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Where Green Minded People Meet

GreenNexus, the company I co-founded last year, was recently recognized at the 11th Annual KIRA Awards as the most promising start-up company in New Brunswick. These awards, otherwise known as the Oscars of the New Brunswick knowledge industry, recognize IT leaders in the province in categories such as most promising start-up, employment growth and technology advancement. A nomination in itself is appreciated, but to win the award is truly an honour.

Starting a business from scratch is a very difficult thing to do. You need to develop a product or service, build a strong team, figure out how you are going to feed your family while the business gets off the ground, and make decisions every day that will affect the long term success of the venture.

Addressing the climate crisis and other environmental issues are critical as we enter a new decade, and using the web is an integral component in connecting people and organizations. The GreenNexus online community enables members to motivate, educate and support each other to reduce their individual and collective environmental impact. Individuals or organizations can virtually link up with others on specific topics of interest to them - maybe green energy or buying carbon credits; eco-product consumer reviews or installing a solar outdoor shower for the cottage. Check out www.greennexus.com and you'll see that the information sharing potential is endless.

We have been able to grow through hard work, smart work, encouragement and support from colleagues, and a strong network along the way. All are components in developing a successful business.

I would like to personally thank some colleagues and organizations for being part of our journey to date.

The City of Fredericton, and in particular Sonya Hull, have been very supportive of GreenNexus. We worked with the City as they launched the Green Matters Campaign two years ago, and continue to do so. Fredericton is a wonderful city in which to live and work, as well as a great city to work with – thank you.

Less than a year after launching the Green Energy Challenge in partnership with the City, we went national in partnership with CBC and Cisco Systems as member of the One Million Acts of Green campaign last fall. Many thanks to CBC and Cisco Systems for that opportunity. Last month, Cisco Systems and GreenNexus launched One Million Acts of Green across the United States.

Tom Mann and Dennis Atchison at the New Brunswick Union (NBU) are also supporters of our work. We are fortunate that they helped create awareness in the early days and still continue to do so. I am proud of our friends at NBU as they too recently received a prestigious award from the Conservation Council of New Brunswick for their work in advancing the environmental cause.

Al Gore's Climate Project has also been a very supportive in our development, signing on as our first partner outside of New Brunswick.

Most importantly, we are proud of the fact that we have been able to grow this business from right here, in Fredericton, New Brunswick. We have a smart, hard working team (most who live here). Admittedly, growing a business has meant a few more flights to the US, Toronto, and Montreal than we might have to do if we were located in a larger centre. But we are happy to get off that plane at the end of the week and get back to our homes in Fredericton. A great place to live AND a great place to start a business.

Visit www.greennexus.com or www.onemillionactsofgreen.com today to join our community and find out what other people are doing to go green – we must all participate and learn how to make a difference for the future.

Peter Corbyn is co-founder of GreenNexus and Special Advisor to The Climate Project - Canada.