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## Working together to protect Lake Simcoe: for our future

Explore Lake Simcoe has a new Project Coordinator, Aileen MacMillan. Aileen has worked for eight years as an independent consultant on environmental projects related to waste management, water quality protection, and environmental education. She has many years of experience working in small businesses, and working collaboratively with teams and individual stakeholders. Aileen holds an Honours Bachelor of Environmental Studies degree from the University of Waterloo.

## Sustainable Tourism Project Update

*Common areas of needs and barriers to be addressed*

The Explore Lake Simcoe Sustainable Tourism project was created to promote and encourage the expansion of outdoor recreation and sustainable tourism in the Lake Simcoe Watershed.

[Learn More](#)

## Get Started With The Explore Lake Simcoe Project

*What can we offer your business?*

We look forward to working with local businesses on the path towards making the Lake Simcoe area a sustainable tourist destination.

***Our goal is to continue to work collaboratively with interested businesses to find innovative solutions to protect Lake Simcoe, to reduce operating costs, to improve efficiency and reduce waste, and to support the local community. The potential benefits of participation in the program are numerous and include financial savings, preservation of natural capital essential to business success, and marketing opportunities.***

Please feel free to contact Aileen directly at [aileen@explorelakesimcoe.com](mailto:aileen@explorelakesimcoe.com) or by phone (705) 739-9444 ex/ 104. Visit [www.explorelakesimcoe.com](http://www.explorelakesimcoe.com) to learn more about the project.

[Learn More](#)

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## The ROI Of Greening Your Business

*It's more than the initial financial payback*

Being green is a financial investment, but the return created is more than just cash. Community engagement, employee engagement and customer investment are other aspects of return on investment.

[Learn More](#)

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To see where you can improve on your triple bottom line download one of our free [Green Tourism Toolkits](#).

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

**Aileen MacMillan**  
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