



Eco-Efficiency Centre
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Getting Small Businesses on the Journey:

The Eco-Efficiency Centre Model

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Presentation Outline

- History of Eco-Industrial Development in Burnside Industrial Park
- Policy and Regulatory Conditions
- Partners in the Eco-Efficiency Centre
- Organizational Structure
- Mission and Mandate
- Networking and Information Initiatives
- Successes
- Challenges for the Future



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Industrial Eco-System

- Links Pollution Prevention and Eco-Efficiency
- Done in a systematic manner
- Extends across Companies and supply chains
- Addresses Regional and Community Development
- Mitigates overall environmental impact of businesses



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Burnside Industrial Park
Dartmouth, Nova Scotia



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History of Eco-Industrial Development in Burnside Industrial Park

- In early 1990's, Dalhousie University began investigating the concept of industrial parks as ecosystems.
- Burnside Industrial Park- the "laboratory"-largest business park in Atlantic Canada
1,300 enterprises employing over 15,000 people.
- Things considered were: waste reduction practices and technologies; symbiotic relationships; mechanisms to support the functioning of an industrial park as an ecosystem.(exchange programs, information, infrastructure)





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History of Eco-Industrial Development in Burnside Industrial Park

A 1992 survey showed:

- 92% support for better use of waste products;
- 90% support for cooperative waste reduction mechanisms;
- 90% support for more information on efficiency and waste minimization

This clearly demonstrated the value of establishing information and coordination mechanisms to work with businesses within the Park.



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The Policy and Regulatory Setting

During the same time-period, provincial and municipal strategies were being developed:

- Nova Scotia and the Halifax Regional Municipality (HRM) adopted cutting edge waste management strategies and by-laws.
- HRM embarked on a pollution prevention program to reduce or eliminate toxic and hazardous materials from its sewer system.
- HRM also committed itself to reducing greenhouse gas emissions through its membership in the Federation of Canadian Municipalities Partners for Climate Protection (PCP) program.
- HRM adopted a pesticide bylaw which will eliminate cosmetic use of these chemicals within 3 years.



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Partners

A model for an educational and technology assistance centre, focused on small and medium-sized companies in Burnside, was proposed.

The Centre began as a partnership between Dalhousie University (School for Resource and Environmental Studies), and Nova Scotia Power Inc.

Financial support was secured from agencies of the municipal, provincial and federal governments.

In total, eight stakeholder organizations and government units joined to support the establishment of the Eco-Efficiency Centre.



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Conditions for the Establishment of a Centre

The following key aspects were required to satisfy the partners' interests:

- An integrated approach in dealing with small and medium-sized companies.
- A strong economic message to business.
- “Arms-length”, non-governmental, confidential.
- No-cost services to small business.
- Student training component.
- A long-term commitment by funders.



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Organization of the Centre

Committees:

Advisory Board - from the Burnside business community and government representatives. Has provided general guidance to the Centre. Meets 3-4 times per year.

Project Performance Review Committee - representatives from the partnering agencies. Meets semi-annually to review finances and progress towards project outcomes.

Staff:

A full-time manager and part-time technical advisor. Two or three students (Engineering and Commerce programs) per term. Two project directors (representing Dalhousie University and Nova Scotia Power partners)

Budget:

First three years: \$180,000 per year (including in-kind support)



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Action Plan

Our Mission To work with businesses for ecological effectiveness and economic efficiency.

Our Mandate To improve the ecological effectiveness and economic efficiency of companies in the Burnside Industrial Park, and to demonstrate that environment and economy can be fully integrated for the sustainability of an industrial park.

- ▶ Environmental choices can help business reduce costs and/or generate new revenue.
- ▶ Business practices can avoid or minimize waste, particularly through pollution prevention, resource conservation and energy conservation strategies.
- ▶ The Centre as a prototype - an organized and integrated set of approaches and activities developed and tested specifically for application to the business community.



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Networking Initiatives Since 1998

- ⇒ Designed and implemented the Eco-Business Program (100 members)
- ⇒ Undertaken integrated environmental reviews (120)
- ⇒ Implemented an annual Environmental Excellence for Business breakfast
- ⇒ Facilitated material exchanges & responded to requests for assistance throughout HRM
- ⇒ Raised environmental awareness of Burnside companies to work across supply chains, within mall units, etc.
- ⇒ Member of Burnside Business Committee of the Chamber of Commerce
- ⇒ Networked with like-minded organizations around the world
- ⇒ Hosted visitors at the Centre from around the world





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Information Initiatives Since 1998

- ⇒ Developed educational materials for business
 - ⇒ “Tools for Greening Your Business” Starter Kit
 - ⇒ Fact sheets
 - ⇒ Check-lists for various sectors
 - ⇒ Regular newsletters/up-dates
 - ⇒ Resource lists
 - ⇒ Website (www.dal.ca/eco-burnside)
- ⇒ Write a monthly column, *Burnside Eco-System*, in Burnside monthly newspaper
- ⇒ Undertaken integrated environmental reviews (120)
- ⇒ Implemented the biennial Eco-Efficiency Centre Awards of Environmental Excellence for Burnside
- ⇒ Involved in presentations to the Business community - workshops, meetings, seminars



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Successes

- User-friendly, useful materials and tools for businesses.
- An effective bridge between governments and the business sector.
- New approaches and strategies
- Networking among businesses that share common interests.
- Resource for university students enrolled in cooperative education programs.
- Recognition - United Nations publications, international conferences, books and many publications. In 2001, the Eco-Efficiency Centre was a finalist in the Bremen Partnership Awards that honour successful business-municipal partnerships



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Challenges for the Future

- Stronger endorsement from business groups, environmental agencies, and community (still maintain Eco-Business Program)
- Strengthened partnerships (both public and private)
- Involvement of property management companies
- Enhanced networking along supply chains