



## CASE STUDY

# Fredericton Volkswagen

**Location:**

14 Avonlea Court. Fredericton, NB.

**Contacts:**

Thor Olesen

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**Products and Services:**

Automotive Industry

**Date of Case Study:**

October 23, 2008.

**Achievements:**

Thor Olesen runs a piece of the third largest automotive dealer in the world, Volkswagen. When speaking of VW, superior German engineering we attribute, but what of superior “greening” strategies? Along with their multiple fuel efficient vehicles, such as their TDI line, Thor is a determined advocate for creating a space in which to sell his environmentally conscious products that *is* environmentally conscious. Set on reducing his environmental impact, Thor has launched himself, or perhaps driven himself to a top spot within Green Shops.

With an outstanding 35 credits, Thor has long reached Green Shops Gold status, no small feat. To achieve this, Thor tackled small things that make a big difference, such as putting aerators on all faucets, using all CFL bulbs for lighting requirements, and discontinuing the use of cosmetic pesticides on VW’s landscape. Each of these elements vastly reduces Thor’s environmental impact, and on top of all this, Thor has implemented an extremely elaborate recycling program that caters to cardboards, plastics, and even metals (perhaps an essential in the auto industry!). The next step for Thor is contacting Grün-Sol for some innovative environmental technologies, who knows, maybe next time you drive by VW you will feel a gush of wind from a new wind turbine!

Becoming a Green Shops Gold member is not easy, and maintaining that status is equally challenging. Thor is acutely aware that Frederictonians want, and expect our businesses to represent responsibility, not only economically, but environmentally as well, and is taking the necessary steps to adequately achieve this representation.

**Currently Implemented Actionable Items:**

1. Conduct an Energy NB Audit
2. Improve Building Insulation
3. Switch to High Efficiency Lighting
4. Install Industry-Specific Energy Efficient Equipment
5. Implement a Recycling Management Program
6. Discontinue the Use of Consumer Plastic Bags
7. Implement a No-Idling Policy on Premises
8. Implement a No-Idling Policy for Fleet Vehicles
9. Install Aerators on all Faucets
10. Develop a Low-Water Tolerant Landscape
11. Install Industry-Specific Water Efficient Equipment (high pressure hose system in wash bay)
12. Discontinue the Use of Cosmetic Pesticides on Landscape