



ATLANTIC ECO-EXPO

THE GREEN SCREEN PROCESS

We live in a world that is highly dependent on natural resources to support our way of life. Given that these resources are finite, we must do our part to ensure that future generations get to experience the world in much the same manner as we do today. With a growing world population and the continued development of emerging economies, our environmental footprint will only increase if we do not alter the way we conduct our day-to-day lives and operate our businesses.

Global warming is an example of how we directly impact the world in which we live. We are already witnessing the melting of glaciers and seeing an increase in severe weather systems, which many scientists say is a direct by-product of our carbon dioxide production. If we follow a similar path in terms of our carbon output in the future, we can be assured that the effects will become more pronounced, leading to further deterioration of the environment.

With both individuals and businesses becoming more environmentally conscious, we can work together towards a greener future. The Atlantic Eco-Expo Green Screen Process has been created to ensure that participating organizations truly support sustainability, in order to ensure a consistent message is sent to the event attendees. The Green Screen Process is designed to assess the sustainable and environmental initiatives of each exhibitor, and will be carried out by a panel of volunteers to ensure that all exhibitors meet the Atlantic Eco-Expo standards.

When the Atlantic Eco-Expo team contacts your organization regarding the Green Screen Process, simply indicate the sustainable initiatives that your organization has implemented. The Atlantic Eco-Expo recognizes that for some organizations, sustainability is strongly intertwined within their value proposition, while others may find it more difficult to implement changes. The Atlantic Eco-Expo commends both types of organizations for their initiatives, and invites all organizations that have implemented changes of any size to participate in the Atlantic Eco-Expo!

We thank you for your support, and look forward to seeing you at the event in November!

For more information visit www.atlanticecoexpo.com.

BUILDING A GREEN COMMUNITY FOR THE FUTURE