



Sustainable Orillia Month

THE ROI OF SUSTAINABILITY

SEVEN BUSINESS CASE BENEFITS OF A TRIPLE BOTTOM LINE

 Sustainable Orillia 

In this seminar, hosted by Sustainable Orillia & City of Orillia Economic Development Department, Guest Speaker, Bob Willard, will demonstrate the 7 most significant sustainability-related contributors to profit/cost savings.

1. Increased revenue
2. Reduced energy expenses
3. Reduced waste expenses
4. Reduced materials and water expenses
5. Increased employee productivity
6. Reduced hiring and attrition expenses
7. Reduced risks to revenue and expenses of inaction

Learn how other businesses & organizations have increased profits by 51% to 81% and how any organization can reap many similar benefits.

Bob will walk you through his ROI of Sustainability Workbook so that you can return to your business or organization and begin to implement the strategies and tools to increase your sustainability savings and profit.

This seminar is for you if you are looking to reduce operational costs and increase revenue in your business or organization while adopting a Triple Bottom Line approach

To register, go to sustainableorillia.ca/events/

 **THURSDAY, NOVEMBER 14, 2019**
9:00AM TO 1:30PM
INCLUDES NETWORKING & LIGHT LUNCH
LOCATION: ORILLIA CITY CENTRE
BROOKS BOARDROOM
50 ANDREW ST. S., ORILLIA

 **\$35**

Guest Speaker: Bob Willard, Ph.D.
Author of 6 Books on the ROI of Sustainability
sustainabilityadvantage.com
Best For the World - Overall distinction for Certified B Corps

Ticketing provided courtesy of 

The Year Ahead - *Moving Forward*

As earlier sections of this Report have confirmed, the past year has been foundational for *Sustainable Orillia*. The organization took shape, forged partnerships, and built a framework that can expand and accelerate in pursuit of our mission to make 'sustainability' Orillia's way of life.

So where do we go from here? How do we build on those strong beginnings to support Orillia's quest to be a leader in addressing climate change? The answer is a resounding "FORWARD!" The consequences of climate change are already upon us, and day-by-day our collective ability to proactively control our well-being is shrinking. Without a proactive agenda and the support of every possible person in the community, it is only a matter of time before significant behaviour change may be forced upon us. At *Sustainable Orillia*, we know that there will be challenges in the year ahead, including set-backs and resistance . . . and that's exactly why we are resolved to keep moving FORWARD with our programs, communications and partnerships. In fact, at *Sustainable Orillia*, we don't think there's any other option. We hope you share that same resolve to participate and do something.



Impacts of climate crisis laid out for audience at Lakehead U.

In the year ahead, *Sustainable Orillia* will facilitate more **Programs and Projects** to directly or indirectly reduce GHG emissions, reduce waste, and conserve or enhance threatened resources. The pandemic has forced all of us to retrench and explore new ways of working together to get things done. And our ability to physically launch programs continues to be restrained. That being said, *Sustainable Orillia* has used this time to scope out events and initiatives that will continue to reach a broader audience with practical information that will influence and enable behavior change. We are strengthening our social media platforms, increasing the frequency of communications, and charting out activities that we can launch at the first appropriate moment. We will be ready.

Working with the City of Orillia, plans are underway to hold a second "**Sustainable Orillia Month**" later this year. This month-long focus on sustainable learnings and activities will build on last November's experience and will feature weekly events and speaking engagements on a wide range of relevant and interesting subjects. The well-attended **Electric Vehicle Demo Weekend** will also be back. Last year's successful debut confirmed that interest in electric vehicles is on the rise, and plans are being developed to encourage even more converts to electric vehicles this year. *Sustainable Orillia's Youth Council* is producing a practical, how-to video for making our own bags, ultimately reducing our reliance on plastic or limited-use carrier bags. They are also organizing classroom education sessions to engage a younger audience in sustainability actions. In addition, we expect to host information sessions on the circular economy, eliminating single-use plastics, and waste reduction.

Across the Sector Committees, there is no shortage of planned activity for the coming year. "**Kids and Climate Change**" studies have shown that anxieties about climate change's impact on their futures are increasing among

children; this is a focus our Health and Wellness Sector team has taken on. Informative materials have already been created that will help parents understand and deal with these concerns. There is more to come as the “well-being of children” will be a permeating theme throughout *Sustainable Orillia’s* body of work this coming year. In spite of COVID-19, we remain hopeful that we can stage events this year; these may have to take the form of webinars in the Fall. Watch for notices on our website and in local media. More information on Sector Committee initiatives is available in the “50 Shades of Green” document appended to this report (*Appendix 4*).



We will continue building upon our communication programs in the year ahead. The **TIP of the Week** program will continue, and we’ll do our best to keep them as fresh, practical and relevant as possible. Working in partnership with local media and using our own social media platforms, we will continue to feature our “**Local Heroes**” and the exemplary initiatives that many of our neighbours, local services and businesses are doing on behalf of sustainability.

Sustainable Orillia’s activities over the next year and beyond will be guided by several overarching strategies, including a

focus on relationships. **Collaborative Relationships** are core to how we will achieve our goals. *Sustainable Orillia* is, essentially, a network of citizens who share values and are committed to providing leadership and support to initiatives that will improve our community’s sustainability – both short and longer term. A coordinated, informed approach is essential to changing minds and behaviours, and in the year ahead *we will focus on building and maintaining strong relationships that will support and enhance our mission. That is how we will get things done.* Currently, relationships are being developed with the Global Footprint Network, the Clean Air Partnership, and Pollution Probe (Energy Exchange), and with local partners like Lakehead University, the Chamber of Commerce and the Orillia CDC. We will continue to seek out partnerships that expand our capacity to inform and support change. We will continue to encourage citizens from every corner of our community to participate. We will continue to focus on collaboration and reciprocal relationships with the City of Orillia, its advisors, and agencies.

And we will continue to ensure that we have the funding, administration and governance structure in place to support the mission ahead.

In closing, it’s important to note that *Sustainable Orillia’s* mandate isn’t to grow and promote the organization for its own purposes. Rather, our mandate is to grow and promote community engagement in actions and behaviors that will build Orillia’s sustainability. As referenced earlier, to do this we need to bring like-minded, concerned citizens together who can, through a collective voice, be heard and legitimately request changes that support greater sustainability. *Sustainable Orillia* is ready to do its part, working with our partners here in Orillia to protect and enhance our environment.

We hope you have found this Report informative and that we have your support in moving FORWARD to make Orillia a more sustainable community over the year ahead.

APPENDIX 1

Sustainable Orillia Board of Directors

President:	Stan Mathewson	– mathewsonstan@gmail.com
Vice-President:	Danny Epstein	– danny.epstein@rogers.com
Secretary:	Gordon Ball	– gordon.ball@sympatico.ca
Treasurer:	Fred Larsen	– fredlarsen@xplornet.com
Director:	John Knapp	– johnwknapp53@gmail.com
Director:	Susanne Laperle	– laperle.sus.orillia@gmail.com
Director:	Michael Shillolo	– mshillolo@outlook.com
Youth Chair:	Zac Waite	– zacsustainableorillia@gmail.com
City of Orillia Liaison:	Renee Recoskie	– RRecoskie@orillia.ca
Orillia Councilor:	David Campbell	– dcampbell@orillia.ca

Communications Team: *Gord Ball, Susanne Laperle, Fred Larsen, Kari Klassen (Social Media)*

APPENDIX 2

Sector Leaders (2020)

Agriculture and Natural Capital

Chair: Bernard Pope
Vice Chair: Mike Douglas

Arts and Culture

Chair: Gillian Lowry

Education and Youth

Co-Chairs: John Knapp, Michael Shillolo, and Ellen Field
Youth Chair: Zac Waite

Goods and Services (4Rs focus)

Co-Chairs: Robb MacDonald and Tyler Knight

Health and Wellness

Chair: Brenda Armstrong

Infrastructure and Energy

Chair and Transportation Chair:	Dave Van Alstyne
Vice Chair (Energy):	Tyler Hunt
Vice Chair (Housing):	Mike Jones
Vice Chair (Development):	Sophie Mathewson
Vice Chair (Investment):	Jackie Ramler



APPENDIX 3

2019 Financial Report**INCOME**

City of Orillia	\$10,000.00
Donations	\$ 3,250.00
Sponsorships	\$ 450.00
Revenues	\$ 511.16

TOTAL INCOME **\$14,211.16**

Into TD BANK ACCOUNT	\$ 4,211.16
Into CITY OF ORILLIA S.O. ACCOUNT	\$10,000.00

EXPENSES

Bank Charges	\$ 68.40
Incorporation Expense	\$ 328.62
Website Expenses	\$ 4,155.32
Insurance Premiums	\$ 718.56
Printing (Rose and Impression House)	\$ 717.86
Venues (LU)	\$ 1,100.08
S.O. Mugs (incl. delivery)	\$ 1,658.22
Keynote Speaker Fees / Expenses	\$ 812.40
Refreshments for Events	\$ 699.28
T-shirts (EV Weekend)	\$ 245.00
Miscellaneous Supplies	\$ 781.44

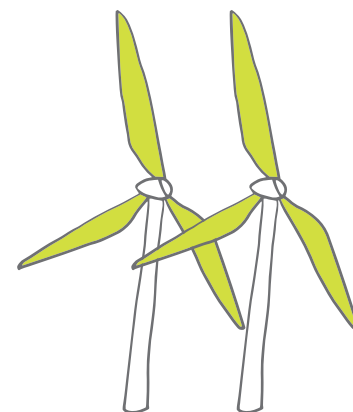
TOTAL EXPENSES **\$11,285.18**

From TD BANK ACCOUNT	\$ 1,310.83
From CITY OF ORILLIA S.O ACCOUNT	\$ 9,974.35

BANK BALANCES, DECEMBER 31, 2019

TD	\$ 2,900.33
CITY OF ORILLIA S.O. ACCOUNT	\$ 25.65

TOTAL: **\$ 2,925.98**



APPENDIX 4

Sustainable Orillia**"50 Shades of Green" Summary**

NOTE: The summary below was put together in the Fall of 2019. Since then the Sectors have been reduced from nine in number to six. Sectors 1 and 2 below are now combined in the "Agriculture and Natural Capital" sector. Sectors 4, 5 and 6 are now combined into the "Infrastructure and Energy" sector. (See "Sector Leaders" in Appendix 2)

Agriculture & Food — Focus on food supply, community gardens, diet, local sourcing, waste, sharing . . .

Projects include:

- Workshops/Classes on Cooking Plant Based Meals,
- Focus on decreasing food waste
- More and better community gardens
- Expanded Community Garden at Lakehead University
- Incorporation of indigenous medicine and "three sisters" into community gardens

Identifying Food Deserts – Food access map

Engaging Youth in farming

Conversion of Couchiching Park greenhouse to an educational garden

Land & Water- focus on forests (carbon sink), habitat, water quality . . .

Sundial Creek Project – sustaining a cold water stream in the city

Promotion of Pollinator Gardens

Tree planting – both rural and urban – May 2020

Promote and enhance advanced Storm Water Management

Goods and Services — focus on reuse, recycling, packaging, single use plastic, green business, eco-tourism, green marinas, carbon offsets . . .

Ban the sale of single use plastic water bottle on city property and at city events

Support declaration of Orillia as a "Blue Community" Plan and Implement Waste Management Seminar with WMAC for Sustainable Orillia Month

Housing — Focus on energy efficiency, affordability, densification . . .

Promotion of green standards for new buildings

Facilitation of low cost loans for energy efficient retrofits

Promote zoning by law amendments to allow for affordable, mixed use, energy efficient, densified, net zero developments

Research means of densifying neighbourhoods while remaining green and appealing

Map all potential stakeholder with respect to more efficient, effective, appealing buildings in our community

Organize Net Zero Seminar for Sustainable Orillia Month

Transportation & Energy — Focus on EVs, alt trans, solar, wind, RNG, conservation . . .

Bring Back the Clothesline –energy savings

Organize Electric Vehicle Demonstration Day

Eliminate Idling of gas and diesel vehicles

Lobby for more electric vehicle charging stations

Lobby to install more bike racks around City

Research and encourage municipalities and First Nations to adopt electric vehicles in their fleets and service provider's fleets (buses, garbage trucks, etc)

Research "Energy from Waste" opportunities and related innovations regarding waste

Research Community funding models for "behind the meter" energy storage

Research and develop a business case for hybrid and electric vehicles under differing scenarios

Support energy alternative partnerships such as with Energy Exchange (Pollution Probe)

Map all potential stakeholders with respect to more efficient, effective energy and transportation in our community

Support the City's Climate Action plan

Private Sector Development and Investment — Focus on - eco footprint of development (LEED), building and operations, socially responsible investment . . .

Organize Seminar on the ROI of Sustainability for Sustainable Orillia Month

Develop campaign to promote Environment, Social, Governance (ESG) investment

Educate the investor in how to support sustainability

Develop campaign to support branding of Orillia as a sustainable city

Investigate how to incentivize sustainable development and building practices

Research, Develop and Implement a Sustainable Business certification system

Research, Develop and Fund community investment in sustainable projects and retrofits

Lever Orillia as a "smart city" in promotion of Sustainable Orillia

Education — Focus on - Informal, Formal, and Nonformal systems targeting children to seniors . . .

Ensure Sustainability is incorporated in Professional Development

Support the Climate Strike in a community-focused, non-partisan fashion

Encourage development of a Sustainable Orillia Youth Council and support their voices for sustainable actions

Develop and Implements a series of sustainable community education events

Health and Wellness — Focus on- physical, mental, emotional health, Impact of climate change . . .

Educate about the adverse impacts of climate change on health and wellness

Introducing the youth of Orillia (through school programs) to healthier choices and new ways of food preparation.

Increase active transportation by promoting walking, biking on trails and safe streets as well as hosting an ORILLIA MOVES event in conjunction with ATAC

Arts and Culture — focus on - leadership in societal change - art, music, theatre, writing . . .

Promote sustainability concepts and necessary behavioural change through arts- graphic and performance

Participate at Sustainable Orillia Month community events

Plus

Municipal (Public) Sector — Focus on Climate Change response/adaption, efficiencies, innovation . . .

Climate Change Action Plan

Leader - City of Orillia - Renee Recoskie

APPENDIX 5

Some Other 2019 Sustainable Orillia (SO) Accomplishments

1. A series of local media stories weekly led up to the community launch of SO on Friday May 24 at Orillia Community Church, where 130 citizens watched "Anthropocene," an acclaimed film exploring the current geological age (the "human era") and displaying in graphic detail how human activity has profoundly shaped the planet and its biodiversity.
2. The following day, Saturday May 25, saw 150 participants assemble for a day-long launch event hosted by Mayor Steve Clarke at Lakehead University's Orillia campus. Featured speakers included Bruce Nagy, author of *The Clean Energy Age*, Dr. Brad Dibble, author of *Comprehending the Climate Crisis*, and Mayor Cam Guthrie of the City of Guelph. Approximately 150 launch participants generated over 200 ideas for climate action in Orillia (subsequently reduced to 50 projects, titled "Fifty Shades of Green"). These ideas were organized under 9 sector themes (Agriculture and Food, Land and Water, Goods and Services, Arts and Culture, Housing, Energy and Transportation, Education, Health, Development and Investment).
3. Sector chairs were recruited, and City staff member Renée Recoskie was welcomed as an ex-officio member of the Task Force, serving as liaison between SO and the City of Orillia.
4. An initial grant of \$10,000 was provided by the City to SO.
5. Best practices were investigated from other cities which had initiated sustainability efforts (e.g. Kingston, Barrie, Town of Blue Mountains).
6. Orillia churches were approached and invited to join an initiative to "green sacred spaces."
7. A *Sustainable Orillia* website was established.
8. A Sustainability Month in Orillia was held in November, including seminars.
9. A weekend electric vehicle demonstration exhibit was held at Orillia Square Mall.
10. "Sustainability Tips of the Week" were introduced in local media - Orillia Matters and Orillia Sun Online - as well as periodic news stories featuring local businesses which were demonstrating practices to reduce waste and greenhouse gas emissions.
11. A collaborative working relationship was established with the Simcoe-Muskoka District Health Unit.
12. A regular SO newsletter was launched for the purpose of keeping City Council, SO stakeholders and the broader community informed of SO activities.
13. SO was incorporated (October 11) as a non-profit, non-governmental organization.
14. SO began to seek federal and provincial grants.
15. SO made presentations to a dozen community groups as well as to City Council and the City's Waste Management.
16. Advisory Committee, Environmental Advisory Committee, and Active Transportation Committee.
17. With the help of the Education Sector and students from the three Orillia high schools, the SO Youth Council was created to have more students involved in sustainability and to connect youth projects across Orillia to increase their influence.

APPENDIX 6

Sustainable Orillia (SO)
Organizational Sponsors,
2019-20 *(alphabetical order)*

18. The SO Youth Council led plans for a local event at City Centre to mark the world-wide day of protest (student-led climate strike) on Friday, September 27.
19. An all-candidates debate that included focus on climate change was held at Patrick Fogarty school during the school day prior to the federal election.
20. SO initiated an effort to define, codify and establish the relationship between the City and SO, with particular regard for respective roles and SO's value-added to the City and the community. The intent was to frame the relationship in a Memorandum of Understanding so that SO would help the City to do its job in support of making Orillia sustainable.
21. SO closed the year by welcoming Councilor Dave Campbell to its board of directors and by launching a strategic plan for 2020-21. Emerging themes for the coming year included:
 - clarifying and defining SO's relationship with the City
 - building and extending SO's social media capabilities
 - supporting and mobilizing the energy of young people
 - mobilize SO's sector teams
 - *acquiring funding.*

Apple Annie's Cafe

Bakes by the Lake

Bentall GreenOak (Orillia Square Mall)

Brewery Bay Food Company

CIBC (Orillia Branch)

Exurocar Elegant Automobiles

Green Storage

Home Hardware (Orillia)

Jackie Ramler,
Raymond James Executive Wealth Advisors

Lakehead University (Orillia)

Madison County Food & Beverage Co.

Mariposa Market

Orillia Hyundai

Orillia Presbyterian Church (St. Andrews)

Probus Club of Mariposa

Simcoe County Elementary Occasional
Teachers' Federation (SCEOT)



Sustainable Orillia

