

50by30wr  
[www.50by30wr.ca](http://www.50by30wr.ca)

## Press Release

Municipalities and community members are urgently trying to integrate climate change into their official plans but unsure how.

February 2, 2022

Municipal staff, council, and community members are invited to attend a conference on February 17 & 18, 2022 to learn how climate change can be incorporated in their municipal official plan. Event details can be found at [www.50by30wr.ca](http://www.50by30wr.ca)

Goals of the conference include increasing awareness of available resources to municipalities and advocacy groups, providing networking opportunities, and educating about effective environmental policies being used by others. This is a two part conference. Feb 17 will focus on helping community groups and people connect with organizations that have resources to help them. Feb 18 will focus on helping municipalities connect with organizations, experts and academia who have resources and reports to help them align their official plan with emerging climate goals.

Sponsored by [Climate Caucus](#) and [Climate Reality Project Canada](#)

### **50by30wr**

*50x30WR started off as a grassroots, community-led campaign advocating for Waterloo Region to commit to a 50% reduction in greenhouse gas (GHG) emissions by 2030, in line with the imperatives of climate science and centering social justice and well-being. This campaign was built on the public commitment made by regional municipalities in 2019 by declaring a climate emergency, recognizing the existential risks posed by climate change globally and here in Waterloo Region. This emergency, like the pandemic, is already impacting on public health and well-being and demands our shared urgency and attention. 50x30WR aims to build back better from the COVID-19 pandemic through a just, green recovery that centres human well-being and innovation, building towards a socially just, sustainable and climate-smart Waterloo Region together. The Region of Waterloo and its 7 area municipalities have all endorsed the TransformWR Climate Action Strategy & set an interim GHG reduction target of 50% by 2030.*

Stephanie Goertz, volunteer

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