

CAE

Centre d'aide  
aux entreprises

MEMPHRÉMAGOG

Virage vert

Programme d'accélération  
du développement durable  
des régions du Québec

VIRAGE > VERT

## CAE Memphrémagog

The CAE Memphrémagog's mission is to **contribute to the emergence and success of entrepreneurs in the region by assisting them in their projects through financing, consulting, and local economic development activities, all with a view to sustainable development.**

The Memphrémagog BDC is part of a network of 57 CFDCs (Community Futures Development Corporations) and 10 CAEs (Community Business Development Centres) that creates synergy and promotes the sharing of expertise.

### TO CONTACT US:

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 Développement économique Canada pour les régions du Québec  
appuie financièrement le CAE

The **Virage vert program** offered by the Centre d'aide aux entreprises Memphrémagog (CAE Memphrémagog) is a non-repayable financial contribution aimed at supporting businesses seeking to launch or accelerate their environmentally responsible practices for a greener recovery.

The Government of Canada, represented by Canada Economic Development, contributes to this initiative through the Regional Economic Growth through Innovation (REGI) - Jobs and Growth Fund (JGF) program.

### Eligibility

All activity sectors are eligible;

- 1 The program is intended for businesses with fewer than 200 employees;
- 2 The project must be **strategic** for the company's recovery;
- 3 It must have **measurable economic benefits**;
- 4 It must have **measurable environmental benefits**;
- 5 The project must be carried out by a specialized resource external to the business.

### Non-repayable financial contributions

The amount of the non-repayable financial contribution will be adapted to the project submitted:

- A maximum contribution of 85% of the total cost of the project, for a project under \$10,000;
- A contribution to be determined for large-scale projects.

### Examples of eligible projects

- Optimization of waste management
- Optimization of energy consumption and efficiency
- Carbon assessment
- Analysis of greenhouse gas reduction potential
- Analysis of a product's life cycle
- Eco-design
- Optimization of freight transportation
- Responsible sourcing
- Sustainable business models

