

Greening the Economy and SME's:

What We've Heard from Manitoba's Business Community

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Winnipeg Chamber of Commerce

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Green Manitoba

An Agency of the Manitoba Government

- Provincial Agency launched April 1, 2006
- Deliver activities outlined in “**Green and Growing**” Strategy
- Foster environmental innovation and community based approaches through strategic partnerships
- Energy efficiency, water conservation and waste minimization focus
- Waste minimization priorities: tires, blue box materials, e-waste, paint & HHW

What We Heard at the Business Roundtable

Define a strategy to act

- Triple bottom line benefits: People, planet, profit
- Highlight successes / Create Opportunities
 - Best practices
- Engage the business community
 - Outreach
- Incentives, regulation, dialogue

Green Economy Workshops and Conference

What we heard:

- “Incentives and regulation to support transition to sustainable practices and level playing field”
- “Mechanisms to share best practices amongst Manitoba businesses”
- “One stop shop for businesses to access energy, water, waste programs.....”

CFIB Survey Highlights

- **82%** of Manitoba respondents believe it is possible to grow the economy and protect the environment
- **84%** of Manitoba respondents support the provision of financial incentives for conservation and;
- The primary barrier preventing the implementation of energy saving initiatives in the last five years has been the need for information

2007 CFIB Survey results

Motivations for sustainable solutions and changes within business practices are:

- **#1 reason: Personal Views (83%)**
- **#2 reason: Potential cost savings (49%)**
- **#7 reason: Financial Incentives (10%)**

CFIB Survey results *continued*

- Canadian Federation of Independent Business survey shows the top three environmental concerns among SME's in Canada are;
 - **Recycling of materials (59.8%)**
 - **Energy Conservation (56.1%)**
 - **Clean Water (50.8%)**

Four priority waste streams

- Tires
- Packaging and Printed Materials
- Electronic Waste
- Household Hazardous Waste

- Regulatory framework is in place.
- Industry groups are developing plans

Industry Associations

- Tires
 - **Tire Stewardship Manitoba**
 - Retail Council of Canada
 - Western Canada Tire Dealers
 - Rubber Association of Canada
 - Manitoba Motor Dealers Association
- E-waste
 - Electronics Product Stewardship Canada
 - Retail Council of Canada
 - Rechargeable Battery Recycling Corp.
 - Electro-Federation Canada

Industry Associations *cont'd*

- HHW
 - Product Care
 - Electro-Federation Canada
 - Retail Council of Canada
 - Canadian Consumer Specialty Products Assoc.
 - Canadian Paint and Coatings Association
 - Post-Consumer Pharmaceutical Stewardship Assoc.
 - Manitoba Pharmaceutical Association

Industry Associations *cont'd*

- **Packaging and Printed Paper**
 - Canadian Council of Grocery Distributors
 - Canadian Federation of Independent Grocers
 - Canadian Restaurant and Food Services Association
 - Corporations Sharing Responsibility (CSR)
 - Manitoba Industry Action Committee
 - Refreshments Canada
 - Retail Council of Canada
 - Manitoba Liquor Control Commission

“Business is the only mechanism on the planet today powerful enough to produce the changes necessary to reduce global, environmental and social degradation”

-Paul Hawken, Author of “The Ecology of Commerce” and “Natural Capitalism”

Green Business is \$mart Busine\$\$!

Tell us what measures you've taken to be green!

Please visit us at:

www.GreenManitoba.ca



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