

NSBA enhances Innovation and Sustainability Program with new carbon calculator for businesses

FOR IMMEDIATE RELEASE

Saskatoon, SK – December 16, 2025 – The NSBA – Saskatoon's Business Association is pleased to announce the expansion of its innovation and sustainability program with the development of a carbon calculator tool to assist businesses prepare for the future. This tool fits well with the NSBA's initiative, which is designed to provide companies with the tools and knowledge needed to remain competitive, environmentally responsible, and growth-oriented. It is following two recent NSBA member events that explored the business case for decarbonization, including a session featuring senior leadership from Nutrien's sustainability team.

This initiative will empower Saskatchewan businesses to:

- Identify and implement cost-effective strategies to reduce their environmental impact.
- Enhance operational efficiency through digital transformation.
- Accurately measure and account for carbon emissions.
- Strengthen sustainability practices to meet evolving consumer expectations.

The NSBA Carbon Calculator is a practical, data-driven tool designed to help Saskatchewan businesses measure, understand, and manage their greenhouse gas emissions. By tracking direct (Scope 1) and energy-related (Scope 2) emissions, the calculator provides organizations with clear insight into where their carbon impact originates and how it changes over time. Businesses can use this information to identify efficiency opportunities, reduce costs, and strengthen sustainability performance. Beyond compliance or reporting, the calculator empowers companies to build resilience, demonstrate environmental leadership, and contribute to a stronger, low-carbon Saskatchewan economy.

The Carbon Calculator complements insights gathered through the NSBA's recent Environmental, Social, and Governance (ESG) Survey. The report, created in collaboration with the Edwards School of Business at the University of Saskatchewan, was recently published on the NSBA website and highlights local business perspectives on sustainability challenges and opportunities. The NSBA remains committed to championing the needs of its members by promoting solutions that are not only environmentally conscious but also economically beneficial. This project underscores the NSBA's dedication to fostering a sustainable and competitive business community in Saskatchewan. Federal funding of \$718,400 through PrairiesCan was announced earlier this year to support the NSBA's decarbonization education initiative for businesses in Saskatchewan, including this new tool.

Quotes

“Saskatchewan is Canada’s economic engine because its businesses adapt and innovate, whether in manufacturing, services, agri-food, or resource development. Our government’s plan builds on that strength — helping companies adopt the technologies that improve efficiency, lower emissions, and keep them competitive in a changing world. The NSBA’s carbon calculator gives businesses a clear, accessible tool to make informed decisions about their future. Our new government is proud to support this work to ensure Saskatchewan businesses are ready to seize new opportunities across the economy.”

- **The Honourable Eleanor Olszewski, Minister of Emergency Management and Community Resilience and Minister responsible for Prairies Economic Development Canada (PrairiesCan)**

“Business owners in our province are juggling rising costs, new rules, and trying to do right by their communities and the environment. This carbon calculator is about making that easier. When local businesses can lower their costs, keep people on payroll, and protect the land and air we all rely on, that’s a win for workers and families right across Saskatchewan.”

- **The Honourable Buckley Belanger, Secretary of State (Rural Development) and Member of Parliament for Desnethé-Missinippi-Churchill River**

“With the expansion of the Saskatchewan economy to include large multinationals that have stringent ESG policies and targets, it only makes sense for smaller Saskatchewan SMEs to work in lockstep to be part of the equation of the economy, as well as part of the solution for reducing greenhouse gases. It’s a changing world, and if our members and the business community don’t keep up with these changes, they will unfortunately be left behind. We truly appreciate and want to thank PrairiesCan for the helpful support and financial assistance they are providing.”

- **Keith Moen, Executive Director**

“This tool is more than just measuring emissions; it’s about empowering Saskatchewan businesses to lead the way in building a low-carbon, resilient economy. This tool translates complex carbon accounting into accessible, decision-useful insights. Innovation and sustainability go hand in hand, and this calculator puts real power in the hands of companies ready to act.”

- **Dr. Aneela Salman, Innovation and Sustainability Strategist**

Quick Facts

- The NSBA is a member-driven business association that serves, promotes, and protects businesses throughout Saskatoon and beyond.
- The NSBA has recently rebranded to reflect its evolving membership, which now extends beyond Saskatoon's north end.
- This initiative aligns with the Government of Canada's 2030 Emissions Reduction Plan, which aims to reduce greenhouse gas emissions while supporting economic growth and sustainable job creation.

Associated Links

- [Prairies Economic Development Canada \(PrairiesCan\)](#)
- [Regional Innovation Ecosystems \(RIE\), PrairiesCan](#)
- [NSBA – Sustainability Program](#)

For more information:

The NSBA is a member-driven and focused business association in Saskatoon that serves, promotes and protects businesses throughout Saskatoon and beyond. The NSBA has recently rebranded to be known simply by its acronym – NSBA – to reflect its current membership, which has grown beyond Saskatoon's north end. The NSBA has developed its mandate and reputation by being relevant, topical and effective organization that interacts with all levels of government and industry on various issues for the betterment of our local economy.

Keith Moen

Executive Director

NSBA – Saskatoon's Business Association

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