



**Newfoundland and Labrador  
Environmental Industry  
Association**

**Hebron Public Review Process**

December 2011

Contact: Linda Bartlett, Executive Director

[linda@neia.org](mailto:linda@neia.org); 709 772-3336

[www.neia.org](http://www.neia.org)

## **Who We Are:**

The Newfoundland and Labrador Environmental Industry Association (NEIA) is a not-for-profit association of businesses that promotes the growth and development of the environmental industry in Newfoundland and Labrador, Canada.

It is Newfoundland and Labrador's premier resource for the environmental sector, offering a diverse range of expert knowledge and services in the business of mitigating and minimizing environmental damage, for the protection of the environment. NEIA members are industry leaders solving today's most complex environmental challenges with innovative thinking and state of the art products.

There are approximately 140 members in this growing organization.

## **The Business of the Environment:**

Since NEIA was established in 1992, the focus of the organization has been on building the business of the environment. This focus has not changed, however the environmental industry today is in transition as a result of shifting economic forces. The convergence of environmental, energy and sustainability-related issues is redefining the industry. This presents an exciting opportunity for Newfoundland and Labrador. Our economy is thriving and there is tremendous potential to create business opportunities as a means to solve environmental problems and to create win/win opportunities for everyone.

A "green wave" is sweeping the business world. Forward-thinking businesses are using environmental strategy to innovate, create value and build competitive advantage. Governments are reshaping and refocusing policies and spending across a range of sectors that include, renewable energies, clean technologies, waste management, water services, green buildings, green transportation, forestry and food production, to name a few. In the private sector there are changes in environmental management practices and in the area of public policy new approaches to environmental protection are being developed.

Newfoundland and Labrador's economy is thriving and a strong economy and a healthy environment need not be mutually exclusive goals.

NEIA has aligned with Canada's Globe Foundation in embracing the following principles:

1. Environmental problems are business opportunities.
2. Companies that can provide clean technologies and solutions will prosper.
3. Proactive organizations that embrace environmental sustainability will be more competitive.

We believe that business has a responsibility to lead by example in protecting our natural assets for future generations.

**Applaud the Public Review Process**

**Recognize the Hebron Team re: values and leading by example**

**Overarching Points:**

- Environmental expertise exists in the province
- Local expertise has access to national and global expertise
- Safeguards must be employed to ensure environmental protection
- Learn from environmental mistakes
- Apply best practices
- Sustainability