



EXPLORE Lakesimcoe.com

January, 2016 - In This Issue:

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Green Tools for Marinas

GREEN TOURISM
TOOLKITS

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Working together to protect Lake Simcoe: for our future

Small businesses can do big things. It's businesses like yours that have built the local economy and it's you who can make it even greater - and greener.

We all love Lake Simcoe for its natural beauty. That's why we choose to live and work here, and it's why visitors keep coming back - to enjoy the pristine waters and outdoor recreation. In light of climate change and dwindling resources, we know we must protect Lake Simcoe, the very resource our tourism industry depends on.

This means taking responsibility for the impact of your business on the

Sustainable Travel is the Trend

Lonely Planet Best in Travel 2016

One noticeable trend is for more sustainable travel. Places that focus on protecting the environment and supporting local communities feature as top destinations.

[Learn More](#)

Local Green Leaders

Explore Lake Simcoe Highlights 2015

Since its launch in July 2015, the Explore Lake Simcoe project had the unique opportunity to learn firsthand from businesses in the watershed on what it means to be green.

[Learn More](#)

Why Go Green?

environment. Simple, low-cost actions to incorporate sustainability practices will reduce your operating costs and carbon footprint.

Together, we can move Lake Simcoe towards becoming a climate-friendly community. Your pocketbook will thank you and so will your customers. Did we also mention it's the right thing to do?

*To see where you can improve on your triple bottom line download the free **Green Tourism Toolkit**. You can request one specific to your sector.*

Why Going Green is Good for Business

People. Planet. Profit. Greening your bottom line equates to more than just cutting costs. Reducing impacts on natural resources and supporting your community leads to brand loyalty, increased competitiveness and it will help you attract top talent.

[Learn More](#)

Contact our Project Coordinator to assist you in implementing green initiatives suitable to your business

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In Partnership With:

