



sustainable
kingston

SLA REPORT 2020



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.

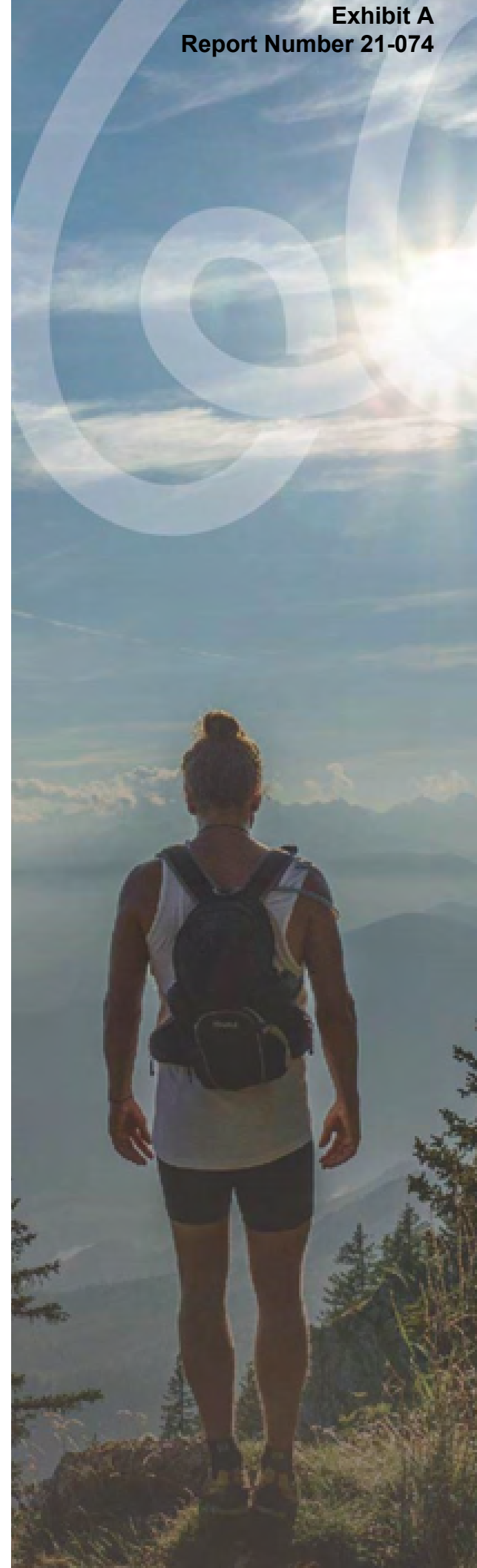
OUR VALUES

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.



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 2020 Board of Directors includes:

Matt Benson - Chair

Brian Dodo - Treasurer

Matt Knowles - Secretary

Jim Neill - City Council Member

Julie Salter-Keane - City Staff Representative

Camille Malcolm

Burgandy Dunn

Lisa Munday

Our Staff Team:

Kristin Mullin - Executive Director

Simone Santos - Program Manager

Tess Wittmann - Community Engagement Specialist

Geoff Hendry - Business Development Coordinator



live.
work.
eat.

sustainably
.eco

2020 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,



06 | SLA Report 2020

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

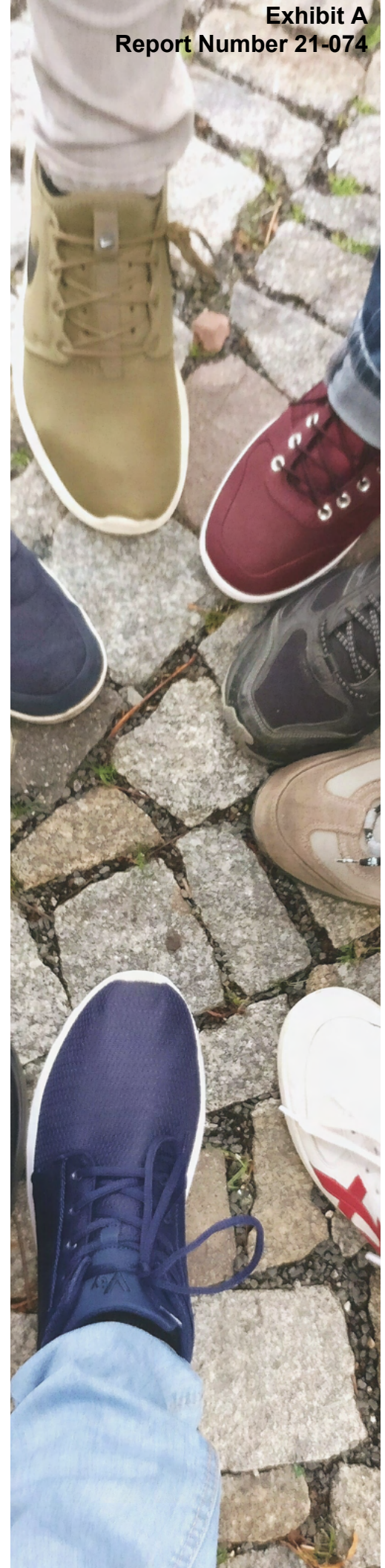
4. Promote local de-paving projects

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.



07 | SLA Report 2020

THE 2020 KINGSTON CLIMATE CHANGE SYMPOSIUM

Over 700 participants registered to attend the 2020 Kingston Climate Change Symposium to gain meaningful insights from sustainability champions such as Jennifer Keesmat (The Keesmat Group) and Robert Keen (Forests Ontario) as well as local speakers.



The event attracted attention from the media with 9 major news stories and 7 radio features. Details of our event reached over 87,000 social media users.

'Sustainable Kingston's 'Inspiring Action' Climate Symposium 2020 was a well organized event. The information, education and passion for change for a sustainable future brought forward by each speaker was remarkable in content and delivery. The presentations facilitated meaningful conversations between speakers and attendees at the Grand Theatre and especially inspired our younger generation.

My daughter missed class so she could take notes all day to submit to her teacher and found clarity and purpose for a possible future career path. Thanks to Sustainable Kingston for raising our awareness about climate change with this engaging event.'

Elizabeth Hesp, Community Member

"This was my first Climate Change Symposium. I was blown away by the caliber of speakers and variety of topics. I walked away feeling positive and empowered. We can save the planet if we work together and act now!"

Andrea Payne, Sustainably.eco Member (J.E. Agnew Foods)

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

EDUCATIONAL PROGRAMS

2020 was a year of adaptation. As schools closed, SK staff realized changes needed to be made to ensure that students could still receive our 3R's and Food Waste programming. Sustainable Kingston developed a video series to fill this gap that is accessible and available to anyone in the community, especially teachers.



Since its release in June 2020, the video series has had 675 total views (note: 1 entire class viewing only counts as 1 view)

SK also developed resource to assist teachers in their conversations with students. Resources include; worksheets, home waste-audit kits, word searches, coloring pages and crossword puzzles.



The Food Waste video series will be released in early 2021



To view our 3R's video series, visit <https://www.sustainablekingston.com/3r-videos>

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. All of the recommendation topics were covered with additional webinars added by Sustainable Kingston. In-person workshops were originally planned, but were quickly turned into webinars as staff navigated the pandemic.



January - Sustainable Diets with partner KFL&A Public Health.



February - KFPL Live with partner KFPL



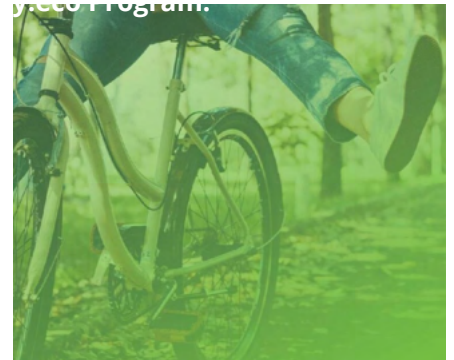
February - BAS Systems with partner Calderwood Automation



March - Drought Resistant Gardening with partner Utilities Kingston



May - Green Marketing in the Age of COVID



June - Cycling in the City with partner Cycle Kingston



August - Waste Diversion with partner Waste-Less Junk Removal



September - Small Business Lighting with partner Save On Energy



October - Worm Bin Composting with partner Box of Life

CONTESTS AND CHALLENGES

Along with each workshop/webinar, Sustainable Kingston created an actionable contest/challenge for each of the applicable City of Kingston Climate Action Working Group recommendations. Sustainable Kingston also hosted our annual Plastic-free Summer Challenge.



Throughout the year, Kingston area residents participated in Sustainable Recipe Contests, 5 minute shower challenges, Turn down the heat challenges, gardening challenges, cycling challenges and more to reduce their impact and win great prizes!

The 2020 Plastic-Free Challenge had a reach of over 21K views and a community of participants all working together to reduce their reliance on single-use plastics.



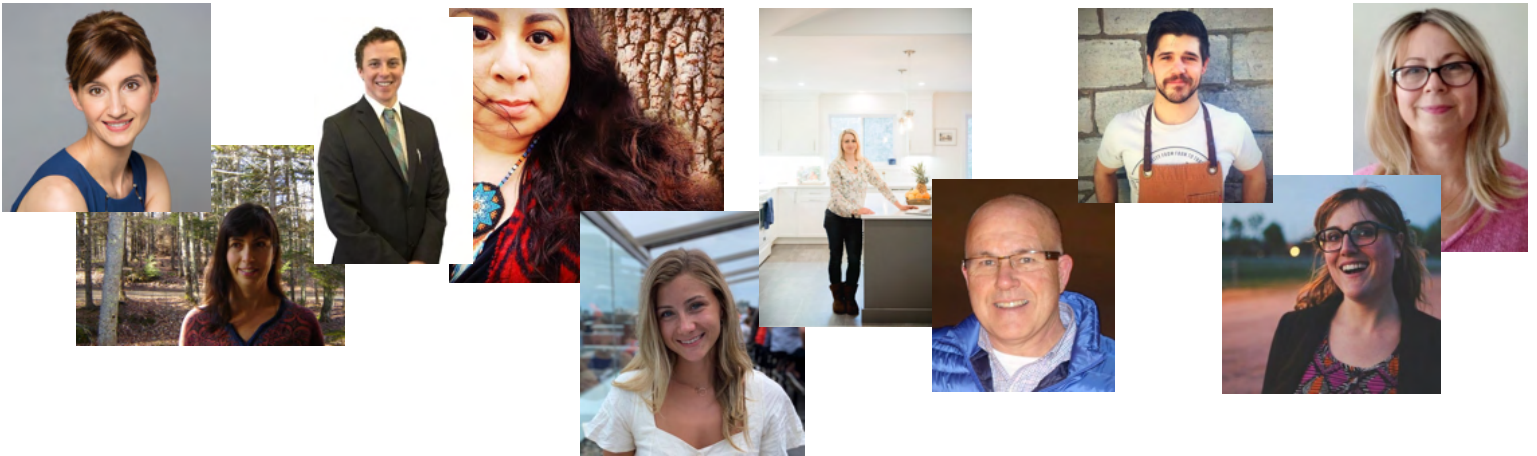
98.3 FLY FM @983FLYFM
 Rebecca: Super impressed with this initiative from @SustainableKtwn !
 Can you go single use plastic free for an entire month?
 Sign up and take the challenge with me...
 You could win some sweet daily prizes!
sustainablekingston.com/plasticfree
 #plasticfreeygk
 #ygk #singleuseplastic

Tweet
 Kelly Burrows @kburr2
 #plasticfreeygk @SustainableKtwn #savetheearth #gogreen #stainlesssteelstraw
 Using my stainless steel straws every day. Such a good investment...easy to clean and lessening my carbon/environmental footprint. I...
[instagram.com/p/Bzu8QR-ApOw/...](https://www.instagram.com/p/Bzu8QR-ApOw/)

Tweet
 Donna Janiec @QueensU_VPFA
 The entire VPFA office is taking @SustainableKtwn's #plasticfreeygk summer challenge by choosing re-usable products instead of single use plastics. Are you up to the challenge? It's not too late to register:

PODCASTS AND BLOGS

To add another educational layer to the City of Kingston Climate Action Working Group recommendations, Sustainable Kingston sourced experts on each monthly theme to write blogs that would coincide with our webinars and contests. All of the 2020 blogs can be viewed at <https://www.sustainablekingston.com/blogs>.



Newly released in June of 2020, was the Sustainable Kingston Podcast hosted by Sustainable Kingston, Business Development Coordinator Geoff Hendry. The podcasts have been listened to by an international audience and has 229 downloads so far (this does not include listeners who do not download). Links to all of the Sustainable Kingston podcasts can be found at <https://www.sustainablekingston.com/podcast>.

Episode 1: Discussing Carbon Footprint with Sustainable Kingston and SWITCH

Episode 2: Locally Sourced with the National Farmers Union and Tara Fine Foods

Episode 3: Indigenous Participation in the Green Economy / Climate Change and Health with JD Gladu and Dr. Sonya Knobe

Episode 4: Sustainable Transportation - Part 1 - with Cara Clairman (Plug n' Drive) and local champion Dan Hendry

Episode 5: Sustainable Transportation - Part 2 - with the City of Edmonton and Cycle Kingston

Episode 6: Community - with writer/producer Tom Stanley and Weller Pharmacy

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 2020 the sustainably.eco program grew to include 48 business members who have reduced a collective 19,164 tonnes of carbon.

Our Members sustainably.eco



THE SUSTAINABLE KINGSTON AWARDS

The traditional Evening of Recognition, Sustainable Kingston Awards could not happen in the same format this year. The event was replaced with a series of videos that was released weekly and highlighted our winners efforts in sustainability and community building. All of the award winner videos can be viewed on the Sustainable Kingston YouTube Channel or social media pages.



2020 AWARD WINNERS:

Greatest GHG Reduction Emissions % - Weller Pharmacy

Greatest Overall GHG Reduction - Kingston & Frontenac Housing Corporation

Sustainability Champion - James Ostler

Youth Sustainability Champion - Aidan Tomkinson

Sustainable Leadership Award - St. Lawrence College

Sustainable Innovation Award - Miss Bao

THE KINGSTON COMMUNITY INDICATORS INFOGRAPHIC



Sustainable Kingston worked with numerous community partners to update the information that is listed on the 2018 Kingston Community Indicators Infographic and create a 2019 update.

The infographic is a snapshot of the health of our community and show the progress our community is making towards becoming a more vibrant and prosperous place to live.