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Resource reuse--rethinking waste**

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## **Working together to protect Lake Simcoe:**

Small business 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

## **Trash can or "convenience" can?**

*Redefining our concept of "waste"*

As the world's population continues to grow and to [consume resources](#) at an unsustainable pace, more attention is being given to waste materials. The concept of a circular economy challenges accepted definitions of waste. Much of what is currently sent to landfill still has value. There are many instances where items end up in landfill simply because it is more convenient to place them in the waste stream.

Sometimes objects are made of a combination of raw materials that are very difficult to separate for recycling. In other instances time and convenience may play more of a role. Take for example, items discarded in a residential community. Informal reuse and sharing networks exist. Second hand shop websites, or bazaars capture some of this material. Sometimes useful items are left at the curb free to a good home. But far too often useful items end up in landfill.

As we bury resources with one hand and mine for new resources with the other, it behooves us to redefine waste.

must protect Lake Simcoe, the very resource our tourism industry depends on.

This means taking responsibility for the impact of your business on the 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](#). Read about the efforts of other businesses in the watershed under our [Green Leaders](#) section, or browse our regularly updated [Green Resources](#).

*Read about the efforts of local business to reuse items and divert resources from landfill in the remainder of this newsletter.*

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## Resource reuse at Creative Cafe

A recent discussion with Lynne and John--owners of the Creative Café in Barrie--about sustainability quickly turned to ways to reuse materials destined for landfill. Creative Café is a family-friendly paint your own pottery studio which also offers glass fusing, mosaics, canvas painting, pottery wheel, and clay hand building; perfect for parties or a day excursion. Evidence of waste diversion efforts are to be found all around the cheerful, colourfully decorated art studio.

[Read more.](#)

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## Time invested upfront leads to big payoffs for Kind Living

Within a stone's throw of Lake Couchiching, public hiking trails and cycling routes, Kind Living yoga studio and boutique in Orillia is the embodiment of a business built upon the principles of environmental sustainability. Offering a shopping experience and a full schedule of yoga classes in a sustainable, newly renovated space, Kind Living is a gem nestled by the shore of the lake.

[Read more.](#)

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## Partners in Project Green business resource exchange

*Free resource exchange for the business community*

Inspired by the example of the businesses profiled on the Explore Lake Simcoe website, and by the successful Resource Exchange at Partners in Project Green, Explore Lake Simcoe has committed to encouraging businesses operating in the Lake Simcoe watershed to participate in the Partners in Project Green Resource Exchange.

[Read more.](#)

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

**Aileen MacMillan**  
**Project Coordinator**  
705.739.9444 x 104  
info@explorelakesimcoe.com  
www.explorelakesimcoe.com



*In Partnership With:*

