

Making an Impact: Small Business's Leadership Role in Climate Action

According to a new poll by Insights West, Canadians view climate change as the top issue facing the world today. This has driven interest in sustainable, eco-friendly products and services, with companies frequently being evaluated based on environmental impact. With over 66% of global customers willing to pay more for sustainable goods (with the percentage increasing yearly), adopting green practices and focusing on innovation is good for business, offering new opportunities in industries that were non-existent only a decade ago.

This year Small Business BC is proud to host INSPIRE, an evening of networking, inspiration and meaningful panel conversations addressing the positive impact that businesses' and entrepreneurs can have on climate change. The panel will also discuss how starting as a sustainable business or adapting new green technologies and operations has allowed for increased business success and profitability.

The goal of the event is to spark creativity and motivate attendees to look at their business practices and evaluate where change can be made no matter how small, benefiting their bottom line and helping fight the progression of climate change. Additionally, the connections that attendees make throughout the course of the evening will help to foster future collaboration between small businesses and enterprise level organizations, creating measurable impact.

Join Small Business BC on October 1 at the TELUS World of Science for the chance to share your knowledge, motivate the local business community and inspire change for over 400 attendees.

Order of the day Tuesday, October 1st 5:30pm-10:00pm:

- 5:30PM – 7:15PM (networking event)
- 7:15PM (start of main event in the Omnimax)
- 7:20PM – 7:30PM (opening message)
- 7:30PM – 8:30PM (panel discussion)
- 8:30PM – 8:40PM (closing remarks)
- 8:45PM – 9:45PM (networking and prize draw)

Panel Questions (subject to change):

- How can Climate Change be an opportunity for small businesses?
- How is climate change affecting your industries and / or our local economy?
- Have you experienced any conflicts between the sustainable values of your business and the financial health and growth of your business, and how did you handle this?
- Does your environmental stance affect the price of your product? Has this affected your customers decisions?
- What's the biggest challenge you've had tackling Climate Change in your business?
- What would you say to other businesses - who wanted to be more climate focused? What steps could they take?