



## CLEANTECH WINTER 2008 NEWSLETTER

*"We can scare ourselves or inspire ourselves ... We are the architects of our own attitudes and experiences. We design the world by the way we choose to see it."*

*- B.N. Kaufman*

***Our mission is to provide consistent service and support through innovative cleaning methods***

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GO GREEN

More Green Facts. Consider the following facts and figures as you think of ways to "go green".

1. The average car emits 5.686 tonnes of CO<sub>2</sub> per year based on driving 20,000 kilometers in a year.
2. Four out of five Canadians favour raising taxes on energy sources that cause climate change if other taxes are reduced by the same amount.
3. As consumers, we are personally responsible for 30 per cent of the greenhouse gas emissions when we buy and eat food.
4. The number of plastic bags given out worldwide every minute equals one million. The ratio of people who own re-usable bags and remember to take them to the store is 50 to 1.
5. There are approximately 530,400 environmental workers in Canada, representing 3.2% of Canada's workforce. It is estimated that 10.1 per cent of organizations have at least one environmental staff member.
6. The chemical company, BASF, has recently created an environmentally friendly plastic bag. "Ecoflex" is a biodegradable plastic that can be used in bags and packaging. It's "shelf stable" for one full year, then completely decomposes in compost within a few weeks.
7. Several U.S. business schools have begun to offer sustainability or "green" MBA programs. Many students come to these programs after successful corporate careers and the average age is 36, compared with an MBA average of 28 or 29.
8. The new B.C. U-pass student transit pass, which costs \$22 per month, increased transit ridership among UBC's 36,000 students by 50 per cent. The calculated cost savings of getting students out of cars and onto buses is \$3-million a month. The estimated reduction in greenhouse-gas emissions is 16,000 tonnes a year.

Industry Canada provides a checklist of practical CSR activities for small and large companies that can be implemented almost immediately.

Here are five activities to get the ball rolling in your organization:

1. Reduce consumption of energy, water and other natural resources, and emissions of hazardous substances.
2. Use or produce recycled and recyclable materials: increase the durability of products and minimize packaging through effective design (reduce, reuse, recycle).
3. Educate/train staff so that they look for additional ways to reduce the firm's environmental footprint.
4. Consider using video-conferencing to meet a potential supplier or customer rather than always physically traveling to meetings.
5. Establish an environmental management system with objectives and procedures for evaluating progress, minimizing negative impacts and transferring good practices.

**For all your powerwashing or window cleaning needs, contact Cleantech's sister company, International Building Maintenance @ 604-244-3900.**

