

LAKE FRIENDLY

CERTIFICATION PROGRAM

Actions for Businesses: Edition 1.0

+ DO WHAT MATTERS



FOREWORD

In 2015, the United Nations (UN) redefined sustainability as it relates to human presence on this planet. For the first time the world now has a universally understood and accepted definition for what sustainability really means. The UN's 2030 Transforming Our World agenda makes it very clear that if we are to achieve any meaningful level of sustainability globally, all that we do has to not only be environmentally neutral but ecologically and socially restorative. All future human activity must seek double, triple if not quadruple benefits in terms of the restoration of natural function as reflected in aquatic and terrestrial ecosystem protection; efficient water use; and human and planetary health and well-being. The Lake Friendly Certification for Business Program meets all of these objectives.

This innovative accreditation program achieves at least five important goals simultaneously. More thoughtful business practices help reduce harmful impacts on water quality that can, if unchecked, damage fragile aquatic ecosystems in Manitoba's streams, rivers and lakes. This progressive program recognizes that protecting and sustaining the health of Manitoba's freshwater cannot be assured through legislation alone but is won through thousands of daily individual choices and actions in which business plays a critical role. More efficient use of water improves the profitability which translates into prosperity for all. This program also offers people who want to make a difference in protecting and restoring the health of Manitoba's waters a measurable degree of satisfaction that they are doing the right thing and are being recognized for doing so. This program celebrates the recognition that our prosperity is not just defined by how much we earn but also by our quality of life and the character of the settings in which we live that life. The natural character of local lakes and rivers is a defining element of the identity of Manitobans. This program affirms the fact that real and lasting wealth begins and ends with water.

Bob Sandford, EPCOR Chair, Water Security
United Nations University, Institute for Water,
Environment and Health



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PROGRAM OVERVIEW

This program guide has been created to assist manufacturing, distribution, hospitality, office and retail sector businesses with Lake Friendly Certification. Separate Lake Friendly Certification Programs have been created for municipalities and schools.

PROTECTING OUR WATERSHED

As Manitobans, we have a special connection to water. From our lakes and rivers to our streams and wetlands, water not only defines our landscapes but who we are and how we prosper. We rely on our water to sustain food production and support our terrestrial and aquatic ecosystems. We also rely on water for all aspects of our lives including for drinking water, to provide aesthetic values and recreation, be a source of transportation, to act as a receiving body for the management of wastewater and stormwater from cities and towns and of course, water is also an integral part of our economy.

Businesses have a strong relationship with water. They both impact and are impacted by water. The relationship with water differs depending on the sector, the way goods and/or services are produced, the location of the business and the nature of the water sources used. Water may be the main ingredient in a final product; a critical input in a hospitality service; a critical input in manufacturing process or supply chain, or simply needed for staff and customer consumption and use, and to keep businesses and offices open.

Business activities also negatively impact water. Water is used to carry industrial and manufacturing effluents and sewage away from the business. In addition, water in the form of rainfall or snowmelt removes deicing materials, pesticides, nutrients and debris off business landscapes and parking areas and stormwater drainage which eventually drain to rivers and lakes. In Manitoba, as in many other parts of the world, we are experiencing unprecedented water-related changes and we see these negative impacts manifest themselves in our waterways and on those who depend on that water.

In Manitoba we have a tremendous opportunity to grow and increase our economic prosperity. Businesses expect a consistent supply of high quality water to support their business activities and any interruptions in water service including too little water, too much water or poor quality water can impact operations. Also, businesses want to demonstrate their leadership in water stewardship practices within their local watersheds. Understanding the importance of water in our province, understanding watershed impacts and playing a role in protecting and restoring the health of our lakes and rivers is needed to support our growing economy.

BUSINESS & ACTION

BUSINESS & ACTION

Businesses vary in the way they use and impact water, therefore there is no “one size fits all”, action to be conducted by businesses to support water stewardship. The ability to implement strong actions to protect water depends on how well the business understands their relationship with water and the importance of protecting watersheds in the community. With a clear understanding of their relationship with water, businesses of all sizes and across many sectors can become leaders in both protecting water resources and the long-term viability of their business.

This certification outlines requirements for businesses to review and understand their relationship with water, and to create a water stewardship plan which defines specific actions needed to make a real difference to our waterways. Businesses are encouraged to use this Lake Friendly for Businesses Certification as a commitment to improve and protect our water and as an excellent means of demonstrating a businesses' Corporate Social Responsibility and leadership.

WHAT IS CERTIFICATION?

Certification is a form of voluntary compliance to a predefined set of processes, objectives or standards. Many companies, individuals or other entities are motivated to implement a certification program to show their commitment to an issue and enhance the image or profile of their organization and their positive practices. This process of achieving certification for practices that protect water bodies and enhance our quality of life adds a layer of accountability and integrity to a business's sustainability efforts and supports key initiatives within Corporate Social Responsibility strategies.

The Lake Friendly for Business Certification Program achievements will also be promoted through public communication and engagement. As the Lake Friendly programs gain momentum and public support, certified organizations can build affinity in their community for the demonstrated leadership.



**“ It is life, I think, to watch the water.
A man can learn so many things.”**

— Nicholas Sparks

HOW THE LAKE FRIENDLY CERTIFICATION FOR BUSINESSES WORKS

This certification program allows businesses in the manufacturing, distribution, hospitality, office and retail sector an opportunity to assess their relationship and interaction with water, create a water stewardship plan, and voluntarily comply with a set of defined actions to show their efforts to conserve and minimize harm to water and protect this precious resource in our province.

To achieve the first of four certification levels, a business must complete the prerequisite: Step 1 – Assessing Your Relationship With Water. To achieve additional levels of certification, the business must develop a plan and complete actions within Step 2: Water Stewardship Plan. Using a point allocation system, the certifiers will assess the level of commitment and action within the Plan and provide the business with the certification level achieved. Depending on the robustness of the Plan and the level of actions implemented, a maximum of 100 points can be achieved.

GETTING CERTIFIED

Certification is granted on different levels based on the extent of action taken. The business is required to apply and self-report on their current use and management of water to achieve Step 1 Entry Blue Ready Certification. Subsequently, to advance to the next level of certification, the business must initiate actions outlined in Step 2. Using a point allocation system, the certifiers will assess the level of commitment and action to provide the Business with a certificate outlining the certification level achieved and instructions on how to use the certification logo on signage, letterhead, etc. Depending on the level of action taken, up to a total of 10 points per category can be achieved for a maximum of 100 points.

+	Entry Blue Ready:	COMPLETE STEP 1 - ASSESSING YOUR RELATIONSHIP WITH WATER	
+	Standard Blue Certified:	10 - 33	POINTS
+	True Blue Certified:	34 - 66	POINTS
+	Pure Blue Certified:	67+	POINTS

To get started, a business is required to apply to communications@manitobacapitalregion.ca, as well as self-report the requirements and actions set out in Step 1 – Assessing your relationship with water and Step 2 – Water Stewardship Plan.

This certification program is based on a continuous improvement model, which means that as a business advances their actions within the target areas, they can submit documentation to achieve a higher level of certification.

BUSINESSES MUST COMPLETE THE SELF-CERTIFICATION CHECKLIST A MINIMUM OF EVERY THREE YEARS TO MAINTAIN THEIR CERTIFICATION AND THE USE OF THE CERTIFICATION LOGO. TO GET STARTED ON THIS PROCESS AND GET YOUR COPY OF THE CHECKLIST VISIT LAKEFRIENDLY.CA.



**Complete Step 1 -
Assessing Your
Relationship With Water**



10 - 33 pts.



34 - 66 pts.



67+ pts.

WHY CERTIFY?

Businesses located in Manitoba have been looking for a set of concrete actions that they can implement to reduce their impacts to Lake Winnipeg and other waterways. Participation in this certification provides businesses with a means to demonstrate Corporate Social Responsibility, strengthen consumer support for their goods and/or services, and in many instances, support business cases for water use improvements that will result in a return on investment and enhance the sustainability of the business.

Certification comes with both a certificate outlining the business's achievement as well as the use of the logo that can be applied and promoted through signage, advertising activities, on letterhead and other stationary to show certification accomplishment.

This certification is currently in the pilot phase of development. Businesses interested in certifying to the standard will be done so at no cost. It is anticipated that future editions of this standard may include a fee for certification.

WHO ARE THE CERTIFIERS?

Lake Friendly is composed of a working group of experts from across various sectors within Manitoba such as the International Institute of Sustainable Development, landscape architects, Conservation Districts, water quality specialists, as well as experts from business and industry. The working group will work collaboratively to support and evaluate the business applications for certification considering best management practices. This working group is in the best position to assess certification submissions, determine point allocations and recommend certification levels.



STEP 1: ASSESSING YOUR RELATIONSHIP WITH WATER

In order to develop a water stewardship plan, a business must first understand its relationship with water. Data collection and documentation requirements in this section are intended to help a business understand how it uses water and how water is impacted by business choices. Reviewing water use and movement within operations will help to identify where strong best management practices have been implemented and where areas of water management risks may exist.

Step 1 is a prerequisite of this program. Its completion will not only support a strong foundation for a Water Stewardship Plan but also achieve the first of the four certification levels – Entry Blue Ready. The following five requirements in Step 1 are:

1. Provide the name and address of the business, describe the physical features, and the organizational boundary of the site (e.g., the buildings, landscapes, parking lots and work yard areas) to be certified.
2. Describe the operational control of the business. Describe the level of operational control and/or influence within the boundary to allow the development and implementation of a water stewardship plan. (e.g., Do you own or lease the property? Who is responsible for managing the various physical components of the business and the property?)
 2. a) Prepare a table itemizing water consumption (where and for what reason) and corresponding discharge locations within the building(s) in the defined operational boundary. The table should include the source(s) of water (e.g., city water source, well, lake etc.), the estimated volume of water used for various functions within building(s) and on grounds, the estimated volume of effluent removed per location/function, the final receiving body, and the expected contaminants associated with the effluent.
 - b) Estimate storm water (rainfall and snowmelt) accumulation using climate information (climate.weather.gc.ca) to predict the location and volume of runoff from the property on an annual basis. Use resources such as: as-built drawings, utility maps showing sanitary and stormwater sewer lines, google maps, topography maps, etc. Prepare a site map showing topography, buildings, outdoor work spaces/yards, slopes, hard surfaces etc.
 - c) Describe water consumption and management along the supply chain for the products produced (if applicable) e.g., water recycling, stormwater retention practices etc. Please document any water and wastewater related legislation or environmental permits/licenses that provide guidance for the management of water from the business. If applicable, please specify requirements.

3. Outline the impact (current and projected) water-related issues will have on your business.

- a. Are there concerns about water availability and water quality – e.g., frozen pipes, boiled water advisories, flooding?
- b. Are there concerns about resilience – e.g., inability to stay in business during floods and droughts, and the impact of floods and droughts (both local and global) on regional water infrastructure and business?
- c. Describe contributions to climate change and related impacts on water resources.
 - i. Do you measure your building energy consumption?
 - ii. Do you measure your fleet fuel consumption?
 - iii. Do you prepare a greenhouse gas inventory for your business?

4. Provide documents supporting water stewardship in business operations. (e.g., policies, maintenance procedures, water audits/conservation strategies, Corporate Social Responsibility Strategies, etc.)

5. Provide information to staff and /or customer on education and awareness activities surrounding water use efficiency and water stewardship.

A template to help organize the information needed to complete Step 1 is provided as Attachment 1.

STEP 2: CREATE AND IMPLEMENT A WATER STEWARDSHIP PLAN

A Water Stewardship Plan is a plan of action that a business develops to address water related risks, reduce impacts and realize opportunities to protect business. It gives adequate consideration to priorities of the local watershed in which they operate. This plan can be prepared regardless of the type, size and location of a business. The actions and requirements laid out in the plan should be based, in part, on the business' relationship with water (Step 1) and the need to prioritize areas where actions can have the most benefit on a business, the surrounding watershed, and where maximum point scores can be achieved.

A successful Water Stewardship Plan should address actions the business is taking within each of the ten categories listed below. Existing documents can be used to demonstrate actions within the categories. Depending on the level of stewardship, ten points can be attained in each of the ten categories. To achieve maximum points in each category, the level of action undertaken must be congruent with the corresponding level of water impact as assessed in Step 1. The categories are:

1. Governance, Leadership and Management
2. Water Conservation
3. Stormwater Management
4. Sustainable Landscapes
5. Wastewater Management
6. Solid Waste Management
7. Sustainable Purchasing Practices
8. Reduce Greenhouse Gas Emissions
9. Build Resiliency into your Business
10. Staff and Customer Education and Engagement



1. GOVERNANCE, LEADERSHIP & MANAGEMENT

INTENT: ENSURE THERE IS SUPPORT AT THE HIGHEST LEVEL, FOR WATER STEWARDSHIP WITHIN THE BUSINESS TO ENSURE BUSINESSES ENGAGE AND/OR COLLABORATE WITH THEIR LOCAL COMMUNITY TO ADDRESS SHARED WATER CHALLENGES, AND TO ENSURE COMMITMENTS OUTLINE WITHIN THE PREPARED WATER STEWARDSHIP PLAN ARE ACHIEVED.

Strong leaders understand water related risks associated with water conveyance, use and discharge at the business level, and recognize that many water issues are highly complex and interconnected and cannot be solved in isolation. It is important for businesses to not only advance water stewardship at the business level but to work with stakeholders in the local watershed (e.g., local government, conservation groups, and other businesses etc.) to address shared water challenges.

Points awarded for:

- Developing a Water Stewardship Plan showing actions and targets congruent with the level of water impact noted in Step 1.
- Providing evidence of adequate resources to implement the plan requirements, annual review of the plan and status of the plan implementation, and progress towards established targets.
- Providing evidence of collaboration with the external community to support watershed management in the local area.

Actions:

- Support internal actions to advance water stewardship by:
 - o Develop a Water Stewardship Plan to effect categories 2-10.
 - Review existing and determine need for additional policies, strategies, budget and/or other internal processes needed to support the Water Stewardship Plan consistent with the requirements set out in this certification.
 - Develop actions tailored to your local water context taking into account all defined risks.
 - Set requirements for clear water related targets and reporting mechanisms to staff.

- o Establish an executive review of the activities and progress towards established targets developed within the Water Stewardship Plan on a minimum annual basis.
- o Review and update the Water Stewardship Plan on an annual basis.
- Support external collaboration to advance water stewardship by:
 - o Seeking opportunities to collaborate with local government, NGO's, business associations and other businesses to advance sustainable water management issues in your local area, in your sector and within Manitoba.
 - Encouraging discussions around issues such as water quality, flooding, water scarcity etc.)
 - Seeking, promoting and advancing innovative solutions to local watershed issues.
 - o Creating an external communication strategy for customers, the community and partners.

2. WATER CONSERVATION

INTENT: ENCOURAGE WATER EFFICIENT PRACTICES THAT NOT ONLY HELP TO CONSERVE THIS RESOURCE AND REDUCE IMPACTS TO OUR WATERSHED BUT ALSO BENEFIT BUSINESS BY CUTTING WATER AND SEWER UTILITY COSTS.

Businesses often use a tremendous amount of high quality water to support its operations. All businesses use water across operations from restrooms, drinking water faucets, locker rooms, and cafeterias for heating and cooling systems and landscapes. In addition to these “common uses” many businesses such as manufacturers, restaurants, auto repair shops, landscape businesses, hotels etc., all use water in processes for different reasons.

Water conservation can also reduce greenhouse gas emissions. Every litre of potable water used by your business requires pumping and may require treatment. By reducing water consumption energy consumption and greenhouse gas emissions will be reduced (see category 8).

Points awarded for:

- Development and implementation of a Water Conservation Program within the Water Stewardship Plan that is consistent with the level of impact noted in Step 1.
- Evidence of the incorporation of water related efficiencies during building upgrades.
- Copy of preventative maintenance program for water use equipment and piping.
- Evidence of budget allocation for water conservation improvements/activities that have a reasonable payback period as identified in water use audits.
- Evidence of use of Energy Star Portfolio Manager to track and assess building water consumption.
- Evidence of annual review of program and target water conservation.

Actions:

- Using the information compiled in Step 1, develop a Water Conservation Program:
 - o Define the goals of the program.
 - o List water conservation improvements already implemented.
 - o Review current business activities/areas that result in a significant portion of the water consumption.
 - o Determine opportunities to modify processes and infrastructure to further conserve water.
 - o Conduct assessments to determine opportunities to achieve significant cost and water savings associated with retrofit programs and process changes.

- o Set water conservation target(s) with timelines.
- o Implement water saving initiatives as outlined through the assessment(s) performed.
- o Conduct annual review of program and target(s).
- Ensure building upgrades and operational process upgrades incorporate the water related efficiencies as defined in LEED or other building certification systems.
- Develop a preventative maintenance program for continual monitoring and show timely repair of water related equipment and piping.
- Use Energy Star Portfolio Manager to track and assess building related energy and water consumption. The tool is offered free of charge through the federal government
 - Natural Resource Canada (NRCan).
- Ensure proper staff training to maintain the Water Conservation Plan and maintain improvements.

3. STORMWATER MANAGEMENT

INTENT: RECOGNIZING THAT WATER QUALITY IMPACT IS A SHARED CHALLENGE IN OUR WATERSHED, THE INTENT OF THIS CATEGORY IS TO INCORPORATE MITIGATION STRATEGIES AND PRACTICES THAT REDUCE THE VOLUME OF SURFACE RUNOFF AND/OR DECREASE THE SPEED OF ITS FLOW FROM THE BUSINESS PROPERTY.

Stormwater refers to water that comes from rainfall or melting snow. Stormwater from parking lots, roads, and other hard surfaces that does not penetrate into the ground becomes surface runoff that travels along the land surface in the direction of downward slope and directed to ditches or other water sources to prevent local flooding. As surface runoff travels, it may cause erosion of the soil it passes over, picking up sediment in addition to any pollutants that are present. The majority of stormwater collected from site landscapes eventually flows into our streams, lakes and rivers without any treatment.

For many businesses, managing the discharge of stormwater from the site landscape is just as critical as enhancing water use efficiency and managing the discharge of wastewater to reduce watershed impacts.

Points awarded for:

- Development and implementation of a Stormwater Management Program within the Water Stewardship Plan that is consistent with the level of impact noted in Step 1.
- Evidence of the incorporation of stormwater management options during any grounds and landscape upgrades.
- Evidence of budget allocation for stormwater management improvements/activities that have a reasonable payback period as identified by the assessment.
- Evidence of staff training or contractor management to maintain landscapes that minimize stormwater impacts.
- Evidence of annual review of program and target.

Actions:

- Using the information compiled in Step 1, develop a Stormwater Management Program.
 - o Define the goals of the program.
 - o List improvements already made.
 - o Review current stormwater management practices and define areas that result in significant discharge of stormwater from the site.
 - o Determine opportunities to modify processes and infrastructure to reduce the flow off site and/or manage the volume on site.
 - o Determine opportunities to renovate and/or construct landscapes to minimize impervious hard/surfaces, capture stormwater for reuse, protect catch basins from sediment and pollutants etc.
 - o Set a stormwater reduction target with timelines.
 - o Implement stormwater management initiatives as outlined in the program.
 - o Conduct annual review of program and target(s).
- Preserve significant natural features and/or built landscape features to reduce the volume and the speed of water flowing off the property such as: protecting natural filtration areas such as wetlands, constructing wetlands and/or vegetated swales to convey and treat stormwater prior to discharging on site, etc.
- Ensure grounds staff and/or contracted grounds keepers/landscape maintenance staff are properly trained to maintain the improvements and the landscape features that minimize stormwater impact.

4. SUSTAINABLE LANDSCAPES

INTENT: DEVELOP COST EFFECTIVE SUSTAINABLE LANDSCAPES THAT ENHANCE AND SHOW THE IMPORTANCE OF WATER MANAGEMENT AND USE OF THE LANDSCAPE.

When landscapes require excessive amounts of water, energy, labour, and other resources to maintain, the environmental and economic costs often outweigh the aesthetic benefits of landscapes. Sustainable landscapes in contrast, are created and managed by using practices that limit the use of costly natural resources, reduce waste generation and help prevent air, water, and soil pollution. The goal is to minimize environmental impacts and maximize value received from dollars spent. In addition, landscapes surrounding businesses can incorporate strategies to reduce water pollution problems in a community. With forethought and planning, sustainable landscapes provide healthier, longer lived plants that rely on less chemical pesticides and fertilizers, minimize potable water use, reduce waste generation, require less maintenance and alleviate stormwater, groundwater and air pollution problems can be created.

Points awarded for:

- Development of a Sustainable Landscape Program within the Water Stewardship Plan that is consistent with the level of impact noted in Step 1.
- Evidence of appropriate program implementation and landscape management to reduce water impacts.
- Evidence of staff awareness of landscape activities that reduce watershed impacts.
- Evidence of annual review of Sustainable Landscape Program.

Actions:

- Using the information compiled in Step 1, develop and implement a Sustainable Landscape Program with emphasis on proper water management and use on the landscape.
 - Landscape in harmony with local climates and natural resources to reduce water consumption and showcase native plants and habitats.
 - Reduce the need for potable water in landscape irrigation by installing rain capture devices and using greywater to support any irrigation needs for gardens.

- o Ensure irrigation system is maintained on a scheduled basis and sensors such as soil moisture sensors are used to determine the need for irrigation.
- o Incorporate landscape features that allow for staff education for proper water management and use.
- o Incorporate water management goals that are suitable for your business, the community and the larger community in which your business operates.
- Provide budget for program development and implementation over the ten-year period.
- Implement and maintain the landscape and installations as they were intended.
- Ensure proper staff or contractor training to maintain the landscape.

5. WASTEWATER MANAGEMENT

INTENT: RECOGNIZING THAT WATER QUALITY IMPACTS ARE A SHARED CHALLENGE IN OUR WATERSHED, THE INTENT OF THIS CATEGORY IS TO EXPLORE THE DIFFERENT ISSUES ASSOCIATED WITH THE WASTEWATER GENERATED FROM YOUR BUSINESS AND THE ACTIONS THAT CAN BE TAKEN TO LESSEN THE BURDEN ON THE ENVIRONMENT.

All the water used in homes, businesses, schools etc., that goes down the drain or into the sewage collection system is wastewater. Businesses often discharge wastewater from restrooms, and cafeterias etc. In addition to these “core uses” many businesses such as manufacturers, restaurants, auto repair shops, landscape businesses and hotels discharge wastewater from various sector-specific processes.

For most businesses located in urban settings, wastewater travels through the sewage collection pipes and into a wastewater treatment facility where it is treated and eventually returned to the environment through our lakes, streams or rivers. Not all contaminants in wastewater are removed through treatment processes before being returned to our lakes, streams and rivers. In addition, during extreme rainfall and snowmelt events, the capacity of the wastewater drainage pipes may be exceeded and result in untreated sewage discharges directly to our waterways without any treatment.

Points awarded for:

- Development and implementation of a Wastewater Management Program within the Water Stewardship Plan that is consistent with the level of impact noted in Step 1.
- Evidence of the incorporation of wastewater management efficiencies during building and process upgrades.
- Copy of preventative maintenance program for wastewater management.
- Evidence of budget allocation for wastewater management improvements that have a reasonable payback period.
- Evidence of staff wastewater awareness/training to support advanced management of wastewater.
- Evidence of annual review of program and target(s).

Actions:

- Using the information compiled in Step 1, develop a Wastewater Management Program:
 - o Define the goals of the program.
 - o List wastewater management improvements already made.
 - o Determine opportunities to modify processes and infrastructure to reduce the volume and/or pollutants within wastewater effluent discharged from the site.
 - o Set wastewater mitigation targets with timelines.
 - o Implement wastewater management initiatives.
 - o Conduct annual review of program and target.
- Ensure the staff responsible for manufacturing processes (if applicable) as well as the day to day operation and maintenance of the buildings have a good understanding of water management procedures for water use efficiency and advance the management of wastewater.
- Ensure proper staff training to maintain the Wastewater Management Program and improvements.

6. SOLID WASTE MANAGEMENT

INTENT: IMPLEMENT PROGRAMS TO MINIMIZE WASTE AND MANAGE RECYCLABLE AND COMPOSTABLE MATERIALS PRODUCED TO HELP PROTECT WATER QUALITY AND IMPROVE THE SUSTAINABILITY OF THE WATERSHED.

Waste disposal is costly, both environmentally and economically. Many of today's landfills are designed to contain and collect leachate (contaminated water from the landfill site) and landfill gases such as methane (a greenhouse gas roughly 21-30 times more potent as a heat-trapping gas than carbon dioxide). These design features reduce environmental impacts, but not all the gases are captured and the possibility of leaks into the groundwater remains.

Landfill sites also take up space that could be used for agriculture, wildlife habitat, housing or recreation. The less waste we produce, the less land is used and the smaller the likelihood of environmental problems arising.

The most environmentally resourceful and cost effective way to manage waste is to not produce it in the first place. We can minimize the amount of waste by reducing, reusing, recycling and repurposing all items possible. Composting is also an important aspect of waste management. These activities protect habitat, save energy, water, and resources such as trees and metal ores and can reduce greenhouse gas emissions.

Points awarded for:

- Providing a copy of the waste audit conducted for the business.
- Providing a copy of the Waste Minimization Program(s) within the Water Stewardship Plan that is consistent with the level of impacted noted by the company in Step 1.
- Outlining the organizations composting program and the effectiveness of activities to divert organic material from the landfill.
- Providing a copy of the construction, renovation and demolition (CRD) waste management program.
- Providing an overview of the Green Team responsibilities and their effectiveness to manage waste in the workplace.
- Evidence of activities undertaken to reduce hazardous material use.
- Evidence of budget allocation for waste minimization improvements.
- Evidence of annual review of program and targets.

Actions:

- Develop a Solid Waste Management Program within all departments/areas of your business.
- o Conduct a waste audit to evaluate all waste materials generated from the business.
 - o Determine opportunities to reduce waste generation and enhance the diversion rates of items that can be managed outside of the landfill such as organic material collection for composting, light bulb recycling, battery recycling, electronics recycling, mixed recycling, cardboard recycling, and hazardous waste management etc.
 - o Define the goals of the program.
 - o Develop and implement the program.
 - o Ensure adequate budget is in place to support the collection, recycling, repurposing and composting of materials.
- Organize a Green Team to encourage the adoption of waste minimization and management programs including reducing, re-using, recycling and composting in the workplace.
- When renovating or expanding your business, develop a CRD waste management program and/or incorporate requirements for CRD waste recycling into construction documents.
- Reduce the use of toxic products whenever possible. Discard harmful products correctly.
- Review and implement a Composting Program.

7. SUSTAINABLE PURCHASING PRACTICES

INTENT: THIS CATEGORY IS INTENDED TO CONNECT THE AMOUNT OF WATER NEEDED TO MAKE OUR GOODS AND SERVICES AND THE OPPORTUNITIES WE HAVE TO MAKE BETTER PURCHASING DECISIONS.

Sustainable procurement aims to reduce the adverse environmental, social and economic impacts of purchased products and services throughout their life. Examples of environmental, social, and economic impacts are:

- Inputs of natural resources, energy and water in the manufacture, use and disposal of goods.
- Pollution produced from the manufacture, use and disposal of goods.
- Costs of operation and maintenance over the life of the goods.
- Labour conditions in the manufacture, use and disposal of goods or delivery of services.
- Loss of flora and fauna resulting from the removal or alteration of natural resources.

Purchasing goods and services with reduced impacts can have a profound effect on local and global water resources.

Points awarded for:

- Defining requirements for sustainable purchasing within in the Water Stewardship Plan.
- Providing a copy of the organization's Procurement Policy outlining requirements for sustainable purchasing.
- Providing evidence of support from vendors that minimize water impacts.
- Providing evidence that specifications laid out in the [Sustainable Procurement in Manitoba](#) website are met for defined goods and services.

Actions:

- Recognizing that many of the goods and services purchased for business functions, building operations and maintenance, as well as building related construction are manufactured using large amounts of water and create a significant amount of wastewater - develop or review the corporate Sustainable Procurement Policy for use by all divisions/departments within the organization.
- Ensure renovations and or new building projects incorporate the use of green building materials as specified in LEED and other building certification systems.
- Ensure, at a minimum, the specification laid out in the [Sustainable Procurement in Manitoba](#) website are met for the following goods and services listing including:
 - o Copy paper
 - o Janitorial paper
 - o Janitorial cleaners and cleaning services
 - o Computers and copiers
 - o Landscape services including snow clearing
 - o Building maintenance services
- Recognize the water consumed and environmental impacts generated along the supply chain of the products required for manufacturing processes and/or the products and services purchased to operate the business.
 - o Support vendors that practice energy and water conservation and/or encourage vendors to enhance their practices.
 - o Support and promote the use and protection of the potable water sources within your jurisdiction.
- Ensure proper staff training to support sustainable procurement activities.

8. REDUCE GREENHOUSE GAS EMISSIONS

INTENT: EXPLORE THE LINKS BETWEEN CLIMATE CHANGE AND WATER RESOURCES AS WELL AS RECOGNIZE THE LINKS BETWEEN WATER CONSERVATION AND REDUCED ENERGY CONSUMPTION. THE GOAL IS FOR BUSINESSES TO IMPLEMENT ACTIONS TO MEASURE AND REDUCE GREENHOUSE GAS EMISSIONS AS CLIMATE CHANGE IMPACTS THE HYDROLOGICAL CYCLE.

The flow of water in its various phases (the water cycle) binds all the elements of our environment – the atmosphere, aquatic, terrestrial and underground. Human activities including our use of fossil fuels is causing climate change that is impacting the water cycle. As the atmosphere warms we are witnessing changes to the amount, timing, form, and intensity of precipitation and the flow, rate, and quality of water in our local watersheds.

Reducing greenhouse gas emissions by reducing energy use, converting to renewable energy sources and conserving water are practical actions every business can do to minimize greenhouse gas emissions.

Points awarded for:

- Development of a Greenhouse Gas Reduction Program within the Water Stewardship Plan that is consistent with the level of impact noted in Step 1.
- Evidence of use of Energy Star Portfolio Manager to track building energy consumption and resulting greenhouse gas emissions.
- Evidence of Fleet Efficiency Program as outlined in the Water Stewardship Plan.
- Evidence of interactive programs with staff to enhance energy efficient behaviours.

Actions:

- Use Energy Star Portfolio Manager to track and assess building related energy consumption and resulting greenhouse gas emissions. The tool is offered free of charge through the federal government - Natural Resource Canada (NRCan).
 - Develop building related energy use reduction targets and greenhouse gas reduction targets.
- Develop a Greenhouse Gas Reduction Program for building operations.

- o Conduct building energy audits to find cost effective energy use reduction solutions and reduce greenhouse gas emissions. Audits should define payback periods for improvements.
- o List upgrades / energy use improvements that are currently in place and/or determine opportunities to reduce building energy consumption.
- o Document implemented actions to reduce energy use and reduce greenhouse gas emissions.
- o Demonstrate that annual capital budgets reflect opportunities to advance energy efficiency, renewable energy use and greenhouse gas reduction activities.
- Develop a Fleet Efficiency Program to reduce fuel consumption and associated greenhouse gas emissions.
 - o List improvements already made and/or determine opportunities to modify Fleet Vehicle Programs currently in place (if applicable) to ensure energy efficient vehicle purchasing/leasing and efficient driver behaviours are outlined
- Water conservation can also reduce greenhouse gas emissions. Every litre of potable water used by your business requires pumping and may require treatment. So, reducing water use reduces energy consumption and reduces greenhouse gas emissions (see category 2).
- List other business activities to reduce emissions implemented such as staff active transportation options, fleet driving behaviours, anti-idling campaigns, reduced paper consumption, energy and conservation practices etc. to reduce emissions.
- Ensure proper staff training to maintain the Greenhouse Gas Reduction Program.

9. BUILD RESILIENCY INTO YOUR BUSINESS

INTENT: BUSINESSES ALL OVER THE WORLD ARE STARTING TO FEEL THE EFFECTS OF CLIMATE CHANGE AND WATER SUPPLY INTERRUPTIONS. BUSINESSES ARE CHANGING THE WAY THEY PLAN, BUILD AND ORGANIZE TO BECOME MORE RESILIENT TO THE UNAVOIDABLE EFFECTS. THE GROWING NEED FOR INCREASED RESILIENCY IS PARTICULARLY RELEVANT FOR WATER RESOURCE MANAGEMENT. BUSINESSES NEED TO PREPARE FOR PERIODS OF TOO MUCH AND TOO LITTLE WATER, TO DEFEND AGAINST AND RESPOND TO FLOODING AND TO ENSURE ADEQUATE SUPPLY TO OPERATE DURING WATER SCARCITY.

Points awarded for:

- A copy of a Climate Change Mitigation and Adaptation Policy or directive that takes into consideration all the actions required, and is consistent with the level of water impact defined in Step 1.
- Development of a Flood Risk Mitigation Strategy that adequately assesses risk, meets the needs of the business and protects local watersheds in the Water Stewardship Plan.
- Development of a Drought Risk Mitigation Strategy that adequately assesses risk, meets the business need and protects local watersheds in the Water Stewardship Plan.
- Development of a Water Interruption Mitigation Plan that adequately reflects the potential risks for your organization.

Actions:

- Recognizing the link between the water cycle and climate change, the business should outline in a policy or directive their role in climate change mitigation and adaptation and develop strategies and plans to cope with water related business risks.
- Develop a Flood Risk Mitigation Strategy
 - o Identify and analyze the possible risks to your business from flooding.
 - Support communities and local businesses to prepare for and recover from flooding.
 - o Identify potential actions on your property that can protect against flood and increase drought tolerance.
 - Based on potential flood heights, ensure waste containment, chemicals, nutrients etc., are located in a place safe from flood water to protect the watershed from contamination.

- Develop strategies to store water on site to reduce the flow and velocity of flood waters to receiving streams.
- Develop a business continuity plan
 - Meet or exceed building codes and standards for the protection of assets, reduce business interruptions, and review and modify the plan regularly.
- Develop a Drought Risk Mitigation Strategy
 - o Identify and analyze the possible risks to your business from a drought.
 - o Identify potential actions on your property.
 - Regularly maintain your water consumption sources.
 - Identify alternative sources of water.
 - Identify the potential to increase water storage capacity on site and if feasible, water recycling processes.
 - o Develop a business continuity plan, and review and modify the plan regularly.
- Develop a Water Interruption Plan to manage water quality issues and/or water conveyance issues resulting from frozen piping, energy interruption, water main breaks, natural disasters etc.
 - o Outline the business functions that will be impacted if the water supply system fails. (ie: HVAC systems, fire suppression, human health, manufacturing process water, etc.)
- Identify your essential functions and minimum water needs.
 - o Identify back-up water supply options available during interruptions.
 - o Identify options to mitigate water quality impacts.
 - o Develop a water restriction plan limiting the use of non-essential water.
- Ensure proper staff training to support resiliency within your business.

10. STAFF AND CUSTOMER EDUCATION & ENGAGEMENT

INTENT: USE YOUR BUSINESS PLATFORM TO COMMUNICATE AND BUILD AWARENESS ABOUT WATER USE AND STEWARDSHIP WITH STAFF AND CUSTOMERS.

Water stewards understand their own water use and recognize both the impact of and their impact on the quality of water in the local watershed. Along with this recognition, stewards are aware of the need to engage stakeholders, including staff and customers, to support the collective water stewardship actions needed to benefit people, businesses and the environment.

Providing water related issue awareness, disclosing water use and water stewardship actions and encouraging staff and customers to be involved in water stewardship activities is an important part of a Water Stewardship Plan.

Points awarded for:

- Development of a Communication Program that takes into consideration all the actions required and is consistent with the level of water impact defined in Step 1.
- Development of an Awareness Program that takes into consideration all the actions required and is consistent with the level of water impact defined in Step 1.
- Evidence of providing enhanced staff training and educational programs related to water stewardship activities.

Actions:

- Develop a Communication Program to:
 - Communicate the business's water use performance and steps taken to mitigate impacts. Program information should be placed on internal and external websites as well as promoted in internal newsletter and other opportunities as they arise.
 - Communicate the business's Water Stewardship Plan. Showcase innovative strategies and actions undertaken to support water use efficiency and reduced watershed impacts to staff, community and surrounding businesses.

- Develop an awareness program that connects local water use and watershed issues within Manitoba.
 - o Provide information to support water stewardship in Manitoba.
 - o Provide employees with opportunities to participate in local watershed and ecological restoration activities within the local watershed.
 - o Sponsor and/or participate in water related activities in your community
- For businesses with a significant part of their water footprint associated with global water use (e.g., supply chain associated with their products and services) businesses should develop a program/take steps to raise awareness of global water challenges, and encourage more efficient water use and the responsible disposal of products.
- Participate in World Water Day.

LAKE FRIENDLY BUSINESS SELF CERTIFICATION CHECKLIST

This Checklist is designed to help both Certification Requestors (business participants) and Certifiers with their evaluation of the requirements for Lake Friendly for Business Certification stated in Step 1: Assessing Your Relationship with Water. Step 1 is a mandatory requirement of the certification process and its completion achieves Entry Blue Ready Certification.

It is recommended that certification requestors submit the Step 1 checklist and any supporting documentation to the certifiers prior to initiating a water stewardship plan for their organization.

Please complete the form as indicated below. Please provide any additional documentation to support this checklist.

Once the checklist is complete, send to communications@lakefriendly.ca

Name of Organization: _____

Address of the Assessment Site: _____

Contact Name: _____

Contact Phone and Email : _____

Certification Requestor: _____

Date: _____



1. ORGANIZATIONAL BOUNDARY
A. Provide the total estimated area (m ²) of your property. In addition, provide the estimated area of each building and outdoor feature on the property:
B. Describe the built infrastructure within the boundary (e.g. building(s), outdoor work yard areas, parking lots etc.):
C. Describe the green space within the boundary (e.g. hardscapes, landscapes, ditches, etc.):
D. Describe the type of sewer system present on the property:

2. OPERATIONAL BOUNDARY
A) SITE RELATED WATER CONSUMPTION AND WASTEWATER DISCHARGE
Q1. Describe the level of control and/or influence within the boundary to allow for the development and implementation of a Water Stewardship Plan. Is the property leased or owned? If leased, is the water consumption the responsibility of the lessee?
Q2. Describe the functions/activities on the site (per building/area):
Q3. If known, provide water consumption for previous year (e.g. municipal water bills):

Q4. Provide in detail, water consumption by area within your organizational boundary. Areas can include cafeterias, kitchens, washrooms, manufacturing floor, irrigation, warehouse, etc.:
Q5. Describe the wastewater discharge method, volume and suspected contaminants associated with activities within a specific area. Contaminants could include landscape chemicals, maintenance and cleaning chemicals, manufacturing chemicals and other contaminants defined within sewer by-laws.
Q6. Based on the water consumption survey, compare the total estimated consumption per year to the actual water consumption provided by your water provider.
Q7. Describe any water use management strategies (e.g. water recycling) within the operational boundary. Describe the features including the capacity of the system and its operation.

B) STORMWATER MOVEMENT AND MANAGEMENT ON THE LANDSCAPE

Q1. Determine annual rainfall/snowmelt that lands within your organizational boundary using Environment Canada Climatic Normals .
Q2. Based on information compiled within your organizational boundary (built infrastructure and green space), determine opportunities to absorb and/or reduce the flow of stormwater within your boundary.
Q3. Review site surveys, Google Earth, topographical maps, as-build drawings, etc. and prepare a map to show the movement and direction of overland drainage from the site.
Q4. Determine the location and review the condition of stormwater drains on the site.

Q5. What stormwater retention features are located on the property? Describe the features including the capacity of the system and its operation.

C) DESCRIBE ANY WATER OR WASTEWATER RELATED PERMITS AND LICENCES REQUIRED FOR YOUR BUSINESS.	
Act/Regulation/Policy/By-Law	Relevance to your business

3. OUTLINE THE IMPACT (CURRENT AND PROJECTED) WATER-RELATED ISSUES WILL HAVE ON YOUR BUSINESS.

A. Do you have concerns about water availability and water quality at your site? If so, state your concerns.

B. Do you have concerns about the potential for floods or droughts impacting your regional water infrastructure and/or impacting your business?

C. Can you describe your contributions to climate change and therefore impact on water resources?

I. Do you measure your building energy consumption?

II. Do you measure your fleet fuel consumption?

III. Do you prepare a greenhouse gas inventory for your business?

4.	Do you have any documents supporting water stewardship in your business (e.g. policies, maintenance procedures, water audits/conservation strategies, Corporate Social Responsibility Strategy etc.)?
5.	Do you provide staff and/or customer education and awareness activities surrounding water use efficiency and water stewardship?

Should you require a sample of a completed checklist, please inquire.

Once the checklist is complete, please send to communications@lakefriendly.ca

or mail to

Lake Friendly Initiative
1749 Portage Avenue,
Winnipeg, MB
R3J 0E6

Tel: 204.505.0303





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Environment and
Climate Change Canada

Environnement et
Changement climatique Canada



THE MANITOBA CHAMBERS OF COMMERCE
ENTREPRENEURIAL SPIRIT - COMMUNITY VALUES

CONTACT:
COLLEEN SKLAR, EXECUTIVE DIRECTOR, LAKE FRIENDLY

P: 204 505 0303 / E: contact@lakefriendly.ca

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LAKE FRIENDLY
CERTIFICATION PROGRAM