

Small businesses outreach on environmental performance

François Huppé, Eng.
Environment Canada

Presentation to the conference on pollution prevention,
North American Commission for Environmental Cooperation
Guadalajara, Méjico

Why Enviroclub^{OM}?

Enviroclub

Problems:

small businesses
not sensitized to
pollution prevention

Reach small
businesses

Approaches:

sensitization works
better when
learning on the job

recognize that
for business owners,
greening the business
is good, but making
savings is better

OM: Enviroclub is an official mark of Environment Canada

Canada

What is Enviroclub?

Enviroclub

Enviroclub^{MO}

composed of
15 small businesses



Who is involved?

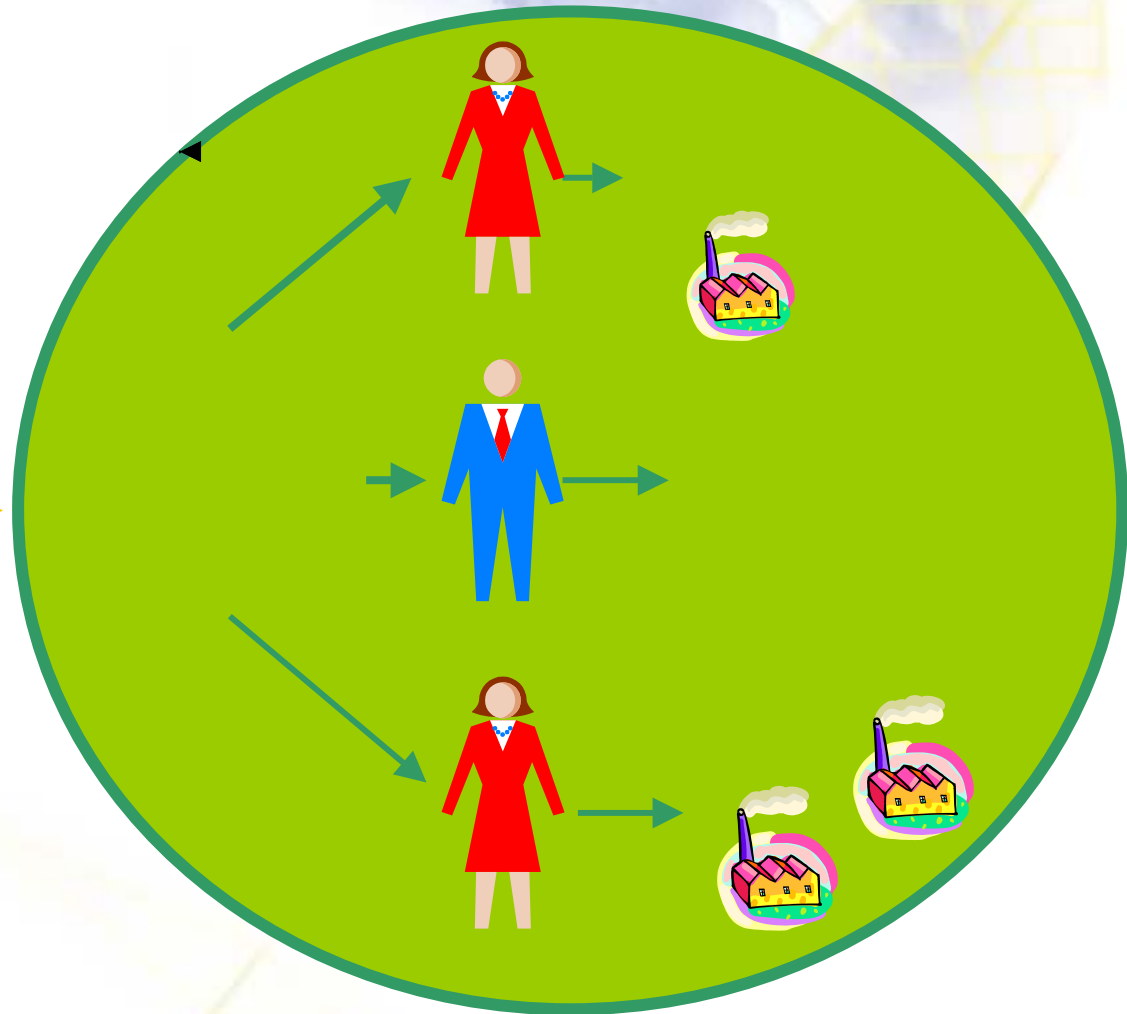
Enviroclub

Management Committee

Environment Canada

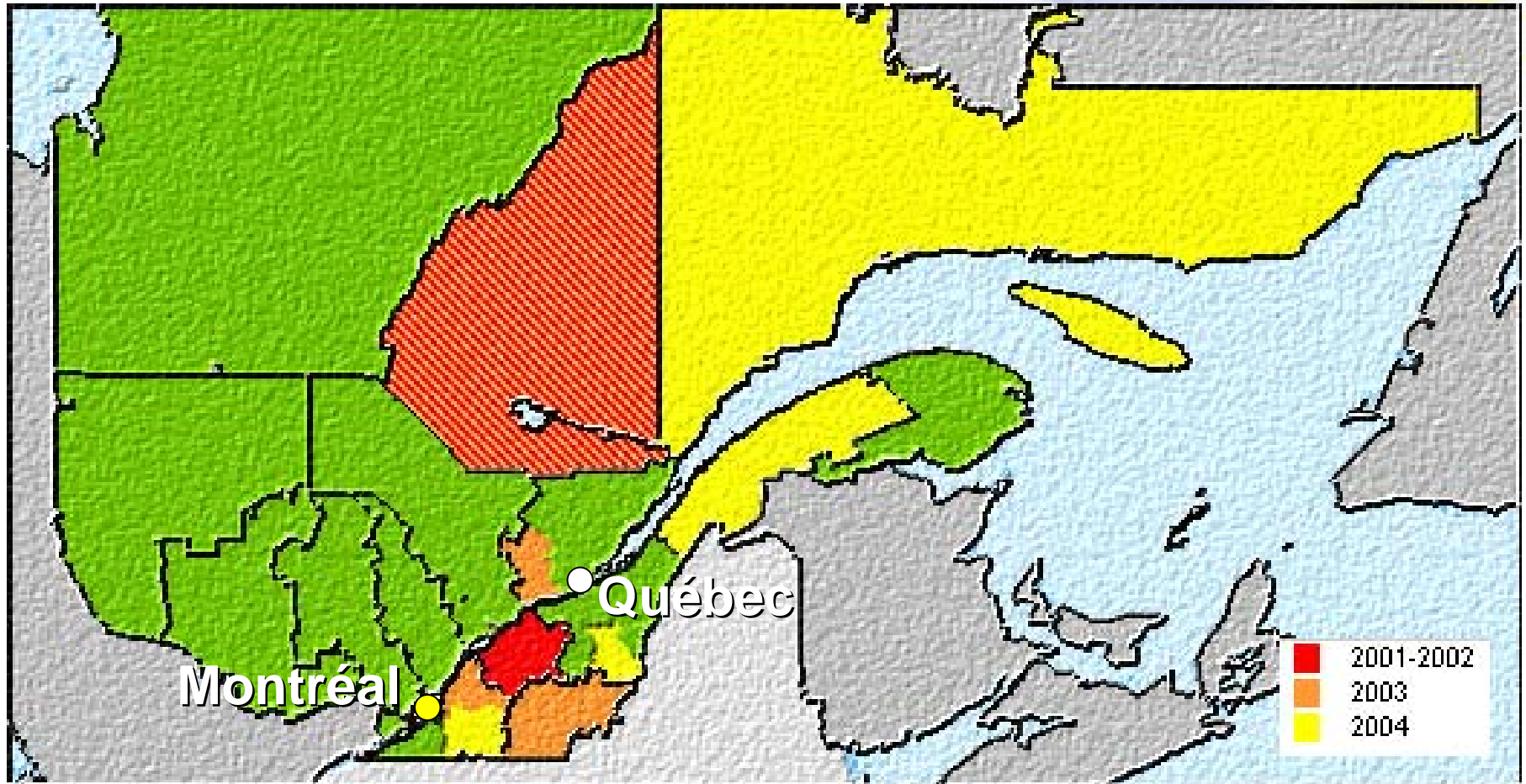
Canada Economic
Development

National Research
council Canada



Enviroclubs carried out and under way

Enviroclub

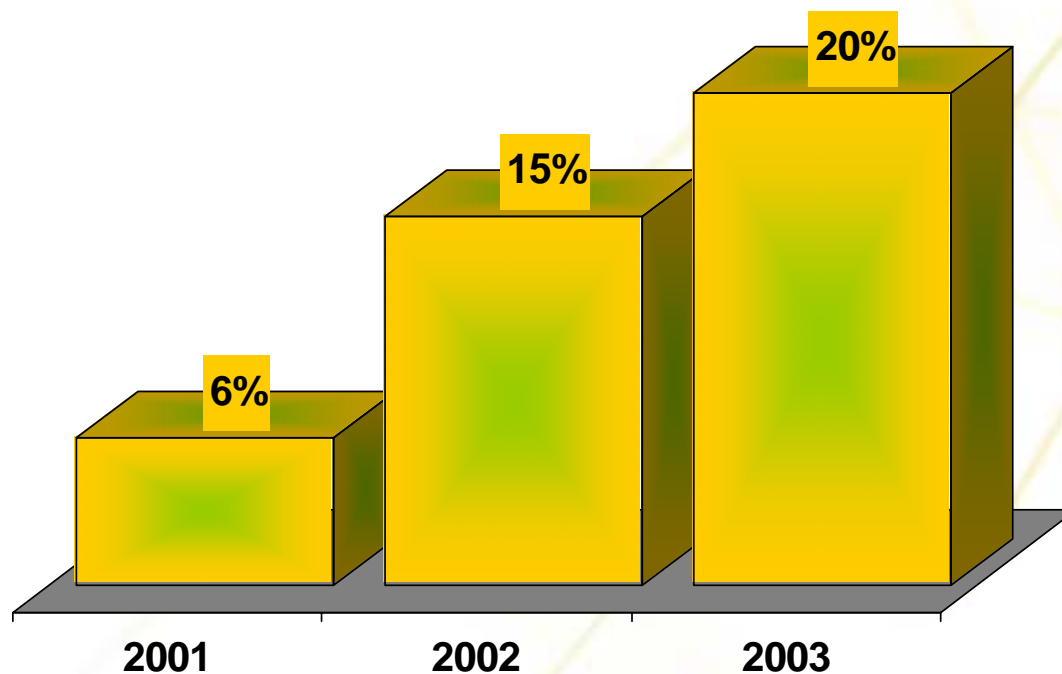


Outreach : Recruiting strategy

Enviroclub



Enviroclubs in the Saguenay Region

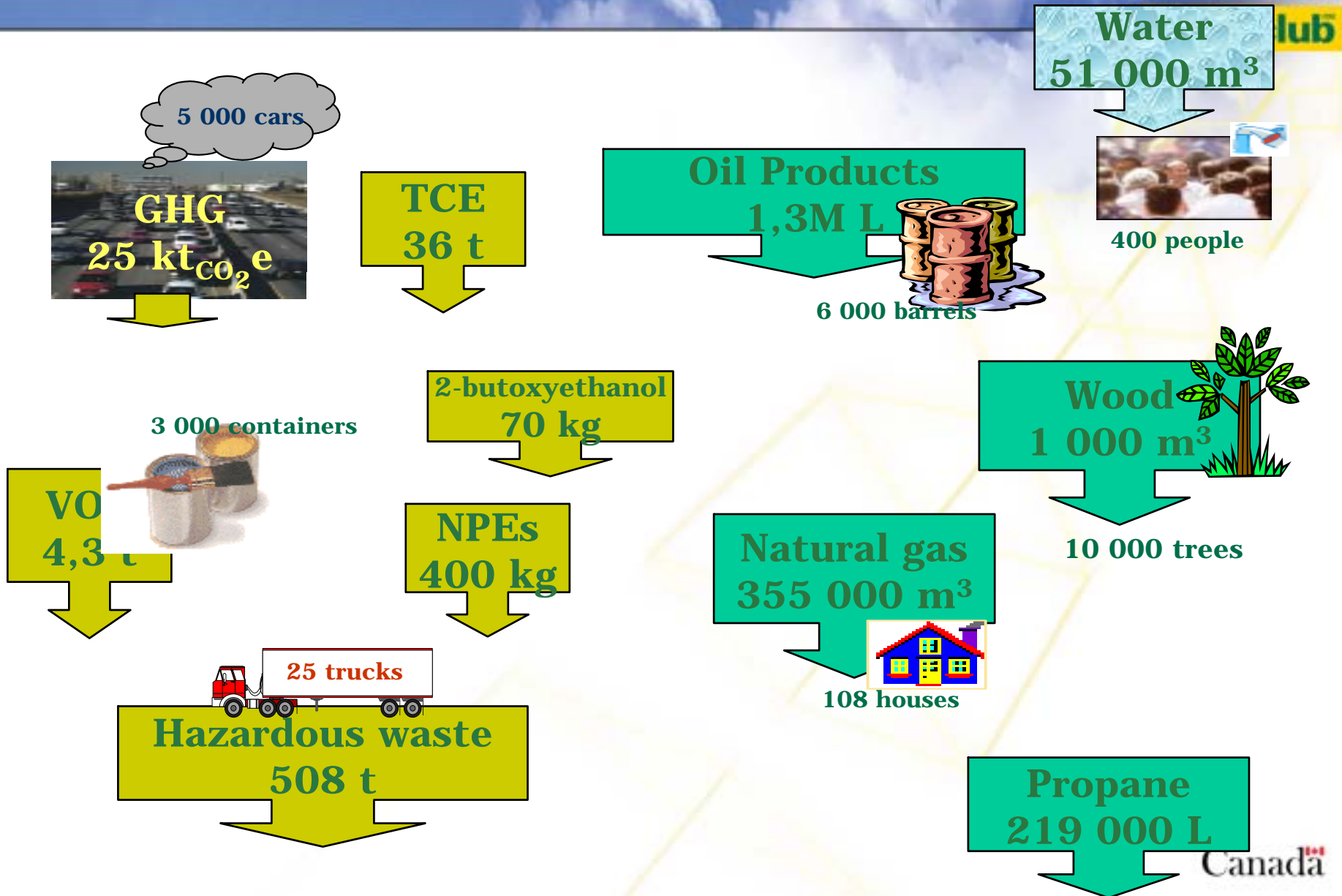


Type of indicators

	Environmental indicators	Economic indicators
Project level	<ul style="list-style-type: none">•quantities of substances	<ul style="list-style-type: none">•saving•payback period
Program level	<ul style="list-style-type: none">•aggregated quantities	<ul style="list-style-type: none">•aggregated savings

Note: all quantities, except payback, are recurring quantities (on an annual basis)

Annual environmental gains



Enviroclub^{OM}

Questions? ¿Preguntas?



**Go green,
grow profits!**

Canada 