



George Brown

Presents



In Proud Partnership With:



The market for green technology today is growing. However, few businesses are capitalizing on this opportunity to expand and sustain their businesses. The GTA is Canada's economic engine and corporate capital, home to more nationally and internationally top-ranked companies than any other Canadian city. The United Nations University has selected Toronto as one of the top seven Regional Centres of Expertise on Education for Sustainable Development that can foster awareness and action combating climate change daily in our business sector.

SIFE (Students In Free Enterprise) George Brown has created a program designed to educate small- to medium-sized businesses and business ambassadors in the GTA on making more environmentally responsible decisions in their everyday business practices while saving money.

Our program, United Change, will emphasize the importance of goal setting and commitment, while working on a shoestring budget, to instill positive, environmentally responsible decisions in participants. The program is broken into six 1-hour workshops:

- Introduction to Course – United Change
- Greening the Operations – People, Policies, and Practices
- Greening the Inside Space – Maintaining Green
- Greening the Inside Space – Building or Remodelling
- Greening the Outside Space – Lawns, Plants, Drives, and Roofs
- Marketing Green

The workshops take place once a week, for six weeks, starting November 2, 2010 and include:

- Information Sessions
- Interactive Activities
- Guest Speakers
- Slideshows
- Case Studies
- United Change Green Toolkit
- United Change Green Links & Resources

All participants will be expected to complete surveys before and after each cycle to ensure information is being retained, and to gauge the overall knowledge acquired in the lessons. There will also be complimentary periodic status checks before and after completion of the program to measure changes in carbon footprint and environmental awareness.

Please RSVP by email at:

[Unitedchange@sifegeorgebrown.com](mailto:Unitedchange@sifegeorgebrown.com)