2016 Sustainability Report
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2016 was an exciting year of growth for CleanRiver. We made considerable investments in new product development to ensure we continue to offer our customers innovative recycling products that empower them reach their diversion rate goals.

This year we enjoyed building new business partnerships with global brands such as Costco, and we continued to partner with some of the most forward thinking companies today such as Google, Tesla and Facebook. It’s an honour to work with companies who are stewarding sustainability in their industries.

We achieved nearly all the goals set for 2016 in last year’s report. And we will continue to improve our sustainability going forwards. I am proud to report that the CleanRiver facility continues to operate at a 97% diversion rate. We take our impact on our environment seriously and we work hard as a team to ensure we come up with new sustainability initiatives to reduce our waste and power usage. We also like to support our local community through donations to local not-for-profits and sports associations, planting trees and donating free nest boxes to schools.

I hope the following report provides some insights and transparency into CleanRiver’s sustainability and if you have any feedback please don’t hesitate to contact us at solutions@cleanriver.com.

Bruce Buchan
Founder & CEO
HELPING OUR CLIENTS BUILD A SUSTAINABLE FUTURE

“The addition of the recycle bins along with the correct location of the bins has been an outstanding success and we look forward to even more improvement with the new bins provided this year that are located at all entrances. We are very pleased with the progress we have made recycling and appreciative of the help we have received.”

– Don Phelps
Assistant Stadium Manager, McMahon Stadium

“I can’t tell you how much this container is getting praise around here. These will catch on like wildfire in that beautiful old building that needs better recycling options than just a dumpy blue pail. Thanks so much for providing us such a beautiful custom container! Alameda is clearly a big CleanRiver fan! This is not our first, nor our last, purchase.”

– Kerry Parker
Program Specialist, City of Alameda

“Sustainability is more than having a positive impact on our physical environment, I believe it’s also about having a positive impact on the people that we interact with.”

Hugh Caines, General Manager
CleanRiver is committed to our employees’ growth and development. We want to engage our team and assist them in reaching their full potential. In 2016 we exceeded our goal of training hours by 56%. On average each employee received 39 hours of training. This training ranged from developing job skills, to strategic learning.

Our goal is to continually engage and support our team and expand their skills for their individual and team development.

**2017 Goal:** Ensure all employees receive on average 40 hours of training.

We have a committed team of H & S committee members who work together to keep our employees safe. They provide monthly updates on seasonal or hot topic safety issues, and also provide training on WHMIS and other work related safety education.
SOCIAL EVENTS

This year our social committee worked hard to bring the CleanRiver team together for a total of 10 social events!

The CleanRiver team enjoyed hanging out together at these fun events:
- 2 x potluck lunches where we shared our favourite cultural dishes to celebrate Easter and Thanksgiving
- A lacrosse game and dinner
- 2 x lunchtime BBQ’s over the summer – with our resident chef Dave Dyck
- Family day out at Canada’s Paramount Wonderland
- The inaugural CleanRiver employee golf tournament
- Halloween pumpkin carving competition
- The first CleanRiver #pingponchallenge
- Holiday present exchange and lunch

2017 Goal: Organizing 10 social events for the year including a new February fitness challenge!
Our Way

The CleanRiver team lives by Our Way which is a promise that we will work as a respectful team and always strive to do our best to meet our customers’ needs. In 2016 all employees received training on Our Way to make sure it’s top of mind as we go about our day at CleanRiver.

2017 Goal: Ensure all new employees have necessary Our Way training during their onboarding.

Performance Management

CleanRiver has a thorough performance management system designed to motivate and engage our team to strive to be the very best at what they do.

Goals are set by each employee and ladder up to organizational goals to make sure we are all aligned and on the same path. In 2016 all employee performance coaching forms and reviews were completed on time as per the goal set.

2017 Goal: All mid-year and end-of-year performance management forms and reviews to be completed on time.
CULTURE OF ENVIRONMENTAL STEWARDSHIP

A respectful, engaged and happy culture is what we strive for. Our employees’ families are always top of mind at CleanRiver along with professional development and growth. These are critical for our company’s success.

At monthly communication meetings we update each other on what’s happening across the organization and enjoy cake to celebrate everyone’s birthdays. We have open, honest communication where questions are welcome and encouraged.

GREEN TEAM:

CleanRiver’s goal is to make the planet a more sustainable place, so we make sure we walk the talk. Our Green Team conducts quarterly waste audits so that we can continually improve our processes to meet our sustainability goals.

LITTERLESS LUNCH PROGRAM:

We encourage our team to produce as little waste as possible by providing reusable food containers and lunch bags. All employees also receive a reusable coffee traveler mug. We love our coffee but we don’t love disposable coffee cups in the trash.

2017 Goal: Achieve and maintain a diversion rate of 97% and conduct quarterly waste audits to continually monitor and improve our waste diversion goals.
GIVING BACK TO OUR COMMUNITY.

PROJECT NEST BOX

Each year we support Bird Studies Canada and the development of environmental education in schools by supplying free bird nest boxes and supporting educational materials, to schools across North America. The schools are required to send nest box observations and data to Bird Studies Canada. Bird patterns and behavior are a key indicator in environmental conditions.

In 2016 we sent 360 free nest boxes to 130 schools. This brings the total number of nest boxes distributed since the program started in 2009 to 1,500.

2017 Goal: Distribute 400 free nest boxes.
Every spring the CleanRiver crew spends a day supporting our local environment by planting trees at the Aurora Community Arboretum. This year CleanRiver were honored to have a special tree planted in recognition of our annual support. The CleanRiver team were happy to reach our goal of planting 500 trees.

**2017 Goal: Plant 600 trees**
SUPPORTING ENVIRONMENTAL GAME CHANGERS

In 2016 CleanRiver continued to support recycling and zero waste stewardship organizations with financial sponsorships, providing content for presentations, and participating in webinars. These organizations include the US Zero Waste Business Council (USZWBC), College & University Recycling Coalition (CURC), Association for the Advancement of Sustainability in Higher Education (AASHE) and Recycling Council of British Columbia (RCBC).

We also continue to work with the University of Toronto, Masters in Sustainability Program to support the development of the future influencers in the sustainability movement.

2017 Goal: Continue to work with existing environmental stewardship organizations and support new associations as they develop.

SUSTAINABILITY WORKSHOP

2016 has been a big growth year for CleanRiver. In addition to increasing our involvement with environmental stewardship organizations we have also been developing new products and expanding into new markets. This unfortunately did not allow for us to organize a sustainability workshop. We hope to continue with this project in the next year or so.
CleanRiver enjoys supporting the local community by providing monetary donations to local not-for-profit organizations and sports teams. These include the Aurora King Baseball Association, Aurora Lions Club and Newmarket Saints Lacrosse Club to name a few.

Each year CleanRiver also supports the Magna Hoedown by providing zero waste stations for their annual 2-day fundraising event. This year the Hoedown raised $464,000 for local charities and organizations. CleanRiver are proud to be able to support such a worthy cause in its zero waste goals.

**2017 Goal:** Support Magna Hoedown 2017 with providing zero waste bins and signage and continue support for local organizations that serve our community.
In 2016 CleanRiver launched an initiative with the goal of inspiring people in our global community to Never Waste a Moment.

“Never Waste Moment is about rising up when the opportunity presents itself, to help someone in need, to share good ideas, to see glimmers of hope, to stay calm under pressure and do the right thing when no one is looking. But most of all make the planet a better place. Deep down, Never Waste a Moment is a story about legacy; yours, mine and the planet we share.”

Bruce Buchan, CEO

We’ve had the honour of interviewing students from local schools and talking with customers and our internal team about what Never Waste a Moment means to them. We’ve also had a lot of fun putting together video blogs that are released twice a month. The vlogs cover a range of topics including personal and business life lessons. Our hope is that we can inspire people to live life to its full potential and Never Waste a Moment.
**ZERO WASTE**

CleanRiver continues to operate at a diversion rate of over 97%. Our lean manufacturing facility produces minimal waste. Any scrap materials that are produced are collected and sent to be recycled into new HDPE plastic lumber.

Our office and production facility has a recycling and organics collection program. The CleanRiver Green Team conducts quarterly waste audits to identify any areas for improvement and communicates these to the rest of the employees during monthly team meetings.

**2017 Goal:** Achieve and maintain a diversion rate of 97%.

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**ELECTRICITY**

The CleanRiver plant and offices are powered using Bullfrog green energy and all offices and washrooms are fitted with low energy lighting. We also have automatic lights in washrooms, the kitchen, lunchroom and some offices to further reduce energy usage.

This year we worked hard to ensure that we were being mindful of the electricity that we used, making sure to turn off non-automatic lights whenever we left rooms and unplugging devices whenever possible. We are proud to have reduced our usage compared to 2015 by 54% from 0.96% of revenue to 0.86%, just missing our goal of 0.8%.

**2017 Goal:** To achieve the goal of 0.8% of revenue or less.
Paper Usage

We strive to use as little paper as possible for our operating processes. All employees are encouraged to use digital formats wherever possible and double-sided printing is a must. Through diligent awareness of paper usage we achieved a **10% reduction** in paper usage, when measured as a percentage of revenue.

2017 Goal: Maintain focus on reducing paper usage.

E-waste

In 2017 CleanRiver introduced a designated e-waste collection area in our facility. Employees can bring ewaste from home in addition to the ewaste generated in our work environment. In 2016 we recycled 651lbs of ewaste.

According to the e-Stewards ewaste calculator, recycling 651lbs of e-waste rather than tossing it in the garbage reduces Green House Gas emissions by 884lb, and 18lbs of toxic metals are diverted from landfill.

2017 Goal: To work together as a team to collect 800lbs of ewaste.
CleanRiver’s shipping department ensures that we reuse all supplier shipping materials that enter our facility, to reduce the amount of waste going to landfill. All cardboard boxes that are not reused are broken down and collected for recycling.

Some of our customers have commented on the interesting packaging materials protecting their recycling containers when they arrive. And they are always happy to see the innovative way our shipping department are reusing materials rather than tossing them in the garbage.

**2017 Goal:** Continue to reuse or recycle all packaging materials that enter our facility.
CleanRiver’s products are manufactured from 97% recycled High Density Polyethylene. We continue to invest in innovative product design to ensure we are using the most sustainable materials available for our products.

**2017 Goal:** Continue to ensure we use the most sustainable raw materials available for our recycling products.

**Cradle-to-Cradle**

We continued to receive end-of-life recycling containers that were broken down and sent to be recycled into new HDPE lumber.

**2017 Goal:** Continue to receive any end-of-life recycling containers so they can be recycled into new HDPE plastic lumber and stay out of landfill.
Sustainability: It's the right thing to do, it's the smart thing to do, it's the profitable thing to do.

---- Hunter Lovins ----