also shares this and a database of best practices in energy project implementation including links to case studies



The Group For Northern Ontario Municipal and First Nations Energy and Sustainability (GNOMES), was created in 2019 with our northern community partners. Every member shares the best practices for energy, sustainability, and climate change. By participating in this initiative, the municipalities on Manitoulin Island have developed a culture of open communication and collaboration.





# SMART GREEN COMMUNITIES MEMBERS

Members across Manitoulin Island and the North Shore have provided critical data in developing their regional energy emissions plan. Members outside this region have made tremendous strides as well in setting policies at respective councils and devoting resources to infrastructure changes creating meaningful change in their sustainability.



Municipality of  
**French River**  
Municipalité de la Rivière des Français



# EARTH FESTIVAL 2019

reThink Green hosted the 14th Annual Earth Festival on June 8th, 2019. Music, food, and community friends came together in beautiful Memorial Park in downtown Sudbury.

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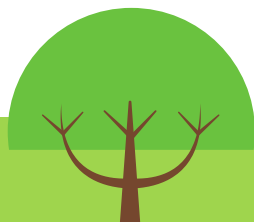
*The Earth Festival has grown into a great event that fosters new relationships in the community, and keeps environmental values close to heart.*

*-Rebecca Danard*

”

An annual celebration of the green groups that build the foundation of reThink Green. This event once again brought in over 2000 people throughout the day.

Bringing them to the festival were 21 unique vendors, live music on the stage, and interactive activities. Highlights from this past year include yoga in the park, building a reThink Green message quilt, and a mobile bike rack to encourage cycling as an alternative in Greater Sudbury.



# SHARED PLATFORMS

Through the Shared Platform program, reThink Green partners with unincorporated organizations to deliver projects under a shared umbrella. In return the organization can be part of delivering exciting new sustainability programs while guiding growing organizations on their journey to success.

This year reThink Green proudly brought in 2 new programs to the Shared Platform initiative, Plastic-Free Greater Sudbury and the Greater Sudbury Food Policy Council.







Green Economy North is one of seven Green Economy Hubs across Canada supporting a growing network of businesses and organizations to set and achieve sustainability targets. Together, we're demonstrating a more sustainable economy is possible.

## PROGRAM FUNDERS & SPONSORS

