

June 6, 2025

Green Business is Smart Business: MCC Rolls Out New Initiative to Drive Manitoba's Green Economy

Recruiting Small and Medium-Sized Businesses to Join the Transition

Winnipeg, MB – The Manitoba Chambers of Commerce (MCC) is proud to announce the Strategic Sustainability Initiative, a pilot initiative in partnership with Green Economy Canada designed to equip Manitoba's small and medium-sized enterprises (SMEs) with the tools and resources needed to transition to a low-carbon economy.

With SMEs making up 98% of the province's businesses, this pilot – an initiative of MCC's Manitoba Green Advantage (MGA) program – addresses critical barriers to sustainability, including limited awareness, financial constraints, and skilled labour shortages. Findings from MCC's 2024 Manitoba Business Outlook Survey underscored the urgency of this support, revealing that while 42% of businesses plan to invest in sustainability, nearly half remain uncertain about why they should invest or where to begin. The survey also highlighted that financial incentives – such as grants and cost savings – are the top motivators for businesses to make green investments, reinforcing the need for accessible funding and guidance.

Funded by PrairiesCan, the Manitoba Government, and RBC, the Strategic Sustainability Initiative helps businesses establish greenhouse gas (GHG) baselines, access funding opportunities, and implement effective emissions reduction strategies. Delivered through cohort-based webinars and personalized support from technical partner Green Economy Canada, the program offers hands-on guidance, peer-to-peer learning, and expert-led training to help businesses build actionable, customized sustainability plans.

"The future of business is green, and SMEs are at the heart of this transformation," said Chuck Davidson, President & CEO of the Manitoba Chambers of Commerce. "Through this initiative, we're empowering small and medium-sized enterprises with the tools, resources, and connections they need to thrive in a low-carbon economy. Sustainability isn't just good for the planet – it's smart business, and we're here to help companies turn challenges into opportunities."

"Small and medium-sized businesses are vital to Manitoba's economy and are key drivers of sustainable innovation," said Hon. Mike Moyes, Minister of Environment and Climate Change. "Our government is committed to supporting local businesses as they implement greener solutions, create jobs, and strengthen our communities. We are dedicated to fostering an environment where businesses can thrive while contributing to a cleaner, more resilient future."

The first cohort of participating businesses can be found on the [Strategic Sustainability Initiative web page](#). These businesses will be eligible to access **up to \$20,000 in funding** to implement green initiatives, providing direct financial support for sustainability-focused improvements.

"Sixty-four percent of consumers rank sustainability as a top-three purchasing consideration, and more than half are willing to pay a premium for more sustainable products," said Kim Ulmer, RBC Regional President. "Expanding access to resources that help businesses explore sustainable practices not only supports RBC's goal of helping businesses prepare for a net-zero economy – it also responds to the growing consumer demand."

By integrating clean technologies and fostering long-term sustainable practices, the initiative aligns with both Manitoba's and Canada's net-zero goals. The program is also particularly significant given the economic challenges

posed by trade disputes and shifting global market demands: by strengthening Manitoba's SMEs through sustainability-focused solutions, the initiative enhances business resiliency, supports local job creation, and drives economic diversification.

"Small and medium-sized businesses keep Manitoba's economy moving, and this initiative is about helping them stay strong and competitive," said Christa Rust, Program Director for Manitoba Green Advantage. "By making it easier and more affordable to cut emissions and boost efficiency, we're helping local businesses save money, grow into new markets, and build resilience for the future."

MGA is actively recruiting eligible SMEs across Manitoba to join the Fall 2025 Cohort of the Strategic Sustainability Initiative. Businesses interested in joining can learn more and apply at <https://mbchamber.mb.ca/programs/manitobas-green-advantage/strategic-sustainability-initiative>.

What Participating Organizations are saying:

"Harvest Manitoba feeds over 50,000 Manitobans every month while also helping the environment by rescuing food that would otherwise go to waste. This shows how community organizations can support both people and the planet – exactly what the Manitoba Green Advantage program aims to achieve. When we work together on sustainability, we build a stronger Manitoba for everyone."

– *Meaghan Erbus, Director of Network, Advocacy and Education, Harvest Manitoba*

"We joined the initiative to reduce our carbon footprint as we saw first-hand the effects of climate change in places where this type of initiative is lacking, therefore placing that community at a disadvantage to mitigate the risk of carbon emissions into the environment."

– *Genaro Guevarra, Founder & CEO, Morning Breeze HealthCare, Inc*

"We initially participated in this initiative to evaluate our position on sustainability. We are now honoured to be part of a collaborative group dedicated to establishing Whiteshell Provincial Park as a model of world-class sustainability."

– *DJ Seales, Owner, Barrier Bay Resort*

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About Manitoba Green Advantage: The Manitoba Green Advantage (MGA) initiative, led by the Manitoba Chambers of Commerce, is designed to position the province as a leader in the green economy while aligning with Canada's national climate and economic goals. By leveraging Manitoba's natural strengths and fostering strategic partnerships, MGA aims to drive sustainable growth, investment, and innovation. More info: mbchamber.mb.ca/programs/manitobas-green-advantage

About the Manitoba Chambers of Commerce: The Manitoba Chambers of Commerce (MCC) has championed businesses across Manitoba since 1931 through advocacy, valuable programs, and strategic partnerships. MCC plays a pivotal role in shaping policy, promoting economic development, and providing essential support to Manitoba's diverse business community, with the vision of making Manitoba the best place to live and work. www.jointhechamber.ca

About Green Economy Canada: Green Economy Canada is a national non-profit accelerating Canada's transition to a vibrant and inclusive net-zero future. Green Economy Canada supports businesses of all sectors and sizes in taking action on climate change and creating more sustainable operations. Through our growing network of Hubs, members and partners, we're making business better—together. www.greeneconomy.ca