



## When White is Green

This photo shows the manufacturing building of Sunshine Bay Natural Products and Honey Candles® at its "greenest". Why? Because of the ten feet of snow banked along the outside walls! Our building is specifically designed to shed snow from the roof and to retain the snow around the perimeter as an insulating blanket. Every foot of snow is the equivalent to one inch of pink fiberglass insulation. This means our shop is wrapped in what amounts to 10 inches of fiberglass insulation. Very cozy in the middle of winter -- and a major energy savings as well as a dramatic savings in CO2 emissions! Increasing insulation levels can reduce your energy bills up to 30% a year and it is possible to reduce CO2 emissions 5.5 - 23.0 tons a year, depending on your heat source.

## Earth Hour Candles

Earth Hour was a huge global success and Canada had one of the highest participation rates in the world with over 150 cities participating! On Saturday, March 29, from 8 p.m. to 9 p.m. people around the world turned out their lights for Earth Hour, sending a very strong message to governments around the world that we need to take action on climate change now. In just that one hour, Vancouver BC saved 92 kWh, or a 30% reduction, and a savings of 7.7 kg of CO2 emissions. Pure natural beeswax candles can make participating in such an important world statement more environmentally-friendly, much cozier, and -- dare we say -- downright romantic! Your customers who participated in Earth Hour can continue their savings by earmarking one night a week to be an "evening by candlelight". For the romance, for the message, for the planet!



## Reusing & Recycling - Naturally another good idea!

At Sunshine Bay Natural Products we are creating significant energy savings with our landmark paper recycling program - diverting 14,000 lb of paper from local landfills each year and saving our regional district approximately \$1500 a year in transportation costs.

Our CO2 emissions have also been reduced dramatically as we have substituted local shredded paper for our previous packing materials, which were shipped in from across the province. It is difficult to calculate the exact amount of savings, but we are working on it! Emissions have been reduced both inbound and outbound, with zero emissions to ship new packing material in and zero emissions to transport shredded paper out. We urge you to continue this energy efficiency initiative and reuse or recycle our packing materials too.

Early on we decided we did not want to use new styrofoam "peanuts" as our packing material. This material did not fit with our environmental philosophy and shipping it in from Vancouver created significant CO2 emissions. It was costly in both dollars and emissions. As a result, we decided to spearhead a partnership with our regional government to place a recycling bin of our own at the recycle depot. We collect clean, used packing materials and shredded paper. Roy built our bin largely from recycled material. The spring door that keeps the paper clean and dry is a reused snow shovel. The wood is reused and the roofing is leftover from other projects. A coat of blue paint made our bin blend in with the others. Our small community has embraced our recycling program in a big way. We receive several big bags of recycled material from the community weekly and we have a shredder to shred and reuse our office paper and newspapers.

Our paper recycling program was a large part of the reason our Regional District was nominated for British Columbia's Green Community Award. Although our program received "runner-up" status, it placed "first" with us and in our community. We are proud that our success was filmed and taken to the

British Columbia Municipal Annual General Meeting to be showcased to other communities in hopes that it would encourage them to create and support green innovations in their own communities. We created our program without assistance from any grants and without incurring significant cost to ourselves. All we needed was the will and desire to be greener and in doing so we are saving money, reducing energy consumption and making the air better for ourselves and those around us.



Spring view from our shop

## Always Green

Living in our pristine corner of British Columbia, surrounded by soaring mountain peaks, an expansive lake, wildlife, and a multitude of trees, it is easy to stay close to Nature and to stay focused on being environmentally friendly. Most of us at Sunshine Bay Natural Products were “green” long before it was in the media eye. Many of us have never known a time when we didn’t reuse, reduce and recycle at home and at work. Some of us had the good fortune to be born here and some of us arrived by choice, choosing a simpler life, closer to Nature and more in line with our values. Every day we choose sustainable alternatives to help support a clean, healthy environment at home and work.

Environmental initiatives specific to our business include:

reuse of boxes wherever possible ... use of new boxes containing recycled fiber when necessary ... printing on both sides of a page (or communicating paperlessly via the Internet) ... teleconferencing ... turning lights and computers off when not in use ... selecting wooden crates that are value-added mill ends and would be burned if we didn’t use them ... shipping on reused pallets that we reclaim ourselves ... consolidating US shipments to reduce greenhouse gas emissions ... employee carpooling ... choosing local suppliers for everything from wooden displays and crates to advertising and packaging ... installing a double-insulated floor to maximize the benefits of in-floor heating ... recycling hot

water for preheated candle molds ... using unheated storage where possible ... investing in a building designed to maximize the use of snow as insulation on cold winter days ... choosing an energy-efficient "swamp cooler" evaporative air cooler instead of air conditioning for hot summer days ... using an energy-efficient heat recovery ventilation (HRV) system to reduce heat loss while ventilation is occurring ... and the "Boss" sits in Chelsea's chair before she arrives in the morning to preheat it and conserve her energy for work!

Our staff's choices at home also include:

a daily lifestyle practice of reducing/reusing/recycling paper, plastic, glass, and metals ... growing vegetable gardens ... collecting and irrigating with rain water ... composting kitchen scraps and grass clippings ... harvesting and canning fruit from abandoned trees that would otherwise attract bears ... eating mostly local foods based on a "100 mile diet" ... buying foods and other supplies in bulk and generally avoiding over-packaging and single use or disposable products ... using cloth shopping bags (a gift from Sunshine Bay) ... walking or biking instead of driving whenever possible and generally reducing driving and air travel ... choosing energy efficient light bulbs ... eliminating cold drafts and increasing insulation ... installing programmable thermostats and lowering thermostat settings ... lowering hot water heater settings ... taking shorter showers with low-flow showerheads ... installing low-flow toilets and energy-efficient appliances ... laundering with cold water ... using paints without volatile compounds and protecting wood with environmentally safe sealants ... choosing e-billing over printed and mailed statements ... earmarking one night a week for a quiet "evening by candlelight" ... and using only the best in beeswax candles, Honey Candles<sup>®</sup>, naturally!

Probably some of these are things you already do too and maybe they will give you new ideas for making more sustainable choices in your home and workplace. Together we CAN make a difference!