



GREEN BUSINESS BARBADOS

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Implemented by
Future Centre Trust

Barbados has become a leader in the Caribbean in recycling and other environmentally responsible habits and now is the time for us to become leaders in green business. The National Strategic Plan for Barbados makes reference to investing in the new green economy and building a sustainable marketplace. This programme provides the perfect opportunity to do so.

Business Barbados and its owners, along with other organisations, have approached The Future Centre Trust (FCT) to be the leader of this initiative. In addition, at the Future Centre Trust's visioning retreat in May of 2009, members identified green business as an important focus for the FCT, for Barbados and the region. To create such a programme, the FCT brought together members of the professional community in the development of local green business standards.

Through the implementation of this programme, companies will be given the opportunity to be part of a revolution, a truly green revolution, one which will ensure incorporating green business practices will become the rule, rather than the exception. Green Business Barbados (GBB) provides the country with a realistic and true contribution to the reduction of the country's ecological footprint. It will promote and create a change in generational thinking which will be of direct benefit to business, and in turn the population of this country. This change of attitudes is needed now to ensure the sustainable use of resources, both local and imported.

Barbados has the opportunity, with this project, to show the world we are taking serious interest in reducing our carbon and ecological footprint. Not just taking an interest, but taking action as we, through this same process, implement adaptation measures to reduce the impacts of climate change on the country and the region. By creating a truly green economy, we become the forerunners and the examples of how we can choose to ensure the sustainability of our country.



Rating Components

The five components of the project have been developed based on existing Green Business programme standards from all over the world. These standards have been localised based on affordable and attainable options for large and small businesses alike in the business community. The five components of the project are:

Water Reduction & Recycling

Waste reduction is probably one of the most advanced of these categories in Barbados. Children in school are taught the concepts of reduce, reuse and recycle and the option to do so in Barbados is available through many private recycling companies. There are also many available options to reduce consumption through educational programmes.

Energy Conservation & Renewable Energy Development

Currently in Barbados close to 100% of our energy is created through the Barbados Light & Power Company importing and burning fossil fuels. The small percentage that is not created

through the BL & P Co is created from those individuals or companies who have invested in alternative energy systems.

The practice of burning fossil fuels is unsustainable and will become more expensive over time based on the availability of fossil fuels and world fuel markets. The need to reduce our reliance on unsustainable energy sources is evident in addition to creating new habits to reduce consumption.

Pollution Control & Management

In the 1960's Rachel Carson wrote the book called 'Silent Spring' that revealed to the world the toxic chemicals that are present in our environment and our food. She was the mother of the modern environmental movement and brought to light how many simple products that we use on a daily basis are not just unhealthy for our use but also for ecosystems as a whole. This component addresses the need for our businesses and organisations to consider their emissions and their direct impact on the physical environment.

Water Conservation

Many parts of the world are experiencing droughts and/or long periods of strange weather patterns. One of the major effects of climate change on the environment is the increased desertification of inland continents and reduction of rainfall all over the world. In a world with a population of 6.4 billion that only has access to 1% of the fresh water available on earth, humans and ecosystems are heading toward a catastrophe due to water depletion and contamination. This section addresses the need to conserve water in a water scarce world by urging businesses/ organisations to assess their water use practices and reduce consumption in any way possible.

Education and Outreach

The implementation of the above four components would not be possible without human behavioural change. Our current system is not set up to allow informed environmentally sustainable decisions to be made. However, through the education component of this programme, so critical to its success, changing of awareness and behaviour can improve environmental, social and economic conditions. This in turn helps to create an environment where businesses, organisations and individuals alike, feel a sense of social and environmental responsibility through action.

Green Business Benefits

Green Business Facts

Office Paper

In the manufacture of “recycled” paper, 64% less energy and 58% less water is required, and 74% less air pollution is generated.

Look for recycled paper with a high postconsumer content (previously used-not manufacturing scraps). Copy paper with 30% post-consumer content is readily available and proven effective.

Leaks!

A faucet with a slow leak can waste 10 gallons of water a day, or more! A single leaky toilet can waste as much as 1000 gallons of water per day.

- Green business directory listing on BusinessBarbados.com and futurecentretrust.org.
- Gain a marketing edge for your business and reach out to more potential customers who support socially and environmentally responsible business/organizations.
- Going green not only makes good business sense, but considerable savings can be achieved through a reduction in water and energy bills as well as a reduction in overall consumption.
- Once the business/organisation reaches compliance with the green business standards, the company will receive our marketing logo for use electronically on websites and in other correspondence. Electronic use on websites and other social media provides global exposure as a green business, which is complimentary to the organisation’s overall image of corporate responsibility.
- Business will be making a difference to the environment while making a positive impact to their bottom line. It’s not just eco-friendly it’s eco-efficient.
- Satisfaction that business is doing its part for the environment.

Products & Services

As a Green Business you are entitled to several products and services.

During the assessment period:

- The creation of a Green Team and identification of a green team leader (Green Officer) that will spearhead operational changes within the business/organisation.
- The creation of a Green Strategy & Action Plan.
- Assessment of existing conditions within the business/organisation.
- Report issued with recommendations on how to green the business/organisation further.
- Reassessment after recommendations have been implemented.
- Green training for employees.
- Based on level of achievement, the business/organisation will be given a green business award (if the business/organisation does not meet the level of standards needed to become a Green Business, your Green Business coordinator will work closely with your Green Officer to make this happen).
- When GBB status is given to your business/organisation you will receive our Green Business Barbados logo that you can use to promote Green Business within your organisation.

After the assessment period:

- Quarterly GBB product, services and resource updates.
- The Future Centre Trust will be available as a resource to you if there are any questions that your business/organisation has.

The annual checkup:

- Each company will need to be reassessed every year in order to retain their Green Business status. Service fees will be reduced for annual reassessments.



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Green Business Barbados
Implemented by Future Centre Trust
Little Edgehill, St Thomas, Barbados, West Indies
P: +1 246 625-2020 | C: +1 246 266-7362
E: lanie@futurecentrustrust.org
W: www.futurecentrustrust.org

Green Business Barbados welcomes your enquiry
to become part of this standard's programme

Programme Introduction - prepared and developed by Lani Edghill

