



PRESS RELEASE (November 22, 2021)

WestPier Becomes a Member of the Green Collar Program and Announces Commitment to Carbon Neutrality

WestPier is proud to announce our membership in the Green Collar Program and our commitment to operating 100% carbon neutral. WestPier has made the commitment to reduce and avoid emissions where possible and offset our remaining emissions using Nature Based Solutions through Verifiable Carbon Credits available through the Green Collar Program. We stand with Canada and the 194 countries who signed the Paris Agreement to reduce emissions to build a sustainable future. As leaders, we want to set the standard for our industry and operate at the forefront of this movement.

In North America, WestPier is the first Shell Lubricants Distributor to operate with a net carbon zero footprint. To ensure our planet is livable for the generations that follow, we believe that we all must do our part in protecting our planet. We are focused on creating a more sustainable future for our industry and believe it is important that we adapt to the changing landscape to contribute to reaching Canada's goals in becoming carbon neutral. It is well overdue for all small and big businesses to come together and help reverse the damage to our planet. We need to lead our industries and avoid, reduce, and offset 100% of our carbon emissions and be role models for our customers, employees, and our communities.

"It is challenging for most businesses and industries to reduce and avoid carbon emissions completely, as adoptable technology is not yet widely available to achieve this. However, this does not mean we should do nothing and wait for these technologies to materialize. There are options available now for every business and every industry to operate more sustainably. Nature has the incredible potential for carbon removal and storage. Yes, we need to reduce emissions in all sectors of our economy, but we also need to increase our carbon absorption capacity, and Nature Based Solutions can do this."

WestPier is proud of our decision and commitment to operate at net carbon zero in 2021, and into the future. We will continue to work to reduce and avoid carbon emissions from our operations, and have made the commitment to offset 100% of the emissions we cannot yet avoid"

Rick Huneault, CPA, CA

President

WestPier

About the Green Collar Program:

The Green Collar Program helps shift blue collar businesses green by providing verifiable solutions to offsetting carbon emissions. Armed with a forward-thinking perspective, thorough analysis, and insight into the environmental concerns for the industry, the Green Collar Program is geared up to change the way blue collar businesses operate. They advise on carbon neutral pathways and provide the path for businesses to invest in Nature Based Solutions to offset their carbon emissions. The Green Collar Program is committed to ongoing innovation, and as they continue to do their part, so can you. Please visit www.GreenCollarProgram.ca for more information and to begin your journey to carbon neutrality.

