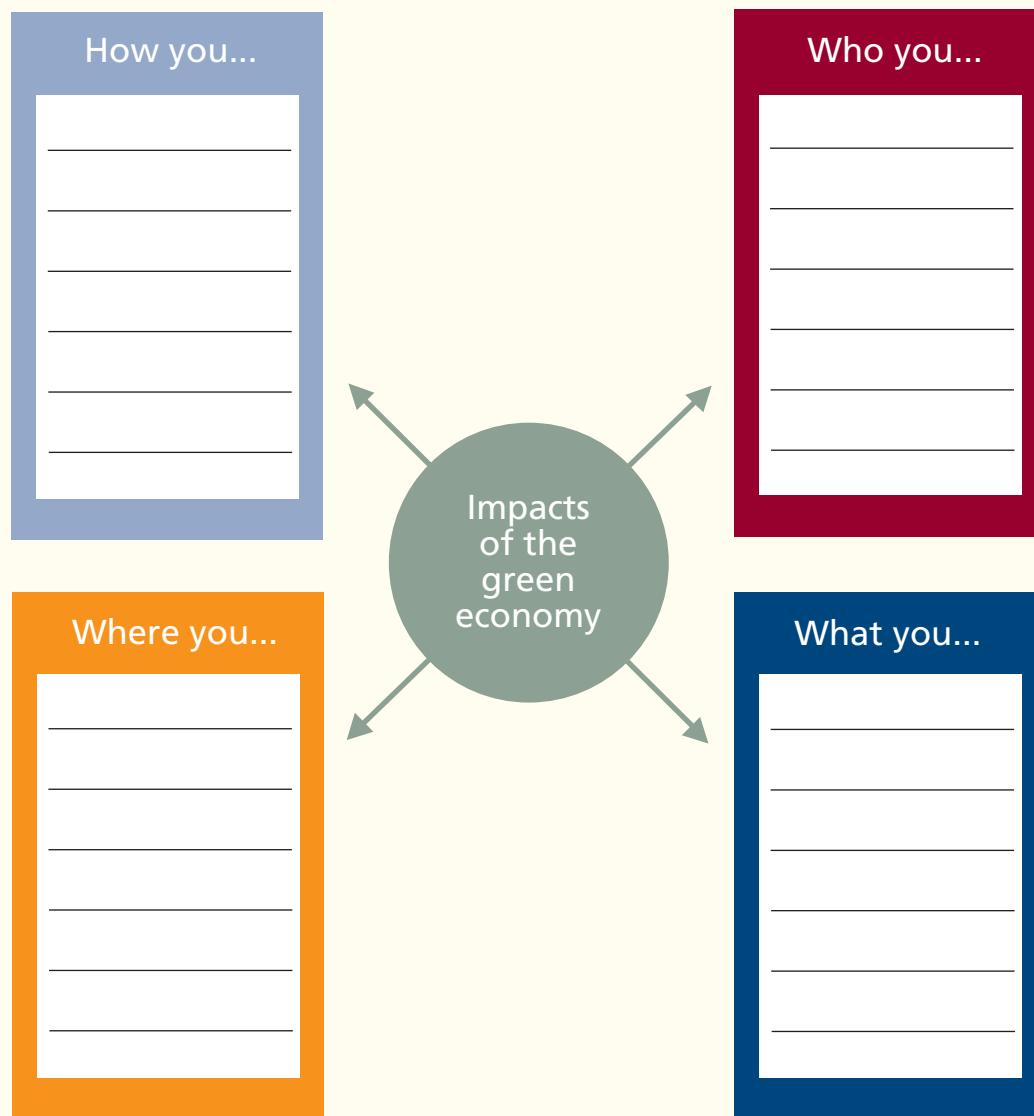


Knowledge Insider

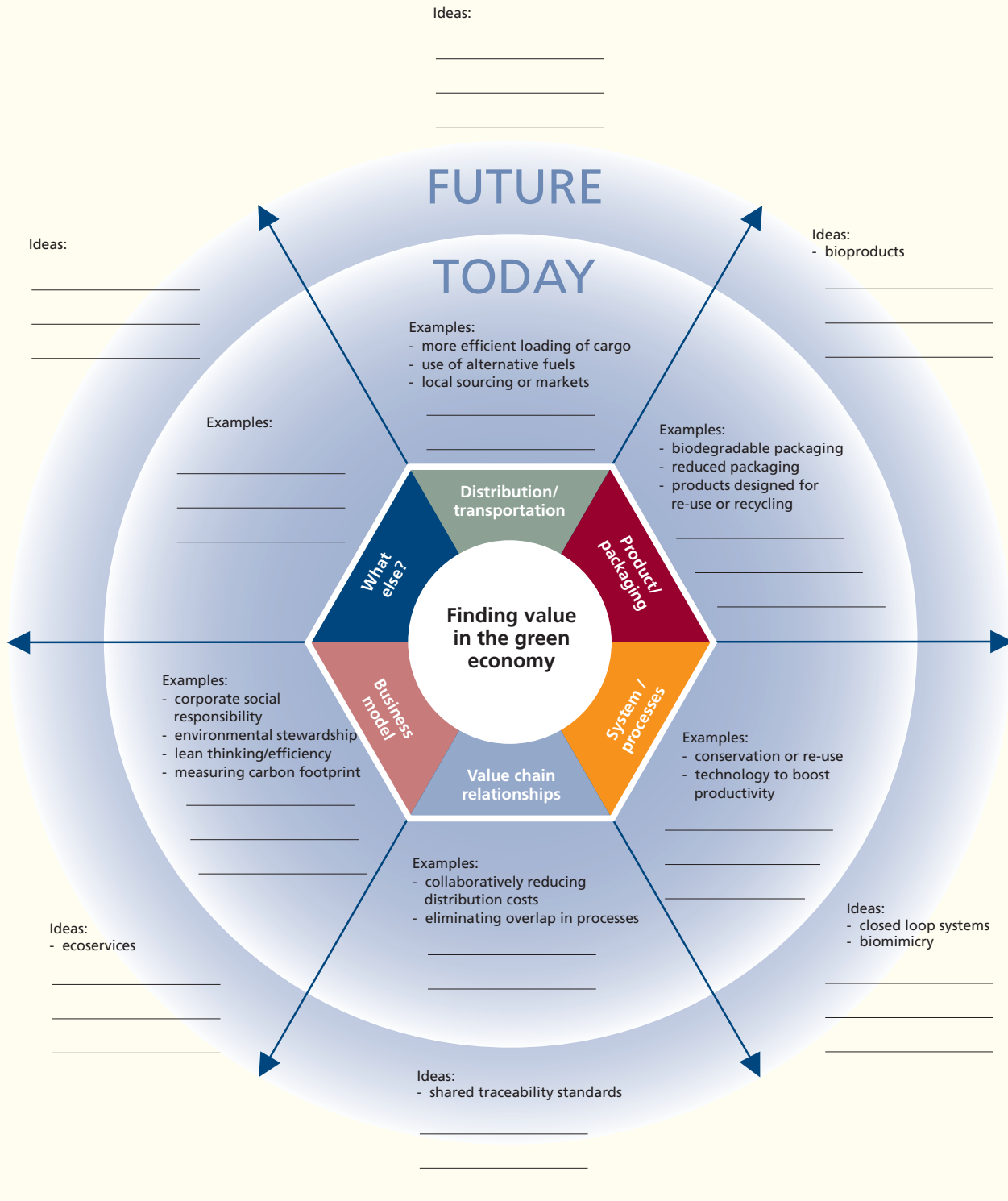
Tips, tools and strategies | **Finding value in green**

How will you create opportunities in the green economy?

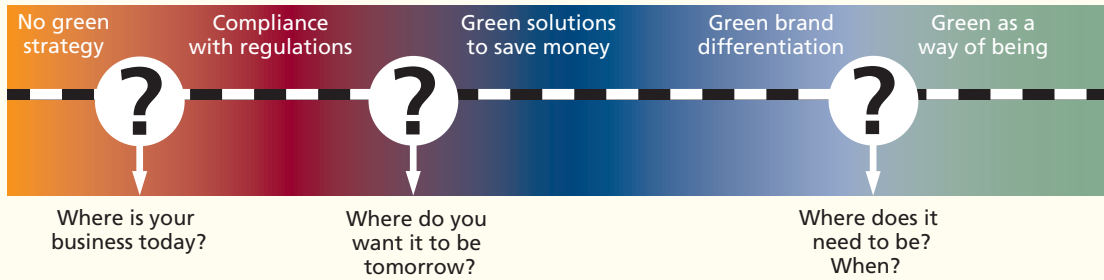


Thinking about possible impacts today can help your business find opportunities for profit or savings through environmental initiatives.

Find value for your business in the green economy



How green is your business?



Ask yourself a few key questions to decide where you want your business to be and how it can get there.

Vision

How do green initiatives fit with your business vision? Using a green lens when reviewing your business model can uncover opportunities to meet the needs of people, the planet and your profit (triple bottom line).

Knowledge

What information do you need to make an informed, strategic decision about the future of your business? Who can you work with to fill any knowledge gaps?

Investment

What are you willing to spend upfront to make changes to your operations, marketing or business model? How will you calculate the return on investment for infrastructure investments?

Risk

What level of risk will you take? How will you assess risk? Who can you work with to complete a risk and opportunity assessment?



Making it work – Houweling Nurseries

Four years ago, B.C.-based Houweling Nurseries started thinking about expanding its California hothouse operation, since the climate allowed for year-round harvesting and increased production. Faced with escalating energy costs and anticipated water shortages, the company developed a green business model. Today, Houweling hothouses are energy-neutral, featuring solar energy, water reclamation and

environmental control technologies. With the help of U.S. tax credits, accelerated depreciation and energy incentives, the company has reduced its projected payback period. According to CFO Peter Cummings, “Ultimately, we were looking for ways to embrace green technologies while improving our competitiveness, both in sustainable agriculture practices and through reduced cost of production.”

www.houwelings.com

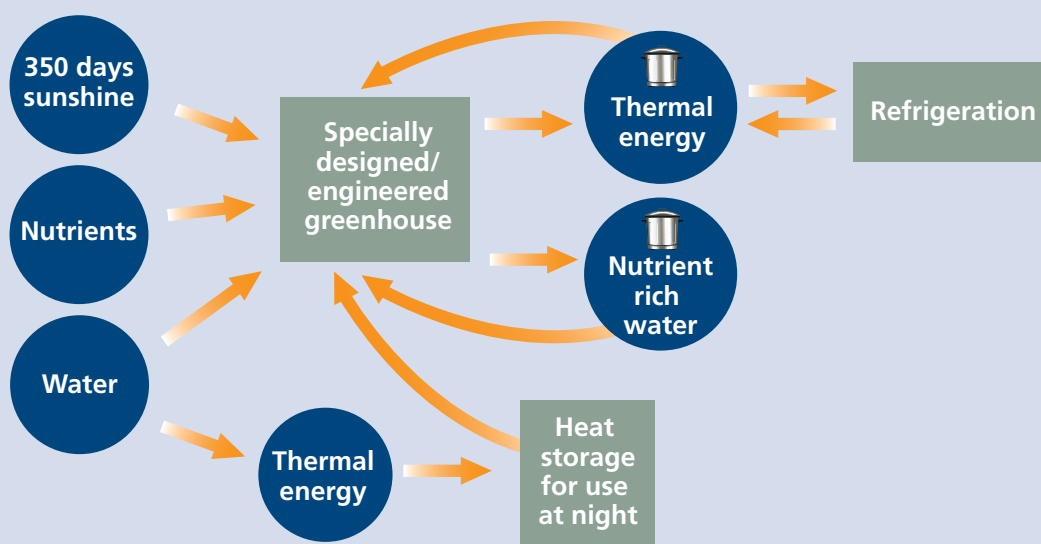


Photo courtesy of Houweling Nurseries

Metrics and measurement in the green economy

New ways of doing business need new ways of measuring success. Changes in policies or practices from governments and partners in the value chain will affect how and what you measure. One change, like Walmart's new environmental labelling initiative, can alter how value chain partners measure their environmental impact. With environmental factors included in the bottom line, how will your measurement be different tomorrow?

We can already measure anything from the environmental footprint of a farm to the efficiency of converting waste to energy. We are beginning to calculate the value of ecosystems to the economy. For example, the Pembina Institute studied the value of natural capital in Canada's boreal forest. It calculated that the non-market value of boreal ecosystem services was \$93.2 billion, including

Did you know?

The Soil Conservation Council of Canada (SCCC) is evaluating a new computer-based tool called Holos, which helps agricultural producers identify opportunities to calculate and reduce greenhouse gas emissions in their operations. Holos has been designed by Agriculture and Agri-Food Canada to analyze a range of on-farm conservation management scenarios and determine potential reductions. It's currently being tested by teams across Canada.²⁴

www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1226606460726&lang=eng

Did you know?

Agriculture and Agri-Food Canada has developed eco-efficiency indicators for soil, water and air quality, biodiversity and the food and beverage industry. Five issues have been identified for the food and beverage industry: energy use, greenhouse gas emissions, solid organic residue generation, packaging waste regeneration, and water use and waste water production.²⁵

flood control and water filtering by peat lands, carbon sequestration and pest control by birds.²⁶ New metrics spur new thinking about what we value.

Reliable measures can help you assess whether a green solution is bringing value, or even profitable. How will you determine whether a greener solution will positively affect the environment and your business?

We can measure the amount of resources needed to produce a consumer product, such as how much virtual water is in a product, or the net sum of all the water needed to produce it. This hidden history of products can be eye-opening. For example, two quarts of gasoline and a thousand quarts of water are required to produce a quart of Florida orange juice.²⁷ We can measure the water footprint of a country or the total draw of that nation on the global water supply. What aren't we measuring yet? What do these new measures mean to your agribusiness? What do you need to measure to

Notes

Finding value in green



- ✓ Water
- ✓ Energy
- ✓ Feedstock or ingredients

What else?

- ✓ Design
- ✓ Marketing
- ✓ Transportation
- ✓ Technology

What else?

- ✓ Products
- ✓ Services
- ✓ Packaging
- ✓ Emissions
- ✓ Waste products

What else?

make strategic decisions within the green economy?

What I'm thinking of:

- reducing costs
- increasing revenue
- rethinking waste
- conserving inputs (water, feedstock, energy)
- accessing green tax initiatives, grants and incentives
- evaluating production practices
- getting involved in emerging carbon markets

- assessing my environmental footprint
- improving productivity
- improving efficiency
- eliminating waste energy
- creating new products or revenue streams
- learning more about green design principles
 - monitoring changing policies or regulations
- conducting scenario planning or doing case studies
 - analyzing risk with a green lens

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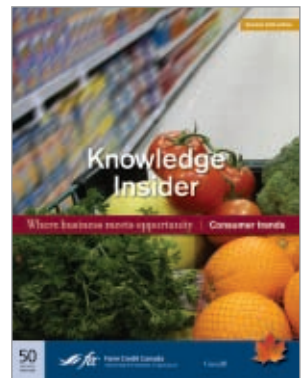
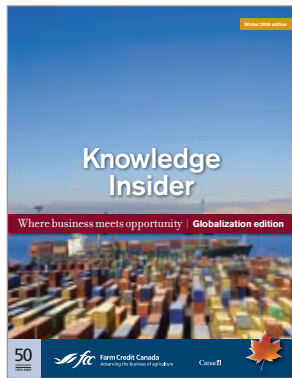
What you'll find	Web address
Water	
Rural water quality information tool	www.agric.gov.ab.ca/app84/displayInfo?type=showFeatures&value=1
Learn about your water footprint and virtual water	www.waterfootprint.org/?page=files/WaterFootprintCalculator www.gdrc.org/uem/footprints/water-footprint.html
Find information about new approaches some communities are taking to manage their water issues	www.sekid.ca/links.html www.nation.on.ca
Find information about reducing agricultural impacts on water resources	www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1187702145201&lang=eng
Monitor the business of water	www.globalwaterintel.com/useful-links
Environmental services	
The Canadian Society for Bioengineering helps you find information about energy generation from your business's biomass	www.bioeng.ca/members
Canadian Green Chemistry Network	www.greenchemistry.ca/index.html
Packaging Association of Canada	www.pac.ca/index.html
Canadian Environmental Technology Advancement Centres can help you develop green technologies	www.enviroaccess.ca/index-en.html www.cetacwest.com www.oceta.on.ca
Access information on financing and support through Sustainable Development Technology Canada	www.sdtc.ca/en/index.htm
Find environmental programs for your province or region through Agriculture and Agri-Food Canada	www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1204137480722&lang=eng www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1204137480722&lang=fra
Find the closest collection site for your empty pesticide containers from Crop Life Canada	www.croplife.ca/web/english/stewardship/empty_container_program.cfm
Find out if your product meets criteria for environmentally friendly	http://ethiquette.ca/index2.html
Monitoring new developments	
Carbon markets: <ul style="list-style-type: none"> • Climate Change Central – Alberta • Western Climate Initiative • European Climate Exchange • Chicago Climate Exchange 	<ul style="list-style-type: none"> • www.climatechangecentral.com • www.westernclimateinitiative.org • www.ecx.eu • www.chicagoclimatex.com

What you'll find	Web address
Monitoring new developments	
Algae	www.nrc-cnrc.gc.ca/eng/news/nrc/2009/09/16/algae-biofuels.html www.nrc-cnrc.gc.ca/eng/projects/nbp/biofuels.html www.nrc-cnrc.gc.ca/eng/programs/imb/national-bioproducts-program.html
Bioproducts	www.ic.gc.ca/eic/site/lsgpdsv.nsf/eng/hn01663.html
Research on life cycle of products, processes and services	www.groupes.polymtl.ca/ciraig/
Monitoring green trends	
Database on what the federal government and Canada are doing in support of sustainable development	www.sdinfo.gc.ca
The Wall Street Journal's daily analysis of the business of the environment	blogs.wsj.com/environmentalcapital
Get a daily green briefing	www.environmentalleader.com
Source for news, opinion, best practices and other resources on the greening of mainstream business	www.climatebiz.com
Follow consumer trends for environmentally friendly food products	www.greenlivingonline.com/food

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