

## **BENEFITS OF GOING GREEN!**

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As discussed in last month's issue, environmental responsibility is becoming a bigger part of our culture and it is often difficult to see how you can make a difference. Today's successful businesses are progressively working towards taking on a greater role as they pledge to make an effort in helping to preserve the environment.

Businesses who are choosing to adopt a "green" business model are also reaping in added benefits. The underlying value added within an organization for implementing a vast array of green business practices is significant.

The benefits of becoming Green Business Certified can help leverage your business's competitive advantage in the following ways:

You will notice a substantial reduction in operational costs by saving energy, water and other resources, as well as reducing waste.

Your company's image will be enhanced as the program ensures initiation into the world community of green businesses through its exclusive and growing Green Business Directory, by promoting Certified Green Businesses to the public and other businesses.

You will notice an increase in customer support and loyalty, as well as additional visibility to potential customers.

By becoming Green Business Certified, you will be clearly communicating to your customers your company's genuine commitment to social good.

You will increase public awareness in environmental causes by becoming an agent for change.

Your employees will benefit from a safer and healthier work environment while taking pride in developing a positive and proactive approach to caring for the planet.

Once certified a press release is sent out to local, regional, provincial, national media and social media outlets. A 'Green Business Certified' decal is provided as well as a certificate and a seal for use on your website and any electronic

or printed material that you may have.

The process is very easy and cost-effective. Certification may be obtained in as little as two weeks depending on the size of the company and its industry.

When you become certified, what's good for your business is good for the planet!