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- [About Us](#)
- [Contact Us](#)
- [Suggest a Link](#)

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- [Coast to Coast](#)
- [Healthy Home](#)
- [In Motion](#)
- [In The News](#)
- [Prowling the Pumps](#)
- [Quirk E](#)

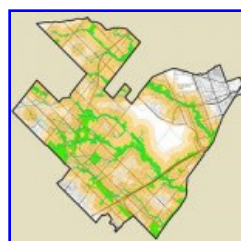
Browse > [Home](#) / [Coast to Coast](#) / Partners in Project Green

Partners in Project Green

November 14, 2008 by [editor](#)

If everyone “knows better”, why are there still so many laggards when it comes to responsible environmental practices?

You know the answer already: cost. Unfortunately, it’s often cheaper to do things the old way. And many businesses live in a short-term results world.



That’s why Partners in Project Green (PPG) is so exciting. [Officially launched](#) on October 9, this collaborative venture transforms 12,000 hectares around Pearson International Airport into the Pearson Eco-Business Zone.

Sounds great, right? But what does that actually mean?

Essentially, 12,500 businesses, employing some 355,000 people, are partnering to deliver a united green strategy. The [Partners in Project Green](#) initiative includes transit, a green parking lot program, eco-efficiency audits, and shared-cost implementation programs.

Set aside the good corporate citizenship and environmental impact for a moment, and think like a cold-blooded capitalist: this represents an enormous business opportunity. By acting collaboratively, businesses in the eco-business zone expect to reduce the investment and operating costs of adopting eco-friendly practices.

Even if the worst case scenario comes true and businesses within the Pearson zone break even or lose money on the project, there are still ample benefits to go around. It’s smart branding, for one. Being on the vanguard of progressive change is seldom a bad thing for brand perception.

Oh, and it will significantly reduce greenhouse gas emissions. That’s still the name of the game, right?

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