



sustainable
kingston

2021 ANNUAL REPORT



OUR MISSION

Sustainable Kingston's mission is to enhance the livability and resiliency of Kingston.

We do this by sharing knowledge and providing programs that drive community action.

OUR VISION

To be an organization that facilitates the effective transition towards environmental, social, cultural, and economic sustainability. To raise awareness and establish strategic partnerships, to inspire community engagement and foster more livable and resilient communities.

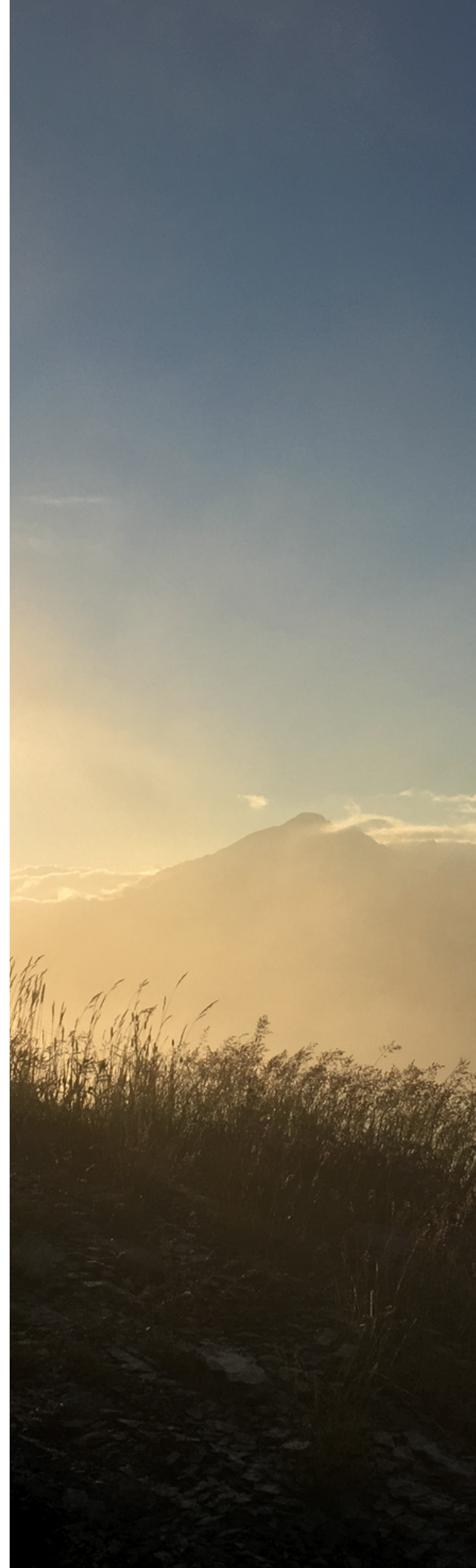
OUR VALUES

We are **INCLUSIVE** - Sustainability is for everybody. It's a mind-set, not a demographic. We value diversity of background, perspective and thought. We empower others to help fulfill our mission. We believe in the power of collaboration.

We are **RESOURCEFUL** - We hate waste of any variety. We spend our money very carefully; and time is our most precious asset so we guard it well.

We **CARE** - We're caring in our actions and words within our community, towards each other, ourselves, and the planet.

We are **AMBITIOUS** - We're mission obsessed, We get stuff done; and we're constantly learning and improving.





live.
work.
eat.

sustainably
.eco

OUR TEAM

The Sustainable Kingston Board of Directors consists of a group of voluntary members of the Kingston community working together to provide strategic leadership, direction and long-term planning for Sustainable Kingston. Along with these volunteers, the City of Kingston may appoint one voting City Council representative and one staff representative.

The 2021 Board of Directors includes:

Matt Benson - Chair

Brian Dodo - Treasurer

Matt Knowles - Secretary

Jeff McLaren - City Council Member

Julie Salter-Keane - City Staff Representative

Camille Malcolm

Lisa Munday

Our Staff

Cedric Pepelea

Chief Operating Officer

Karina Bree

Program Manager

Geoff Hendry

Manager of Communications & Business
Development

Caroline Kirkwood

Residential Energy Advisor in Training

Korey Kauffeldt

Residential Energy Advisor

2021 COMMITTEES

Legal/ Finance Committee

Matt Benson
Burgandy Dunn
Matt Knowles
Brian Dodo

Marketing Committee

Matt Benson
Brian Dodo
Julie Salter-Keane
Matt Knowles

Strategic Committee

Matt Benson
Camille Malcolm
Brian Dodo
Julie Salter-Keane

HR Committee

Matt Benson
Lisa Munday
Burgandy Dunn
Julie Salter-Keane



ABOUT SUSTAINABLE KINGSTON

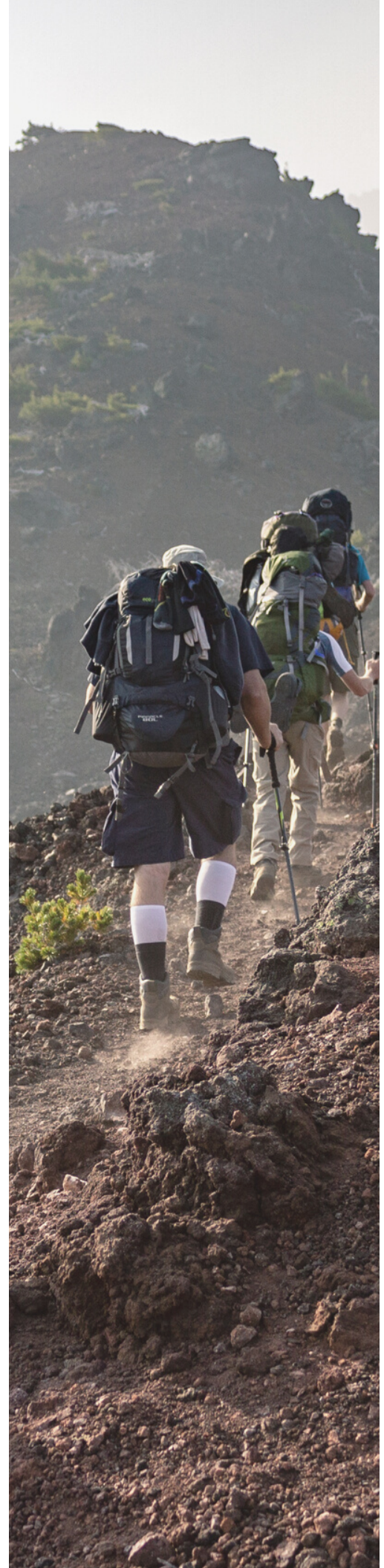
In 2012, Sustainable Kingston was created as a non-profit organization by the City of Kingston. The organization was designed to support the Kingston community in achieving its vision of becoming Canada's most sustainable city and to provide leadership and supports.

Sustainable Kingston shares information and offers an invitation to community members and businesses alike to engage in programs that increase the resiliency of Kingston, address the challenges that lay ahead of us, and embrace the opportunities of a more sustainable future.

OUR STRATEGIC PRIORITIES

2019-2020

1. Develop and roll-out the sustainably.eco program to add value to business membership and be more inclusive of all businesses that are taking action against climate change.
2. Collect and compile data about our community and the efforts that are being made in sustainability. Promote partnerships and members events as well as provide programming where there are gaps.
3. Develop relationships with business networks and organizations within the Belleville to Brockville territory that align with our mission and our messaging including municipalities, institutions, non-profits, and SME's.
4. Partner with the City and Public Health to promote national/international programs such as Pitch-in, and Commuter Challenge,



OUR STRATEGIC PRIORITIES

2019-2020 Cont'd

5. Promote and support more sustainable living by providing presentations to youth throughout both local school boards.

6. Develop a comprehensive plan that includes legal contracts for expanding sustainably.eco to other geographic areas.

2021-2024

1. Expand sustainably.eco to other geographic areas.

2. Facilitate a Youth Climate Ambassadors working group that discusses imminent issues and reports on their findings.

3. Organize an annual tree planting project for sustainably.eco members

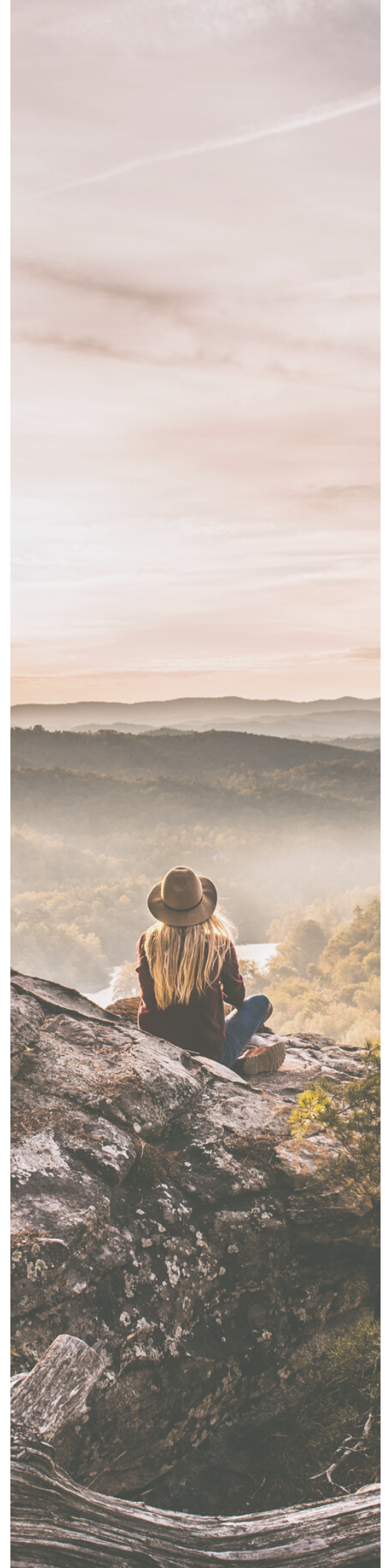
4. Promote local de-paving projects

5. Work with the City of Kingston to increase "pedestrian zones" in the downtown core during the summer months.

6. Host community forums and moderate discussion on key issues facing the community.

7. Create a Sustainable Kingston Knowledge Centre filled with data compiled from sustainably.eco users that depict the values shared by our collective community.

8. Support Kingston City Council in showing leadership on Climate Action by actively participating in both the adaptation and mitigation technical teams for the City Climate Leadership Plan.



THE 2021 KINGSTON CLIMATE CHANGE SYMPOSIUM

The 2021 Kingston Climate Change Symposium was held online in response to the global pandemic. 456 participants registered to attend with another 710 viewing the event live on Youtube and another 946 views throughout the year.

Speakers included Severn Cullis-Suzuki (David Suzuki Foundation), David Phillips (Environment Canada), Lori Nickel (Second Harvest), and Henrique S. Benites (UNSW Sydney).



Enhancing Resilience
2021 Climate Change Symposium
will begin at 9 a.m.



The event attracted attention from the media with 10 major news stories. Details of our event reached over 118,066 social media users with 1,782 engagements.

Attendee Summary

Geography

Kingston: 221

Ontario not including Kingston: 105

Quebec: 11

British Columbia: 2

Newfoundland: 1

New Brunswick: 1

Nunavut: 1

Saskatchewan: 1

United States: 39

Outside of US and Canada: 14

Unknown: 82

Student, Business Owner, or Community Member?

Student: 82

Business Owner: 55

Community Member: 319

2021 Climate Change Symposium Participant Poll

- 97 individuals completed the poll posted at the end of the Symposium
- 97 per cent said they were very satisfied or satisfied with the speakers. The majority indicated, Very Satisfied.
- 98 per cent said they were satisfied or very satisfied with the technology.
- 86 per cent were satisfied or very satisfied with the emcee (13.4 per cent were very unsatisfied, unsatisfied or neutral about the emcee)
- 98.9 per cent were very satisfied or satisfied with the event (majority indicated very satisfied). Only 1 person was "neutral". None were unsatisfied or extremely unsatisfied.
- 100 per cent would attend another virtual event, like the symposium.

To see a full list of Sustainable Kingston events, visit SustainableKingston.com/Events

WORKSHOPS AND WEBINARS

As part of the City of Kingston Climate Action Working Group recommendations, Sustainable Kingston was tasked with hosting a series of education webinars for the ICI sector and the community.



February - Nature and Education with partner Blue Marble Learning Scene



Join our free webinar as we walk you through several typical household fixes Repair Cafe Kingston often helps people perform.



March - Waste Reduction with partner Repair Cafe



April - Urban Agriculture with partner Modern Locavore



April - Capacity Building with partner Sustainable Eastern Ontario



June - Sustainable Finance with partner Kingston Social Value Fund



July - Low Waste Living with partner Harlowe Green



November - Getting Ready for Winter



Monday, Dec. 13. 7:00pm
&
Saturday, Dec. 18. 2:00pm

December - Navigating the News with partner KFPL

CONTESTS AND CHALLENGES

Sustainable Kingston again hosted our annual Plastic-free Summer Challenge and Waste Reduction Week campaigns



Number of posts (on all platforms):
48 Average reach per post: 533
Likes: 142
Shares: 28
Link clicks: 185
Number of Comments: 36



WASTE REDCUTION WEEK

2022 WASTE REDUCTION WEEK

TUESDAY: TEXTILES

Check out this great article by Kingston's Jesse Whale on "How to Recycle Clothes That Can't Be Repaired, Donated or Resold."



www.closetcandy.ca/post/how-to-recycle-clothes-that-can-t-be-repaired-donated-or-resold



SHOW US WHAT YOU'RE DOING TO REDUCE WASTE AT HOME.
USE #WASTEREDUCTIONYGK

WASTE REDUCTION WEEK INSTAGRAM CONTEST



WIN A \$50 GIFT CARD FROM HARLOWE GREEN

2022 WASTE REDUCTION WEEK

What is waste diversion?

Waste diversion means capturing certain items that can be reused, recycled or composted instead of thrown into a landfill.



MONTHLY BLOGS

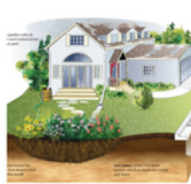
Sustainable Kingston has consistently produced informative and helpful blogs throughout the year. Blogs are written by either Sustainable Kingston staff or community partners and guest contributors. All of the 2021 blogs can be viewed at <https://www.sustainablekingston.com/blogs>.



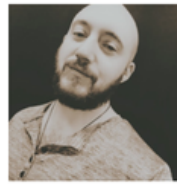
IF WE WANT TO REDUCE THE TEXTILE WASTE WE GENERATE, WHICH CHANGES SHOULD WE APPLY IN OUR DAILY



4 NATURAL WAYS TO IMPROVE YOUR HEALTH NOW



WHAT IS A RAIN GARDEN?



BIDETS ARE MAKING KINGSTON HOMES GREENER



8 ACTIONS ANY PERSON CAN TAKE TO PROTECT THE OCEANS



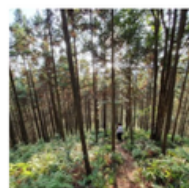
TOP TIPS FOR A PLASTIC-FREE SUMMER



MOVING TOWARD A ZERO WASTE LIFESTYLE



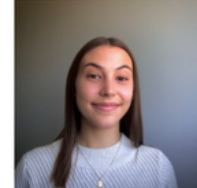
5 TIPS FOR BUYING SNEAKERS SUSTAINABLY



WHAT IS SUSTAINABLE FORESTRY?



GREEN ROOFS AND URBAN HEAT ISLANDS



REDUCING YOUR TEXTILE WASTE

SUSTAINABLY.ECO PODCAST

To listen to all sustainably.eco podcast episodes, please visit www.sustainablekingston.com/podcast

Episode 8: Plant-based eating with Chef Davide Del Brocco and MPP Ian Arthur

Episode 9: The Living Wage Movement in Canada

Episode 10: Innovation in Recycling and Waste Diversion - Part 1

Episode 11: Recycling and Waste Diversion - Part 2

Episode 12: Fridays for Future Toronto and Dr. Leanne Keddie

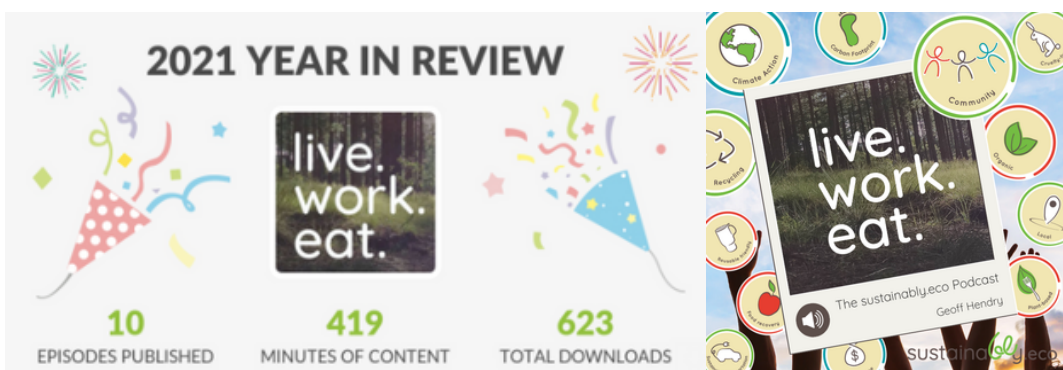
Episode 13: Lessons from New York with Ron Kamen & Youth-led Impact Investing with KSVF

Episode 14: All things organic with Eric Payseur of COG and Keenan Sprague of Sprague Foods

Episode 15: Parking (why less is more) with Brent Toderian and Paige Agnew & Green Parking

Episode 16: Innovation in Compostable Products and Industrial Wastewater

Episode 17: COP26 and Musicians Fighting Climate Change



sustainably.eco

The sustainably.eco program is about connecting people who care to businesses that are making a measurable difference in sustainability..

Alternatively, the program supports businesses in making a commitment to sustainability, measures and awards their successes and shares their sustainable practices with the greater community.

In 2021, the sustainably.eco program grew to include 58 business members who have reduced a collective 22,554 tonnes of carbon.

Our Members sustainably.eco



THE SUSTAINABLE KINGSTON AWARDS

Winners of the 2021 Sustainable Kingston Awards for honoured for their hard work in mitigating the climate emergency and fostering a culture of sustainability in our community.

The award winners were recognized through a series of videos to be released throughout the week of Monday, December 20.



2021 AWARD WINNERS:

- Greatest GHG Reduction Emissions % - J.E. Agnew Food Servces
- Greatest Overall GHG Reduction - Queen's University
- Sustainability Champion - Earthub Kingston
- Youth Sustainability Champion - Maeve Cotton/Danica Hassen
- Sustainable Innovation Award - Lanark County



Energy Services

Red Squirrel Conservation Services and Sustainable Kingston have joined forces in an asset-transfer, which will expand the organization's scope and help further reduce greenhouse gas emissions throughout Southeastern Ontario.

Continuing to operate under the name Sustainable Kingston, the newly expanded organization will now provide Home Energy Evaluations and support enrollment in the Canada Greener Homes Grant as well as the Enbridge Home Efficiency Rebate.



2022 will see Sustainable Kingston undergo significant growth that will expand our services and increase our capacity. Through our asset transfer with Red Squirrel Conservation Services, Sustainable Kingston now has the staff and expertise to provide Sustainably.eco members with additional services that will help them further reduce their carbon emissions.

By facilitating funding opportunities for Sustainably.eco members, homeowners, and residential developers, Sustainable Kingston will play an essential role in decarbonizing Kingston and the surrounding area. Specifically, we will support applicants to Enbridge Gas Rebate program, Canada Greener Homes, and Better Homes Kingston through our Energy Services program.

We will continue to work with community organizations and businesses engaged in climate action as Sustainable Kingston works to be a key hub of information and hope in the fight against Climate Change. To achieve this, we will foster participation from our community through volunteer events such as Depave Paradise, Pitch In, and the Kingston Climate Change Symposium. By doing so, we hope to engage members of the community in sustainable initiatives while helping to further develop pride in the region we call home.

Decarbonization - Participation - Amplification

SUSTAINABLE KINGSTON FUNDERS/GRANTORS/SPONSORS

Through a service-level agreement, the City of Kingston provides financial support for Sustainable Kingston's core staff, operations, and programming.



2021 EVENT SPONSORS

