

A large green graphic on the left side of the page, featuring a stylized building facade with a grid pattern and curved lines below it, set against a blue background with a faint image of people in business attire.

# GREEN WILL INITIATIVE RECOGNITION

Celebrate your commitment to decarbonizing your portfolio.

October 2024

## CHAMPION DECARBONIZATION. GET RECOGNIZED.

### WHAT IS IT?

Members of the Green Will Initiative (GWI) are leading the way through bold action to reduce their building emissions to net zero by 2040. GWI and the City of Toronto is now recognizing members who are committed to decarbonizing their portfolios in support of healthier, more sustainable, and climate-resilient communities in Toronto.

Get recognized for promoting energy efficiency and emissions reductions in buildings, acknowledged for your organization's net zero planning and projects, and sharing your knowledge with others. Let us celebrate your accomplishments as you drive change through your commitment to action, collaboration, and leadership!

### WHY GET RECOGNIZED?

- Build internal support for projects
- Increased visibility of your organization's efforts
- Foster collaboration and support mobilizing the market
- Increased tenant engagement

### HOW IT WORKS



Enroll and participate in the GWI program.



Review recognized activities to see what your organization has achieved.



Participate in GWI activities and resources to earn increased recognition.



Submit your activities for recognition.



Celebrate your achievements!


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## WHAT CAN YOU GET RECOGNIZED FOR?

Select the desired recognition category and complete the associated actions.

RECOGNITION CATEGORIES	<b>ADVOCATE</b> Making the commitment to the Green Will Initiative and advocating for change.	<b>COLLABORATOR</b> Meaningful contributions to the program and member community.	<b>MOBILIZER</b> Efforts to build capacity and knowledge to mobilize your organization to act.
RECOGNITION ACTIONS	Share building performance data for public disclosure.	Present or contribute to a GWI Collaboration Event.	Complete 3 GWI offered trainings.
	Promote your participation in the Green Will Initiative.	Contribute a resource to the GWI Knowledge Hub.	Develop a plan for energy efficiency or emissions reduction in your portfolio.
		Host a building tour for GWI members.	Implement a decarbonization project.

COMING IN 2025



**Complete 2 or more activities in a chosen category to receive one or more of the following recognition rewards;**

- GWI Newsletter Feature
- Letters of Recognition
- Digital Badge
- Training Certificates
- Project Profile on City Website
- Participation in special City events and initiatives.

Want to be recognized for your efforts? Contact [GreenWill@toronto.ca](mailto:GreenWill@toronto.ca) to learn more about enrollment for the Green Will Initiative.