

Taking time to plan begins with decision making



tankless water heater

Regardless of our roles and responsibilities, we make choices. We make decisions about what makes economic sense and we make choices about what makes environmental sense.

At times, making the right decision for the environment may seem at odds with making an economic decision.



filling tank with asphalt emulsion

water
society
air
resource

It is important to take a long-term view and consider risk.



GORE compost pad

What seems like a simple economic decision may end up having considerable environmental risk associated with it. That costs money in the long-term. Many times, it is less expensive to design for the environment up front than to retrofit an existing operation.

Factor failure costs into your decision making. Failure costs can occur when not taking time to plan and not considering the risk involved, this may turn a minor economic advantage into a liability both economically and environmentally.

When you are aware of your decision's riskiness, making the obvious economic decision may make poor long-term business sense.



applying asphalt emulsion

EACH DAY CONSIDER ▼

- Does this decision make sense for the long-term?
- What environmental risk is associated with this decision?
- What cost would be associated with managing the risk?
- What are the benefits of this decision both economically and environmentally?
- What are the benefits of this decision to our corporate image?
- If I was a neighbour to this operation, how would I feel about this decision?



spill clean-up



dust control



double walled tank



caring for the community



dust control

A small investment today may save a lot of money tomorrow.



sunlighting

MESSAGE TO TAKE HOME ▼

At home we make choices as well.

- Research your decision making
- Make the environment part of your decision
- Consider the long-term implications of your decisions
- Your most significant decisions for the environment are made in your purchasing choices.
- Ask yourself, do I really need this?

EARTH 1st **Our Environmental Messenger™** Take Time to Plan

DECISION MAKING

COMMIT ■ CREATE ■ PARTICIPATE

QUESTIONS/DISCUSSIONS

1. What environmental risks do you consider when making decisions in your workplace?
2. What decisions can you think of that cost a bit more money but in the long-term improved our environmental performance?
3. What incident can you think of that could have been avoided by considering failure costs up front?

If you don't know where you are going, you might wind up someplace else.
Yogi Berra