



Leading The Way

Goodwill

Goodwill Impact Centre



The *Sustainability Vision* for Goodwill's Sustainability Action Plan will provide the foundation for all future environmental and social initiatives and programs.

Goodwill Industries of Alberta strives to be a model social enterprise that integrates sustainability practices and a culture of shared responsibility into all areas of operations and services.



Mortimer Capriles

Director,
Sustainability and Innovation

Background

Goodwill Industries of Alberta is an Alberta-based social enterprise on a mission to strengthen the communities around them and provide individuals with disabilities the opportunity to enhance their lives through meaningful employment.

Goodwill has numerous retail operations that revolve around the generosity of people in those communities choosing to donate to Goodwill. Items donated to Goodwill are sold through Goodwill thrift retail stores giving the community the opportunity to buy quality items at a great value.

CLIMATE ACTION HIGHLIGHTS



Stakeholder Research & Best Practices

To create their first Sustainability Action Plan, Goodwill first started with an environmental, social, and governance (ESG) material analysis. This process involved research and benchmarking, impact mapping, stakeholder interviews, and a validation workshop with Goodwill's Senior Leadership Team.



Employee Engagement

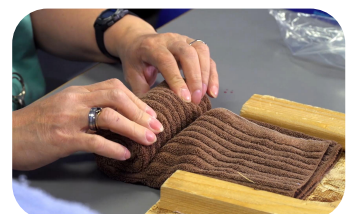
Goodwill focused on collaborative effort by individuals, departments and the institution as a whole to achieve the visions and goals for their Sustainability Action Plan. It is a living document that has a multi-year plan.



Corporate Climate Leader since
2020



2018 Baseline Year Emissions
2,549.46 Tonnes of GHGs





Sustainability Action Plan

Goodwill



Goodwill's Sustainability Action Plan

Goodwill Industries' Sustainability Action Plan is structured around the environmental, social, and governance (ESG) topics that stakeholders and Goodwill Industries of Alberta staff identified as the most important to them. The key areas identified were: sustainability, including environmental impact and climate action, and Goodwill's impact on Alberta communities.

The Sustainability Action Plan is designed to be a practical guide that provides a road map of goals, areas of action, and performance review tools that integrates the values of sustainability into all areas of operations and services.

The baseline for the plan is composed of indicators recorded in 2018. A quarterly progress check was done with a final yearly review each year.



PROJECT OUTCOMES

The first-ever Goodwill Sustainability Action Plan resulted in an increase in the waste diversion rate from local landfills and incinerators from 78% in 2018 to 86% in 2021. Goodwill also expanded its energy consumption reduction program which resulted in GHG reductions from 2018 to 2019 of 25% for Scope 1 and 6% for Scope 2. Scope 3 emissions increased by 5%.



8% increase in waste diversion rate from local landfills from 2018-2021



8% Total GHG Reduction from 2018-2019

-25%
Scope 1 emissions

-6%
Scope 2 emissions

+5%
Scope 3 emissions

ONGOING PROJECT

Goodwill Industries of Alberta is in the process of drafting a new Sustainability Action Plan (2022-2025) that will have more emphasis on climate change, with a focus on reducing electricity consumption.

PROJECT BENEFITS



Increased Employee Engagement



Increased Brand Profile



Increased Customer Base



Increased Networking Opportunities

