



Business Development Program

Becoming an Eco-Efficient Business

What is eco-efficiency?

- Eco-efficiency is a practical and systematic approach to setting and achieving environmental performance objectives in business.
- It is a management philosophy which encourages businesses to become more competitive, more innovative and more environmentally responsible.
- It means doing more with less, creating quality products and services while reducing resource use, waste and pollution along the entire value chain.
- It is more than just meeting environmental regulations. It is not only about managing waste and pollution after a business is created, it is about businesses that prevent and minimize waste in the first place.
- Eco-efficiency links environmental performance to financial performance: more efficient processes save money and benefit the environment.

Benefits of eco-efficiency for small and medium-sized companies

- Reduced inefficiencies and waste
- Lower operating costs or increased revenue
- Improved quality
- Better customer, staff and supplier relations
- Enhanced business image
- Reduced environmental liabilities
- Improved regulatory compliance
- Continuous improvement of processes and practices
- Improved workplace safety and employee health
- Improved bottom line
- Reduced environmental impact

Seven ways to be a more eco-efficient business

- Reduce the amount of material required in the production of your goods and services.
- Reduce the amount of energy required in the production and delivery of your goods and services.
- Reduce toxic emissions.
- Design your products to be recyclable.
- Maximize the use of renewable resources in the production and delivery of your products and services.

- Design products that are durable and easier to repair.
- Design products that serve multiple purposes and that can be easily upgraded.

The Atlantic Canada Opportunities Agency (ACOA) and eco-efficiency

- At ACOA, we believe that a healthy environment is essential to the development of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by promoting sustainable businesses and communities in Atlantic Canada and by setting an example in the environmental management of ACOA's own operations.
- As part of its project assessment process, ACOA requires that all projects conform with the environmental guidelines set out in the *Canadian Environmental Assessment Act*.

Where do you go from here?

There are numerous agencies and organizations available to help your business become more eco-efficient. Check out the *Tools for Business* listed on the ACOA Web site at <http://www.acoa.gc.ca/e/sustain/tools.shtml>

You can also contact the ACOA office nearest you.

New Brunswick: 1-800-561-4030

Prince Edward Island: 1-800-871-2596

Newfoundland and Labrador: 1-800-668-1010

Nova Scotia: 1-800-565-1228

Enterprise Cape Breton Corporation: 1-800-705-3926

ACOA Web site: www.acoa.gc.ca

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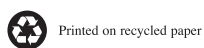
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