



Eco-efficiency

Becoming an Eco-efficient Business

What is eco-efficiency?

- It is a business management philosophy that focuses on becoming more competitive, more innovative, and more environmentally responsible.
- It involves a practical and systematic approach to incorporating environmental performance objectives into your business plan.
- It allows a business to link environmental performance to financial performance, which illustrates that more efficient processes save money and benefit the environment.
- It encourages you to do more with less – to create quality products and services while reducing the resources used in the process.
- It supports a socially responsible way of managing a successful business within a community where consumers are increasingly concerned with environmental regulations and responsibility.

Benefits of eco-efficiency for small and medium-sized companies

- Reduced inefficiencies and waste
- Lower operating costs or increased revenue
- Improved quality
- Better customer, staff and supplier relations
- Enhanced business image
- Reduced environmental liabilities
- Improved regulatory compliance
- Continuous improvement of processes and practices
- Improved workplace safety and employee health
- Improved bottom line
- Reduced environmental impact

Seven ways to be more eco-efficient

- Reduce the amount of material required in the production of your goods and services.
- Reduce the amount of energy required in the production and delivery of your goods and services.
- Reduce toxic emissions.
- Design your products to be recyclable.

- Maximize the use of renewable resources in the production and delivery of your products and services.
- Design products that are durable and easier to repair.
- Design products that serve multiple purposes and that can be easily upgraded.

Eco-efficiency and the Atlantic Canada Opportunities Agency (ACOA)

ACOA recognizes that a healthy environment is an essential component of a dynamic and sustainable economy. The Agency is committed to encouraging and supporting sustainable businesses and communities throughout Atlantic Canada. ACOA's assessment process requires that projects conform to environmental guidelines set out in the *Canadian Environmental Assessment Act*.

Where do you go from here?

There are many tools and resources available to help your business become more eco-efficient. Check out the *Tools for Business* listed on the ACOA Web site at: www.acoa-apec.gc.ca/e/sustain/tools.shtml

You can also contact your ACOA account manager for more information on how to adopt more eco-efficient practices.

For general information, contact ACOA at: 1-800-561-7862 or consult the ACOA Web site at: www.acoa-apec.gc.ca

When re-ordering, please quote:

ISBN: 978-0-662-49994-7

Catalogue Number: lu89-4/26-2007

ACOA: 2007-03

15% post-consumer waste
Printed with vegetable inks



Printed on recycled paper
Imprimé sur papier recyclé

 Printed in Canada
Imprimé au Canada



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada