**Sustainability Guide for Creatives**



Welcome to the Sustainability Guide for Creatives. This guide is here to help you make eco-friendly choices in your creative business. Whether you’re an artist, maker, or entrepreneur, you’ll find practical tips to do your part for the planet while staying true to your craft. Let’s create responsibly and make a difference together!

**What is sustainability all about?**

Sustainability is all about meeting today’s needs without messing things up for future generations. For creatives like you, it means finding ways to reduce waste, work efficiently, and choose materials and methods that are kind to the environment.

**Why should you care?**

* Less waste means more money saved.
* Customers love brands that care about the planet.
* You’ll feel amazing knowing you’re making a difference!

**Choosing Materials Wisely:**

* Use Recycled or Upcycled Stuff: old fabrics, reclaimed wood, or repurposed metals.
* Shop Local: It cuts down on shipping and supports your community.
* Go Non-Toxic: Choose paints, dyes, and adhesives that are safe for you and the planet. Check out: Natural Earth Paint Canada Their paints are non-toxic, have 100% post-consumer recycled packaging, and are made in a solar-powered processing facility.

**Labels That Mean Something:**

Keep an eye out for certifications like: Fair Trade Certified, FSC (Forest Stewardship Council), GOTS (Global Organic Textile Standard) and OEKO-TEX®.

**Simple Ideas to Cut Down on Waste:**

* Plan Smart: Measure twice, cut once, and save scraps for future projects.
* Repurpose Everything: Turn leftover materials into smaller items or creative packaging.
* Recycle, Recycle, Recycle: Make it easy by setting up bins for paper, plastic, and whatever else you use.

**Save Energy:**

* Use tools and appliances that don’t guzzle energy.
* Switch to LED bulbs.
* Work during daylight hours whenever possible, Nova Scotia has stunning natural light, so make the most of it!

**Packaging That’s Planet-Friendly**

* Use biodegradable or compostable options.
* Pick recyclable or reusable materials like kraft paper or glass jars.
* Keep packaging minimal, less really is more!
* Wrap items in pretty fabric your customers can reuse.
* Print labels with plant-based inks.
* Offer incentives for customers who return packaging.
* Check out Greenii Inc. based in Halifax, Nova Scotia. They create eco-friendly bags from recycled materials, including newspaper and flyers. This company specializes in handmade and sustainable packaging solutions, offering various sizes of paper bags for retail and personal use.

**Fun Fact:** Nova Scotia is aiming to be a zero-waste province! Your small changes in packaging can contribute to this big goal.

**Let’s Talk About Your Brand**

**Be Honest:**

Share your sustainability wins and goals with your audience. People appreciate transparency, even when you’re still figuring things out.

**Get Involved:**

Partner with eco-friendly businesses, Donate to or volunteer with environmental causes, Consider supporting initiatives like the Ecology Action Centre in Halifax. Host workshops or events that teach others about sustainability.

**HOT TIP:** If you’re serious about going green, look into certifications like becoming a B Corp to show your commitment.

**Fun Content Ideas:**

* Post tips on how YOU stay eco-friendly.
* Share behind-the-scenes photos of your sustainable processes.
* Celebrate your green milestones with your followers!

**HOT TIP:** Highlight local aspects of your sustainability journey. For example, if you’re using materials from Lunenburg or collaborating with local artisans, make it part of your story!

**Keep Tabs on Your Progress:**

* Track your energy use and material waste.
* Set small, achievable goals to improve year by year.

**Celebrate Every Win:**

Whether it’s switching to eco-friendly packaging or cutting down your energy bill, share your victories. You’ll inspire others to follow your lead!

**Did You Know?**

Nova Scotia has some of Canada’s most ambitious environmental targets. By aligning your efforts with these goals, you’re part of something much bigger.

**Tools & Apps:**

* EcoCart: Track your carbon footprint.
* PaperKarma: Stop junk mail (and save trees).
* Good On You: Find ethical materials and suppliers.

**Local Resources:**

* Check out Divert NS for recycling tips and programs.
* Browse local eco-friendly shops like luminate Co in Bedford, Nova Scotia for sustainable products and inspiration.
* Join creative communities like Visual Arts Nova Scotia to connect with other eco-conscious creators.

**Books**

**Cradle to Cradle: Remaking the Way We Make Things**

* By: William McDonough & Michael Braungart
* A manifesto for a radically different philosophy and practice of manufacture and environmentalism.

**Let My People Go Surfing**

* By: Yvon Chouinard
* Founder of Patagonia, Inc. shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth.

**Local networks & groups:**

* Nova Scotia Environmental Network (NSEN):
* Divert NS: This organization is a key player in Nova Scotia's circular economy, promoting waste diversion programs and supporting businesses in creating more sustainable processes. They provide resources on waste reduction and encourage practices like swapping, sharing, and repairing goods to keep them out of landfills​
* The Halifax Tool Library:A community-based initiative that allows residents to borrow tools instead of purchasing them, reducing the need for new items and supporting a zero-waste lifestyle​
* The Grainery Food Co-op: A volunteer-run cooperative in Halifax that focuses on organic, bulk, and locally sourced food, allowing members to shop with minimal packaging​.
* Blue Earth Collective: A zero-waste store in Lawrencetown, offering plastic-free and eco-friendly products, including items for home and lifestyle​.

**By making small changes, you’re doing something big for the planet. Keep going, every step counts! Let’s show the world that creativity and sustainability go hand in hand.**

