



## CASE STUDY Jacques Whitford

**Location:**

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**Products and Services:**

Environmental Consultancy Industry

**Date of Case Study:**

November 17, 2008.

**Achievements:**

Established in 1972 in Halifax, Jacques Whitford has been “engineering sustainable solutions” for over 30 years, and not only in North America. In 1993 Jacques Whitford went international with their first office in Russia. Jacques Whitford (JW) is an engineering firm excelling in environmentally conscious solutions and providing their clients with the knowledge to implement environmentally progressive technologies.

With a briefing like this, one might expect Jacques Whitford to top the charts of Green Shops, and rightfully so, already JW is a Gold member with over 30 credits! Not only does this firm help others become more environmentally aware, they themselves practice what they teach. They have reached their status by implementing small things such as switching their lighting to high efficiency fluorescents, and installing aerators on all faucets, and by implementing larger scale projects such as their hybrid vehicle policy. All senior-level JW staff that drives a company vehicle is provided with a modern hybrid, vastly reducing fuel consumption in an industry requiring much travel. To add to this, they have reduced their flight travel by using video-conferencing technologies.

Many of these initiatives are driven by Jacques Whitford’s own sustainability committee and are adhered to by the entire staff. To help monitor their improvements, they track their environmental performance four times a year with clear targets and indicators. Clearly JW cares about our environment; next time you have a problem, and

are looking for a more environmentally progressive answer, give them a call, you might be surprised!

**Currently Implemented Actionable Items:**

1. Switch to high efficiency lighting
2. Install a programmable thermostat
3. Install timers on all non-essential appliances
4. Install industry-specific energy efficient equipment (reducing internal paper usage)
5. Compost organic waste
6. Implement a recycling management program
7. Promote an active transport strategy (reducing air commuting with more effective online conferencing)
8. Implement a no-idling policy on premises
9. Replace fleet vehicles with high fuel efficient vehicles
10. Install aerators on all faucets
11. Increase provision of environmentally certified products and services (carbon-neutral consulting)