



"Greenwashing" is quickly fading

At one time sustainability was an afterthought for a company and was often glossed over in a quarterly report or annual report in a half-baked way to try to prove to its customers and the world that it really did care about the environment.

That was then and this is now.

This so-called "greenwashing" has faded as more and more companies are enthusiastically taking up the sustainability challenge in a bid to be viewed as a true "green company." Most companies now realize that it just makes good corporate sense to establish a sustainability program and that customers and the general public will vote with their wallets and avoid companies and products that do not show a marked interest in sustainability.

Building Strategies & Sustainability magazine works with hundreds of companies across the country and has documented the tremendous progress that these companies have made in the area of sustainability over the years. In this issue of the magazine a panel of industry experts has selected five companies to profile to demonstrate the unique ways in which they have embraced sustainability while putting their own individual corporate stamps on sustainability.

"People do not have to be pushed into sustainability. The foundation is a corporate will to address sustainability and integrate sustainability information into daily activities," Rick Williams, president of CARMA Industries, said in the profile of his company.

If you think your company should be profiled as a leader in sustainability in future issues, please let us know.

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Building Strategies & Sustainability

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The sustainable leaders

Canadian
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Canadian companies continue to embrace sustainability knowing that it is not just good for the environment but that it also makes good corporate sense.



Implementing a number of programs from Zero Waste, to programs to eliminate GHG, Canadian firms from coast to coast have taken up the challenge to take care of the environment both today and in the future.

They also make it a priority to include each and every employee in the process knowing that an employee takes up the challenge with passion if they are involved.

With the help of a panel of industry professionals, Building Strategies & Sustainability magazine has chosen five Canadian companies to profile that demonstrate the unique ways in which they have adopted sustainability in their corporate practices.



Brookfield LePage Johnson Controls (BLJC)

Brookfield LePage Johnson Controls (BLJC) was founded in 1992 as a joint venture company between Brookfield Properties and Johnson Controls. It is a fully-integrated, national Real Estate Management Services with more than 90 million sq. ft. of space under management in Canada.

In 2009, BLJC began recording its progress and tracking its efforts in reducing the environmental impacts from its business. Last year alone the company reduced the GHG emissions from its properties by more than 22,000 which it says is the equivalent of removing 5,000 cars the road.

The company also implemented a Zero Waste initiative at its head office resulting in 100 per cent waste diversion or the equivalent of 77 tons of solid waste being diverted from landfill annually.

For the past three years, BLJC has publicly disclosed its environmental practices in its Corporate Sustainability report, providing transparency related to its environmental objectives and results. This report includes initiatives related to

Environmental Policy and Regulatory Compliance, Carbon Footprint: GHG Emission Reductions and Industry leadership. The report also sets its 2012 performance targets.

BLJC hosted sustainable events in Toronto and Vancouver and developed and hosted the "Sustainable Workplace" event in Toronto where more than 150 industry executives learned about workplace optimization best practices. It also conducted a Canada-wide roadshow that saw some 500 industry professionals focus on sustainability performance in real estate.

"We understand that in order for BLJC to decrease its ecological footprint we have to dig deep and go beyond changing a few light bulbs, and shift our perception towards a sustainable business that is built for the future," the company said in a recent report.

"In doing so, BLJC hopes to continue to invoke a leadership presence in the industry that can assist our clients and other organizations by demonstrating an excellence in environmental stewardship."



Carma Industries Inc.

Lindsay, Ontario-based CARMA Industries was founded in 1977. The Canadian owned and operated manufacturer and distributor of Utilities Submeters and Billing Solutions was the first Measurement Canada approved supplier of Electronic Submetering Systems.

In 1989, the company received Measurement Canada Approval for the METER MANAGER Submetering System which was the first fully approved electronic multi-customer submetering system. The system, which was originally intended to serve the multi-residential market, also garnered popularity in the Commercial Office Building and Retail Shopping Centre Markets.

The system is now used in all types of

environments from Condominium/ Apartment Buildings to Schools across Ontario and has developed energy saving system gateways and advanced cost savings functionality.

In 1998, CARMA became a factory direct supplier to end users and continues to be a leader in the manufacturing of customized electronic circuit boards and smart metering products and systems.

CARMA also developed Web Access Software that allows for energy consumption information to be accessed remotely and securely world-wide from wherever an internet connection is available. The feature allows tenants, Operations Personnel and Property Managers to access both current and archived consumption data and conveniently view consumption reports in either daily, weekly, monthly or yearly profiles.

"People do not have to be pushed into sustainability. The foundation is a corporate will to address sustainability and integrate sustainability information into daily activities," said Rick Williams, president of CARMA Industries.

EllisDon Corp.

Incorporated in 1951, EllisDon Corp. is an employee-owned company that provides construction expertise and services to its clients around the world. Completing more than \$2.7 billion in new construction annually, the Toronto-area company, employs approximately 1,200 people and has a presence in



North America, as well as offices in the United Arab Emirates.

EllisDon has distinguished itself through its people and its innovative practices and is behind some of the most exciting and innovative projects in the world, offering construction and project management services as well as a growing range of construction consulting services including ICT, Building Information Modeling, Sustainable

COVER STORY

Building and Facilities Management.

"The push to go green has never been more pronounced. It is at the forefront of everyone's mind. The quality of our environment and our quality of life depend on it. That's why, at EllisDon, we're applying all of our experience and knowledge in construction to become good at sustainable building, really good," the company said recently.

The company has helped many of its clients achieve key sustainability certifications including LEED, Green Globes, and BOMA BEST, while still meeting demanding project timelines and budgets. EllisDon's LEED Accredited Professionals support an integrated design and construction team striving for green building certification. And it promotes sustainable building practice by encouraging all of its employees to become LEED accredited and supporting them through the process.

"The key to a well-managed sustainable building project is a great deal of cooperation from everyone involved. Sustainable Building isn't a one man show. It starts with open dialogue and lots of teamwork. These are things the EllisDon team values and supports."



SNC-Lavalin O&M

The division of SNC-Lavalin manages hundreds of millions of square feet of industrial, governmental and institutional space and offers a diverse package of services to its customers and clients all with the aim of improving a company's sustainability presence.

SNC-Lavalin O&M has developed a plan which emphasizes its strategic sustainability vision. From its unique multi-layered Sustainability Management Framework to its Sustainability Forums these features show the importance of sustainability.

SNC developed its Sustainability Management Framework, a seven-point plan that includes a Green Operations Model, Corporate Social Responsibility, Greenhouse Gas Management, Energy

Management, Environmental Management, Planned Maintenance, and Communications.

Sustainability Forums, which bring together customers for national and regional informational sessions, are examples of the company's commitment to sustainability. This includes the company's Building Sustainability forum which brought together SNC-Lavalin O&M's clients, senior management and sustainability industry leaders together to showcase how to effectively manage sustainability throughout an entire organization.

And the company also invites some of the top executives in the country for its Executive Forum.

The group has also launched sustainability committees for many of its clients which meet on a regular basis to gauge the progress of their individual programs. The framework defines the function of the committee, and instills a grass-roots approach to achieving their green goals.

"We are genuinely committed to sustainability, both as an organization - in our own practices, as well as establishing sound environmental practices in our clients' facilities. But saying that and executing it consistently across the country in a planned and logical way is two very different things," said George Mitsopoulos, SNC-Lavalin O&M's senior director of Technical Operations.

"We needed to get pragmatic about this product, and say to ourselves 'What are we actually doing to be sustainable within the operations and maintenance of the buildings?'"

Teknion

Teknion is a leading international designer, manufacturer and marketer of



mid- to high-end office systems and other furniture products. Its integrated product portfolio encompasses several lines of systems furniture, mobile furniture, architectural wall systems,

seating, storage and filing, freestanding cases and accessories.

In 2003, Teknion began pursuing a strategic focus of sustainable development. Its environmental program started small; with a desire to change its thinking about the way it designed and manufactured its products.

Today, sustainable development is part of its culture, embracing both corporate programs and the individual efforts of people on the production line.

Teknion continues to receive recognition for its ongoing environmental initiatives. At the Environment and Energy Conference (EECO 2007) in Toronto, Teknion was the recipient of a GLOBE Award for Environmental Excellence. Also in 2007, Teknion earned Gold in the annual Ontario Waste Minimization Awards and followed up in 2008 with Platinum - the highest honor - in the Business category.

Also in 2008, the company received a Highly Commendable rating in the Sustainable Leadership Awards sponsored by CoreNet Global. In 2009, Teknion again earned several awards for its environmental efforts including: Sustainability Recognition Award from the University of Ottawa; CCME (Canadian Council of Ministers of the Environment) Pollution Prevention Award; Evergreen Award for Environmental Stewardship from GSA (U.S. Government's General Services Administration) and a Bloom Award for the sustainable design of the Synapse Guest Chair.

Each year, Teknion refines its objectives through its Environmental Charter, continually setting goals to reduce environmental impact. Objectives include reducing greenhouse gas emissions and consumption of natural gas, electricity, water and waste, and increasing waste diversion and recycling.

At the inception of Teknion's sustainability program in 2003, the company's diversion rate was 45 per cent. Today, it stands at 88 per cent and Teknion's goal is to exceed 90 per cent.

"Building a foundation to guide our strategy was our starting point and we will continue to build upon it in the future," the company's president and CEO David Feldberg said in its recent environmental report. "We began with ISO 14001, LEED, GREEN-GUARD, DfE and FSC; we use them as tools to advance our understanding and to move us forward." BS&S