Green Economy New Brunswick | Économie verte Nouveau-Brunswick

Renewable Energy

Building Retrofits

Leading the Way

Manulife Securities

Being a Financial Advisor and a business owner gives me more ways to have a positive impact. Green Economy New Brunswick provides me the tools to measure and set my sustainability goals.

Greg MacPherson
Senior Financial Advisor

Manulife Securities

Background

Manulife Securities Incorporated is a full-service financial planning firm with independent investment advice and estate planning solutions. With more than 27 years of experience as a Financial Advisor and educator for clients across Canada, Greg MacPherson believes he has a responsibility to make our communities more sustainable and uses his position to have a positive impact.

Hub Member since

2021

2021 Baseline Year Emissions

14.23 Tonnes of GHGs

Responsible Investment Advisor Certification (RIAC)

Greg is the only Financial Advisor in New Brunswick to hold this certification for expertise in responsible investing and environmental, social, and governance (ESG) factors.

Climate Action Highlights

Renewable Energy

With the installation of 40 solar panels on their former office building, Manulife was able to offset their energy needs for 9 months each year. They recently moved to a new building where they've installed 100 solar panels (34kW) on their roof and expect this will allow them to offset their energy needs most of the year. Through their leadership in adopting renewables, they've seen an increase in interest from local community members to learn more about solar energy.

Building Retrofits

In 2022, Manulife moved to a new building on the banks of the Saint John river in Woodstock. Before moving in, work was undertaken in the building to make it as energy efficient as possible.

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Building Retrofits

Building Retrofits and Recycling

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Building Retrofits and Recycling

In 2022, Manulife purchased and renovated an old office building. Several retrofit initiatives were undertaken:

- The 20 year old furnace system was replaced with a new efficient heat pump system.
- Newer windows and doors were installed to provide more efficiency and use of natural light. The old doors were repurposed locally.
- LED lighting was installed with an integrated smart lighting system to reduce energy in vacant rooms.
- A vestibule was added to the entrance for heating and cooling efficiency.
- High efficiency (R-value) insulation was added to all the exterior walls, the downstairs, and the attic.

Ongoing work

Manulife is currently completing a walkthrough of their new facility with Green Economy New Brunswick support to help assess their building and identify new actions.

PROJECT BENEFITS

- Climate Positive Value Alignment
- Public Demonstration of Organizational Values

PARTNERSHIPS

Manulife purchased decorations and some office supplies from local artists and businesses.

D.A.S Concrete Countertops, a fellow Green Economy New Brunswick member, provided the concrete part of Greg's desk.

While Manulife had put a lot of effort into how they could be more energy efficient, there were gaps in their approach to waste diversion and water conservation. When they joined Green Economy New Brunswick they saw that they could do more to recycle and reduce their paper and water consumption. They conducted an internal presentation with the Western Valley Regional Service Commission on recycling and are now making improvements in these areas. They have decreased their use of one-sided paper for their operations.

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Community Engagement

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Woodstock Sanctuary House

Manulife Securities is a founding member of Green Economy New Brunswick and an early adopter of renewable energy in their community. For his leadership in solar energy, Greg has been invited to speak on sustainability at various events in the province.

- In November 2022, he was one of the panelists at the Sustainable Energy Group of Carleton County's forum on solar panels.
- In 2020, he spoke alongside deputy ministers as a panelist at a roundtable webinar on solar energy development in the province.
- He has provided socially responsible education at the Richard Olmstead Sustainable Living Expo and continues to support his community and clients to learn more about sustainable investing.

SUPPORT

Manulife is well known for its support of local charities and organizations. Through the years they have supported initiatives helping children, women, and the vulnerable in society, as well as the protection of the environment.

- In 2019, Greg and his wife gave $20,000 to Woodstock Sanctuary House to help them reduce their energy costs and their carbon footprint with the installation of 21 solar panels.
- Manulife is committed to supporting the Meduxnekeag River Association for five years as part of their Leaving Legacy Program. The association is working towards the protection and restoration of the Meduxnekeag River watershed.
- Manulife is also a supporter of Ducks Unlimited Canada.

PROJECT BENEFITS

- Public Demonstration of Organizational Values
- Increased Brand Profile
- Increased Networking Opportunities