



# Edmonton's Small Business Eco Challenge

## What is a green business?

A green business works to reduce its impact on the environment, society and the economy through such methods as reducing greenhouse gas emissions, reducing waste and reducing the use of harmful chemicals.

Green businesses are often characterized by the following:

- 1) They include environmental criteria in all major business decisions
- 2) Whenever possible they supply environmentally friendly products or services
- 3) The business is clearly concerned about its environmental impact
- 4) The business has made a long-term commitment to applying environmental criteria in its daily operations

As well as considering the impacts of its own operations, a green business also considers the environmental impact made by its suppliers, trades and employees.

## Some green businesses are born and others are made.

A green business can be launched with a green vision and mission and other guiding principles that are integral to its business plan. Other business may incorporate green practices in their operations as they grow and adapt to changing markets.

Take this opportunity to show how your green business actions make our community a better place! By stepping up and engaging in environmental innovation, businesses can position themselves as leaders in environmental sustainability.

**Edmonton's Small Business Eco Challenge provides public recognition for green businesses and entrepreneurs. Enter your small business today!**

## Eligibility Criteria:

- Fewer than 100 employees
- A for-profit business or social enterprise
- Based within Edmonton city limits
- In operation for at least one year
- Actively pursuing green business practices



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## What is Edmonton's Small Business Eco Challenge?

Edmonton's Small Business Eco Challenge provides learning, best practices sharing and networking opportunities as well as recognition for the environmental achievements of small businesses in Edmonton.

## Edmonton's Small Business Eco Challenge offers opportunities for Edmonton's small businesses to:

- Showcase and receive public recognition for their environmental best practices
- Grow a customer base that wants to support businesses who care about reducing environmental impacts by applying best practices in energy-efficiency, waste reduction, and water conservation
- Enhance their competitive advantage and position themselves as leaders in delivering green goods and services

## Why Participate?

- Potential access to new markets – A demonstrated track record of green practices and a reputation as a supplier of green goods and services can lead to new business relationships and provide access to buyers in business and government with sustainable purchasing practices
- Cost Savings – Less waste means lower disposal and operating costs. The efficient use of energy, water, materials, and green management practices saves money and boosts your triple bottom line
- Public Image – Environmental best practices can impact your image and enhance your reputation with customers, communities, and regulatory agencies

## Public Recognition

Edmonton's Small Business Eco Challenge publicly recognizes successful small businesses in three categories:

- 1 – 10 employees
- 11 – 50 employees
- 51 – 100 employees



# Edmonton's Small Business Eco Challenge

## Prizes:

All winning businesses will be recognized during Small Business Week/Waste Reduction Week (October 21-27, 2013) with a framed certificate to acknowledge their achievements. In addition, winners in each of the three categories will be awarded the following prizes:

### First Prize:

- A \$500 prize
- Your business will be featured on the City's website and in the CO<sub>2</sub>RE newsletter
- Your company's name will be included in press releases and a public award will be made during Small Business Week/Waste Reduction Week

### Second Prize:

- A \$300 prize
- Your business will be featured on the City's website and in the CO<sub>2</sub>RE newsletter
- Your company's name will be included in press releases and a public award will be made during Small Business Week/Waste Reduction Week

### Third Prize:

- A \$100 prize
- Your business will be featured on the City's website and in the CO<sub>2</sub>RE newsletter
- Your company's name will be included in press releases and a public award will be made during Small Business Week/Waste Reduction Week

## How to Participate:

1. Go to our website at [www.edmonton.ca/ecochallenge](http://www.edmonton.ca/ecochallenge) and view Edmonton's Small Business Eco Challenge action areas and eco-tips.
2. Enter on-line, or download the entry form and submit it by the deadline of Friday, September 27<sup>th</sup>, 2013.

Email: [sbecochallenge@edmonton.ca](mailto:sbecochallenge@edmonton.ca)

Fax: 780-496-0612

**Take up the challenge and  
showcase your green best practices today!**



# Edmonton's Small Business Eco Challenge

## Challenge Questions

*We want to learn about your green actions! Winners will be selected on the basis of overall environmental performance. Tell us how you have reduced the environmental impact of your internal operations and in delivering your goods and/or services. You may use up to 200 words to answer each question.*

### 1. Energy and Climate Change

How do you:

- A. Measure energy use?
- B. Implement energy reduction strategies?
- C. Purchase green energy?
- D. Complete green renovations?
- E. Make use of more sustainable/alternative or renewable energy sources?

### 2. Food Security

How do you:

- A. Purchase or supply locally sourced foods and/or beverages?
- B. Build direct relationships with local producers and are you familiar with their production methods?
- C. Determine what percentage of your food is grown locally?

### 3. Solid Waste

How do you contribute to waste reduction in your daily operations? Examples include waste management programs, recycling, setting targets, audits, retrofits, process improvements, and local sourcing practices.

Tell us how you:

- A. Reduce packaging,
- B. Recycle
- C. Compost
- D. Reduce the use of toxic and environmentally harmful chemicals.
- E. Reduce your waste stream through improving efficiency in how you do business. For example: How have you been able to contribute to waste reduction in your production or supply chain? For your customers?



# Edmonton's Small Business Eco Challenge

## 4. Healthy Ecosystems – Land

How do you contribute to protecting or enhancing natural landscapes? Examples include:

- A. Good land use practices such as operating from a dense or mobility-oriented location in the city
- B. Protecting, preserving, and regenerating ecosystems and increasing biodiversity
- C. Protecting agricultural lands
- D. Avoiding the creation of, or managing and mitigating brownfields and contaminated sites
- E. Maintaining flower gardens or edible landscapes, reducing pesticide use, and grasscycling by leaving grass clippings on lawns

## 5. Healthy Ecosystems - Water

How do you:

- A. Implement water conservation practices?
- B. Reduce stormwater runoff?
- C. Reduce greywater and blackwater discharges through low flush toilets and water-efficient fixtures in your building?
- D. Collect and use rainwater?
- E. Link water conservation with energy-efficiency? For example, turn down hot water tank temperatures or use cold water instead of hot water when possible.

## 6. Healthy Ecosystems - Air

- A. How have you been able to reduce your overall emissions and costs by changing the ways you produce, deliver, or transport goods and/or services?
- B. If you use company vehicles, how do you maintain these for optimal energy-efficient performance?
- C. How often do you or your staff participate in energy-efficient commutes to and from work and for business purposes?
- D. Incorporate practical ways to reduce emissions, such as being idle-free.
- E. Have you implemented measures that will improve indoor air quality at your place of business?