Calgary Climate Week

JUNE 1-6, 2026
CALGARY, ALBERTA





2026 IMPACT REPORT

TABLE OF CONTENTS

Executive Summary	3
Event Overview	6
Financial Summary	9
Program Highlights	10
Partner Events	16
Indigenous Partnership & Leadership	19
Environmental Footprint	20
Audience Feedback	23
Communications & Visibility	26
Key Lessons & Priorities for 2027	28
Community & Contributors	30
Sources & Methodology	32



Calgary Climate Week

EXECUTIVE SUMMARY

The inaugural Calgary Climate Week established a credible platform for climate action, innovation and investment grounded in Calgary's business and community identity. From June 1 to 6, 2026, approximately 1,000 people registered across a sold-out Executive Forum, the Calgary Climate Symposium, 23 partner events and seven tours and activations. A curated Investors & Innovators Dinner brought together 46 founders, investors and ecosystem builders.

Co-founded by Leor Rotchild of Kavana Partners and Ann Nguyen of Spark Event Collective, the week framed climate action as an economic and social opportunity. Business, government, Indigenous, research, investment, community and public audiences explored how Alberta's energy expertise, engineering capacity, industrial supply chains and entrepreneurial culture can help build, scale and export climate solutions.

Participants described the experience as practical, optimistic, inclusive and solutions-focused. The week also generated 356,426 social media impressions, coverage from CBC, CTV, The Globe and Mail and Avenue Magazine, and measurable new relationships and follow-on opportunities.

Calgary Climate Week also measured its environmental footprint. Eco-Friendly Events estimated 14.62 tonnes of carbon dioxide equivalent (tCO2e), or 10.05 kgCO2e per attendee. Travel and food accounted for 97.3% of measured emissions, while 80.6% of measured waste was diverted from landfill. These results create a practical baseline for reducing impact as the event grows



OVERALL ASSESSMENT

Calgary Climate Week 2026 proved the concept. The next phase is to build repeatable systems, deepen partnerships, improve financial resilience and direct environmental reductions towards travel and catering, the two largest sources of emissions.

2026 Impact Report

Calgary Climate Week

RESULTS AT A GLANCE

Reach

Sold Out Executive Forum

Demonstrated demand for cross-sector, solutions-focused programming.

APPROX. **1,000 REGISTRATIONS**

Visibility

Social impressions; coverage from 4 mainstream outlets

Established a measurable communications platform .

356,500

Scale

Partner Activations

Extended participation beyond one venue and one audience.

7 TOURS & ACTIVATIONS

9 VENUES

24 PARNER EVENTS

Deal Flow

Investors & Innovators Dinner participants

Connected capital, projects and institutional partners. Climate Health System Alliance launched.

46

Economic contribution

Hotel Nights Booked

Generated approximately $140,000 in local economic activity through hotels, venues and service-provider spend.

35

Audience outcomes

Survey respondents reported new connection to CCW

Shows strong directional relationship value, with a limited survey sample.

82%

Environmental footprint

Waste Diversion. 14.62 tCO2e; 10.05 kgCO2e total offset.

Identified priority reduction areas and established a first-year benchmark.

80.6%

EVENT OVERVIEW

Calgary Climate Week convened business, government, academia, investors, Indigenous organizations, civil society and the public through flagship programming, partner-led events, experiential learning and curated networking. The result was a distinctly Calgary platform: practical, relationship-driven and grounded in the region's business, community and environmental realities.

The program combined a sold-out Executive Forum, the first integration of The City of Calgary's eight-year-running Climate Symposium, an Indigenous Arts & Culture Event, 23 partner events and seven tours and activations. International speakers Nicky Swan, Chris Turner, Chad Frischmann and Leonardo Maldonado remained engaged throughout the week, contributing well beyond their scheduled appearances.

THE WEEK AT A GLANCE

Date	Flagship Program	Throughline
JUNE 1	Opening Reception	Nature as infrastructure, climate optimism, art and connection
JUNE 2	Executive Forum, Day 1	Competitiveness, procurement, finance, technology and deployment
JUNE 3	Executive Forum, Day 2	Regeneration, AI infrastructure, treaty relationships and collaboration
JUNE 4	Calgary Climate Symposium, Day 1	Healthcare, agriculture, women in climatetech, cities and infrastructure
JUNE 5	Symposium and Indigenous Arts & Culture Event	Water reciprocity, nature-based solutions, active transportation and culture
JUNE 6	Wrap-up and partner events	Recognition, relationship stewardship and green careers

CORE OBJECTIVES

1

Reframe climate as an economic and social opportunity.

2

Connect leaders who do not usually share the same program or room.

3

Move from ambition and debate towards deployment, investment and implementation.

4

Recognize Indigenous knowledge and partnership as foundational to resilient economies and communities.

5

Create a city-wide platform for business, government, community, culture, research and public participation.



OUR PARTNERS

Fondation Familiale Trottier Family Foundation

Calgary

RBC Ideas Happen Here

Alberta ecotrust

Fondation McConnell Foundation

Calgary Foundation For Community, Forever

Schulich School of Engineering, University of Calgary

CPKC

SKF

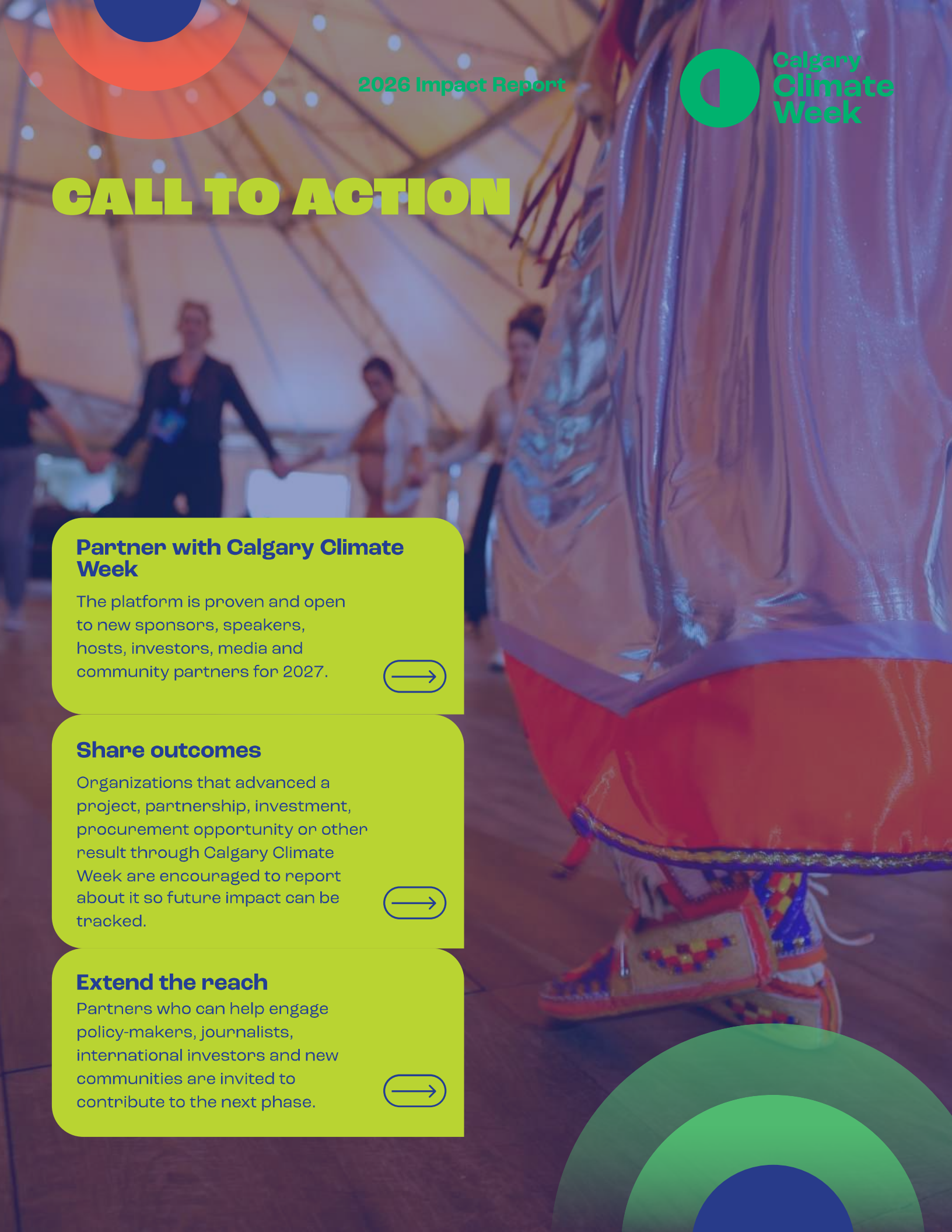
AECOM

HATCH

Neil Zee Photo Corp.

Calgary Climate Week

CALL TO ACTION



Partner with Calgary Climate Week

The platform is proven and open to new sponsors, speakers, hosts, investors, media and community partners for 2027.

Share outcomes

Organizations that advanced a project, partnership, investment, procurement opportunity or other result through Calgary Climate Week are encouraged to report about it so future impact can be tracked.

Extend the reach

Partners who can help engage policy-makers, journalists, international investors and new communities are invited to contribute to the next phase.

Calgary Climate Week

FINANCIAL SUMMARY

Delivering Calgary Climate Week's inaugural year cost approximately $320,000, covering everything from programming and venues to food and beverage, Indigenous Arts & Culture, and communications. That investment was matched by strong revenue, driven primarily by sponsorship, alongside registration and partner event income.

Much of that spending stayed local: Calgary Climate Week supported local caterers, videographers, designers, photographers, and other suppliers throughout the week, and attendees and Calgary Climate Week guests booked 35 hotel room nights in the city.

Beyond the event itself, Calgary Climate Week Inc. also invested in the infrastructure to run as a sustainable organization for years to come: incorporating, establishing its brand, and building the financial and operational systems the platform will rely on going forward. With those foundational costs now behind us, Calgary Climate Week closed its first year essentially breaking even, a strong result for an inaugural year that also had to build an organization from scratch.

That financial discipline, paired with the strength of this year's programming and partnerships, gives Calgary Climate Week a stable, sustainable foundation heading into 2027.



PROGRAM HIGHLIGHTS



JUNE 1
Opening Reception

Hosted by RBC at Ampersand, Calgary Climate Week opened with a blessing from Grandfather Elder Clement Leather, Horn Society Leader, remarks from founder Leor Rotchild and Adrienne Lo, Director of Environmental Impact at RBC, and a keynote by Nicky Swan, CEO of Australia's Mossman Botanic Garden. Drawing on her experience as a polar explorer and conservationist, Swan framed nature as infrastructure and biosecurity. The evening continued with Vines, a living art performance, and networking.

JUNE 2 & 3
Executive Forum

The sold-out Executive Forum brought together business, government, investors, Indigenous leaders, researchers and civil society to examine the policies, partnerships and market conditions required to move climate solutions from ambition to implementation.





Competitiveness, markets and deployment
Hal Eagletail of Eaglestar Enterprises opened with a land blessing connected to the Treaty 6 medicine chest story. Chris Turner's keynote, The Case for Climate Optimism, grounded hope in the rapid growth of solar energy, storage, electric vehicles and electrification, while urging faster progress in sectors that remain difficult to decarbonize. Moderated by Heather Campbell, Power, Carbon & Partnerships featured JP Gladu of Mokwateh, Janet Annesley, formerly of Kiwetinohk Energy, and Tim Weis of the Pembina Institute. They explored how electricity policy, carbon management and Indigenous participation can strengthen

PROGRAM HIGHLIGHTS







JUNE 2 & 3
Executive Forum Cont.

Alberta's competitiveness, emphasizing ownership, governance and durable economic benefit.

In Buying the Future We Want, Frances Edmonds from HP Canada, positioned procurement as a powerful but underused climate lever. The Truth About Scaling Climatetech brought together Ericka Rios from Alberta Innovates; Travis Brookson of Svante; Sabrina Scott of CURA; Dave Hochhalter from Carbon Removal Canada; and Sean Collins of Varme Energy, who unpacked capital gaps, infrastructure constraints, policy friction and market barriers that trap promising technologies between pilot and commercial scale.

Columnist Max Fawcett with Canada's National Observer moderated a Transition Finance & Capital Markets panel featuring Bobbie Armstrong with Leading Carbon, and Erin Madro from Evok Innovations, who examined how carbon exposure, resilience, infrastructure readiness and disclosure are reshaping investment decisions.

Regeneration, relationships and collaboration
Krista White Pup of the Aboriginal Friendship Centre of Calgary opened the second day with a blessing. Chad Frischmann, CEO of Regenerative Intelligence and co-architect of Project Drawdown, called for regenerative systems that create connected benefits across energy, food, land, health, equity and prosperity.

Power Play vs. Power Drain featuring Nicholas Buccheri of Aicology, the Shivani Chotalia of the CleanAI Initiative; Alicia Couto with Nscale; and Mairin Loewen from Urban Climate Leadership, examined AI's potential to accelerate climate solutions alongside the energy, water, land and lifecycle impacts of hyperscale data centres.

PROGRAM HIGHLIGHTS

JUNE 2 & 3
Executive Forum

Chief Desmond Bull's keynote, Wahkohtowin: Everything Is Related, presented treaties as living relationships grounded in kinship, reciprocity, rights and responsibility. Leonardo Maldonado of Boma International and Cities Can B argued in his talk entitled Extreme Collaboration in Times of Extreme Polarization, that place-based human connection and social infrastructure are essential in an era of polarization, loneliness and AI-mediated interaction.

The Agriculture + Energy Nexus panel featuring Wendy Ell from the Southern Alberta Institute of Technology (SAIT), BJ Fuchs of Business Wide View; Gary Lewis of Bio-Agtive Emissions Farming; and Derek Leahy from Rural Routes to Climate Solutions, explored the opportunities and challenges associated with regenerative agriculture, which can rebuild soil, store carbon and produce clean-energy feedstocks while strengthening farm economics.

Other memorable moments

Tourism Calgary's Fraser Abbott welcomed Chris Turner, Leonardo Maldonado, Chad Frischmann and Nicky Swan with a customized speech and Calgary's White Hat Ceremony. William McDonough shared a video message after a health emergency prevented his attendance, challenging participants to move from net-zero thinking towards net-positive performance and committing to attend in 2027.

Across both days, breakout sessions explored building retrofits, methane reduction, renewable power and storage, transition finance, Indigenous economic partnership and lessons from Carbon XPRIZE alumni. A consistent message emerged: viable technologies will not scale without first customers, patient capital, stable policy, enabling infrastructure and financing designed for deployment.







PROGRAM HIGHLIGHTS







JUNE 4 & 5
Calgary Climate Symposium

Presented with The City of Calgary, the eight-year-running Calgary Climate Symposium was integrated into Calgary Climate Week for the first time. Two days of free public programming explored climate-resilient healthcare, sustainable agriculture, women in climatetech, resilient cities, water stewardship, nature-based solutions, heat preparedness and active transportation.

Building a resilient and vibrant city

Elder Clarence Wolfleg Sr. opened the first day. Nicole Newton of The City of Calgary welcomed participants with a clear message: "We don't see the future, we shape it." Her remarks positioned Calgary not as a passive recipient of global change, but as a city capable of shaping a more resilient, inclusive and economically competitive future through deliberate local action.

The Built Environment & Infrastructure Forum, developed with the University of Calgary, AECOM and The City of Calgary, connected housing, mobility, energy, utilities, governance, data and community well-being. It emphasized systems thinking, living labs, public participation and a meaningful role for young people in shaping urban policy and infrastructure.

Jared Blustein and Rob Miller of the Calgary Climate Hub led the Growing Community Resilience workshop, which explored how community-led green spaces can improve equity, climate resilience, health and neighbourhood well-being.

Reciprocity, practical action and community

In Built by Ranchers, Powered by Tech, Edmar Xavier of Business Wide View explored how technology can strengthen agricultural productivity and climate resilience when it is tested under real operating conditions and designed with producers.

The Women in Climatetech panel featured Catie O'Neal of Carbon Removal Canada, Lourdes Juan of Knead Technologies and Madison Savilow of Carbon Upcycling Technologies.

PROGRAM HIGHLIGHTS

JUNE 4 & 5
Calgary Climate Symposium Cont.

They described women founders as "overadvised and underfunded," calling for greater access to capital, customers, mentorship and decision-making opportunities.

On June 5, Georgia Rose Yellow Old Woman opened the final full program day. The Guardians of the Sacred Lands' Sacred Story of Water traced Blackfoot water governance and advanced a vision of reciprocal restoration. Workshops addressed tree equity, mini-forests, heat resilience and cycling. Wakefield Brewster closed the Symposium programming with spoken word.

A fireside conversation with Nicky Swan, Leonardo Maldonado and Chad Frischmann connected three of the week's central ideas: nature as infrastructure, regeneration as a design principle and human connection as a prerequisite for systems change. Together, they explored how communities can move beyond minimizing harm to create places and systems that restore ecological and social well-being.

Other memorable moments
Calgary's Poet Laureate Wakefield Brewster closed the Symposium's formal programming with a spoken-word performance that brought creativity, urgency and civic imagination into the climate conversation.

Hosted at Heritage Park and developed in partnership with the Aboriginal Friendship Centre of Calgary, the family-friendly Indigenous Arts & Culture Showcase served as the week's public capstone. Presentations from Elder Clarence Wolfleg Sr., the Aboriginal Friendship Centre, Calgary Climate Week, and the Calgary Stampede Princess further celebrated Indigenous culture, community and partnership with dancers, drummers, traditional games, food, vendors, and DJ Sarah Good Medicine. The event was powered by 100% solar electricity through SkyFire Energy.







Calgary Climate Week

PROGRAM HIGHLIGHTS

SHOW & TELL TOURS

Alberta Carbon Conversion Technology Centre

Carbon capture and utilization technologies tour hosted by Carbon Upcycling Technologies and Innotech.

SAIT Sustainability on Campus Tour

Applied sustainability in a post-secondary setting hosted by SAIT

Hyundai Hydrogen Truck Showcase

Zero-emission fuel-cell freight technology hosted by Calgary Region Hydrogen Hub

Hub and Spokes Bike Tour

Downtown climate-smart infrastructure hosted by Calgary Climate Hub

Downtown Scooter Tour

Calgary's electric mobility ecosystem hosted by Calgary Climate Hub

Iniskim Umaapi Visit

Guardians of the Sacred Lands hosted a small group of Calgary Climate Week participants to Iniskim Umaapi, also known as the Majorville Cairn and Medicine Wheel is a sacred Blackfoot ceremonial site south of Bassano used for approximately 4,500 to 5,000 years.

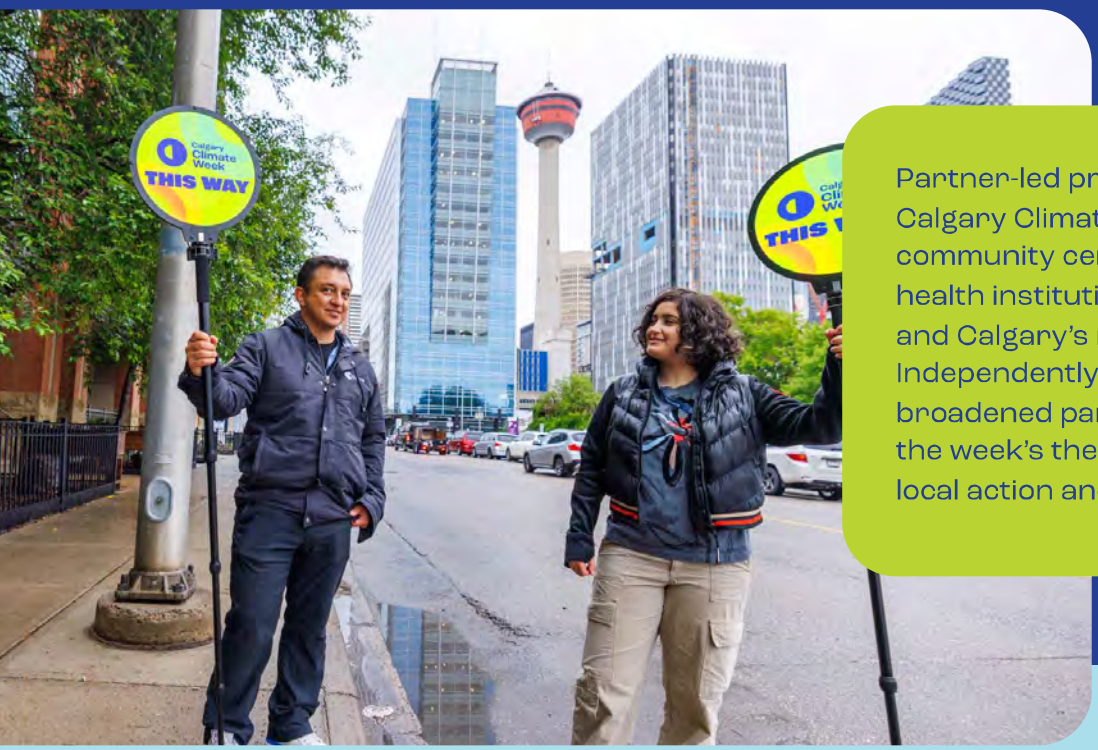


Deep Sky Tour

Multi-technology direct air capture demonstration in Innisfail hosted by Deep Sky

Calgary Climate Week

PARTNER EVENTS



Partner-led programming extended Calgary Climate Week into classrooms, community centres, cultural spaces, health institutions, professional networks and Calgary's natural environment. Independently organized events broadened participation and translated the week's themes into practical learning, local action and relationship-building.

THE WEEK AT A GLANCE

Partner Event	Contribution to the Week
Calgary Climate Symposium	Two days of free public programming presented with The City of Calgary.
Investors & Innovators Dinner	Hosted by Evok Innovations and Carbon Removal Canada, the curated dinner connected 46 founders, investors and ecosystem builders at Rouge Restaurant.
Climate Health System Alliance launch	Hosted by the University of Calgary's O'Brien Institute for Public Health, the Climate Health System Alliance convenes healthcare, policy, industry and community leaders around the dual challenge of a healthcare sector that contributes to emissions while facing growing climate pressures. Its launch included an interactive polycrisis scenario designed to stress-test health-system resilience. Calgary Climate Week was proud to play a significant role in supporting and amplifying the launch of this important new initiative.

PARTNER EVENTS

Partner Event	Contribution to the Week
Sustainability Education and the Future of Canada's Workforce	Calgary Board of Education and Education Matters connected K-12 climate literacy with careers and workforce readiness.
35th Annual Alberta Emerald Awards	Held at the Calgary Central Library, the Alberta Emerald Foundation celebrated environmental leadership and practical solutions across Alberta.
Tzavta Salon	Park by Sidewalk Citizen hosted an intimate dinner conversation with Nicky Swan in support of Odem's World Foundation.
Built Environment & Infrastructure Forum	The University of Calgary, AECOM and The City of Calgary explored systems thinking, experimentation and public participation.
CanREA Members Meeting and Reception	Canadian Renewable Energy Association members discussed Alberta's renewable-energy market, energy storage and AESO procurements before a co-hosted reception.
Looking Ahead: Adapting to Climate Disruptions	Green Calgary convened businesses to discuss supply chains, resource pressures, safety and organizational resilience.
Nature and heat resilience workshops	Calgary Climate Hub and The City of Calgary offered practical sessions on tree equity, mini-forests, heat preparedness and community assets.
Building Resilience Through Community Action	Braeside Community Association explored social connection, community assets and neighbourhood-scale resilience.
Bike Safety Workshop	CAN-BIKE Master Instructor Chris Grant with Calgary Bike Swap shared practical skills for safe and confident cycling.

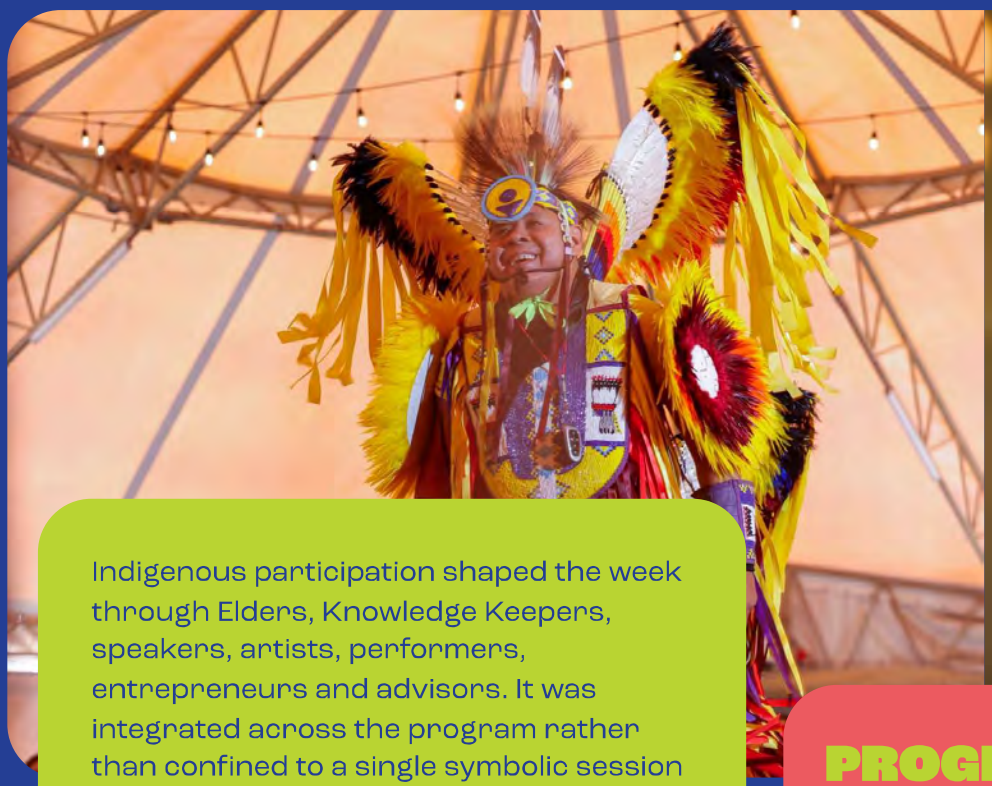
PARTNER EVENTS

Partner Event	Contribution to the Week
Rooted Voices	Cultural Conversations on Climate & Sustainability hosted an intimate discussion on culturally rooted approaches to sustainability, community and climate action.
Calgary Green Drinks	Gathering at the James Joyce Pub to connect Calgary's sustainability community.
Indigenous Arts & Culture Showcase	Hosted at Heritage Park by the Aboriginal Friendship Centre of Calgary, the public capstone event marked the conclusion of the week's activities and celebrated Indigenous partnerships and participation in Calgary Climate Week.
Green Economy Gathering	The Otipemisiwak Métis Government connected Métis Citizens with green-economy organizations, careers and mentors.



Calgary Climate Week

INDIGENOUS PARTNERSHIP & LEADERSHIP





Indigenous participation shaped the week through Elders, Knowledge Keepers, speakers, artists, performers, entrepreneurs and advisors. It was integrated across the program rather than confined to a single symbolic session and Calgary Climate Week was richer and more grounded as a result.

Each day of the Executive Forum and Symposium opened with a welcome or blessing from a different Elder or Knowledge Keeper: Clement Leather, Hal Eagletail, Krista White Pup, Elder Clarence Wolfleg Sr. and Georgia Rose Yellow Old Woman. Programming included Indigenous Partnerships as Alberta's Competitive Edge, Chief Desmond Bull's Wahkohtowin keynote, the Sacred Story of Water panel, the Otipemisiwak Métis Government's Green Economy Gathering, a visit to Iniskim Umaapi and the closing Indigenous Arts & Culture Showcase event developed in partnership with the Aboriginal Friendship Centre of Calgary.

PROGRAM THROUGHLINE

The week positioned Indigenous knowledge, treaty relationships, ownership, governance and economic participation as essential to resilient economies and climate solutions.



2026 Impact Report

Calgary Climate Week

ENVIRONMENTAL FOOTPRINT

Total footprint

First-year baseline across six days of programming.

14.62 tCO2e
OFFSET

Average footprint

Approximately equivalent to driving a gasoline car for 40 km, according to Eco-Friendly Events.

10.05 kgCO2e
PER ATTENDEE

Travel

Largest source. Attendee flights were the largest travel component.

57.4%
OF EMISSIONS

Food and beverage

Second-largest source. Meals containing meat, particularly beef, drove a large share.

39.9% OF EMISSIONS

Production graphics

Low overall, with reusable inaugural-year assets available for future years.

1.8% OF EMISSIONS

Energy

Measured only at The Brownstone, Offsite and staff accommodation.

0.8%
OF EMISSIONS

Waste

Low emissions contribution, with incomplete partner-event measurement.

0.1%
OF EMISSIONS

Waste diversion

Includes 34.5% reused and 37.2% composted.

80.6%
OF WASTE

Calgary Climate Week received a Certificate of Sustainability from Terrapass for offsetting 16 metric tonnes of carbon emissions. It reflects one part of our effort to address the environmental impact of bringing the event to life.



CERTIFICATE OF SUSTAINABILITY

2026 Impact Report

Calgary Climate Week

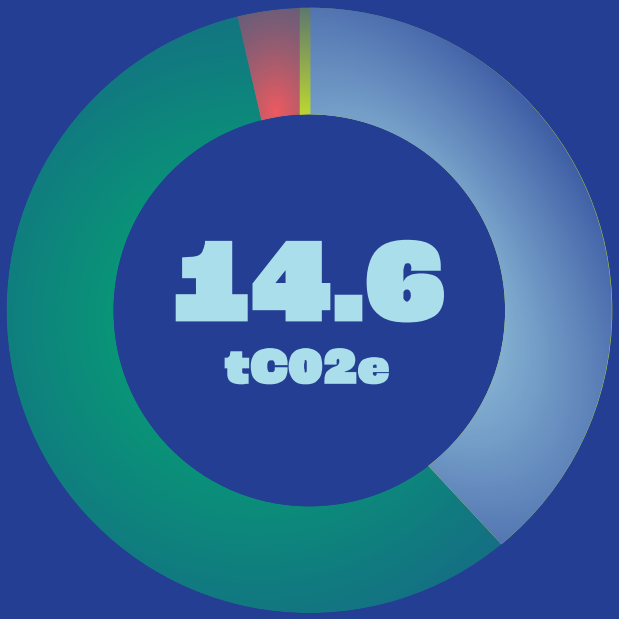
WHAT WORKED

- Most meals were vegetarian or vegan, most ingredients were sourced within Alberta or Canada, and little to no food was wasted because leftovers were consumed, taken home or donated.
- All Calgary Climate Week-owned and partner-event signage and materials captured in the assessment were reused, donated or repurposed. Signage was designed without dates or sponsor logos where possible to support reuse.
- Waste stations displayed the actual compostable items used, and manual sorting improved diversion accuracy.
- The Indigenous Arts & Culture Event used 100% solar power through SkyFire Energy.
- The Brownstone and Offsite partnership enabled energy measurement and established a venue-data baseline.



DATA LIMITATIONS

Energy and waste data were not available from every venue or partner event. Travel modes were estimated from registration data and were not verified on event days. These limitations mean the footprint is a useful baseline, but not a complete inventory of every activity associated with the week.



Carbon Footprint by Category

Energy	0.8%
Food & Drink	39.9%
Travel	57.4%
Production	1.8%
Waste	0.1%

- CO2 equivalent from 7 cars on the road for one year
- The carbon sequestered by 73 tree seedlings grown for 10 years

PRIORITY REDUCTIONS FOR 2027

Travel and catering together accounted for 97.3% of measured emissions. Eco-Friendly Events modelled 5.94 tCO2e in potential reductions through the combined actions below. These estimates are scenarios, not commitments or achieved reductions.

Priority action	Modelled reduction	Recommended approach
Shift catering towards plant-based menus	3.88 tCO2e	Use fully plant-based catering where feasible. Otherwise reduce red meat and seafood and expand plant-based choices.
Reduce attendee flight emissions	1.52 tCO2e	Offer selective virtual access, encourage economy travel and prioritize rail where practical.
Reduce crew flight emissions	0.46 tCO2e	Use local crew, virtual site visits and economy or rail travel where practical.
Reduce new graphics production	0.07 tCO2e	Reuse 2026 assets and require reusable signage plans from partners.
Reduce accommodation needs	0.01 tCO2e	Use more local staff and crew where this supports effective delivery.

SYSTEMS TO IMPROVE MEASUREMENT

- Include energy and waste data requirements in venue procurement and partner onboarding.
- Use a standard partner-event intake form covering venue, catering, attendance, travel and waste.
- Assign trained sustainability leads or volunteers to priority events for consistent on-site measurement.
- Verify attendee travel mode at check-in and provide clear transit, cycling and carpool information before the event.
- Set a consistent hierarchy for reusable, compostable and recyclable serviceware across all events.

2027 Environmental priority

Protect Calgary Climate Week's national and international reach while reducing avoidable travel emissions, shifting menus towards lower-carbon options and improving data collection across every partner event.

AUDIENCE FEEDBACK

The post-event survey received 22 responses. Results should be treated as directional because the sample represents a small share of total registrants. Respondents nevertheless provided a consistent picture of strong speakers, broad climate content and valuable professional connections.



Likelihood to recommend

Positive overall, with room to strengthen the experience.

7.36
OUT OF 10

Survey Result

Indicated they would recommend Calgary Climate Week

82%
OF RESPONDENTS

Networking outcome

Made, expected to make or may pursue a new professional connection.

82% **OF RESPONDENTS**



Executive Forum rating

Highest-rated major event component.

4.22
OUT OF 5

Calgary Climate Symposium rating

Nearly matched the Executive Forum.

4.21
OUT OF 5

Opening Reception rating

Strong opening experience.

4
OUT OF 5

RELATIONSHIPS MATTER

Attendees reported tangible connections and follow-on opportunities arising from Calgary Climate Week:

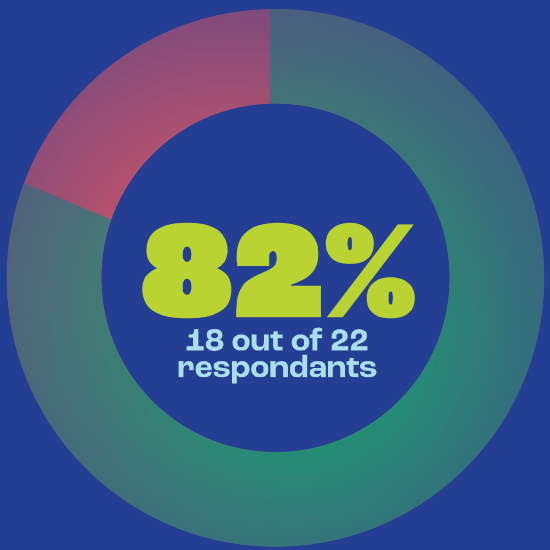
- A climate-technology company connected with industry representatives and environmental regulators to explore cost-effective pathways to eliminate venting from upstream and low-producing oil and gas assets.
- A Toronto-based social enterprise began discussions with three prospective Calgary partners, engaged local school districts about its services and received paid invitations to speak at subsequent University of Calgary events.

These examples are not a complete account of the week's economic impact. They show the value of tracking partnerships, pilots, procurement opportunities, investments and other outcomes over time.

OPPORTUNITIES TO IMPROVE

- Simplify the program, reduce session length and create more time for facilitated participation and networking.
- Communicate speakers, topics, schedules and expected outcomes earlier and more clearly.
- Broaden representation of youth, women, Indigenous voices, arts and community organizations.
- Improve accessibility through flexible pricing, dietary choice, captioning, sound, sightlines and venue selection.
- Maintain energy later in the week by concentrating priority sessions and clarifying audience pathways.
- Strengthen sponsor visibility and integration without compromising program quality.

Networking Impact



WHAT RESPONDENTS VALUED

Respondents highlighted Indigenous programming, climate solutions, climate and health, clean-energy conversations and a stronger understanding of Calgary's climate ecosystem. They also valued speaker quality, content breadth and relationship-building.

2026 Impact Report

Calgary Climate Week

COMMUNICATIONS & VISIBILITY

From April 1 to June 6, 2026, Calgary Climate Week generated 356,426 impressions across Facebook, LinkedIn and Instagram. LinkedIn was the strongest professional channel, Instagram supported discovery and visual storytelling, and Facebook was most useful for targeted community and Indigenous content.

Facebook impressions

Largest reach, with strongest value for targeted community and Indigenous content.

236,113

Instagram impressions

Effective for discovery, venue content, collaborations and visual recaps.

38,759

LinkedIn impressions

Strongest professional platform for speakers, partners and executive content.

81,554

Total impressions

Strong proof point for partner and sponsor reporting.

356,426

LinkedIn event-period clicks

Shows significant engagement during the six-day event window.

5,440

Mainstream media coverage

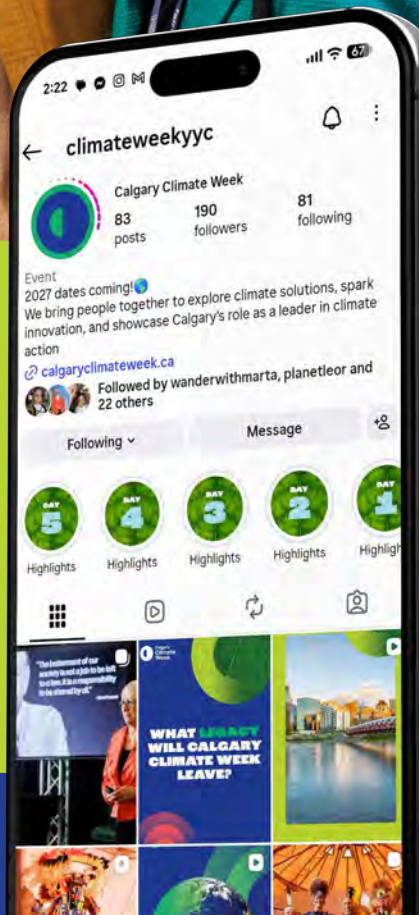
Extended reach beyond participants and owned channels.

Source: Social media results supplied by Swank Collective for April 1 to June 6, 2026

Calgary Climate Week

COMMUNICATIONS PRIORITIES





Begin the campaign earlier and maintain a lighter year-round presence.

- Prioritize LinkedIn for professional audiences and Instagram for visual storytelling.
- Use Facebook selectively for community, Indigenous and high-impact content.
- Develop clearer video-led explanations for complex subjects.
- Increase proactive outreach to media, policy-makers and international investors.

Calgary Climate Week

KEY LESSONS & PRIORITIES FOR 2027

What Calgary Climate Week demonstrated

- Climate can be framed as an economic and social opportunity without avoiding complexity.
- Nature, healthcare, cities and water are essential infrastructure and climate priorities.
- Regeneration and net-positive performance offer a more ambitious frame than incremental harm reduction.
- Indigenous rights, knowledge, ownership and partnership strengthen resilient economies.
- Procurement, finance and first customers are critical to moving solutions from pilots to deployment.
- AI infrastructure requires transparent decisions about power, water, land and community benefit.
- Human connection and place-based collaboration are essential in polarized and technology-mediated environments.

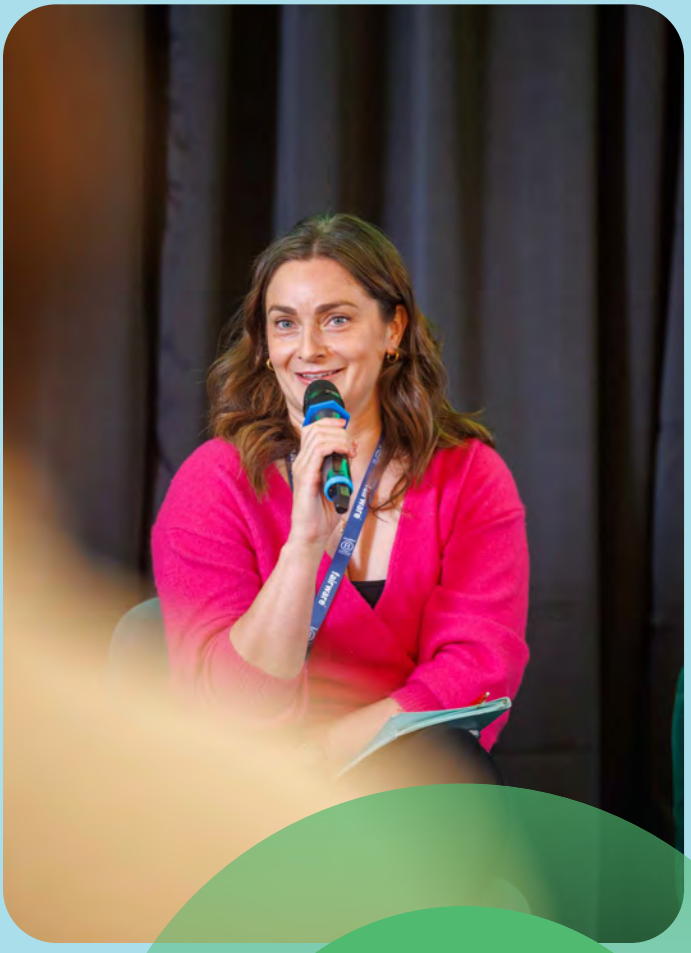
OPERATIONAL PRIORITIES

Priority	2027 action
Plan earlier	Confirm dates, model, venues, budget, leadership roles and decision deadlines earlier.
Clarify the event model	Differentiate the Executive Forum, Symposium, partner events and sponsored-access programming.
Protect team capacity	Use one integrated project plan, clear ownership, approval processes and realistic lead times.
Strengthen stewardship	Create sponsor, speaker and partner service plans with regular touchpoints and post-event reporting.
Improve the attendee journey	Simplify registration, clarify program streams, launch digital tools earlier and add interactive formats.
Build financial resilience	Introduce clear paid-pass value while retaining accessibility through sponsored and community access.

OPERATIONAL PRIORITIES

Priority	2027 action
Deepen partnerships	Scale Indigenous, government, media, education, investment and national climate week relationships.
Measure impact	Track relationships, pilots, procurement, investment, travel, catering and waste consistently over time.





Calgary Climate Week

COMMUNITY & CONTRIBUTORS

Featured Speakers

Featured speakers included Chad Frischmann, CEO of Regenerative Intelligence and co-architect of Project Drawdown; climate journalist and author Chris Turner; Leonardo Maldonado of Boma International and Cities Can B; Nicky Swan, CEO of Mossman Botanic Garden; Frances Edmonds of HP Canada; Chief Desmond Bull of Louis Bull Tribe; and Edmar Xavier of Business Wide View.

Founding sponsors & supporters

The inaugural event was supported by the Trottier Family Foundation, The City of Calgary, Alberta Ecotrust, the Calgary Foundation, AECOM, the Schulich School of Engineering at the University of Calgary, CPKC, Hatch, SKF, RBC, the McConnell Foundation, Neil Zeller Photography, Carbon Removal Canada and Evok Innovations.

Organizations represented

Participating organizations included The City of Calgary, RBC, AECOM, CPKC, Alberta Ecotrust, Hatch, Evok Innovations, Carbon Removal Canada, Alberta Innovates, Pembina Institute, SKF, Calgary Economic Development, Varme Energy, The Globe and Mail, the University of Calgary, Carbon Upcycling Technologies, the Aboriginal Friendship Centre of Calgary, the Canadian Renewable Energy Association, Chiniki First Nation, CleanAI, the Calgary Chamber of Commerce, the Alberta Energy Efficiency Alliance, Calgary Climate Hub, the Clean Resource Innovation Network, Rural Routes to Climate Solutions, Mokwateh, Urban Climate Leadership and XPRIZE Hub Canada, among others.



Production Team

Event delivery was supported by Spark Event Collective, Eco-Friendly Events, Anthro AV, Neil Zeller Photography and Swank Collective. Volunteers, venue teams and community partners also played essential roles across the week.

Calgary Climate Week

COMMUNITY & CONTRIBUTORS

National climate week collaboration

Calgary Climate Week is a founding member of the Alliance of Canadian Climate Weeks across Canada, collaborating with Canada Climate Week Xchange, Toronto Climate Week, Montreal Climate Week and Pacific Northwest Climate Week to share lessons and coordinate activities. Calgary's key differentiator among its peers is a pragmatic, business-friendly focus on relationships, Indigenous partnerships, event execution, and exportable solutions.



SOURCES & METHODOLOGY

This report draws on the confirmed Calgary Climate Week program, session transcripts recorded June 2 to 5, organizer-supplied registration and program data, post-event survey results, communications data supplied by Swank Collective and the CCW Sustainability Report prepared by Eco-Friendly Events.

Environmental methodology and cautions

Eco-Friendly Events estimated emissions from available data on energy, graphics and production, food and beverage, waste, accommodation, attendee travel and crew travel. The inventory includes partner events where information was collected. Energy and waste data were incomplete for some venues and partner events, and travel behaviour was estimated from registration information rather than verified on event days. Results should therefore be used as a first-year management baseline, not as an audited greenhouse gas inventory.

Audience survey cautions

The audience survey received 22 responses from approximately 1,000 registrants. Survey findings are directional and should not be generalized to the entire audience without qualification.

Primary source documents

- Calgary Climate Week Impact Report draft, organizer working document, August 2026.
- CCW Sustainability Report, Eco-Friendly Events, July 2026.
- Calgary Climate Week post-event audience survey summary, included in the organizer draft.
- Swank Collective social media performance results for April 1 to June 6, 2026, included in the organizer draft.

Calgary Climate Week 2026 established a strong foundation. Its long-term value will depend on preserving the quality, pragmatism and community connection of the inaugural year while building the systems, partnerships and environmental discipline required for sustainable growth.

Calgary Climate Week



THANK YOU

CONTACT

Leor Rotchild
Co-Founder, Calgary Climate Week

leor@calgaryclimateweek.ca
calgaryclimateweek.ca