

2022 ANNUAL REPORT



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reThink Green

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tending to fertile ground

LETTER FROM THE CEO

The past year has proven to be a unique and transformative period for reThink Green.

Our Green Economy North program, a shining example of sustainable business reduction, has expanded across Northeastern Ontario, thanks to the generous support of FedNor. This growth is a testament to our relentless dedication to fostering environmentally responsible practices within our communities.

We have continued to empower grassroots movements in the local environmental sector, providing essential services that enable them to make a tangible difference. We have collectively contributed to a greener tomorrow for all through these initiatives.

We were delighted to welcome Flour Mill Community Farm into the reThink Green family in the past year. Their focus on local food sustainability and sovereignty aligns seamlessly with our organization's core values and further strengthens our commitment to nurturing sustainable food systems.

As we step into the future, we remain steadfast in pursuing a greener, more sustainable world. I am truly grateful for your support and trust, and I eagerly anticipate the remarkable progress we will achieve together.

Leigha Benford

Chief Executive Officer



THE RETHINK GREEN TEAM



Leigha Benford
Chief Executive Officer



Simon Blakeley
Regional Manager
Program Development
& Government Relations



David St Georges
Communications &
Sponsorship Manager



Jan van Oordt
Member
Engagement
Manager



Megan Sheffield
Northern Home
Energy Assessment
Program Coordinator



Fionna Tough
Urban Food
Coordinator



Amanda McKelvey
Digital Media &
Events Specialist



Alex Millar
Sustainability Officer

BOARD OF DIRECTORS:

Leslie Kunto (Co-Chair) Injured Worker Outreach Contact Manager, WSIB

Mike Mayhew (Vice Chair) Owner/Operator, Mayhew Performance

Jordan Duplessis (Treasurer) Lawyer, Northern Law

Darla Stoddart (Secretary) Senior Scientist, Projects Science Program Unit,
Science North

Kevin Fitzgerald VP Global Sales, B2B Industrial

Sydney Fuller Corporate Business Manager, Northern Bulk Logistics

Ryan Mariotti Freelance Cinematographer, Drone Pilot, Photographer,
Conservationist

Alicia Woods CEO & Founder Covergalls Inc.

Krista Fortier Lawyer, Fortier Law Firm

OUR FUNDERS & SPONSORS:



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario

COLLÈGE **BORÉAL**



2022 AT A GLANCE

JANUARY

Northern Home
Energy
Assessment
Program Begins!



FEBRUARY

Next Economy
North Bay

Climate Action
Change Speaker
Series



MARCH

FedNor Expansion
Funding
Announcement



Agence fédérale de développement
économique pour le Nord de l'Ontario

APRIL

Sustainability
Awards

[Watch the video
recordings here!](#)



MAY

Green Economy North
Cohort 1 Launch
[Check Out the Members
of Cohort 1](#)



JUNE

Earth Fest:
<./connected>



JULY

The Great Ontario
Roadshow with
Science North



AUGUST

Some well
deserved staff
vacation!



SEPTEMBER

B2B Tire Drive
Partnership



OCTOBER

Green Town Hall



NOVEMBER

Green Economy
North Regional
Business Forum

Featuring Bob Willard



DECEMBER

reThink Green
Shop Local
Campaign



DEPARTMENT & INITIATIVE UPDATES

GREEN ECONOMY NORTH

Green Economy North is a membership-based sustainable business program operating under reThink Green, and serves as the Northern Ontario hub of Green Economy Canada. This program supports businesses, not-for-profits, and the broader public sector in reducing carbon emissions year after year, offering affordable and tailored support to help organizations set and achieve sustainability targets. Services provided include carbon measurement and reporting, energy auditing, and action planning.

With the backing of FedNor, Green Economy North is broadening its influence across Northeastern Ontario region. This expansion will foster sharing best business practices to minimize carbon emissions connected to operational expenses.

A recent and exciting addition is the Green Economy North Microgrant program. Supported by FedNor, this funding opportunity provides members with up to \$5,000 for up to 50% cost on various innovative project-based solutions to reduce their carbon output. The funds can be allocated towards equipment, materials, external labor, and planning-related activities, further enhancing the program's offerings and supporting members in their quest for sustainability.

Green Economy North implements a comprehensive process that guides organizations of any size towards industry standards in sustainability. The program takes members through a series of milestones, starting with engagement and orientation to understand the in and out of carbon tracking. Members then measure their carbon footprint by conducting baseline energy walk-throughs and creating emissions reports. Once organizations have identified areas for improvement, they set targets for emission reduction and develop action plans. Lastly, the program supports members in achieving results through regular check-ins, providing resources and incentives that help them succeed in their sustainability journey.

Green Economy North understands that businesses are essential in shaping the future. Organizations can become change-makers in their industries and communities by participating in the program.



Green Economy North Membership

COLLÈGE **BORÉAL**



CDM
Agency

MSD Corp
MANITOULIN ISLAND
SPLIT RAIL
BREWING CO
Natural Draft Beer

Point
Grondine
Trading
Post

FLOUR MILL COMMUNITY FARM

The Flour Mill Community Farm is a beacon of resilience, sustainability, and community cooperation. The program transitioned from the Social Planning Council in November 2022, taking root in reThink Green's portfolio of initiatives in partnership with The Foodshed Project. It aims to increase food sovereignty and enhance food security in the Flour Mill community.

Since breaking ground in 2017, the farm has used agriculture as a tool to help youth gain meaningful job experience, social skills development, and a deeper connection to the environment and the food system.

Fresh, ecologically raised produce is grown by the youth each year and is offered at affordable prices to those living near the farm. With its growth, it goes beyond simply producing food; it fosters community, encourages hands-on learning about sustainable agriculture, and serves as a catalyst for promoting healthier food choices.



The Flour Mill Community Farm stands as a testament to the power of community-driven initiatives. As we nurture the farm's soil, we are also sowing seeds for a healthier, greener, and more equitable future for the Flour Mill community and beyond.



B2B INDUSTRIAL AND RETHINK GREEN TIRE DRIVE

In September, reThink Green partnered with B2B Industrial Inc. to encourage individuals and businesses to recycle their tires with B2B.

B2B recycles old tires into high quality industrial blasting mats and accessories. This is an example of the circular economy in action: extending the life-cycle of the tires by reusing materials in a way that adds value.

ReThink Green helped raise awareness of B2B's practices through the promotion of a community tire drive via social media and press.



NORTHERN HOME ENERGY ASSESSMENT PROGRAM

Launched in January 2022, the reThink Green Northern Home Assessment Program (NHEA) is an initiative addressing the identified service gap for affordable home energy audits in Northern Ontario. This program represents an innovative solution for access to these services and a new revenue stream for reThink Green.

The success of NHEA lies in making energy audits accessible for homeowners. Energy audits are a critical tool for understanding a home's energy consumption, pinpointing areas of inefficiency, and creating a detailed roadmap for energy-saving improvements. However, the cost and availability of these services had previously been prohibitive for many homeowners in our region. NHEA was designed to bridge this gap.

These audits serve as a gateway for homeowners to qualify for the Canada Greener Homes Grant the federal government provides.

A vital feature of the Northern Home Assessment Program has been our commitment to building in-house capacity for these services. Since the program's inception, we have trained and certified a Registered Energy Manager and continue to invest in further capacity building to meet the growing demand.

The positive impact of the Northern Home Assessment Program can be seen in the number of homes we've reached and the energy savings we've achieved. So far, we've conducted extensive audits on over 25 homes, with the list of homeowners seeking our services growing daily.

Our efforts have reduced 32 gigajoules of energy, equivalent to 8864 kilowatt-hours. This achievement is a testament to the power of local, community-driven initiatives to drive meaningful change. It supports our broader mission of fostering sustainability in our region.



EVENTS

REGIONAL BUSINESS FORUM: LEADING CHANGE

The Green Economy North 2022 Regional Business Forum took place on November 10th, 2022. The theme of the event was: Leading Change.

The forum featured low carbon business experts sharing their expertise with economic solutions and upcoming funding opportunities. Online and in-person, businesses from across Northeastern Ontario gathered to learn from the experiences of the speakers and from one another.

Those who attended in person were also invited to an evening of networking on November 9th. Both days featured a presentation from keynote speaker Bob Willard, a leading expert on quantifying the business value of sustainability strategies.

Overall, the forum provided opportunities for like-minded businesses to connect and collaborate.



EARTH FEST CONNECTED



The 2022 Greater Sudbury Earth Festival took place on Saturday, June 4th in locations across Greater Sudbury.

The 2022 festival was all about celebrating events, organizations, programs, and initiatives in the Greater Sudbury area that are doing great things for the planet. The reThink Green team traveled around Greater Sudbury to speak with community groups and organizations holding their own events. Groups included: the Sudbury Market, Greater Sudbury Public Library, Junction Creek Stewardship Committee, Better Beginnings Better Futures, and more. On our social channels, we shared information about how to support and volunteer with these organizations this summer, upcoming events, and available programs.

It was an incredible opportunity to learn more about local groups and initiatives, and to connect with the community.



SUSTAINABILITY AWARDS

ReThink Green's annual Sustainability Awards celebrate achievements in community carbon reduction, sustainability, and leadership in the area of environmentalism. The 2022 Sustainability Awards took place on April 21, 2022. Nominations were open to the public to put forward businesses, organizations, or individuals they believe went above and beyond in promoting and championing sustainability.

The 2022 awards were hosted online via Zoom with community members invited to celebrate the accomplishments of the award recipients. Each 2022 winner was given an opportunity to speak more about themselves and their efforts in sustainability. As well, reThink Green produced short videos highlighting their accomplishments which were played during the awards and shared on social media.

The awards were recorded in full and are accessible on [Youtube](#).



Erica Lagios Memorial Award:
Flour Mill Community Farm



Environmental Champion:
Country 103 / Hits 100





GEN Member of the Year:
Split Rail Brewing






Sustainability in COVID:
Click Fork




Educator of the Year:
Olathe MacIntyre

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