

INTRODUCTION

Does this sound like you?

- You care about the environment and want to see more done at work to protect it.
- You spend as much or more time with your co-workers than anyone else in your life.
- You want to bring your heart to work and show leadership in your organization.
- Your work would be more fulfilling if it connected to your personal values.

Most of us spend more time with the people on the job with us each day than any of our friends, neighbours or relatives. Imagine if our workplaces reflected our deepest values and commitments!

- **What if going to work meant making the world a better, healthier, safer place?**
- **What if bringing your values to work actually help your organization save time and money?**

This toolkit is here to help you build stronger relationships with the people you work with, and help the planet and your organization in the process.

Why do this program?

Canadians feel strongly about protecting their health, and they are spending more time (and money) investing in healthy options. Our country's economy is undergoing a radical shift. Now more than ever, organizational leaders understand the dual importance of engaging staff and environmental responsibility, a trend that has led to triple-bottom line accounting that considers social and ecological, as well as economic implications.

Sitting in our artificially-lit offices surrounded by walls, it's easy to forget how we're all interconnected. And yet, every day we depend on nature:

Alex Winch, owner of *Beach Solar Laundromat* in Toronto, reduced his eco impact by installing eight solar hot water panels (reducing natural gas consumption by 30 per cent) and switching T12 lighting to T8s. Revenues grew by 160 per cent over the next 18 months as new customers chose to use the Laundromat due to its environmentally friendly energy initiatives.

SOURCE

www.cleanairfoundation.org/coolshops



we print on paper from the forest, burn fossil fuels to heat our buildings, and energize our bodies with food grown in the soil, so we have what it takes to get up and go to work each day. And we depend on each other to get our jobs done.

Every personal action has an impact on the biosphere, the thin, fragile layer that supports all life on earth. The choices we make affect the air we breathe and the water we drink. When we add up all the outcomes of all the decisions we make in our work, we find out that Canadian workplaces have a huge impact:

- *Globally, offices are becoming a major driver of climate change as computers, data storage and communication networks suck up energy at an increasing rate.*
- *20 per cent of Canada's greenhouse gas emissions come from transporting people, including daily commuting and business travel.*
- *Two-thirds of waste comes from commercial and industrial sources.*
- *In Toronto, small and medium-sized workplaces such as retail shops, small offices, small manufacturers, and restaurants consume 63 per cent of overall electricity use.*

The good news is that we can all take simple actions to build a cleaner, healthier, more sustainable future...right now. And by getting others involved and building a culture of sustainability in your workplace, you can watch those small steps add up to a real difference.

And you don't need to be in management (although you could be) to start making a difference! This is an opportunity to take action on something you care about, no matter what your role in your organization.

Sustainability means working smarter. It means being more efficient, reducing waste, and creating a healthier workplace. All around the world, people are coming together with innovative ideas to reduce their environmental footprint and realize new business opportunities.



Interface, Inc. is the world's largest manufacturer of modular carpet, with more than 5,000 employees. Founder Ray Anderson decided to make environmental sustainability a company-wide goal. His vision inspired his people, and many Interface innovations can be traced back to a motivated company culture that encourages staff to seek out solutions. Interface also empowers its employees to take environmental action in their personal lives.

FOR MORE INFORMATION

www.interfacesustainability.com

SOURCES

Energy Saving Tips for Business, Toronto Hydro http://www.torontohydro.com/electricsystem/business/energy_saving_small_business.html

Human Activity and the Environment, Statistics Canada <http://www.statcan.gc.ca/pub/16-201-x/16-201-x2007000-eng.pdf>

Greening of IT <http://featured.matternetwork.com/2008/11/office-related-carbon-emissions-surge.cfm>

National Resources Canada, Office of Energy Efficiency <http://oee.nrcan.gc.ca/english/>

World Watch Institute <http://www.worldwatch.org/node/5928>

Benefits of working green

SAVE MONEY

- Reduce operating costs by spending less on fuel, energy, materials, and waste management.
- Improve operational efficiency and profitability.
- Reduce insurance costs by demonstrating effective risk management.

IMPROVE STAFF MORALE AND PRODUCTIVITY

- Create a healthier, more comfortable workplace.
- Attract and retain employees who want to work for an environmentally responsible organization.
- Increase innovation, and loyalty.
- Motivate staff and build their leadership skills.
- Increase communication across departments.
- Expand staff skills sets.
- Reinforce your organizational value systems and foster a sense of brand integrity.

ENHANCE COMMUNITY AND PUBLIC RELATIONS

- Create opportunities to get involved in the wider community.
- Communicate commitment to innovation and organizational development.
- Demonstrate leadership and action on the environment to employees, customers, suppliers and the public.
- Gain credibility from associating with the David Suzuki Foundation as you implement your environmental goals.
- Enhance your brand and increase visibility by showing leadership in the marketplace.

GROW YOUR BUSINESS

- Access new markets and gain market share.
- Anticipate regulatory changes by going beyond compliance.
- Attract new customers.