

# CREATE A COMPETITIVE ADVANTAGE JOIN CARBON 613 - OTTAWA'S GREEN ECONOMY HUB

Businesses set targets on everything that matters — so why not on sustainability too?

## WHY MAKE SUSTAINABILITY A PRIORITY?

- ✔ **Financial savings**
- ✔ **Enhanced brand**
- ✔ **More engaged employees**
- ✔ **Tackle climate change**

**Carbon 613** brings together, supports and celebrates businesses in Ottawa setting and achieving sustainability goals.

**A 2014 CDP study found that S&P 500 companies with sustainability strategies outperform others on the index.**

Join Carbon 613 and we will work with you every step along the way.  
**Annual membership fees start at \$550**

Set up a meeting to get started or learn more  
Contact **Angela Plant** at 613-656-0100 ext. 108  
or [carbon613@envirocentre.ca](mailto:carbon613@envirocentre.ca).

“The greatest value of the Carbon 613 network results from bringing like-minded local businesses together to work on such a worthy project.”



**JOEL LALONDE, YOUR CREDIT UNION  
A MEMBER OF CARBON 613**



## HOW CARBON 613 CAN HELP

### ✔ MEASURE

You can't manage what you don't measure. Our first step is working with you to understand your current emissions.

*For example: conducting an on-site walkthrough; providing carbon accounting software*

### ✔ MANAGE

Which area do you want to focus on? GHGs? Waste? Water? We will work with you to prioritize and make a plan for action.

*For example: invites to quarterly events; ideas for successful projects undertaken by other businesses across the country*

### ✔ SET A GOAL

Now that you know what you'd like to focus on and what's reasonable to tackle, we will support you in setting and announcing a public target.

*For example: tracking & reporting annual progress; best practice resources*

### ✔ REDUCE & SAVE

Action time! Implement projects and see the savings roll in.

### ✔ CELEBRATE

Armed with results to share (emissions reduced and cost savings), we will celebrate your progress and share it widely.

*For example: award opportunities; media exposure; recognition in reports and online*



**Carbon 613** is one of seven Green Economy Hubs across Ontario supporting networks of businesses to set and achieve sustainability targets. When you join Carbon 613, you join a network of over 250 Green Economy Leaders (including IKEA Ottawa, Alt Hotel, Delphi Group and more) demonstrating a more sustainable economy is possible.

[carbon613.ca](http://carbon613.ca) | [@carbon613](https://twitter.com/carbon613)