

The Eco-Efficiency Centre's
✓ **Business Checklist** ✓
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The Genuine Progress Index (GPI) is an excellent alternative to Gross Domestic Product (GDP) for measuring a country's economic progress because it incorporates important measures including sustainability, well being, and quality of life. Here are some tips businesses should consider to contribute to Canada's GPI:

- ✓ **Engage and support to your local community.** This will help develop your image as a responsible corporate citizen.
- ✓ **Recognize the benefits of employee volunteerism.** Provide opportunities throughout the year for your employees to take time off to volunteer.
- ✓ **Research the social and environmental impacts of the natural resources you purchase.** There may be alternative resource supplies that have a smaller footprint.
- ✓ **Measure your business' impact by baselining annual water consumption, energy use, solid waste generation, and chemical use** and look for reduction opportunities.
- ✓ **Check out the websites and corporate social responsibility reports** of top corporate citizens in Canada. What can you take away from their successes?

For more information, please visit:

www.gpiatlantic.org/

www.corporateknights.ca/report/2011-best-50-corporate-citizens-canada

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