Canada Rubber Group are looking to further their environmental commitment.

**Our Mission and Vision**

Canada Rubber Group (CRG) has been a manufacturer of Industrial and Automotive parts for North American customers since 1987, utilizing a broad range of advanced manufacturing and engineering technology. CRG is committed to sustainability by being a business that is resilient to changing market conditions, providing a competitive return for our investors, and being a good steward to our community.

**Background**

CRG has been a member of the EcoBusiness Network (EBN) since 2017. EBN is a network of organizations integrating environmental sustainability into their business planning and operations. CRG became part of EBN in order to share new ideas and truly bring about change. The formation of a Green Team at CRG was driven by the need to further their environmental commitments. CRG had set a 10-year carbon reduction target of 40%. In 2017 alone, CRG diverted 45 metric tonnes of waste. CRG’s goal is to increase that number year to year as the company continues to grow.

**Challenges**

As CRG is a small user, their energy use was considered a lower priority in the past. The leaders’ concern for sustainability was not met with the same enthusiasm from management, and of course, validation was needed to bring about change. They had set in place a program to encourage employees to bring in batteries from home, but the program was not successful in encouraging employees to bring batteries to work. CRG also faced the challenge of being a small user, which meant that their goals were not always met with the priority they deserved.

**Areas of Focus**

- Reduce carbon emissions: CRG set a carbon reduction target of 45% over 10 years. They have set very specific expectations for their Green Team in order to achieve this reduction. So far, they have installed an air curtain in the shipping department to improve efficiency in the winter months.

- Increase enthusiasm for their sustainability initiatives: To achieve this, CRG formed an in-house Green Team. The Green Team is comprised of employees from different areas of the business, including manufacturing, engineering, and administration. Their work is included in a report prepared by the management team and presented to the Green Team to ensure that their efforts are being recognized and that the team is in place to bring about change. The program encourages employees to bring batteries to work.

- Reduce waste: CRG has already diverted 45 metric tonnes of waste in 2017. Their goal is to minimize the number of years per year to the company continues to grow.

**Looking Forward**

CRG has identified several areas to improve. They have established an in-house Green Team to focus on reducing waste and energy consumption, and they have identified the need for better communication with employees. They have also added carbon-reducing initiatives to their off-site waste and manufacturing floor and have looked at more ways to engage employees in sustainability initiatives.

**Future of Our Community**

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**Number Crunching**

CRG's actions have identified a savings in energy and materials of $600 per year. They have identified 48 metric tonnes of waste. CRG’s goal is to increase that number per year to the company continues to grow. They have made a commitment to engage employees in sustainability initiatives and encourage employees to bring batteries to work.

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