

INFOSHEET

Green Business is **Good Business**

GREENERFUTURES

Building a Green Business Culture

The term green business culture refers to a business environment that considers the environmental consequences of all aspects of its operations. Establishing a green culture requires the commitment of all workers and is most successful when it is a team effort.

Characteristics of a Green Business Culture

Green business cultures recognize that all businesses depend on natural resources. While the overriding concern remains the economic viability of the enterprise, these business owners understand that wasting resources now will have a negative impact on the company's future viability. Planning for the future involves considering environmental stewardship, the health and safety of its workers and efficient use of raw materials and energy. Workers are aware of the company's environmental concerns and take steps to ensure that waste is reduced to a minimum. There are constant reminders of the importance of saving energy, conserving raw materials and reducing the amount of resources used in other aspects of the company's operations. Well established long term goals, teamwork and an understanding of the resource needs of the entire scope of operations, characterize the day to day activities of the company. Employee commitment is ensured through special benefits, bonuses and award programs.

Benefits

Interface Flooring is a world leader in the development of a green business culture. They have proven that substantial profit increases can occur when there is a company wide, coordinated approach to greening a business culture. Interface reduced consumption per unit produced by 70% and saved the company \$3,000,000 in energy water and waste disposal costs. Another example is the St. Lawrence Corporation, which fully repaid its retrofit costs and reached an annual cost saving of \$370,000 in just two years. In the same time period, the company increased production by 11%. Locally, East Coast Converters has used the creativity of a green culture to develop and market a new product, the Billy Boot garbage bag.

Regardless of business size, establishing a green culture for your business will prove beneficial. Though the dollar value of thinking and acting green will be less, the opportunity to save a significant portion of your costs is still there. In the Scottish Tourism case studies, small changes around their business helped them recover money that had previously been lost as wasted materials or wasted energy. An investment of about \$70 Canadian to purchase Eco-Balls instead of detergent reduced the Lochside Bed and Breakfast energy and water consumption. A small family owned printing company, Cedar Press, made recycling a routine, and diverted nearly half their waste from the landfill. Savings totaled over \$4000 in Canadian dollars. Each of these gain financially while at the same time reducing their impact on the environment.

For more information contact:

Conservation Corps
Newfoundland and Labrador
267 Duckworth Street,
St. John's, NL
A1C 1G9

Phone: 709-729-7267

Fax: 709-729-7270

Email:

contactus@conservationcorps.nf.ca

Website: conservationcorps.nf.ca