

Case Study: A Regional Carbon Initiative

“Carbon Foresight’s expertise was invaluable in helping us create an innovative, voluntary GHG reduction framework.”

- Mike Morrice, Executive Director, Sustainable Waterloo

Sustainable Waterloo is a non-profit that guides organizations in the Waterloo (Ontario) region towards a more environmentally sustainable future by facilitating collaboration between industry, local government, academia and non-governmental organizations (NGOs). The current work of Sustainable Waterloo is centered on the Regional Carbon Initiative, which supports voluntary target setting and reductions of carbon (CO₂) emissions in organizations across the Waterloo region.



Goal: To facilitate the setting of a voluntary target framework needed to enable organizations to participate and commit to a reduction within a standardized framework.

Approach: Carbon Foresight volunteered their time and expertise as a member of Sustainable Waterloo’s Preliminary Working Group, a multi-sector assembly mandated to develop regional and organizational greenhouse gas (GHG) emissions targets and reporting framework. As such, the Preliminary Working Group assisted in the collection and analysis of current climate change research and developed a set of options regarding CO₂ targets & reporting framework. In developing its recommendations, the group considered the social, economic and political environment in Waterloo and incorporated locally-generated or locally-adapted best practices.

Results: In June 2009, Sustainable Waterloo launched its [Regional Carbon Initiative](#) and its first three Pledging Partner organizations who made a public commitment to reduce carbon emissions at Gold, Silver, or Bronze levels with 60%, 40% and 20% minimum reductions respectively as the goal over a ten year commitment period.



Carbon Foresight is a sustainable business consulting firm focused on climate change. We help organizations measure, manage and reduce carbon emissions as well as discover, develop and implement opportunities for sustainable business.

Why develop a sustainability strategy?

Climate change must be viewed as both an important risk and a significant opportunity. Greenhouse gas regulation, carbon pricing and increasing energy prices are serious threats to traditional business models, but finding ways to accelerate our transition to a low-carbon economy is a huge opportunity for business.

Our Services:

- ▶ Sustainability Strategy Development
- ▶ Climate Risk & Opportunity Assessment
- ▶ Carbon Emissions Inventory
- ▶ Enterprise Carbon Management Selection & Implementation
- ▶ Sustainability Scorecard