

Community Business Sustainability Plan

WORKSHOP WORKBOOK



Day Agenda

NOVEMBER 8, 2021

5 PM Intro

5:30 PM Breakout sessions

- 3 different themed breakout discussions, Energy, Waste, Transportation (shipping)

7 PM Final discussion

7:30 THE END

FREE thanks to generous contribution from



OTTAWA
COMMUNITY
FOUNDATION

WORKSHOP SUMMARY

Ottawa Biosphere Eco City (OBEC) and Sustainable Enterprise Alliance (SEA) hosted a workshop for small Businesses in Glebe, Old Ottawa South and Old Ottawa East

- Our goals for the the workshop is to assist each entrepreneur to start creating a Local 'Business Sustainability Plan (BSP), based on businesses' creative collective solutions towards balancing people, planet and profit.
- OBEC will, based on discussions, create a summary report and 'Community Business sustainability Plan' for the local area's business community.
- SEA will follow up to ensure implementation of projects and solutions.

We believe creating a Business Sustainability Plan will position you as a forward thinking entrepreneur elevating your unique brand and opportunity. Regardless of your industry, there is a business case for sustainability. Creating a Business Sustainability Plan and pursuing business-friendly sustainability practices can improve your bottom line, both financially and for the environment through positive benefits such as:

New product & service opportunities

Long term cost savings

Positive brand association

Reduce carbon footprint

Improving community relations

Opening new markets

Staff retention

Public health

This workshop will connect you with other entrepreneurs, and provide you with sustainability project ideas and templates that aid in the creation of your plan.

OBEC and SEAlliance.ca thank you for attending the workshop.



Ottawa Biosphere Eco-City & Sustainable Enterprise Alliance
Invite you to create your own
Business Sustainability Plan!

Name of your business/company:	Sector/industry:
---------------------------------------	-------------------------

Section 1: General Sustainability Goals and Challenges

- 1) What does the term 'Sustainable Business' mean to you?
- 2) Please Identify your top 3 Sustainability Business Successes
 - a)
 - b)
 - c)
- 3) Please Identify your top 3 Sustainability Challenges for your Businesses
 - a)
 - b)
 - c)
- 4) What is your long-term sustainability end goal? Where do you hope for your business to be in 5-10 years?

For each of the following theme sections below, please consider the example and identify a SMART goal for your business in the theme area. A SMART goal is a goal that is Specific, Measurable, Action-Oriented, Realistic and Time-Bounded.

Section 2: Theme: Waste

Example Projects: Complete a waste audit for my business to get a bigger picture of the amount of waste I produce. Based on the results of the waste audit, reduce my waste by 50%. Begin composting or consider compostable packaging. Reduce plastics in my shop/restaurant. Work with staff to brainstorm ideas.

My Business Goal for Waste:

By the year _____, my business will _____ (a specific, measurable, action oriented, realistic, time bounded goal).

1) Please Identify 3 challenges your business has with waste management

a)

b)

c)

2) Please Identify 3 Solutions/ Projects to address these Challenges

a)

b)

c)

3) How will you implement these solutions and what are some of the Resources, Tools, and Expertise you would need to implement these solutions?

Section 3: Theme: Energy

Example Projects: Reduce my energy consumption by minimizing my artificial lighting and changing all my current lighting to energy efficient bulbs. Invest in EnergyStar rated equipment that powers down when I leave for the day. Conduct an energy audit. Set clear energy saving goals. Use green/ eco-friendly web hosting services! Create a Green Team and have employees make suggestions.

My Business Goal for Energy:

By the year _____, my business will

_____ (a specific, measurable, action oriented, realistic, time bounded goal).

4) Please Identify 3 challenges your business has with Energy Management

a)

b)

c) .

5) Please Identify 3 Solutions/ Projects to address these Challenges

a)

b)

c)

6) How will you implement these solutions and what are some of the Resources, Tools, and Expertise you would need to implement these solutions?

Section 4: Theme: Transportation

Example Projects: When shipping products to patrons, reduce packaging materials, and re-use or use recyclable material to ship products. Source local products and try to highlight this to my patrons. Give my employees public transit commuter benefits. Buy carbon offsets that help balance the cost of shipping.

My Business Goal for Transportation:

BY the year _____, my business will _____ (a specific, measurable, action oriented, realistic, time bounded goal).

7) Please Identify 3 challenges your business has with transportation and supply chain

a)

b)

c)

8) Please Identify 3 Solutions/ Projects to address these challenges

a)

b)

c)

9) How will you implement these solutions and what are some of the Resources, Tools, and Expertise you would need to implement these solutions?

Section 5: Conclusion

- 1) How best can OBEC and SEA support you in implementing your sustainability solutions?

- 2) What is the **realistic** timeline of your sustainability projects? What is one of the projects you can start immediately and effectively? For Instance, what is an action you can take in the next 30 days?

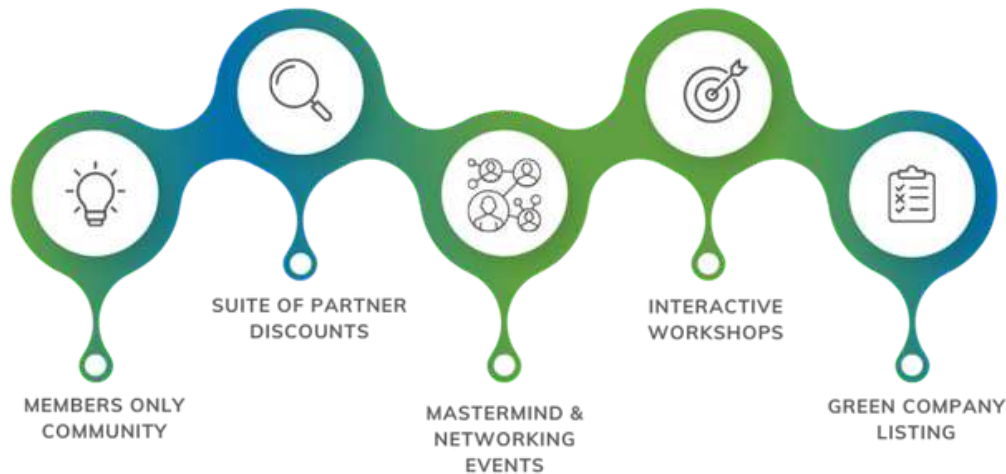
Thank you for attending the SEAlliance.ca and OBEC Business Sustainability Workshop!

Please keep this document as YOUR very own Businesses Sustainability Plan, an agenda for your business' sustainability action! Note also, that this workbook highlights several resources your business can access to help implement your sustainability project ideas and goals.

If you would like to further follow-up and hone in on in-depth sustainability solutions for your business, please [sign up](#) to be a part of [SEAlliance.ca membership](#) and do not hesitate to reach out! Our email is info@sealliance.ca

Notes:

SEA MEMBERSHIP BENEFITS



Join the Community

We offer a complete step-by-step guide on how to use SEA resources in your sustainability journey with our membership portal.

Connect

Get the support you need to become sustainable and grow your business.

Connect with the green Ottawa small business community, get partners benefits; engage with our interactive workshops, events and members-only forums.

Share your Success

Our coordinator will contact you at your convenience , starting with an EZ-3P

Assessment that takes you step by step to create your Eco Profile, Green mission commitments and sustainable accomplishments. You can also utilize the membership discount to get Verified with your digital green Seal from the Green Business Bureau (GBB).



sealliance.ca



ADDITIONAL RESOURCES

Energy

City of Ottawa Energy Evolution

Energy Evolution: Ottawa's Community Energy Transition Strategy

Government of Canada EnerGuide

EnerGuide energy efficiency home evaluations

Hydro Ottawa

Energy Efficiency Programs for Business Customers

Transportation

Healthy Transportation Coalition

A grassroots movement of concerned citizens, organizations and businesses working together in the National Capital Region.

Cycle Salvation

Strives to provide training and employment for people who are economically disadvantaged, while diverting bikes destined for scrap and landfill.

Ottawa Insights - Transportation

The environmental impacts of transportation are largely defined by how residents commute to work, and access services.

Waste

Box of Life

Home composting solutions (vermicomposters) in Ottawa.

City of Ottawa Waste Explorer

search tool that helps you figure out how or where to dispose of different waste items

Waste Watch Ottawa

organization doing great campaign and policy work "to improve the City of Ottawa's waste management practices"



REASONS TO GO SUSTAINABLE

Strengthen your local economy

Each dollar you spend at independent businesses returns more money to your local economy. In fact, when you consume locally, 3 times more money is circulated through our communities than a dollar spent at a chain.

Build and preserve community character

Independent businesses and retailers give communities their distinct culture. It's the local businesses and organizations that contribute to our community's personality and make where we live so special.

Forge personal relationships

When you consume locally, it's not just about purchasing a product or service, it's also about building a relationship and making connections. By participating locally you support your neighbours and friends.

Healthier environment

Locally owned businesses and organizations tend to make more local purchases than non-local competitors. This in turn requires less transportation of goods. These businesses also tend to be in city centres making them more accessible by foot.

Increase collective community wealth

Locally owned businesses employ residents. They are more likely than big box competitors or purchase locally. The owners and staff of these businesses and organizations tend to live in the communities where they operate.



TELL US HOW WE DID!

Thank you so much for attending our BSP today! We at Ottawa Biosphere Eco-City and Sustainable Enterprise Alliance hope that it was as inspiring as educational.

Below we've created a 5 minute form for you to share your thoughts on the workshop, any suggestions for the future, and what you've taken away from attending! **We would really appreciate you taking the time to answer.** Please follow the link or QR code below to fill out our survey.

Thank you so much!

OBEC and SEAlliance



[Or access the form here!](#)



CONTACT US



www.SEAlliance.ca
Info@SEAlliance.ca

[JOIN SEA](#)



www.obec-evbo.ca
coordinator.obec@gmail.com

