



# Getting the Most out of “Going for the Green”

*A little Q&A to start with*

**What’s it going to cost you?  
What’s in it for you?  
So, what is it?**

## **First, what’s it going to cost you?**

“Going for the Green” as an electronic book is available for anyone to download off the website of the Canadian Federation of Independent Business (CFIB). It’s free.

*[Click here](#)* and the magic of the Internet will take you there.

If you are reading this off-line, the book is located on the CFIB site under [Smallbiz Solutions](#) (see the left hand side of their web page) and then click again on [Quick Links](#). Bingo. The book is available in English and French. Click and download it.

## **Next, what’s in it for you?**

“Going for the Green” contains ideas, tools and techniques that will help you **green** the **productivity** of your business.

## **Okay, what does that mean?**

**Productivity is about making a product or offering a service, which has value and makes you proud. Greening your productivity means increasing the value of your product or service by reducing the impact it has on the environment.**

In essence you end up doing a better job with fewer resources. This is not only a point of pride; it is a socially responsible action. But there is one more factor to consider. In reducing the impact of what you have or do it also means that you are probably reducing your costs, and increasing your value. Three key benefits and these changes can keep money in your pocket. With a little creativity and marketing savvy, these changes can make you money.

**Practically you end up doing *better with less*.**

Just be sure that the green value you offer is real. “Greenwash” – making marketing claims that stretch the truth can hurt your reputation and undo your gains. An honest effort will boost your self-confidence and improve your bottom line.

To arrange for speaking presentations with the author call 905 873 9484 or email her at [jot \(at\) goingforthegreen.org](mailto:jot@goingforthegreen.org). Note that you have to remove the spaces and replace the (at) with @ to send the email. This is done to reduce spam to the author.



Only a very small percentage of small business owners would say this is not of interest to them. Most likely they are about to close shop, or have it closed for them.

### **So, what is it, exactly?**

#### **Greening your productivity is pretty simple – here's a little tip.**

Anything you do has an impact on everything; one positive action can be felt around the world. Maybe you have heard of the idea of an environmental footprint? Carbon footprint? These are measures of the impact you have. Good or bad. They are rough measurements at this time. But they are evolving, and they can give you an idea of how much your presence is felt. Think of how big a print you leave in the snow, or how big a splash you can make with your foot in a puddle.

Not every thing you do is negative. Breathe in; breathe out. You took in air; your body converted it into oxygen, and out came carbon dioxide. Sometimes a little methane escapes, just don't blame it on the dog.

By taking a little time to think up front, using a few easy tools, applying some simple techniques, you can reduce your footprint. When you understand what it is that you have or do that lowers your productivity, a door opens. The door is a connection to innovation and opportunity. Nature's efficiency is without parallel, and a source of great ideas. There are daily news clips that outline someone taking action to green their business.

It's not just the big guys that can benefit from "Going for the Green", so can you! Up to 80% of what you have or do that adds to your footprint is location-based. Mapping out the things you have or do is actually quite simple. Here is where "**Going for the Green**" helps you get started. Not only is the mapping tool explained but there are a handful of other tools that will help you decide what to do first. Time is precious, but you can read enough to apply most tools in the time it takes to finish a cup of coffee.

While "**Going for the Green**" is subtitled as being a guide on lean and green for manufacturers, small business owners in other sectors have told us that the tools and techniques are just as helpful to them. You don't have to be a widget maker to get something of value from leaning and greening your business. *Curious?* Read the book first. Come back in a few weeks. See what else is going on. Tell us what you are doing differently.

*Stay tuned to this space, we are going to be giving you more insight – "**Going for the Green**" isn't just a book...*

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