

It's not easy being "green"

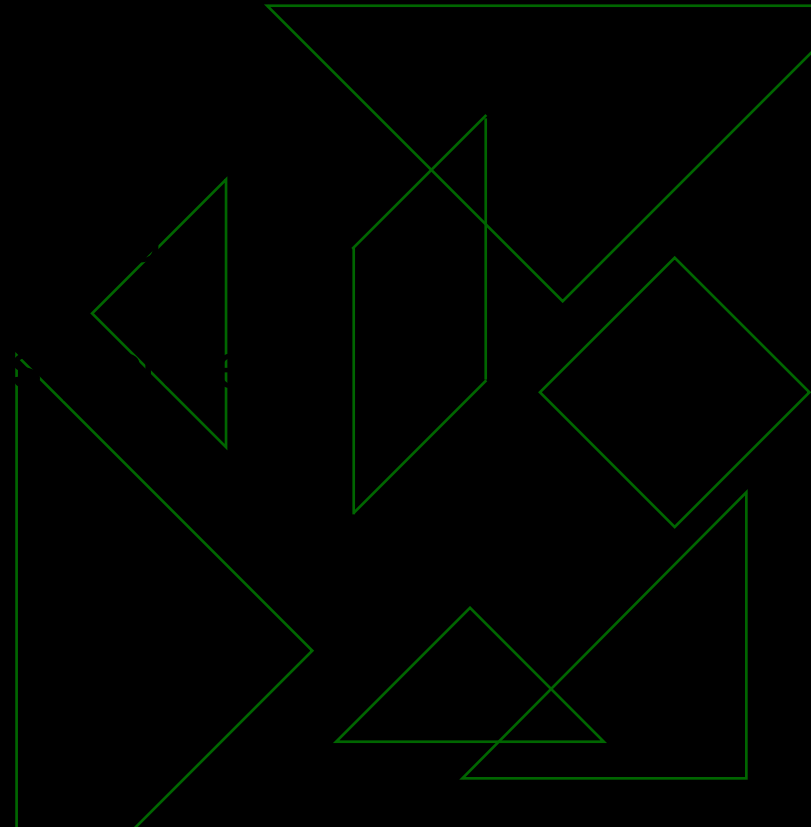
What is the cost of green?

Jo Anne Gin - Avid Consulting Group Ltd.

Presentation for the BC Food Safety Association

It's not easy being green

◆ <http://www.youtube.com/watch?v=hpiIWMWWVco>



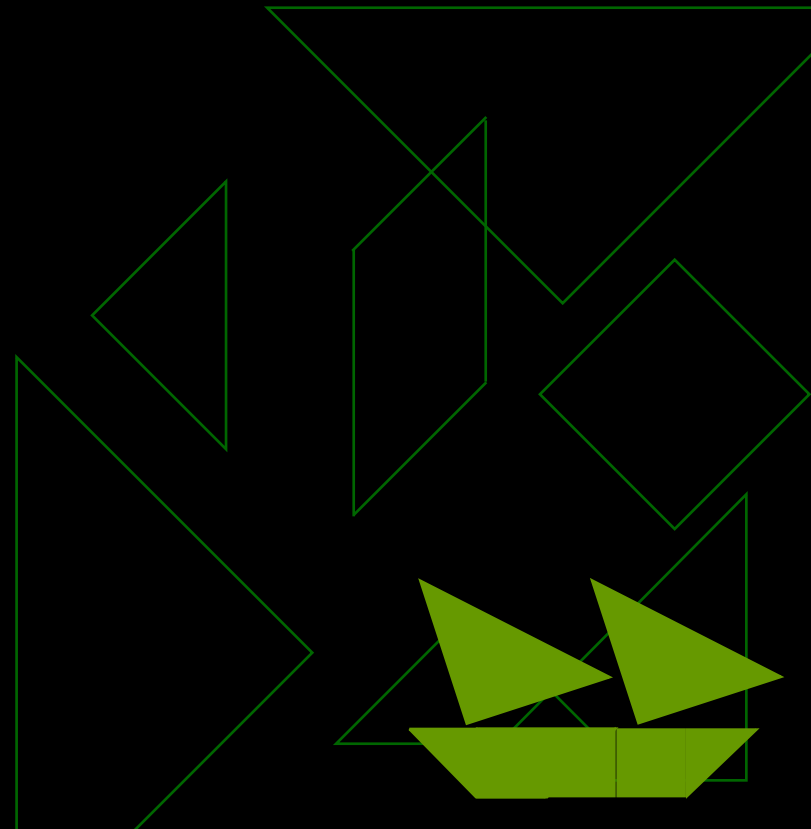
What does green really mean?

- Environment
- Air, water, earth (AWE)
- 3 R's Reduce Reuse Recycle
- Sustainability - long term



Why it's not easy being green

- Inconvenient
- Expensive
- Inferior
- Too many tradeoffs
- Self sacrifice
- Depressing



Why do we have to take green seriously?

- ◆ Population - 9 billion in 2040
- ◆ Limited resources (water, energy, etc.)
- ◆ Climate change
- ◆ Food production
- ◆ Long term environmental issues - Tipping point
- ◆ Societal demand for action
- ◆ Government legislation



BC Government actions

- ◆ BC Climate Action Charter (2007)
- ◆ Bill 44, 2007 Greenhouse Gas Reduction Targets Act
- ◆ Bill 27, Local Government (Green Communities) Statutes Amendment Act (2008)
- ◆ Private sector

BC Government actions

- ◆ More Environmental legislation - Living Water Smart, BC Air Action Plan, BC Energy Plan, Energy Efficient Buildings Strategy, etc...
- ◆ Environmental regulations
- ◆ Carbon tax
- ◆ Environmental levy fees
- ◆ Tire stewardship program
- ◆ Future actions?



The Cost of Being Green

versus



The Cost of Not Being Green

Green Incentives

- ◆ ecoEnergy Retrofit Incentives for buildings
- ◆ Reduction on small business taxes
- ◆ School tax exemptions
- ◆ CDR grants and rebates for water
- ◆ LiveSmart workshops
- ◆ Terasen Gas energy assessment
- ◆ BC Hydro PowerSmart programs

Where do we start?

We don't need to start by
focusing on what we need to
do tomorrow

There is a lot we can do today

How to be more green?

“No cost” green actions:

- Reduce energy consumption
- Reduce paper consumption
- Reduce waste
- Reduce transportation costs
- Save money/make money

How to be more green?

“Low cost” green actions:

- Invest in programmable thermostat
- Recycle all waste
- Purchase energy saving devices and equipment
- Replace all incandescent lights with energy-efficient lights
- Purchase green products and supplies
- Subsidize public transit/carpooling
- Set up worm bins

How to be more green?

“Higher cost” green actions:

- Convert fleet to hybrid cars
- Purchase energy efficient equipment/
new technology
- Building retrofits/rebuilds
- Lighting system upgrades
- Heating/cooling system upgrades
- Change Management

Green strategies

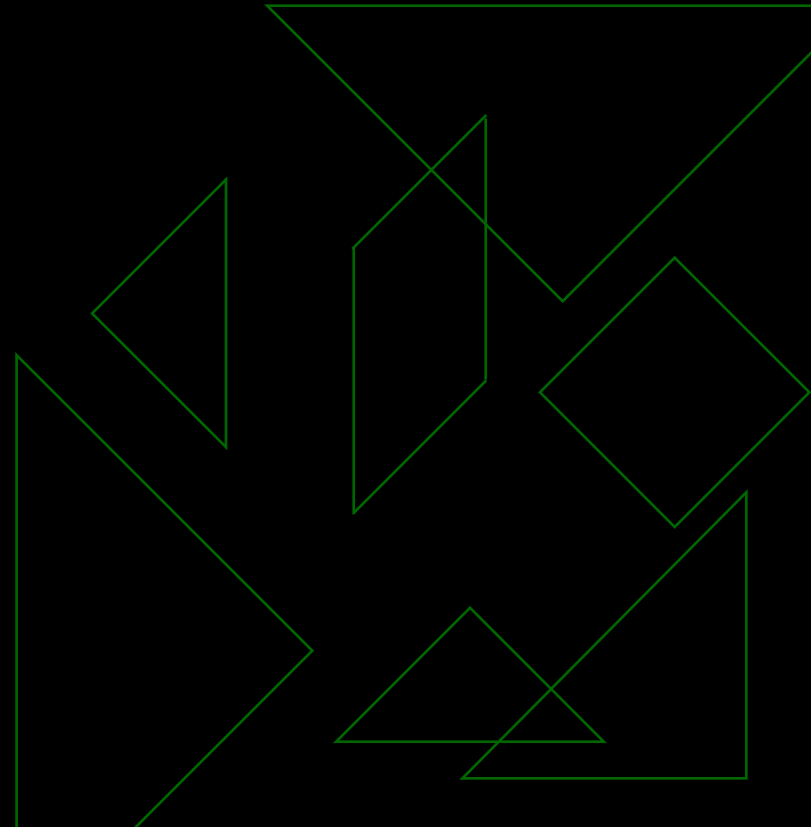
1. Secure organizational/management support
2. Form a green team
3. Calculate your carbon footprint
4. Establish a GHG emission reduction target
5. Conduct an energy assessment
6. Conduct a waste assessment
7. Review your company's operation processes

Green Strategies cont'd

8. Come up with a plan to achieve your reduction goals
9. Implement green/sustainable purchasing guidelines
10. Implement a sustainable Supply Chain Logistics Guide
11. Incorporate sustainability into your company's values/goals/purpose
12. Produce a sustainability report
13. Report your carbon footprint on a regular basis

Who is embracing green?

- ◆ City of Vancouver
- ◆ Metro Vancouver
- ◆ Big Business
- ◆ Forest Industry
- ◆ Food Industry?



The Food Industry

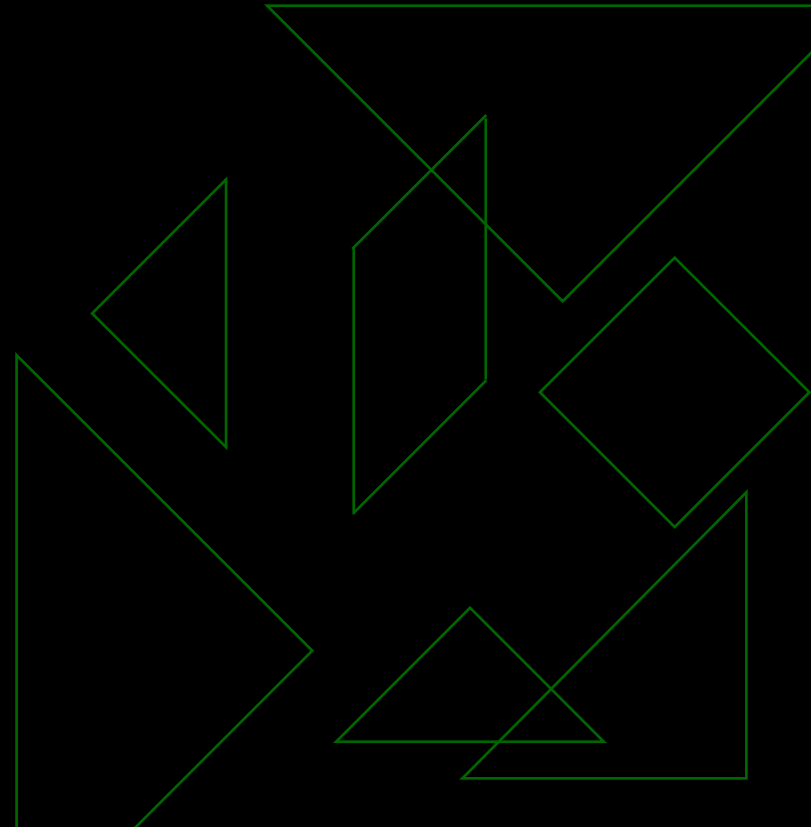
“The tough economic times coupled with the threat of climate change and depleting natural resources means we face new challenges; getting the balance right is crucial for industry. All our members are at different stages of engagement on their sustainability journey, but through open communication flows we can identify ways to improve efficiency across the board”

Kate Carnell, CEO AFGC

Real Cost of Being Green

ROI calculations need to take into account the real cost of :

- Resources
- Risks
- Intangibles
- Benefits



It's Not Easy to be Green - but it will be necessary

- ◆ Accept the rationale
- ◆ Societal and Government Demands
- ◆ Businesses and Industry
- ◆ Green technology
- ◆ Sustainability planning

joanne.gin@avidconsulting.ca

