



The Business Case

Green Economy here in Canada is projected to be worth **US\$26 trillion**, creating **559,400 jobs in Clean Energy alone** by 2030.

Energy Efficiency measures are forecast to create as many as **118,000 jobs per year** here in Canada, heading toward 2040

Green Economy stats

ESG Investments – in 2018 \$11.6 trillion,
up from \$3 trillion in 2010

Divestment – Sep 2019 \$11 trillion, up
from \$52 Billion in 2014

Big Companies are getting on board...

**Financial Sector:
The tide is turning**

Pinned Tweet



Microsoft On the Issues @MSFTIssues · Jan 16

Today, Microsoft announces its plan to be carbon negative by 2030.

"Today we are making the commitment that by 2030 Microsoft will be carbon-negative. Not just across our direct emissions, but across our supply chain too. We must take responsibility to address the carbon footprint of our own technology and company."

—Satya Nadella



32

617

1.5K



How Ikea plans to be climate positive by 2030

A company known for its disposable furniture seems like it would have a hard time quickly getting to a place where it reduces more greenhouse gas emissions than its entire value chain creates. But the company has a plan: radically rethinking how it designs its products.



(Illustration: FCI)

Coca-cola: cutting carbon in factories, fridges and flavourings

Company is following through with its commitment to reduce the carbon footprint of its soft drinks by a third by 2020



Siemens is leading the way: carbon neutral operations by 2030

"Committing to cutting our global carbon footprint is not only prudent – it's profitable." – Joe Kaeser, CEO Siemens AG



Michael McCain announces that Maple Leaf Foods is carbon neutral

Michael McCain, President and CEO, explains the importance of being the world's first major carbon neutral food company.

Taco Bell says it will make all its packaging recyclable, compostable, or reusable by 2025

Your Cravings Box won't clog up a landfill anymore.



The Case for Cutting Carbon

**On average, businesses
save \$397 per tonne of
CO₂e reduced.**



Reduced emissions = **Efficiency** = Better Business

Ottawa Business Cost Savings

Well worth the counting...

Carbon Accounting = 11% reduction after 3 years **WHILE BUSINESS GROWS**

Top-performs see 30% reduction by year 2

In Ottawa, this could mean:

- 128,000 tonnes of CO2 reduced
- Cost savings over \$50 million for local businesses

We care about climate

...but you benefit either way:

- Cost Savings
- Streamlined practice
- Good record keeping
- Engaged employees
 - Good reputation

Green Businesses do Well

Case Studies





Lightenco seeks to bring commercial, industrial, public and architectural clients the most advanced lighting technology available on the market, LED Lighting.

Project

Replaced two of their trucks with electric vehicles.



Cost
\$0 (same as alternative)



Payback period
Immediate (as they would've purchased vehicles at a similar price)



GHG reductions
6.75 tonnes of GHGs/year



Cost savings
\$2,000/year



Kingston & Frontenac Housing Corporation is a social housing provider that manages of 1,577 rent-geared-to-income, rent-supplemented housing units, senior and adult units in the City of Kingston and Frontenac County, Ontario.

Project

Upgraded over 300 new stove ranges with Safe-T-Elements, saving 166 kWh per stove each year.



Cost
\$180,700 – \$8,700
incentive from Utilities
Kingston = \$172,000



Payback period
7.5 years



Energy reductions
140,000 kWh/year



GHG reductions
7 tonnes of GHGs/year



Cost savings
\$24,000/year for
electricity
(\$299,000 over 20
years)

A passion for sustainability inspired this Oakville coffee company to pursue energy-saving incentives:

- Lighting
- Occupancy Sensors – cost down 25%
- Smart Thermostats
- Reflective tint to windows
- Energy Efficient Roasting Machine – 80% less energy



**Asten Johnson cut lighting costs
94% with one day ROI**

- LED tubes
- Smart controls
- Energy Savings
- Federal tax rebate
- IESO incentive



We'll get you there

Carbon 613 helps Ottawa Businesses **set and achieve** environmental targets.

We can help you measure, assess, and improve your sustainability performance.

Good for the planet is good for business.

Carbon613**Annual Membership Fees**

Organization Staff Number	Annual Fee
1-10	\$550
11-25	\$1,000
26-50	\$1,750
51-100	\$2,500
101-500	\$3,500
501+	\$4,500



By the Numbers...

Estimated retail value: \$5,000 - \$15,000

Our price: membership starting at \$550 / year



A carbon inventory for your business with access to our carbon accounting tool.

Retail value: \$3000 - \$5000 /year



15 - 40 hours of direct support from our team of experts.

Retail value: \$450 - \$1200 /year



Access to educational resources and webinars for you and your employees.

Retail value: \$200 /year



Access to networking and recognition events

Retail value: \$500 - \$1000 /year



Brand enhancement & sustainability communications support.

Retail value: \$250 - \$1000 /year

OUTCOMES



Cost savings.



Positive community reputation.



Improved knowledge of your systems for future planning.



Positive impact on the environment.

Time commitment

Your time commitment is entirely up to you

There is a section of the program that comes directly to you, as is, to be distributed and actioned as you choose.

If your year gets crazy and that is all you can do for six months, that's completely fine. Similarly, participating in events/workshops is optional.

If you choose to dig a bit deeper into building a sustainability plan and understanding the basics of carbon accounting, we estimate an average time commitment will look something like this:

2 planning meetings (1 hour each) – **2 hours**

1 sustainability walk-through – **1.5 hours**

4 Quarterly Check-ins (call or meeting) – **2 hours**

Compiling your Emissions Inventory – **1-2 hours**

Forming a sustainability committee or “green team”, meeting twice annually – **2 hours**

Participating in carbon accounting training/workshops – **2-3 hours**

Total: 10-12 hours/year

envirocentre

We'll Get You There

Your Business Matters

