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## LES P'TITS POUCES VERTS DAYCARE CENTER

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ISSUE: Building on the environment

### ITINERARY 2B

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## PROMOTER and SPEAKER

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### Project description:

*Les P'tits pouces verts* daycare center is a young private company that welcomes children from birth up to 5 years old. This center is growing fast and is located in Saint-Georges-de-Windsor, a town of 923 inhabitants. Sixty children attend this daycare center which is hoping to be able to accommodate nearly 70 children in the short term. Since its opening in 2010, the existing team introduced several green initiatives, which are still in place today. Among these, we find the use of cloth diapers, composting, a recurring green parade and a kitchen garden where the daycare collects part of its provisions.

For the owner, it is essential to introduce the children from an early age to the protection of their environment. Therefore, the development of her daycare will be guided by this objective.

In order to further their reflection and to integrate sustainable development more effectively, the daycare has been accompanied by an SD consultant from SADC Estrie since the beginning of 2012. This support has allowed Mrs. Laporte to have a better understanding of the concept of sustainable development, an understanding of the SD elements already in place in the daycare, to train and present an action plan to her employees, and to develop the arguments intended for the parents.

The project was nominated and selected as one of the finalists for the Prize of Excellence in Environment, Eastern Townships, in 2012.

**The key elements to remember according to the promoter and speaker:**

It is important for a business to communicate to its customers the benefits of integrating sustainable development. This was accomplished by first completing a diagnosis to identify existing practices related to SD and actions for improvement. Thereafter, an argument could be developed, establishing clearly what positive elements a daycare integrating sustainable development can bring for both kids and parents.

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## RESEARCHER

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Lovaso Ramboarisata, UQAM | E-mail: ramboarisata.lovasoa@uqam.ca

**Summary of the researcher's presentation:**

Mrs. Ramboarisata explains that although the SD and related concepts are increasingly studied and taught, current interests are such that several actors and issues are left in the lurch (missed opportunities). She stresses that the requests for research and training, as well as for publication opportunities, guide the issues addressed by the academic community.

**The key elements to remember according to the researcher:**

Academia should focus on the following missed opportunities:

- new adjustments and new markets for large companies vs. the costs and obstacles for small businesses;
- links with reputation and legitimacy in the wake of scandals in the public and private sectors vs. in the SEE's DNA;
- solutions for high-impact and publicized sectors vs. less-known organizations;
- disadvantaged regions as stakeholders to be "managed" or to negotiate with;
- issues for cities and neighborhoods;
- the generally used "recipe" (tools, policies, leaders, etc.) vs. particular experiences.

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## QUESTION PERIOD

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Q.: What kind of support was provided by SADC Estrie?

R.: Among others, to explain to the daycare customers the benefits of SD for themselves and their children.

Q.: What was the impact on other daycare centers?

R.: As there was a growing demand for child care spaces, no negative impact was noted. Moreover, we actually have a waiting list for infants.

Q.: Is there an impact on profits since the service rate is low, but the purchase of local products is higher?

R.: We reach our breakeven point.

Q.: Does the support from the SADC continue once the project is started?

R.: The support is for one year and a half.

Q.: Does your popularity urge you to start a network?

R.: It would be difficult to start such a network, because at this time, there aren't enough daycare centers of this type in the region.

Q.: You say that you are reducing the consumption of meat in your daycare, but why not stop entirely?

R.: As the taste for legumes is acquired slowly, we believe it is important to integrate them in the same way. In addition, we do so to respect the parents who continue to eat meat at home.

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## ADDITIONAL DOCUMENTATION

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**NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.**

[PowerPoint from Audrey Laporte, Les P'tits pouces verts daycare center and Michel Bélanger, SADC Estrie](#)

[PowerPoint from Lovasoa Ramboarisata, UQAM](#)