



UNITED NATIONS GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT (COE)



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Statement of Continued Support

On behalf of the Council of the Great Lakes Region (CGLR) - a binational review of related non-profit organizations, CGLR USA, CGLR Foundation, CGLR Canada, and CGLR Canada Foundation - we are proud to reaffirm our participation in the United Nations Global Compact (UNGC).

We strongly support the advancement of the UNGC's Ten Principles with respect to human rights, labor, environment, and anti-corruption, and remain committed to translating these principles into meaningful action. Through this Communication on Engagement, we underscore our commitment to transparency and accountability, and share the progress we are making to advance sustainability across the Great Lakes-St. Lawrence region. Our work is guided by a vision to **Protect What Connects Us and Strengthen What Sustains Us**.

As outlined in our Letters of Commitment submitted to UNGC in March 2022 on behalf of the CGLR Foundation and in February 2024 on behalf of the CGLR Canada, we remain dedicated to advancing corporate sustainability through partnerships and multi-stakeholder engagement. This includes supporting the UN Global Compact business participants as they implement and report on their sustainability efforts; actively engaging with Global Compact Local Networks in both Canada and the United States; and contributing to relevant issue platforms and workstreams that align with CGLR programs and priorities.

Sincerely,

Vance Badawey
President and Chief Executive Officer

Lora Shrake
Chief Operating Officer

About Council of the Great Lakes Region (CGLR)

The CGLR network of organizations include the CGLR Foundation (an Ohio-based 501c3 public charity), CGLR USA (Ohio-based 501c6 trade association), CGLR Canada (Ontario-based not-for-profit corporation), and CGLR Canada Foundation (Ontario-based charitable organization). Funding comes primarily from three sources—sponsorships, program memberships, and grants.

Directed and controlled by independent boards of directors with guidance from a larger group of Honorary Patrons, the CGLR group of organizations are working to turn the binational Great Lakes-St. Lawrence region into the first sustainable region in the world.

We are accelerating the transition to a sustainable future by uniquely bringing diverse perspectives and interests together to explore and solve our most pressing socio-economic and environmental challenges in the North American Great Lakes region.

Our Why

Since its founding in 2013, CGLR has been a catalyst in deepening the United States – Canada relationship in the Great Lakes region, and creating stronger and more dynamic collaborations to harness the region’s economic strengths and assets, improving the prosperity of the region’s people, and protecting the environment and the Great Lakes for future generations.

Through convening and collaboration, the organization is driving some of the transformational changes necessary to accelerate the region’s transition to a sustainable future.

Vital to the organization’s reputation, success, and long-term growth and impact is adopting clear values and insisting they are upheld - at the board table, amongst employees, and when engaging stakeholders as well as current and prospective funders.

Our Values

- Inclusive & Collaborative
- Thoughtful & Forward Looking
- Impactful & Accountable
- Pragmatic & Transformative

For more information, please visit the CGLR website: <http://councilgreatlakesregion.org/>

CGLR Programs, Actions and Outcomes: April 2024-March 2026

The Great Lakes make up the largest freshwater system in the world, containing roughly 20% of the world's and 84% of North America's surface freshwater. The lakes sustain life for thousands of species and provide drinking water for over 40 million people. The broader mega-region, which spans across eight US states [Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York] and two Canadian provinces [Ontario, Quebec], is home to 110 million people, has a GDP of >USD \$9T, provides 51 million jobs, and accounts for roughly 50% of all US-Canada bilateral border trade. As a result, this mega-region serves as North America's economic engine.

No single organization can strengthen the region's long-term economic success and environmental protection alone, which is why the CGLR network of organizations prioritizes cross-sector and cross-industry partnerships and collaboration through its programs, forums and research.

CGLR serves as a unified voice for the region's varied economic, social, and environmental interests. Achieving transformative, long-term change is ambitious, and obtaining the necessary investments may not always come easy, but our collective will for impactful change and the pragmatic measures we implement will set CGLR, and the region, up for success. The initiatives currently underway and facilitated by CGLR are below with the successes and key outcomes listed for the April 2024 – March 2026 period.



I. Business and Sustainability

It is only with the involvement of all stakeholders, including the participation of the business community, that a sustainable regional economy and environment can be achieved. Businesses have a key role to play in the region’s resilience and sustainability, and CGLR actively engages companies in the Great Lakes – St. Lawrence region to build business support for a healthy Great Lakes ecosystem and regional economy through a platform that fosters trusting relationships and collaborative solutions and actions. Funding from the Fred and Barbara Erb Family Foundation between March 2020 – February 2026 supported effective outreach efforts with CGLR building a funnel for companies to engage in programs and knowledge-sharing.

In addition to building essential business networks, foundational sustainability-focused programs have been developed to engage companies more deeply with on-the-ground action that supports their material sustainability interests, while at the same time addressing the needs of the region.

Through feedback and dialogue, CGLR has focused on priority thematic areas that serve as the pillars for programming under a Business and Sustainability umbrella. They include:

1. Circular Economy
2. Plastic Pollution
3. Water Stewardship
4. Sustainable Land Management
5. Cross-Border Research

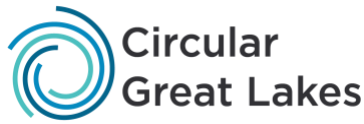
Outreach efforts to engage Great Lakes businesses continue, and as business sustainability priorities become more defined, CGLR programming continues to expand to support the region’s corporate sustainability ambitions. The following highlights the CGLR programs and initiatives, each connected to one or more of the above thematic areas (pillars).



Photo: CGLR Board and Staff, November 2025.

1. Circular Economy

Circular Great Lakes: Forging a Future Without Waste.



Creating a binational Great Lakes circular economy and addressing marine litter are critical to keeping valuable materials in circulation and out of the environment. It is estimated that over 80% of post-consumer waste in the Great Lakes region is still lost to landfill, including recyclable plastics. Redirecting these materials into reuse, recycling, and new end markets remains central to Circular Great Lakes, one of CGLR's flagship initiatives.

Launched in March 2021, the Circular Great Lakes initiative serves as a catalyst for advancing a regional circular economy by identifying transformational projects, building cross-sector partnerships, and mobilizing public and private investment. Beginning with a focus on plastics, the initiative continues to expand its scope and impact across the Great Lakes region.

A cohesive 5-year Strategy and Action Plan, released in June 2022, outlines a pathway to achieving a circular economy for plastics through four priority areas:

- Capture & Cleanup
- Collection, Processing & End Markets
- Legislative Outreach & Education
- Consumer Education

Since its launch, the initiative has grown into a robust, action-oriented platform supporting multiple projects across these priority areas demonstrating measurable progress in material recovery, policy engagement, and regional collaboration.

Key Outcomes:

- The Circular Great Lakes Strategy continues to serve as a guiding framework for program development and regional alignment
- Expanded portfolio of projects across all four priority areas, including advancements in plastics recovery, secondary sortation, policy outreach, and consumer engagement
- Demonstrated impact through pilot programs, including identification of 67,000+ tons/year of additional recoverable material through secondary sortation, removal of over 240,000 pieces of litter through capture and cleanup efforts, and tens of thousands of pounds of plastic (e.g., 40,000+ lbs of specialty films such as boat wrap) diverted from landfill through targeted collection initiatives
- 9 Corporate Activation Partners: Charter Next Generation, Imperial, Meijer, Dart Container Corporation, Brightmark, LyondellBasell, Reyes Coca-Cola Bottling, American Packaging Corporation, and Rothmans Benson and Hedges.
- 40+ cross-sector knowledge partners, spanning government, academia, nonprofits, and industry

- Strengthened regional collaboration through monthly partner meetings, now enhanced with guest speakers and interactive discussions on key circular economy topics, in addition to project updates
- Circular Economy–focused webinars, expanding stakeholder engagement and knowledge-sharing across the region
- Established CGLR as a leading convener and facilitator of circular economy initiatives in the Great Lakes, connecting stakeholders across the value chain to drive systems-level change

1.1 Circular Great Lakes: Capture & Cleanup Focus Area Projects

Projects under **Capture and Cleanup** focus on eliminating existing plastic waste and litter from the Great lakes watershed, the largest freshwater system on Earth.

Stormwater Filtration System Grant Project

Catching Litter Before It Hits Waterways.

Plastic litter can end up in the environment through different pathways, and stormwater drains could be a big source, especially in places with large populations.

Thanks to funding from the Dart Container Corporation to the Council of the Great Lakes Region, CGLR offers a grant to help communities purchase, install, and monitor innovative stormwater filtration systems. When in place, these devices, such as the LittaTrap™ and the Gutter Bin®, help prevent land-based plastic litter, oil, and sediment from entering our waterways and ultimately the Great Lakes.

Stormwater Filtration System Grant Project Key Outcomes:

- Since initiation in 2023, the grant has approved the dispersal of over USD \$95,000.
- Funding has supported the purchase and installation of 42 catch basin devices.
- Devices are deployed across the Great Lakes region in Ontario, Illinois, Ohio, and Michigan.

Great Lakes Plastic Cleanup

Action to Clean Up the Waterways of the Great Lakes Region.

The Great Lakes Plastic Cleanup is using innovative technology to remove plastic waste from beaches and waterways. While a standalone program, it directly supports the capture & cleanup focus area of Circular Great Lakes. Read more about the GLPC in [Section 2](#) below.

1.2 Circular Great Lakes: Collection, Processing & End Markets Focus Area Projects

Accelerating the development of recycling supply chains and markets for plastic packaging by strengthening material collection systems, creating innovative value chains, and building demand for hard to recycle materials, with a particular focus on flexible plastics.

Boat Wrap Film Recycling Pilot Project

Unwrapping a Future Without Plastic Waste.

Due to the Great Lakes region's climate, winterizing and shrink-wrapping boats is a common practice across much of the region to protect vessels from snow and ice damage. This process requires tens of thousands of pounds of plastic film annually, material that has historically been almost entirely landfilled each spring despite its recyclability and potential value.

To address the loss of this valuable material, the Council of the Great Lakes Region (CGLR) and its partners launched a boat wrap recycling pilot in Spring 2023 in the Chicago and Lake County, IL region. Now a fully realized model, the boat wrap recycling project brings together key actors across the plastic value chain including state agencies, marina operators, recyclers, and end market partners to test and validate a circular model for recovering and reprocessing boat shrink wrap film.

Building on early success and incorporating lessons learned, the program has since expanded to additional geographies including the state of Wisconsin, while strengthening partnerships with end market leaders to ensure collected material is recycled into new products. The initiative has also contributed to the development of a more coordinated, regional approach through the emerging Boat Wrap Recycling Collaborative, aimed at scaling collection, aligning messaging, and securing long-term end markets through collaboration with other partners running boat film collection projects across the Great Lakes.



With demonstrated demand for a pathway for boat wrap film, growing partner engagement, and collaboration with partners along the value chain, this model is positioned to be replicated and scaled across the Great Lakes region on both sides of the Canada–U.S. border.

Key Outcomes from the Boat Wrap Recycling Program (2023–2025):

- Over 45,000 pounds of boat shrink wrap collected and diverted from landfill.
- Material successfully processed into recycled pellets and supplied to end market partner Charter Next Generation for product testing and development.
- Established the groundwork for a scalable, circular system through the formation of a multi-state Boat Wrap Recycling Collaborative.

Secondary Plastics Processing Pilot Project

Increasing Plastics Processing Capacity.

Despite more than 200 material recovery facilities (MRFs) operating across the Great Lakes region, most are not equipped to sort lightweight and flexible plastic packaging due to aging infrastructure and limited economies of scale. As a result, valuable materials, particularly plastic films, are frequently lost from the recycling stream.

To address this gap, the Council of the Great Lakes Region (CGLR), through its Circular Great Lakes initiative, launched a Secondary Plastics Processing Pilot Project in 2023. In partnership with regional stakeholders, the project deployed Titus MRF Services’ Portable Secondary MRF at a facility operated by Lakeshore Recycling Systems in Chicago. The pilot and subsequent analysis were completed in 2024.

The project evaluated the potential to recover low-volume, hard-to-sort materials such as polyethylene (PE) films from the residual waste stream and assess the feasibility of a regional hub-and-spoke sortation model.

Key Findings:

- 67,000+ tons/year of additional recyclable material could be recovered from the Greater Chicago waste stream through secondary sortation.
- Significant volumes of PE film and flexible packaging currently bypass traditional MRF systems.
- Secondary MRFs present a viable approach to increase recovery and support end-market supply, though further investment and coordination are required.

These findings provide a foundation for future system design, infrastructure investment, and policy development to scale plastics recovery across the Great Lakes region.

I.3 Circular Great Lakes: Legislative Outreach and Education Focus Area Projects

Supporting and informing smart policies that accelerate the transition to a circular economy.

Legislative Outreach and Education Project

Supporting Policy Makers on Materials Management and Circular Economy Issues.

If the U.S. and Canada are to meet national recycling targets and advance a circular economy, policymakers across the Great Lakes region must be equipped with the knowledge and tools to develop effective, aligned materials management policies. However, frequent turnover in legislative bodies and the complexity of these systems continue to present barriers to informed decision-making.

To address this gap, CGLR launched the Circular Great Lakes Legislative Outreach and Education Program, a multi-phase initiative designed to build awareness and understanding of circular economy principles among policymakers and key stakeholders across the region.

Phase 1 (2023-2024) Outcomes:

Phase 1 focused on building a strong educational foundation for the program. CGLR developed a Regional Guidebook outlining the policy landscape, a comprehensive presentation deck, and drafted over 30 issue briefs covering key circular economy topics. Initial drafts of educational brochures were also developed, introducing core concepts such as recycling systems, life cycle analysis, and materials management. These materials established a baseline for engagement but required further refinement for broader external use.

Phase 2 (2025) Update:

In 2025, the program shifted to targeted outreach and refinement of materials. Educational resources including brochures were polished, updated, and professionally formatted to support external dissemination and policymaker engagement. CGLR expanded its outreach through presentations, events, and stakeholder meetings, positioning the organization as a trusted, neutral convener on circular economy policy in the Great Lakes region.

Key Outcomes from the Legislative Outreach and Education Program (Phases 1 & 2):

- Transitioned from research & development to active engagement and outreach
- Delivered presentations and participated in key regional forums, including the Great Lakes Commission, Great Lakes–St. Lawrence Legislative Caucus, and Great Lakes–St. Lawrence Governors & Premiers
- Directly engaged ~40 policymakers and staff, including 8 U.S. Congressional offices through Great Lakes Week
- Reached 300+ stakeholders via webinars, engaging a cross-sector audience spanning government, academia, nonprofits, and industry
- Expanded engagement to the municipal level through the Great Lakes and St. Lawrence Cities Initiative, connecting with mayors and senior staff
- Elevated CGLR's role as a trusted regional leader in circular economy policy and education, building relationships to support future collaboration and alignment

I.4 Circular Great Lakes: Consumer Education Focus Area

Educating residents, businesses, and communities about their role in the materials value chain and empowering them to take action.

Great Lakes Plastic Cleanup

Engaging Communities to Protect Great Lakes Waterways

The Great Lakes Plastic Cleanup (GLPC) not only removes plastic waste from beaches and waterways using innovative technologies, but also serves as a platform for community engagement and public awareness. Through volunteer activations, local partnerships, and on-the-ground demonstrations, the program connects residents directly to the issue of plastic pollution while encouraging behavior change and stewardship. Read more about the GLPC in Section 2 below.

Retail Take Back Pilot Project

Increasing Plastic Film Recycling While Educating Consumers.

Core plastic packaging is widely collected across the Great Lakes region, but flexible plastics such as films and wraps are often excluded due to limited collection infrastructure in both urban and rural communities.

To address this gap, CGLR is working with partners, including Meijer, to expand and improve retail take-back systems for polyethylene (PE) film.

Phase 1 (2024):

Focused on building the foundation for scale. CGLR conducted a film composition audit, developed a Return-to-Retail PE Film Recycling Guide, and mapped viable end markets establishing best practices for both consumer-facing and back-of-store collection.

Phase 2 (2025):

Focused on preparing a scalable pilot and expanding beyond consumer drop-off. In collaboration with an advisory group including American Chemistry Council, Plastics Industry Association, and U.S. Plastics Pact, CGLR advanced a **hub-and-spoke model** to increase recovery by engaging small and medium-sized businesses and large material generators.

This phase centers on unlocking **B2B film recovery**, connecting businesses to retail aggregation points and distribution centers, and validating demand for recycled PE through end-market partnerships.

Key Outcomes (2024–2025):

- Developed a Return-to-Retail PE Film Recycling Guide and validated end markets.
- Established a multi-stakeholder advisory group.
- Designed a hub-and-spoke collection model.

- Advanced a Phase 2 pilot to increase recovery through B2B engagement and expanded collection pathways.

2. Plastic Pollution

Great Lakes Plastic Cleanup

Action to Clean Up the Waterways of the Great Lakes Region.

It is known that valuable materials are lost to landfills and the environment, especially plastics. In fact, an estimated 22 million pounds (10,000 tons) of plastic pollution could be entering the Great Lakes every year from the U.S. and Canada according to models developed by the Rochester Institute of Technology.

Aligned with the Capture and Cleanup priority focus area of the Circular Great Lakes initiative, the Great Lakes Plastic Cleanup (GLPC) is led jointly by CGLR and Pollution Probe and brings together communities and local partners across Canada and the United States to take action on the plastic pollution problem in the Great Lakes. The GLPC uses innovative technology to remove plastics at marinas, waterways, and beaches across the Great Lakes. The litter collected is analyzed to better understand the sources and pathways, and when possible, the valuable plastics recovered are redirected back into the recycling system.



Photo: A BeBot in action cleaning up plastic debris and waste from a Great Lakes shoreline.

After launching in Canada in 2020, the GLPC expanded into the American side of the Great Lakes in 2022 thanks to funding support from NOAA and Meijer. Partnerships were established with marinas and local partner organizations in New York, Ohio, Michigan, and Wisconsin, allowing capture and cleanup efforts to start operating new GLPC technologies in summer 2022.

Since 2024, new funding from TC Energy and Clorox/ Brita, as well as additional support from Meijer, have allowed further expansion of technologies to our fleet and increased our impact across the region.

Great Lakes Plastic Cleanup Key Outcomes (reported from 2020-2025):

- Over 130 partners across the Canadian and American Great Lakes region during the most recent 2025 season
- 107x capture and cleanup sites across the US and Canada, with 145 technologies deployed. Technologies include:
 - BeBots
 - Pixie Drones
 - Gutter Bins
 - LittaTraps
- 277,090 pieces of debris have been collected and characterized between 2020 when the program launched through the 2025 cleanup season.
- US partners collected and characterized 8177 pieces of debris over 80 cleanups during the 2025 season.
- Canadian partners diverted an estimated 18,243 pieces of debris during the 2025 season.
- On the US side, over 13,000 community members were reached over 87 community engagement events during the 2025 season
- On the Canadian side 92 community engagement events were hosted in 2025

More information about the Great Lakes Plastic Cleanup can be read here:

<https://www.greatlakesplasticcleanup.org/>

3. Water Stewardship



Great Lakes Water Innovation and Stewardship Exchange:

Ensuring the responsible use and forward-looking management of water.

Focused on water stewardship and corporate sustainability, the Great Lakes Water Innovation and Stewardship Exchange (**Great Lakes WISE**) is a peer-to-peer network of cross-sector stakeholders committed to accelerating corporate water stewardship, developing effective water sustainability solutions within enterprise operations, and collectively addressing water challenges and opportunities. Announced in June 2022, WISE provides a range of technical, educational, and marketing benefits that delivers added value its member organizations.

Through structured dialogue and collaboration, Great Lakes WISE participants explore and advance best practices across key focus areas, including: Water quality and protection, Water resource management, Data management and data sharing, Community engagement and partnerships, and Technology and innovation strategies. By aligning diverse perspectives, Great Lakes WISE helps organizations move from commitment to action, driving measurable sustainability outcomes across sectors.



Photo: Great Lakes WISE group photo from meeting in Chicago, May 2026.

Great Lakes WISE Key Outcomes:

- Activation Partners include A.O. Smith, Primo Brands, Sloan, Fresh Coast Climate Solutions, Veolia North America, Watts Water Technologies, Ducks Unlimited, The Water Council.
- The Great Lakes Regional Gap Analysis was published in February 2025 (download the gap analysis report and other WISE resources from the [CGLR Resource Library](#)).
- The WISE Water Stewardship Toolkit was developed (with an official launch in April 2026).
- Quarterly meetings convene partners and explore topics and projects for cooperation.
- Great Lakes WISE partnered with GOAL to support the first [Water and Venue Exchange](#) (WAVE) event held in Chicago on March 31-April 1, 2026, bringing together live venues and water solution providers.

4. Sustainable Land Management

ALUS Defiance: Advancing Farmer-Led Conservation



Launched in early 2025, **ALUS Defiance** is a community-based program dedicated to advancing farmer-led, nature-based solutions in Defiance County, Ohio. Working directly with producers, the program creates and maintains new acres of nature on working lands while supporting agricultural productivity.

ALUS Defiance is the first U.S. community to adopt the LAUS model, building on a successful Canadian framework that supports locally driven conservation aligned with regional economic and environmental goals. By aligning environmental priorities with real-world farm operations, the program delivers measurable ecosystem services that benefit both producers and the broader Great Lakes region.

ALUS Defiance is a pilot project in partnership with ALUS Canada, the City of Defiance, Defiance County, and local farmers.



ALUS Defiance Key Outcomes:

- A farmer-majority Partnership Advisory Committee (PAC) has been formed to shape program priorities.
- Terms of Reference and a governance structure have been confirmed and are in place.
- The program is receiving Expressions of Interest from local farmers and the PAC has approved two projects that will be implemented in 2026.

5. Cross-Border Research

[Great Lakes Higher Education Consortium](#): Cross-border institutional collaboration



The **Great Lakes Higher Education Consortium** is considering a new era of cross-border, institutional collaboration in the bi-national Great Lakes region with an emphasis on three overarching priorities: skills and talent development, research and innovation, and entrepreneurship. Focused on building tomorrow's workforce, the Consortium provides a forum for creating and funding more regular, impactful, cross-border collaborations amongst Great Lakes higher education institutions, first and foremost, and then between these institutions, companies, and government to find solutions to the most pressing socio-economic and environmental pressures facing the region.

Key Outcomes:

- 4 Partner institutions: University of Toronto, University of Illinois System, University of Wisconsin System, Queen's University
- A Great Lakes Health Working Group has been formed, and faculty and researchers are meeting to explore collaborative projects.
- Monthly meetings are held to discuss collaboration opportunities and fine-tune the Consortium's structure to ensure there are funding mechanisms in place to support research collaboration.



II. Knowledge-Sharing Platform

The Council of the Great Lakes Region uses its platform as a space, both physical and virtual, for information, dialogue, and collaboration, with a shared vision for economic growth, conservation, and individual wellbeing in one of the world's most important regions, which holds 20% of Earth's surface freshwater. Below are some of the ways we facilitate knowledge sharing with our members, partners, and the wider stakeholder community to connect global and regional thought leadership with local action.

Great Lakes Sustainable Growth Forum

The Great Lakes Sustainable Growth Forum is CGLR's flagship event (formerly the Great Lakes Economic Forum). Launched in 2015, it is an in-person multi-day event that brings together leaders from all levels of government, business, academia, and the non-profit sector to decipher key trends and find new ways that this binational region can collaborate and capitalize on the region's strategic advantages.

The forum was held under its new name for the first time in June 2024 in Toronto. The CGLR Board of Directors opted to pause the 2025 and 2026 events as CGLR underwent a leadership transition and strategic review.

Key Highlights from the 2024 Great Lakes Sustainable Growth Forum:

- Two days focused on the region's economy and its environment and sustainability.
- More than 15 plenary and breakout sessions that varied in topic from economic development, border management, and trade and supply chains to water stewardship, circularity of materials, and climate change, and much more.
- A delivery partnership with the Toronto Region Board of Trade.
- 200+ delegates representing regional and local leadership from all sectors
- An Awards Ceremony to recognize the recipients of the Great Lakes Changemaker Award.

Great Lakes Insights

CGLR's online engagement includes several platforms, including the CGLR Website (councilgreatlakesregion.org), Social Media channels (LinkedIn, Facebook, Instagram, X, YouTube), and virtual events. The Great Lakes Insights, housed on the CGLR website, serves as a go-to source for relevant information on a range of socioeconomic and environmental issues considered of material importance to the region's stakeholders. Amplifying regional voices and sharing best practice, the online forum is a home for insights articles, blogs, and CGLR's webinar series.

Key Outcomes (April 2024 - March 2026):

- 19 webinars with a total of over 2500 registrants
- 16 categories for featured article topics
- 24 published posts/articles highlighting research and thought leadership

- 3,400+ Facebook page visits, reflecting sustained audience engagement and interest in CGLR content (2024-2026)
- 1,300+ content interactions and 113 link clicks, driving awareness and traffic to CGLR initiatives, events, and resources
- 15,800+ Instagram views and 5,600+ accounts reached through strategic content and storytelling.
- 646 profile visits, 425 content interactions, and 81 new followers generated through organic audience engagement.
- 2,918 total video views generated across CGLR's YouTube channel.
- 350.7 hours of watch time, reflecting strong audience engagement with video content.
- 42 new subscribers gained, growing the channel to 101 total subscribers.

Visit the Great Lakes Insights articles here: <https://councilgreatlakesregion.org/our-insights/>

Visit CGLR YouTube for past webinars: <https://www.youtube.com/@councilofthegreatlakesregion>

Visit the CGLR Events page for upcoming webinars and events:

<https://councilgreatlakesregion.org/event/>



CGLR's Commitment

The CGLR group of organizations are committed to Solving for Sustainability in the Great Lakes – St. Lawrence region. We will continue to convene stakeholders and work with passion to safeguard the region's environment and support its long-term economic strength and competitiveness.