

The Eco-Efficiency Centre's
✓ **Top-Ten Checklist** ✓
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The largest research study with CEOs on corporate responsibility suggests that sustainability could become fully integrated into a business' core operations within a decade. Many CEOs acknowledge that this integration is due to the cost efficiencies, revenue increases, and access to new markets, all linked to sustainability initiatives. Given this expected trend it may be a good time to assess how well your sustainability goals are being incorporated into your day-to-day operations. Consider the action items listed in our top-ten checklist as you begin your assessment.

- ✓ **Identify opportunities to incorporate environmental values into strategic decision making.** Being proactive can strengthen your operations and tap into new growth opportunities for your business.
- ✓ **Set reduction goals and targets.** Calculate your footprints (energy, water, and waste) in order to set baseline measurements and reduction goals.
- ✓ **Prepare your business for climate change.** Investigate predicted weather changes in your region and consider the risks to you business including facility damage and unexpected shutdowns.
- ✓ **Ensure efficient consumption of natural resources.** A sustainable economy relies on responsible resource consumption by all businesses now and into the future.
- ✓ **Invest in new technologies and environmentally-responsible suppliers.** These actions stimulate the green economy and help foster long-term sustainability.
- ✓ **Think outside the box by creating new positions in your company** as one way to access the green marketplace.
- ✓ **Offer green products and services.** Demand by consumers for green services and products will continue to rise. Businesses with proven environmental track records will reap the greatest benefits.
- ✓ **Reduce your dependency on finite resources.** Investing in renewable resources will help your business overcome price volatilities associated with non-renewable fossil fuels.
- ✓ **Establish a sustainability training program for your employees.** This form of professional development could result in new green initiatives for your workplace.
- ✓ **Engage with non-profit environmental organizations.** Non-profit organizations are an excellent resource for accessing and disseminating current sustainability information.

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