

WHY GO GREEN?

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While environmental responsibility is becoming a bigger part of our culture, it is often difficult to see how you can make a difference.

However, today's successful businesses are progressively working towards taking on a greater role of environmental responsibility with the adoption of a "green" business model.

Many are inspired to do so by increasingly popular customer interest in environmentally-friendly practices and products, and particularly the resulting support and loyalty that they show companies and businesses that are "green".

Businesses are also reaping in added benefits, which include reduced operational costs and the intrinsic value added within an organization by adopting a vast array of green business practices.

The idea of "Going Green" can be overwhelming. Where do you start? Where do you make changes? What does it involve? How much time and effort will this take? And finally, what will it cost?

Through a certification process, companies wishing to capitalize on the growing public interest in green practices, are provided with a way to promote their own green efforts and demonstrate their concern for the well-being of our planet.

A comprehensive green audit evaluates small, medium and large businesses and organizations alike in ten different categories including: waste reduction, recycling, reduction in office material usage and purchasing, energy and water conservation, pollution prevention, reduction in chemical usage, proper handling of pollutants, and reduced emissions.

The mission is to help promote and increase public awareness in

environmentally sound business practices by recognizing those companies and organizations who are leading the way with green business models and setting the example for a greener Canadian community.

Businesses that certify become part of an exclusive and growing Canadian Green Business Directory with its numerous benefits.

In next month's TheMarketMash, read us to find out what those benefits are... Until then, think green!