



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.





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Our Objectives:

- 1) To explore and test **branding strategies** aimed at leveraging consumer interest in more socially and environmentally responsible Canadian products and services in international markets.
- 2) 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 communications, certifications and other devices.
- 3) 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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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
 Circus (U.K.)

Consultants and Coaches

Digital4Sight
 Broad Reach Innovations Inc.
 Decision Partners
 Five Winds International

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