



Green Business Idea Wins 2009 Nicol Entrepreneurial Award

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OTTAWA, Ontario (March 26, 2009) –Months of hard work and dedication were rewarded last night as student entrepreneur Jill Doucette was announced the winner of the 2009 Nicol Entrepreneurial Award.

The University of Victoria student faced the judges in the final round of competition to present her winning business idea. **Synergy** is a green business consulting firm operating in Victoria that works with small and mid-sized organizations to help them overcome the existing barriers to utilizing sustainable practices and policies. The company has adopted the Social Enterprise framework and will offer a range of services such as greenhouse gas inventories and energy audits, and source and provide green products such as lighting and waste management systems. Initially targeting the retail coffee trade, Synergy will also advise clients on how to integrate green initiatives into their business strategy, access appropriate environmental funding programs and grants, and promote their resulting sustainability initiatives.

“Over the course of this competition I’ve gained a lot of confidence, in myself and my business idea and winning this award is such an honour,” said Jill. “I feel that I’ve learned what it takes to be an entrepreneur out in the real world and I’m excited for the next step in the process.”

The annual Nicol Entrepreneurial Award recognizes the value of the entrepreneurial spirit and the important role it plays in the success of a business. Launched in 1997, by Ottawa-based entrepreneur Wes Nicol, the national competition welcomes entries from any undergraduate student in any program with a solid business idea.

The organizers wish to thank all of their sponsors for their support this year: Tartan Homes, TD Bank, Price Waterhouse, Ernst & Young, Kelly Santini LLP, Nicol-Lazier, Smith Petrie Carr & Scott, Borden Ladner Gervais LLP, Harding Heating & Air Conditioning.

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Background information on the Nicol Entrepreneurial Awards can be found at:
<http://www.nicol-award.com/media/overview.html>

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