

# iReduce

Version 1.0

ONE-TONNE CHALLENGE RESULTS NEWSLETTER



## We Reduced!

At least 2170 tonnes of greenhouse gas emissions were reduced in Waterloo Region as a result of our campaign based on the online and paper pledge cards! We can breathe that much easier knowing that the atmosphere will not be carrying this heavy load.

Many more people were reached through our events and participation in our partner programs. For example, residents who had a home energy evaluation by the Residential Energy Efficiency Project and followed-up with retrofit changes reduced 849 tonnes in 2005.



### Among the pledges:

We collected 300 local pledge cards and collected 1755 pledges online. In addition 350 Waterloo Region citizens calculated their personal emissions online.

On average local citizens committed to reducing 0.90 tonnes through our local pledge card. Through the online national web site, a citizen would commit to reducing 0.45 tonnes on average.

The top 5 commitments by Waterloo Region citizens through the Environment Canada online calculator were:

1. *Turn off lights when a room is not in use, or install occupancy sensors in bathrooms, hallways and utility rooms*
2. *Use a cold water wash and rinse instead of warm or hot water to wash your clothes*
3. *Close the blinds and curtains during the day on hot days*
4. *Take a 5-minute shower instead of a bath*
5. *Stop bagging your grass clippings for disposal and instead leave them on the lawn*

We had a different set of actions on our local pledge cards. The top 5 commitments by citizens were:

1. *Draftproof home*
2. *Choose energy-efficient appliances/furnace*
3. *Insulate home*
4. *Use compact fluorescent lightbulbs*
5. *Buy local food*

Our local pledge card also showed that many of us are already doing things and encouraging others to do the same. The top 5 actions in this category are:

1. *Recycle*
2. *Travel actively: walk, bike, inline skate, etc.*
3. *Combine errands and avoid rush hour when driving*
4. *Turn down the thermostat by 1-2 degrees at night/ when not at home*
5. *Use compact fluorescent lightbulbs*

## A Year of Action

Taking action on climate change requires more than global action – it takes local action. Each Canadian produces, on average, 5 tonnes of greenhouse gas emissions annually which contribute to climate change. Contrast this with someone from Sweden who produces only 2.2 tonnes on average. Clearly we can make progress.

As you can see by the list of partners, the **One-Tonne Challenge – Waterloo Region** campaign used the \$125,000 from Environment Canada to combine forces of many local people to bring many messages home: “Turn it down, turn it off, walk a block!”

And this just skims the surface, local partners contributed in-kind time and resources that exceeded 50% of Environment Canada’s contribution for events, pilot projects and promotions to help citizens reduce their greenhouse gas emissions.

And citizens showed they were willing to change. The results section illustrates the success of our campaign from 2004-2006. Let’s keep up the actions and our personal commitments to reducing our emissions at home, at work and in our travels.

Happy trails,  
*Jessica Kwik*  
Coordinator



## iReduce.ca

Part of the legacy from our campaign is our web site, [www.iReduce.ca](http://www.iReduce.ca), which will continue on with these features:

**One-Tonne Challenge:** A link to the famed personal emissions calculator and various tips to keep those greenhouse gas emissions low.

**Green Consumer Guide:** a link to green products and services: from bicycle couriers to vegetarian dining.

**Reuse and Recycle Guide:** providing information for over 60 waste reduction categories, this guide is your link to helping your trash be someone else’s treasure! Find the next home for your aerosol cans, car tires, and even your old vacuum cleaner.

**Classifieds Guide:** Buy, sell, trade, or give away items in our FREE on-line classifieds. You can even list garage sales and items that you need.

**Local Events Guide:** Keep an eye on this page for environmental events and workshops.

## Did you know...

...that grants are available for homeowners who get an EnerGuide evaluation done on their home and follow-up on retrofit recommendations?

According to the **Residential Energy Efficiency Project (R.E.E.P.)** in 2005: the average grant in 2005 is **\$533.00** and the average emissions reduction is **2.1 tonnes** per home.



## Did you know...

...from December 2004 to February 2006, the **People's Car** has seen an increase in membership from **79 to 131 members?**



## Partners in the One-Tonne Challenge – Waterloo Region

- The Bicycle Forest
- Citizens' Advisory Committee on Air Quality – Waterloo Region
- Cities of Cambridge, Kitchener, Waterloo
- Clean Air Foundation
- Community Renewable Energy Waterloo
- Elora Centre for Environmental Excellence
- Foodlink Waterloo Region
- The Government of Canada
- Grand River Eco-Energy Network
- Native Plant Source
- People's Car
- rare organics
- Regional Municipality of Waterloo
- Residential Energy Efficiency Project
- Telecommuting Consultants International, Incorporated
- Together 4 Health
- Township of Wilmot and Woolwich
- Waterloo North Hydro
- Waterloo Public Interest Research Group
- The Working Centre
- World Wide Opportunities for Women
- University of Waterloo
- University of Waterloo Sustainability Project

Find links to these local groups at [www.ireduce.ca](http://www.ireduce.ca)

## Faith Groups

The **One-Tonne Challenge - Waterloo Region** took the message to the faithful of the **St. Jerome's University Catholic Community** throughout several months. In the pilot, messages were included in their weekly community bulletin to encourage active stewardship of the Earth through the challenge.

In particular, **St. Jerome's** promoted 5 tips to achieving your personal one-tonne goal:

- + *Switching to cold water for laundry (25% of a tonne)*
- + *Idling 10 seconds or less (24%)*
- + *Turning down the thermostat by two degrees at night & while away (22%)*
- + *Filling up with ethanol-blended gas (17%)*
- + *Checking the tire pressure of your car tires monthly (12%)*

= **ONE-TONNE REDUCTION**

Members of the congregation were delighted that St. Jerome's was taking a proactive approach on the climate change issue, using a faith gathering as a place to inform them of how to get involved. And based on their pledge responses, they committed to reducing 14 tonnes!

Faith groups wishing to promote the One-Tonne Challenge can download communications materials from [www.ireduce.ca](http://www.ireduce.ca).

## Tools to Reduce:

### Anti-Idling Signs

A limited number of anti-idling signs are available. Call 888-4650.

Did you know that you can reduce wear and tear on your car by turning it off after 10 seconds when not in traffic? Reducing idling will also improve air quality. Skip the drive-through and feel good about it.

### Landlord-Tenant Letter

Are you a renter who wants to encourage your landlord to be more energy-efficient with their homes? Download a letter with helpful resources at [www.ireduce.ca](http://www.ireduce.ca).

the future...

## We're not done yet!

### Saving Energy, One Resident at a Time

Students living in the **Columbia Lake Village** will be making the switch to energy saving actions. This residence at the **University of Waterloo** will be a test site for a canvassing campaign to encourage home energy savings.

Energy assessors from the **World Wide Opportunities for Women** will be taking their expertise in doing these visits (they performed 750 in Waterloo Region in 2005) and their multilingual skills to this multicultural group of residents.



This mini-pilot will help keep energy and rent costs down.

## Telework

Some employees in Waterloo Region will soon get a leg up on reducing their emissions through a telework pilot project. Telework allows employees to work off-site to eliminate unnecessary commutes. In a wired world, we have the ability to work together even when we are not in the same building. **Telecommuting Consultants International, Inc.** will be continuing their work in the community to introduce larger employers to this idea and its many benefits.



Thanks to:

Canada

**One-Tonne**  
CHALLENGE  
[www.climatechange.gc.ca](http://www.climatechange.gc.ca)



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