

**(c) Assisting Canadians to Make Environmentally Sound Purchasing Decisions**

The federal government's Environmental Choice Program is a Green Plan initiative that assesses and provides information on products and services that ease the burden on the environment. The EcoLogo is the program's symbol of certification for products and services that meet or exceed an established set of environmental criteria developed by the Environmental Choice Board and open to public review. To date, products ranging from reusable cloth diapers to recycled paper and from water-conserving showerheads to re-refined motor oil bear the EcoLogo.

**(d) Improving Government Purchasing and Procurement Policies**

The Federation of Canadian Municipalities (FCM) is encouraging municipal responses to sustainable development and has cooperated in the development of guidelines for Procurement Policies on Packaging, a voluntary measure to help municipalities support markets for recyclables and encourage diversion of packaging on the part of their suppliers.

The Environmental Stewardship Program was launched by the federal government in 1992. This program includes principles for incorporating environmental concerns into decisions regarding procurement processes, waste reduction and water conservation in federal facilities, environmentally responsible building design and construction, and public employee education and training opportunities.

**(e) Moving Toward Environmentally Sound Pricing**

Movement toward environmentally sound pricing will involve action by both businesses and governments. Businesses and their related professional organizations are working to meet the increasing environmental expectations of Canadian consumers.

The Canadian Institute of Chartered Accountants is working to promote and strengthen corporate environmental accountability. In conjunction with the IISD, the Canadian Standards Association, and the Financial Executives Institute of Canada, it has prepared a discussion paper, *Reporting on Environmental Performance*, to address such questions as why organizations should report environmental performance, what they should be reporting, and how companies go about performance reporting.

The Canadian Manufacturers' Association, an umbrella organization of close to 2000 manufacturers, has developed a Manufacturing Environmental Performance Program. It includes a reference guide on improving environmental performance, an environmental co-ordinator's handbook, a guide to government legislative requirements, a resource handbook, an executive forum, and a register of "environmental success stories."