



The Green Living *Green Screen* Process

Green Living strives to provide consumers with information about companies and organizations making the world a greener place. As such, we are continuously revising our *Green Screen* process to reflect recent international environmental reporting standards. The evaluation involves assessing potential partner companies for environmental performance in business activities directly related to their supply chain, operations, products and/or services.

To ensure a consistent environmental message, the *Green Screen* process serves to assess the environmental merit of all exhibitors. This juried process ensures acceptable environmental standards are met. Green Living asks that companies demonstrate how they are undertaking **environmental initiatives and programs** that they use to deliver positive environmental impacts. We also ask for **available data on the results** of such efforts. We are confident that the companies we partner with are in line with the Green Living approach, and we believe the *Green Screen* will facilitate greater opportunities for education and ultimately even more green choices in the marketplace.

We recognize that there are companies whose very **mission is green**, and who focus the majority of their business activity on supporting the values of living green. This type of company often drives innovation, and has shown a commitment to the environment by making it a part of their corporate DNA. We also know that many companies offer a wide range of products and/or services, including some that promote a more sustainable lifestyle. These companies deliver great impact as they **increase their green offerings**, greening their customer base and supply chain incrementally. We invite both types of companies to be part of the Green Living Show.

We believe the *Green Screen* is central to ensuring Green Living values continue to have an impact. For more information on the *Green Screen* process, or to provide your feedback, please contact **Vel Omazic** Vice-President Marketing & Communications, vomazic@green-living.ca