



Pacific Carbon Trust



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## NEWS RELEASE

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### PCT Launches Small Business Engagement Fund

VICTORIA – Pacific Carbon Trust launched a pilot program designed to encourage small- and medium-sized businesses to reduce their carbon footprint, announced Pacific Carbon Trust CEO Scott MacDonald.

“Small- and medium-sized enterprises in B.C. represent 98 per cent of all businesses in the province,” said MacDonald. “This program will help a number of small- and medium-sized businesses discover new ways to reduce their greenhouse gas emissions. We hope the Small Business Engagement Fund will be a catalyst for climate action as local businesses see first-hand how it is possible to cut carbon and cut costs at the same time.”

The Small Business Engagement Fund is available to up to 40 small- and medium-sized businesses (SMEs) in communities across B.C. The fund will cover one-third of the cost of participation in a greenhouse gas (GHG) management program offered by Climate Smart, a Vancouver-based provider of carbon tracking training and tools.

“We have seen a great deal of innovation and creativity in the SME sector around climate action,” said Climate Smart president Elizabeth Sheehan. “They have also proven there is a financial case for reducing emissions. We are excited to be working with Pacific Carbon Trust in enabling businesses across B.C. to become more resilient and emerge as climate leaders in their communities.”

“I want to thank small businesses for the efforts they have made so far to fight climate change and I’m confident this new program will help them do even more,” said John Yap, Minister of State for Climate Action. “Small- and medium-sized businesses are not huge emitters but combined they can really make a difference when it comes to achieving our climate action goals.”

Five hundred dollars per business is available on a first-come, first-served basis. A maximum of 10 grants will awarded per community, to a total of 40 grants. The participating business and host community each cover the remaining two-thirds of the \$1,500 total cost.

The three-day program helps SMEs establish a greenhouse gas emissions baseline for their company using an online carbon management tool. The program also helps participants develop carbon-reduction strategies to lower their emissions while improving operational efficiencies and cutting costs.

The District of Saanich has applied to be the first community to access the funding. The Small Business Engagement Fund expires Dec. 31, 2010. Results from this pilot phase will determine future phases of the program.

The Province has made significant commitments in its Climate Action Plan to reduce B.C.'s carbon footprint. These include the reduction of B.C.'s GHG emissions by at least 33 per cent below 2007 levels by 2020 and 80 per cent by 2050.

### **About Climate Smart**

Climate Smart is a Vancouver-based social enterprise launched by Ecotrust Canada in 2009. It is the leading provider of carbon management training, tools and technical support to small and medium-sized enterprises. For more information, please visit [www.climatesmartbusiness.com](http://www.climatesmartbusiness.com).

### **About Pacific Carbon Trust**

Pacific Carbon Trust is a Crown corporation established in 2008 to deliver B.C.-based greenhouse gas offsets, to help clients meet their carbon reduction goals and to support the growth of B.C.'s low-carbon economy. For more information or to subscribe to our industry interest list, please visit [www.pacificcarbontrust.com](http://www.pacificcarbontrust.com).

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