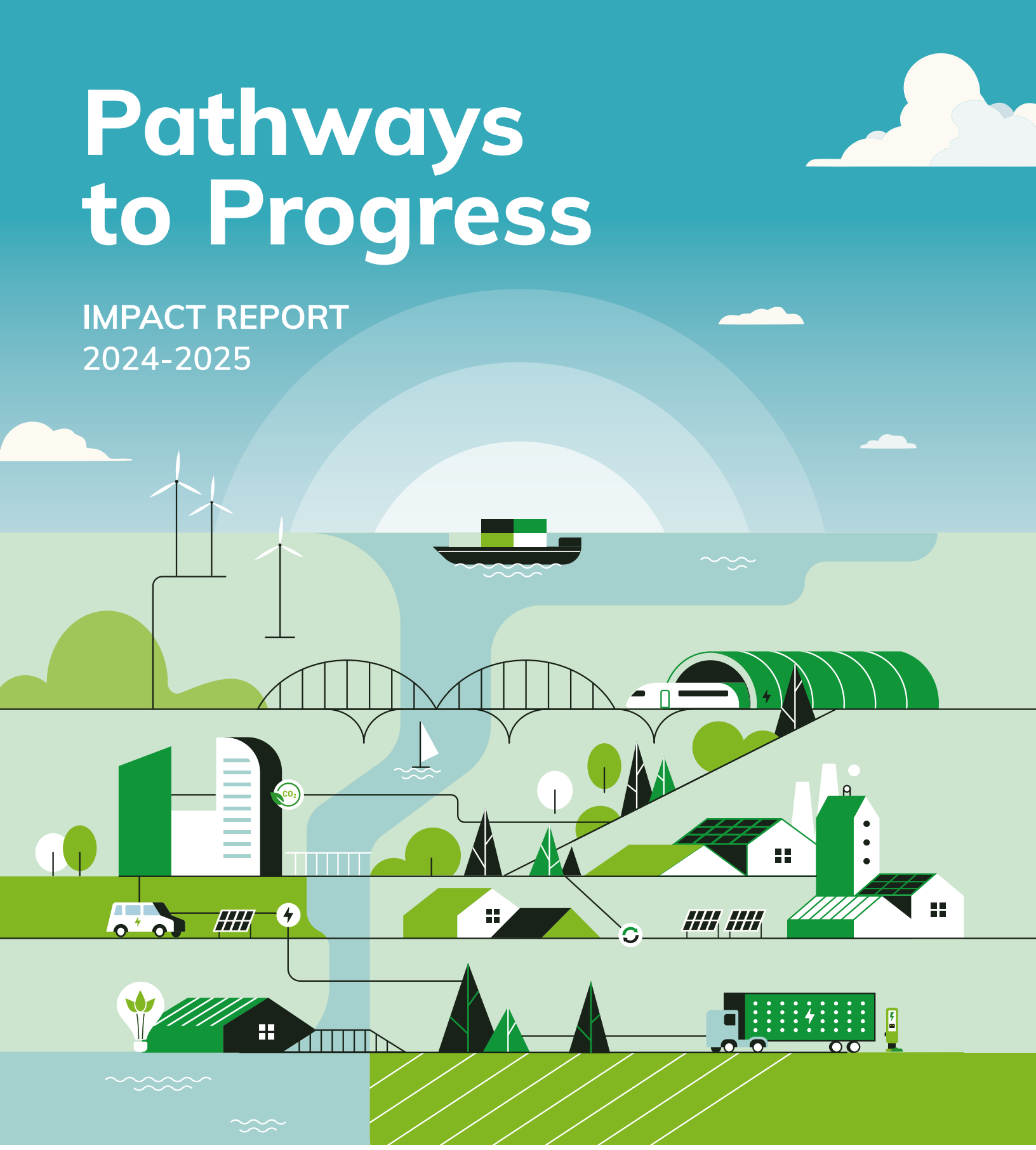
Pathways to Progress

IMPACT REPORT
2024-2025



Green Economy
Calgary

Letter from Emma Murphy and Rod Ruff

So much can change in a year.

On April 25th, 2024, we celebrated the launch of Green Economy Calgary in partnership with Alberta Ecotrust Foundation. This initiative is a hub of Green Economy Canada, providing a cost-effective, hands-on, and practical approach to help local businesses of all sectors and sizes take climate action and become stronger and more resilient for the future.

During our first year, there has been some uncertainty, but we've also seen tremendous progress.

We've hosted a series of free public events, bringing Calgarians together for networking and educational opportunities. The success of these events demonstrates the demand within the Calgary business community to take action on sustainability.

Seventeen member organizations are progressing on their journeys with Green Economy Calgary. From catering, to manufacturing, to consulting, to environmental organizations, our membership represents the vibrancy and diversity of the Calgary business community.

Thanks to support from the City of Calgary, we also launched a two-stream grant program in November 2024 to remove barriers for small and medium enterprises (SMEs) to take action. We have a membership subsidy of up to 50% for new members and a Climate Action Microgrant, providing funding to support sustainability projects that reduce Greenhouse Gas (GHG) emissions, promote water conservation, and contribute to waste reduction and diversion efforts.

We have the technology and the knowledge to dramatically reduce our emissions while supporting a growing and inclusive economy. One of the great joys of working in a Green Economy Hub is connecting with members and partners like you; folks who want to build a better future and who are interested in making business better, together.

Thank you for walking this path with us over the past year. Let's keep moving forward.

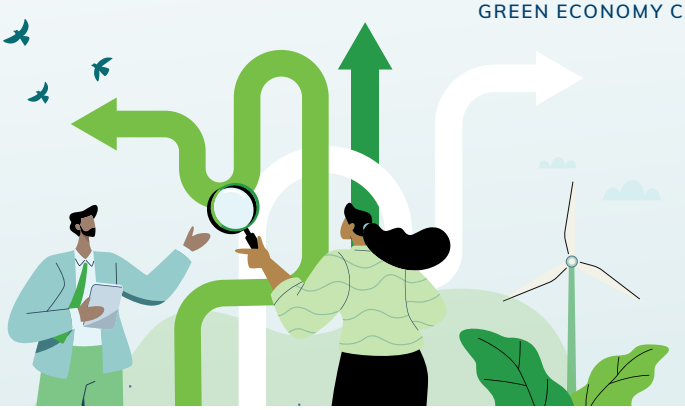
Sincerely,



Emma Murphy
Director, Sustainability and Innovation, Green Economy Canada



Rod Ruff
Chief Executive Officer & President, Alberta Ecotrust Foundation



What We Do

Green Economy Calgary is a new, non-profit Hub that supports local businesses to adapt and thrive in the low-carbon transition. Developed as a collaboration between Alberta Ecotrust and Green Economy Canada, we provide a cost-effective, hands-on, and practical approach to help members of all sectors and sizes take action on climate change and become stronger and more resilient for the future. Whether you are just getting started, or want to accelerate your sustainability journey, Green Economy Calgary is the place for you.

How We Do It

Engaging Businesses to Transform Our Economy

We launch and grow Green Economy Hubs that bring together, support, and celebrate businesses of all sectors and sizes in setting and achieving sustainability targets. In doing so, we're creating stronger economies and more resilient communities.

Sharing Successes and Developing Partnerships to Build a Movement

We amplify success stories of business sustainability efforts to demonstrate what's possible and inspire others to follow suit. We foster collaboration across government, business, academia, and non-profit sectors to drive innovation and scale impact.

Informing Green Policies and Investments to Create Systems Change

We draw from the experience of our national network to raise awareness of the barriers businesses face to making the net-zero transition, and recommend solutions to advance and accelerate business sustainability efforts.

Evening of Recognition

On June 12, 2025, Green Economy Calgary celebrated our first birthday at our first annual Evening of Recognition. Members joined us at the KPMG Stage at Platform Calgary. More than just a birthday party, the evening was a chance to celebrate, connect and learn with like-minded business, government and community leaders.



"A year ago, we found Green Economy Calgary, and they've helped us uncover policies, grants, and solutions we didn't know existed. It's not just about what we achieve now—it's about building a better future for the next generation."

Florent Bendaj, *Plant Manager, Luxfer*



"I've been continuously impressed with the thoroughness and robustness of Green Economy Calgary's programming and support—it never wavers. The intention, energy, and purpose behind how we run our business now is just as important as what we do, and with Green Economy Calgary's help, we've been able to make a positive difference for our team, suppliers, and community. Even from a financial perspective, it just makes sense."

J'Val Shuster, *Proprietor, Devour Catering*



"We became Green Economy members because we want to integrate carbon accounting into our company's day-to-day. When we look out at the world around us, when we read the news, it's clear that action is needed now. The team has been supportive in helping us put together our missions and inventory, and understanding what we can do to improve."

David Nelson Elske, *Co-Founder, People and Planet Consulting*



"Our goal is to set the highest standards in waste reduction and environmental initiatives. As a small, family-run business, we have started our journey through a grassroots approach that embodies thoughtful, targeted initiatives, and hard work to drive change. We are so grateful for the continued support from Green Economy Calgary, and look forward to driving change within our industry."

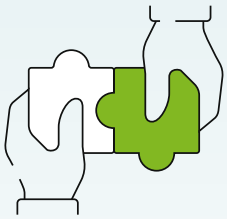
Newell Orfei, *Executive Chef + Owner, Gather Catering & Events*

By the Numbers

Number of **Green Economy Calgary Members**, as of October 31st, 2025

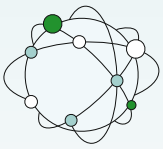
17 NEW MEMBERS

- **11** Green Economy Lead members
- **1** Insight member
- **5** Discover members



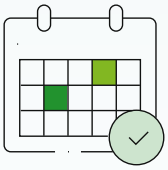
Number of **Green Economy Leaders** in the entire **Green Economy Canada** network, as of October 31st, 2025

218



Number of **Green Economy Calgary** events (online and in person) in 2024-2025:

19



• 1 Hub Launch Event • 8 Sustainability 101 workshops • 1 Information Session • 1 BIA Information Session • 7 Online National events offered by Green Economy Canada • 1 Evening of Recognition Event

Number of **Green Economy Calgary** event attendees in 2024-2025

- **70 people** attended our Hub launch event
- **36 people** attended our 2024-2025 sustainability 101 workshops
- **10 people** attended the January 2024 Information Session
- **11 Calgary** BIAs attended our BIA Information Session
- **162 total attendees** across all our events

- **3,267 total full-time equivalent employees** across all membership types
- **2 target & action plans** complete
- **3 target & action plans** in progress
- Completed **4 GHG Protocol-compliant GHG Inventories** for members
- 30,283 Tonnes of **GHG emissions measured** as of 2024



Green Economy Calgary Members

2024 - 2025

Lead

Alberta ecotrust

alberta environmental network

Calgary Stampede

COLD GARDEN

DEVOUR

DIALOG

gather
catering & events

PEOPLE AND PLANET CONSULTING

LUXFER GAS CYLINDERS

SkyFireEnergy
Solar Energy Solutions

Insight

MAWER
Be Boring. Make Money.™

Discover

- Decide Campaigns
- Jennings Group
- Private Wealth Management
- Remedy Engineering
- S-Cubed Environmental
- XhAle Brew Co.

Member Profiles

Alberta Ecotrust Foundation

Sector:
Other services

Size: Small

Alberta Ecotrust Foundation is a charity advancing environmental solutions and a low-carbon future in Alberta. As a founding Low Carbon Cities Canada (LC3) network member, they fund projects, build partnerships, and support climate action from their offices in Calgary and Edmonton.

"We are proud to be partners of Green Economy Calgary, as well as members of their inaugural cohort of organizations taking proactive steps to reduce our impact on climate and drive sustainable economic growth. This initiative fills a critical gap and provides accessible climate action support to small/medium organizations, allowing us to collectively demonstrate our commitment to a more resilient Alberta."

Alberta Enviromental Network

Sector:
Other services

Size: Small

The Alberta Environmental Network (AEN) connects Albertans and environmental groups that are dedicated to preserving and protecting Alberta's environment. As a non-profit and non-partisan organization, the AEN supports collaboration of the environmental community throughout the province.

"At the Alberta Environmental Network, collaboration is at the heart of everything we do. Joining Green Economy Calgary is a natural fit because it connects us with a community of businesses and organizations committed to sustainability. Reducing our own organizational emissions is critical and by working together and leading by example, we can amplify that impact—by sharing our learning and results with our community and affirming that collective climate action, essential to Alberta's future, is achievable."

Member Profiles



Calgary Stampede

Sector:
Arts, Entertainment and Recreation

Size: Medium

Organizers of one of the best-known annual events in the world, the Calgary Stampede is a volunteer-supported, not-for-profit community organization that celebrates the people, the animals, the land, the traditions and the values that define the spirit of the west. Through its world-renowned Stampede, year-round facilities, western-style events, and youth and agriculture programs, the organization contributes to the unique culture of Calgary and southern Alberta.

Cold Garden Beverage Co.

Sector:
Food and Beverage Manufacturing

Size: Small

Located in Calgary's historic Inglewood neighbourhood, Cold Garden is a microbrewery known for its eclectic charm, inclusive atmosphere, and creative lineup of craft beers. With a philosophy that "delicious drinks are for everyone," Cold Garden is committed to inclusivity and good times.

Member Profiles

Devour Catering

Sector:
Accommodation
and food services

Size: Small

Devour Catering is a full-service, off-premise catering company based in Calgary. Founded in 1997, they moved into their first commercial kitchen in 2003. Their team includes 8 full-time staff and an events crew of 15 to 30 members.

"Devour is excited to be a member of GEYYC. Devour exists to create memorable experiences that leave a lasting and positive impact. This desire extends to our clients and their guests and also to our team, suppliers, and the larger community. If we can get it right and be a force for good at each step of the way, this is something to truly celebrate."

Dialog Design

Sector:
Professional, Scientific and
Technical Services

Size: Medium

DIALOG is a team of architects, urban planners, interior designers, structural, mechanical and electrical engineers, and landscape architects who truly believe design can, and should, meaningfully improve the wellbeing of our communities and the environment we all share.

"We want to design innovative solutions that push boundaries, improve community wellbeing, create equitable environments, and address issues of climate change in every project. Since becoming a member of Green Economy Canada in 2022, we've made great progress in tracking our operational carbon footprint, received validation from independent experts, and connected with sustainability leaders who have helped strengthen our carbon reduction plan."

Member Profiles

Gather Catering

Sector:
Accommodation
and food services

Size: Small

Gather Catering & Events, led by esteemed local chefs Camilla Sherret and Newell Orfei, is Calgary's trusted full-service catering company. As a founding member of Green Economy Calgary and recipient of a Green Economy Award for waste reduction, we specialize in from-scratch, locally sourced menus that inspire connection while caring for the planet. Every gathering is crafted with artistry, sustainability, and flavour — creating experiences as meaningful as they are memorable.

"Our industry is in need of change. The challenges of waste and consumption in the hospitality industry needs to be addressed immediately. At Gather Catering, we strive to continue to educate ourselves, lead by example and teach others how each and every one of us can have an impact."

Luxfer Canada Ltd.

Sector:
Manufacturing

Size: Medium

Founded in 1897, Luxfer is a global industrial company specializing in materials engineering and gas containment technologies. With 1,400 employees and facilities in the UK, US, Canada, and China, they innovate to create a safer, cleaner, and more energy-efficient world.

"Sustainable practices and innovation align closely with Luxfer's core values. Integrating sustainability principles into each area of our business and the communities in which we operate provides us greater insight into how we can continue to positively contribute to environmental stewardship, social impact, governance, and ethics. For these important reasons, we are excited to announce our participation as a founding cohort member of Green Economy Calgary."

Member Profiles

People and Planet Consulting

Sector:
Professional services

Size: Small

Based in Calgary and founded in 2023, People and Planet are a husband-and-wife team offering decision coaching for radical inclusion. They help pioneering organizations move beyond top-down structures to embrace wholeness, self-management, and values-driven decision-making. They strive to empower teams to make collaborative, transparent choices that include people and planet—shifting from rigid hierarchies to resilient, responsive organizations built for a changing world. They work with clients to build better companies—together.

"Sustainability is essential because both people and the planet deserve the opportunity to flourish and thrive. Green Economy Calgary represents businesses of the future and we are proud to be a part of it."

SkyFire Energy

Sector:
Construction

Size: Small

SkyFire Energy Inc. is Western Canada's leading solar contractor. Since 2001, it has designed and installed 8000+ of grid-connected solar power systems throughout Alberta, BC, Saskatchewan, Manitoba, Ontario, Northwest Territories, Nunavut and the Yukon. The company's experience includes the design and installation of more than 220 MWp of solar PV systems and SkyFire's O&M team has now serviced more than 2 GWp of utility-scale solar and Battery Energy Storage System (BESS) projects.

"Don't wait for the perfect moment; start where you are. Sustainability and addressing climate change is no longer optional, it is a business imperative. The journey might feel overwhelming to start but each step builds momentum, resilience, and long-term value. You don't need to go it alone or start from scratch. Join Green Economy Calgary and learn from others who are already leading the way."

Looking Ahead:
Our Bold New Strategic Plan



In 2024, Green Economy Canada launched a bold new strategic plan. While there are 1.3 million businesses across Canada, most have yet to take meaningful action on climate, despite the growing urgency. The time for transformative action is now.

Our goal:

Mobilize 10,000 businesses in the net-zero transition by the end of 2028.

To achieve this, we will support our members in implementing deep decarbonization strategies and engage businesses beyond our current network to raise awareness of both the need for—and the benefits of—taking climate action. Our efforts will focus on six priority areas to reach our goal.

Spur Business Demand for Climate Action
by enhancing climate literacy, awareness tools, and partnerships to expand our reach.

Deliver Rock-Solid Sustainability Support
at scale by deepening access to turn-key technical expertise and streamlining service delivery to get members on the path to net-zero within 12–18 months.

Excel at Convening and Community Building
by deepening knowledge-sharing and collaboration through enhanced peer-to-peer connections.

Grow Network Visibility and Storytelling
by amplifying member stories and showcasing why sustainability is smart business.

Reduce Systemic Barriers to Action
by convening cross-sector dialogue, leading targeted projects to uncover and address key sustainability challenges for businesses, and advocating for non-partisan policies and investments that accelerate progress.

Strengthen Our Internal Foundation
by investing in the right people, systems, and resources to scale impact and walk the talk on sustainability.

We know we can't do this alone. Success depends on strong collaboration with our members, partners, and those we've yet to connect with. We invite you to join us. Let's explore how we can work together to make sustainability "business as usual" across Canada.

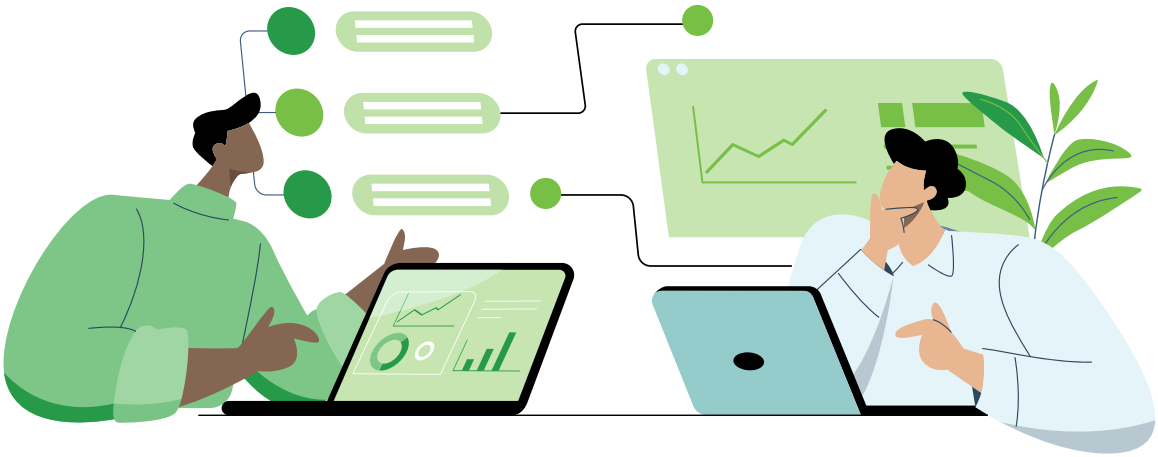
co-operators

Thanks to Co-operators for enabling the development of our new strategic plan.

JOIN US!
LET'S MAKE BUSINESS BETTER, TOGETHER

Whether you're a business looking for support, an individual passionate about sustainability, or a potential partner looking for collaboration opportunities, we'd love to connect.

We offer flexible membership options that make it easier for any organization to get on the path to a low-carbon future. We will meet you where you are.



The **Discover** track offers an accessible entry point for businesses and organizations interested in learning how to green their operations. Members get access to ongoing educational workshops, sustainability news, and a connection to a network of peers who are working to become more sustainable.

The **Insight** track takes this a step further by helping organizations measure their greenhouse gas emissions—a critical step towards reducing their environmental impact. Insight track members gain additional benefits with access to an online carbon accounting platform, 1:1 support, and training to support measuring and tracking GHG emissions.

The **Lead** track remains our signature offering, providing businesses with comprehensive support to go beyond measurement to set reduction targets, develop and implement reduction strategies, and engage employees and other stakeholders along the way. Lead track members have access to funding opportunities and public recognition as a *Green Economy Leader* for making a commitment to set and work towards tangible emissions reduction goals.

We would love to discuss opportunities to collaborate and reach more businesses with the tools and knowledge to get started on their sustainability journey. From sponsorhip opportunities to partnering on projects, there are a variety of ways for us to work together to accelerate Calgary's transition to a vibrant and inclusive net-zero future.

Thank you



Staff Members
2024-2025

- Matthew Lynch
- Kareema Batal
- Ryan Bates
- Lindsay Driediger-Murphy
- Joshua Buck
- Priyanka Lloyd
- Emma Murphy

Thank you to our funders and partners for supporting the launch of Green Economy Calgary.

ALBERTA ecotrust

CALGARY FOUNDATION
FOR COMMUNITY, FOREVER

Calgary

Natural Resources Canada
Ressources naturelles Canada

TD