



The Daily Gleaner

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Where are you shopping?

Over the past few months I have had the great pleasure of filling the role as Green Shops Coordinator. I have had the opportunity to meet with business owners and managers who are not only doing their part for the environment, but who are also going above and beyond, and doing things that I did not even know were happening here in Fredericton! If you are not aware of the Green Shops program, I'll give you a bit of a run down.

Green Shops is a voluntary program under the umbrella of the Green Matters greenhouse gas reduction campaign. Started as a pilot project in 2008, it is now an established program with more than 60 member businesses and three community partners: Business Fredericton North; Downtown Fredericton Inc.; and Fredericton Chamber of Commerce. Participating businesses are encouraged to implement actionable items, which simultaneously reduce their environmental impact, reduce their operating costs, and advance Fredericton's movement towards being a more sustainable community. Currently, there are a total of thirty potential actionable items that each business can accomplish from installing low-flow toilets to installing a solar water heating system. Depending on their situation, all or only a few items may be applicable. For instance, one business may own their own building making them more accountable while others may lease their space, and yet others may work from a mobile fleet with no physical office space at all.

Each business is subject to an audit to determine 1) which items are applicable to them; 2) which items they have completed; 3) which items they are working on; and, 4) what more they can do to further reduce their environmental impact. Once the audit has been completed, businesses receive a total percentage score certifying them as a bronze, silver or gold Green Shop. Member businesses are audited annually and are expected to continue to implement actionable items, set personal goals and undertake innovative initiatives.

While Green Shops is directly focused on the business community, the program also links consumers who frequent the shops, and to the suppliers who provide products and services to the businesses. The ultimate goal of the program is to reduce Fredericton's environmental impact through supporting, promoting and rewarding environmental stewardship within the business community.

The program has been designed to provide support and guidance yet remain flexible enough to be applicable to all commercial sectors in Fredericton, and through the program's resources, each participating business will develop its own unique trajectory of environmental commitment. It is important to note that Green Shops is exclusive to the City of Fredericton and we have yet to discover a similar program in North America.

As consumers, individuals can play a significant role in the Green Shops program. I encourage everyone to support Green Shop member organizations and to share ideas, suggestions, and concerns. Soon you will be able to learn more about member organizations and how the program is managed on the new Green Shops website. The new website will be easily accessible, informative and have the latest news on what members are doing to reduce their environmental impact. So keep watching for exciting news on the launch date later this month!

Here is a list of our current member organizations:

Active Therapy, ADI Limited, Aitken's Pewter, All About Animals, Atlantic College of Therapeutic Massage, Avalon Salon Spa, Bamboo Esthetics, The Barking Lot, Bejewel Gallery, The Belton Group, Bishop Drive Convenience, Blonde Inc., The Blue Door

Brewbakers, Capital Bar Complex, Carmen Creek Golf Course, The Crowne Plaza, Dana's Collision Centre, Delta Fredericton Hotel, Embleton Auto, Envirotherm Insulators, Eric Holman (Realtor), Excel Pest Control, Exit Realty, Fredericton Naturopathic Clinic, Fredericton Playhouse, Fredericton SPCA, Fredericton Volkswagen, Fredericton Wellness Centre, Fresh Esthetics, Gallery 78, Gallery Opaque, Garrison District Ale House, Gas Free Grass Cutters, Golf Greens Condominiums, Grun-Sol, Hang Nails Esthetics Studio, The Happy Baker, Harvest Jazz and Blues Festival, Hockey NB, Home Depot, Isaac's Way, Jim Gilbert's Wheels and Deals, Johnston Chiropractic Associates, Kwik Kopy Design and Print Centre, LuminUltra, Marriott Global Reservation Sales & Customer Care, McInnes Cooper, Picaroons, Radical Edge, Regent Mall, Remsoft, Robert Simmonds, Room 2 Remember/ Room 2 Remember Kidz, Satori Centre for Well-Being, Service Master Clean, Sir Speedy Printing and Marketing Services, Snooty Fox, Stantec, Stylin' Mama, Baby and Tot, Sue Lawrence Hair, Spa and Gallery, Targett Windows and Doors, Taylor Printing Group, Treecologic, What On Earth, Whisco, and Wilson Insurance.

Fredericton businesses can set up an audit to become a Green Shop by contacting the Green Shops Coordinator at greenshops@fredericton.ca. I encourage all Fredericton area businesses to join the program and help reduce Fredericton's environmental impact.

Valerie Hillier is a Frederictonian who lives with the environment in mind. She is presently filling the role of Green Shops Coordinator. If you would like to contact the Green Matters team about Green Shops or any other related matter, email greenmatters@fredericton.ca.