

# GREENLEADER

## Business Assessment

The GreenLeader program is a simple and common way for organizations and businesses to demonstrate their commitment to the environment. A total of five green stars can be earned. The first two stars reflect an initial commitment -- one each for the pledge and initial actions. The remaining three stars reflect a level of excellence within the three categories of leadership: internal operations, products and services, and community support.

**Business Pledge** ★ Check box if you have pledged to be a green leader

Business Name: \_\_\_\_\_

Updated: \_\_\_ / \_\_\_ / \_\_\_\_\_  
                  day    month    year

We will be a green leader -- in our operations, in the products and services we provide, and in helping green our community.

We will continue to improve over time.

**Initial Actions** ★ Check box if you are doing five or more significant green activities

Please check each box that corresponds to a priority or an action your business has taken. List your top green actions.

Through our business practices, we:	We can help people:	Our top green actions:
<input type="checkbox"/> help nature <input type="checkbox"/> save water <input type="checkbox"/> save energy <input type="checkbox"/> use green power <input type="checkbox"/> drive less <input type="checkbox"/> live local <input type="checkbox"/> eat smart <input type="checkbox"/> buy green <input type="checkbox"/> waste less <input type="checkbox"/> prevent pollution <input type="checkbox"/> use green building design <input type="checkbox"/> have a green supply chain and procurement	<input type="checkbox"/> help nature <input type="checkbox"/> save water <input type="checkbox"/> save energy <input type="checkbox"/> use green power <input type="checkbox"/> drive less <input type="checkbox"/> live local <input type="checkbox"/> eat smart <input type="checkbox"/> buy green <input type="checkbox"/> waste less <input type="checkbox"/> prevent pollution <input type="checkbox"/> Other	_____ _____ _____ _____ _____ _____

**Management Plan** ★ Check box if you have third party recognition or certification of your plan

Does your business have an integrated green plan or environmental management system?  
 No     Yes

Do you have third party recognition or certification of your green plan or environmental management system?  
 No     Yes: \_\_\_\_\_

**Products & Services** ★ Check box if you offer more than 50% environmentally preferred products

What percentage of the products and services you sell are environmentally preferred or benign?  0     5     10     25     50     75     100  
 -- measured by:     overall sales     catalogue or product type     other

What percentage of your green products or services are certified or are fully green?  0     5     10     25     50     75     100  
 -- list examples: \_\_\_\_\_

**Community Support** ★ Check box if you provide over 1% of sales or equivalent to your community

Please check each box that corresponds to an action your business has taken and use the space provided to explain each action.

<input type="checkbox"/> Community projects	_____
<input type="checkbox"/> Employee incentives and support	_____
<input type="checkbox"/> Helping other businesses go green	_____
<input type="checkbox"/> Donations to green groups	_____
<input type="checkbox"/> One Percent for the Planet member	_____

The GreenLeader rating system was developed by the Conservation Council of Ontario and partner organizations. It can be freely adapted and used by all businesses and associations that share our goal of a conservator society and a green economy. The rating system is a self-assessment process and does not constitute an endorsement of individual products, services, companies, or organizations unless expressly stated. See [www.weconserve.ca](http://www.weconserve.ca) for details.

## Guidelines

GreenLeader is designed to help connect green consumers with the green economy. It is a simple way for businesses, organizations, and even governments to let their customers know about their environmental commitment. The five-star rating system covers three important areas of green leadership:

**internal operations:** all the good work you are doing behind the scenes

**products and services:** everything you sell or offer to your customers or clients

**community support:** how you are helping your neighbourhood or your business community to go green, or the donations you provide to environmental causes.

The GreenLeader rating is self-assessed. It can be easily adapted to fit all types of business operations and you are encouraged to include other certification or green labelling programs as part of your rating. We also encourage you to contact your business association to find out about any green support programs they offer that can help improve your GreenLeader rating.

- Step 1 Fill out the assessment form. Keep in mind that your customers or clients will be reviewing your green claims, so it is best to be conservative and avoid controversial claims or potential greenwashing.
- Step 2 Post your assessment form for public viewing -- in-store or on your website -- or have it readily available to show your customers. Your staff should be prepared to answer questions about your rating and your green commitment.
- Step 3 Display the GreenLeader signage. On the window sign, you can peel off the white labels to reveal the number of green stars you have earned to date.
- Step 4 Keep going. As a green leader, you should continually seek ways to improve your own environmental performance and to help your customers or clients to be green consumers.

## Initial Commitment

### Business Pledge

★ Check box if you have pledged to be a green leader

Your pledge to be a green leader means that you will work on all three areas of leadership: internal operations, products and services, and community support, and that you will continue to improve over time. Include the date, and remember to update your assessment form regularly (annually).

### Initial Actions

★ Check box if you are doing five or more significant green activities

Check the boxes that apply to your business in both columns and then list your five most significant actions (internal operations, green products or services, or community support). The categories of actions includes the "top ten" conserver list which is also being used to promote individual action. You can choose the specific actions that make the most sense for your business. They may be your biggest environmental issue, the best way to save money and go green at the same time, or they may be green services offered by your association or local groups and businesses.

## Levels of Excellence

### Management Plan

★ Check box if you have third party recognition or certification of your plan

Once you have undertaken a number of internal actions, the next logical step is to develop an integrated green plan or environmental management system (EMS) for your business. For larger companies, you can become registered under ISO 14001, or for small companies there is an ISO 14001 compliance program that will guide you through the process of setting up an EMS. You can also check to see if your business association offers a service to develop an EMS and/or green your operations.

### Products & Services

★ Check box if you offer more than 50% environmentally preferred products

50% environmentally preferable products is a high target, however we strongly encourage you to include products that are certified or that are "fully green", meaning that their environmental claims address all aspects of the product (source material, packaging, life cycle, and the product itself). For more information of greenwashing, see [www.terrachoice.ca](http://www.terrachoice.ca).

### Community Support

★ Check box if you provide over 1% of sales or equivalent to your community

One Percent for the Planet ([www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)) recognizes businesses that commit to donating 1% of their sales to green causes. We support their campaign, however we also allow for businesses to be flexible in how you assess your community support. You can include in-kind contributions and volunteer time, and your definition of community can be your neighbourhood, your peers, or the environmental community.

See [www.weconserve.ca](http://www.weconserve.ca) for more resources.