

# SUSTAINABLE CANADA



### The Sustainability of Canadian Business in the New Economy

Business is changing the way it achieves **competitive advantage** in a rapidly and radically transforming global economy. Growing emphasis is being placed on social assets such as brand value, customer loyalty, firm reputation, human and intellectual capital rather than simply physical and financial assets.

This multi sectoral **collaborative research project** is funded by the Social Sciences and Humanities Research Council. The project explores how Canadian firms can adapt, and perform more effectively and sustainably in the new economy on an international basis. New insights will be leveraged across business, government and civil society organizations.





#### **Our Assumptions:**

- Canada's economy, businesses and citizens will benefit from the development of a national business strategy founded on principles of economic, social and environmental sustainability.
- there is now compelling evidence of a positive correlation between companies that perform well on social and environmental factors and those that perform better in terms of **competitiveness**, sales and **stock price performance**.
- Canada is well placed to pursue such a 'win-win' strategy by leveraging traditional Canadian values and extending existing capabilities of Canadian firms.
- an integrated research program, carried out by a diverse mix of forward-thinking business practitioners, respected academics, capable policy makers and civil society organizations could contribute significantly to the development of a national strategy for the sustainability of Canadian business.







Our Objectives:

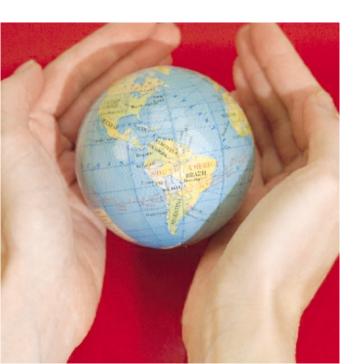
# 1) To explore and test **branding strategies** aimed at leveraging consumer interest in more socially and environmentally responsible Canadian products

communications, certifications and other devices.

and services in international markets.
To explore and test mechanisms by which Canadian organizations (business firms, government bodies, and civil society organizations) can be legitimately

identified with sustainable practices e.g. through logos, corporate

 To advance the study of social capital and organizational identity, in the context of sustainability and the new economy, and Canada's competitiveness in the global economy.



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#### **Partners and Collaborators:**

#### PROJECT LEADER

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Society for Organizational Learning

#### **INDUSTRY PARTNERS**

Corporations and Companies Innovest Strategic Value Advisors Terra Choice

Industry Sector Associations
Canadian Association of Petroleum
Producers
Canadian Chemical Producers'
Association
Canadian Electricity Association
Canadian Institute of Chartered
Accountants

Forest Products Association of Canada Mining Association of Canada

Marketing and Communications Advisors

Canadian Imaging Associates
Environics International
E.Y.E
Future Brand
Hill and Knowlton
Manifest
Spencer Francey Peters
Strategic Objectives
Taxi Advertising and Design

Consultants and Coaches
Digital4Sight
Broad Reach Innovations Inc.
Decision Partners
Five Winds International

Circus (U.K.)

## CIVIL SOCIETY ORGANIZATIONS

Imagine/Canadian Centre for Philanthropy Pollution Probe

# GOVERNMENT DEPARTMENTS AND AGENCIES

Department of Foreign Affairs and International Trade Environment Canada Industry Canada National Round Table on the Environment and the Economy Natural Resources Canada

#### **MULTI-SECTOR ASSOCIATIONS**

The CEO Council
(Business Council on National Issues)
The Canadian Chamber of Commerce