

EBN Member Case Study

Prepared for:
Canada Rubber Group



Our Mission and Vision



Each day at EcoBusiness Network, we aim to support organizations driving the shift to a lower carbon, sustainable future. Our vision for the future of our community is a dynamic network of organizations integrating environmental sustainability into all aspects of their operations.



Canada Rubber Group is one of over 200 businesses in the Green Economy Canada working to set and achieve sustainability goals. Together, we are demonstrating a more sustainable economy is possible.



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BACKGROUND ABOUT CANADA RUBBER GROUP

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 converting and fabricating technologies. Through the provision of reliable and responsive products and services, CRG helps bring consistency, performance and peace of mind to their customers.

The leadership at Canada Rubber Group has felt a personal commitment to environmental issues for many years. Naturally, this personal commitment now extends to their business. Because Canada Rubber Group is part of a very close knit community in Bowmanville, many of their staff also live in the community, they feel that embedding environmental responsibility into their best practices is an obligation. Additionally, many of their customers are looking for suppliers who engage in environmental best practices so not only is it the right thing to do, it is also good for business.

Canada Rubber Group are looking to further their environmental commitments.

CRG became part of the EcoBusiness Network in 2017. This decision was made as they were looking for support to further their environmental commitments and formalize their strategy. EcoBusiness Network has worked closely with their green team, helping to create a mission, to complete their carbon inventory, work on action planning and target setting and to assist with community engagement.



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ACTION MAKING SUSTAINABLE CHANGE

Challenges

CRG had completed energy audits in the past but were not encouraged to move ahead with a conservation strategy. As they are a small user, their energy use was considered to be a simple by-product of operations. But the management team felt that there was still an opportunity to "do better".

Areas of Focus

- 1 Reduce carbon emissions.** CRG set a carbon reduction target of 40% 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 heating efficiency in the winter months.
- 2 Increase enthusiasm for their sustainability initiatives.** To achieve this, CRG formed an in-house Green Team. Their Green Team is comprised of employees from different areas of the business, including manufacturing, management, and administration. Their work is included in a report prepared for regular meetings, and they have delivered a presentation to their staff. In addition to being good stewards to their community, the Green Team is helping CRG work toward certifications such as ISO 12001.
- 3 Reduce waste.** CRG have already diverted 45 metric tonnes of waste in 2017 alone. Their goal is to increase that number year to year as the company continues to grow. Their strategy includes a battery recycling program which encourages employees to bring batteries in from home.
- 4 Improve indoor air quality for employees.** They have added carbon-reducing plants to their office space and manufacturing floor, a practice which helps increase staff productivity and psychological well-being. They are also planning to complete an air-balancing test in their administrative space.



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IMPACT THE SHIFT TO SUSTAINABILITY

Number Crunching

CRG has set a 10-year carbon reduction target of 40%. In 2017 alone, they diverted 45 metric tonnes of waste. They have recruited over 10 members to their Green Team.

Looking Forward

One of the challenges they have identified is keeping the energy and enthusiasm high for their sustainability initiatives, which they intend to address by prioritizing employee engagement during presentations. They have identified communication as being an opportunity for improvement and have looked at more ways to communicate their strategy to the team such as creating a communication board, including information in their newsletter and leveraging social media.

"While leadership and support need to come from management, it is the Green Team who can bring new ideas to the table and really make things happen." – Gord Sirrs, CRG President



An important component to their strategy that they identified from the beginning is having management buy-in and not treating sustainability as an afterthought but as a significant part of their everyday operations and part of their dialogue. This has helped them move quickly on identified projects and has helped with staff engagement because the leadership is enthusiastic about their strategy.