



**In Celebration of
Waste Reduction Week in Canada
Recycling Council of Ontario presents:**



Clean, Lean, Green
Sustainability Options for Small & Medium Sized Businesses

Date: Thursday, 18 October, 2007, 8-10 am.

Venue: Albion Room, Novotel Hotel, 33 Nicholas Street, Ottawa (downtown).

Cost: \$ CN 20.00 (includes breakfast)

For more information or to reserve your seat **e-mail:** veena@rco.on.ca
Or call **Veena** at 613-686-5412. *Please RSVP by Friday, 5 October, 2007.*

Join our experts' panel who will share current research, information and resources for considering and integrating sustainability practices into everyday business practices. This open discussion will provide your business, regardless of size or type, with practical information and resources that will help you understand and improve its environmental performance.

The event is sponsored by the Recycling Council of Ontario to celebrate Waste Reduction Week in Canada (October 15-21, 2007).

Facilitator: Jo-Anne St. Godard, Executive Director, the Recycling Council of Ontario
Don Grant, Senior Sustainability Specialist, Jacques Whitford
Corinne Pohlmann, Vice President, National Affairs, Canadian Federation of Independent Business
Sally McIntyre, Program Manager, Environmental Programs, City of Ottawa
A representative from Environment Canada

Speaker's Focus:

Don Grant will talk about three areas where small businesses can become more sustainable:

- * Reducing your carbon footprint - how to calculate it, reduce it and purchase carbon offsets.
- * Green purchasing - how 5 purchasing decisions can make a difference.
- * Adding 'green' to your value proposition - how to talk to your customers or clients about your sustainability efforts.

Corinne Pohlmann will present CFIB's newest report that examines small business perspectives on the environment. The report is based on nearly 11,000 responses from small businesses across Canada to a survey conducted in early 2007. She will discuss the environmental issues of greatest importance to small business, how they are responding and the barriers they face. She will also present some ideas on how to help small business improve the environment in which they do business.

Sally McIntyre will discuss the City of Ottawa Industrial Commercial and Institutional (IC&I) waste reduction initiative, the range of management options under consideration, public feedback to date, including the results of a survey of small businesses on current practices, and a selection of options available.

Environment Canada will present the goals and highlights of a new internet portal they have developed with **Industry Canada**, specifically for small and medium sized business.

For more information on Waste Reduction Week in Canada and the Recycling Council of Ontario please go to: <http://www.wrwcana.com/>
<http://www.rco.on.ca/>