



5

KEY POINTS

Sustainable practices can strengthen your brand, reduce costs, & attract loyal customers. These five tips will help you make meaningful environmental choices that benefit both your business & the community.

Sustainability in Business

1. Reducing Waste & Energy Costs

Lowering your environmental footprint often means also lowering expenses. Start by conducting a waste & energy audit to see where resources are being lost. Replace incandescent bulbs with LED lighting & install programmable thermostats to reduce energy use during off-hours. Move to digital receipts & paperless invoicing to cut down on paper waste. Partner with recycling programs & train your team to adopt eco-friendly habits in daily operations all while setting measurable reduction goals.



Source Locally & Ethically 2.

Supporting local suppliers reduces transportation, keeps money in the community, & builds strong business relationships, whilst lowering Scope 3 emissions. Choose vendors who prioritize sustainable practices, such as minimal packaging or renewable materials, & bulk order to minimize deliveries. Look for certified fair trade, organic, or sustainably harvested materials, communicate with suppliers about your values & work together to find solutions that benefit the environment & your customers. Learn more & get involved with our [Shop the Shore](#) initiative!

3. Communicating Sustainability Efforts

Customers value transparency & want to know the impact of their purchases. Share your sustainability milestones—whether it's reducing energy use by 20% or switching to compostable packaging—through your website, social media, & in-store signage. Use clear, positive language to inspire customers & avoid “greenwashing” by being honest about what's been achieved & what's still in progress.

4. Accessing Grants or Incentives for Green Upgrades

Various federal, provincial, & municipal programs offer financial support for businesses that invest in energy efficiency or sustainability initiatives. Research opportunities like [BC Hydro rebates](#), [CleanBC](#) incentives, or local grants for waste reduction projects. Keep records of your energy savings & project outcomes, as they're often required for funding applications & can help secure additional support in the future.



Engaging Customers in Eco-Friendly Initiatives 5.

Make sustainability part of your customer experience. Offer discounts for reusable containers, run “bring your own bag” challenges (look for our Shop the Shore bags when you can!), or create loyalty rewards tied to eco-friendly purchases. Hosting workshops or community clean-up events can also build your reputation as a business that genuinely cares about the environment & its customers.



NORTH VANCOUVER
CHAMBER

info@nvchamber.ca

Support. Connect. Lead.

A Connected Community is a Thriving Economy