

COOL SHOPS

## **GREENING THE SMALL RETAIL SECTOR**

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The Upper Village Business Improvement Area (UVBIA) of Toronto consists of more than 100 stores and services in a lively shopping area just north of upscale Forest Hill Village—and these retailers are committed to promoting economic survival and community involvement.

In 2003, with the help of the Toronto Atmospheric Fund, UVBIA partnered with a local environmental group called Greenest City to research the best ways to “green” the small retail sector. They conducted energy and waste audits of their stores, undertook community planting projects with Grade 4 students from the local elementary schools, got local politicians to distribute compact fluorescent light bulbs and launched an Earth Day media event. Their efforts culminated in an Eco-Fair that celebrated the area as one of the greenest retail strips in Canada.

In conjunction with this initiative, Greenest City also launched a pilot program called Cool Shops. It is a two-step process in which retailers are audited for energy consumption through lighting, windows, heating and cooling systems—once the retailers make recommended improvements, they are marketed by Greenest City as one of the “Cool Shops.”

[www.cleanairfoundation.org/cool\\_shops](http://www.cleanairfoundation.org/cool_shops)

