

Eco-responsibility as a catalyst of innovation: the ecoleaders movement at La Cité des affaires

In a context where environmental and social issues are redefining the rules of the economic game, more and more businesses are seeking to align performance with responsibility. To support them, La Cité des affaires offers a comprehensive training and eco-responsible certification program that helps showcase their commitment and inspire others within their ecosystem. Thanks to financial support from the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), each participating business receives a \$15,100 grant that covers 100% of the training and certification costs.

After 50 hours of personalized coaching by an expert certified in the ecoleadership approach, the eco-responsibility committees of the participating SMEs will have developed their sustainable development charter, finalized their eco-action plan, and laid the foundation for a structured long-term sustainability strategy.

The expert will guide them in structuring their approach, reducing their ecological impact, mobilizing their teams, and preparing the necessary documentation to apply for certification through Ecocert, an internationally recognized certification body operating in over 120 countries.

Through this eco-responsible training and certification program, La Cité des affaires fosters the growth, innovation, and long-term success of Francophone businesses in the region, while also leading the ecoleaders movement in Ontario—an initiative originally launched in Quebec by the Conseil des Industries Durables (CID).

The first two cohorts include 10 companies from diverse sectors that have chosen to make eco-responsibility a strategic lever of innovation:

- [Fromagerie St-Albert](#)– Agri-food craftsmanship and promotion of local know-how
- [KB Media](#)– Digital communication and ethical media
- [Gibbs Honey](#) – Sustainable beekeeping and natural products
- [Microtel Casselman](#) – Eco-friendly hospitality and sustainable tourism
- [TVC22](#) – Community media innovation and digital inclusion
- [Allsaints Inc.](#) – Event management and cultural heritage valorization
- [BanhMiYes](#) – Local food service with a low ecological footprint
- [PiliPili](#) – Fusion cuisine and responsible food practices
- [Jam Fit](#)– Wellness, health, and eco-conscious fitness
- [Cayenne Creative](#)– Graphic design and sustainable branding

These businesses are not only revisiting their practices but are also taking an active role in transforming their ecosystems. Regardless of the industry, adopting an eco-responsible approach is not a constraint—it's a catalyst for growth and innovation.

To learn more, visit: [Appui aux entrepreneurs - La Cité](#)