



CASE STUDY

Wilson Insurance

Location:

404 Queen St., Fredericton, NB.

Contacts:

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Products and Services:

Insurance

Date of Case Study:

January 14, 2009.

Achievements:

Dedication and commitment have long been qualities displayed by Wilson Insurance toward their clients, their employees, and now toward “greening” Fredericton. For nearly 80 years Wilson Insurance has been serving Frederictonians, and has been doing so with the environment in mind. With two Fredericton locations, one Northside and one Southside, they have doubled their opportunity to make a difference and are proud to be environmental stewards.

Already a Green Shops Bronze member with 23 credits, Heather Wilson of Wilson Insurance foresees Gold in their future. A few actionable items currently implemented include converting to natural gas, using programmable thermostats to regulate temperatures (which at 3pm goes down to a conservative 15 degrees), and the use of environmentally friendly certified cleaning products. Also very notable, Wilson Insurance, is on the cutting edge of technology when it comes to their industry. Through the use of the internet, dual monitors and the incorporation of a company intranet they have been able to vastly decrease internal and external paper consumption.

As the first insurance broker to join Green Shops, Wilson Insurance is proving that every business can and has a part to play in “greening” Fredericton. This progressive business, established in 1930, is leading the way to a more environmentally conscious future for all Frederictonians.