

Good Planets are Hard to Buy

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Global **challenge** to implement sustainable models:

- Uncertainty
- Distribution of costs
- International cooperation
- Offset rules
- Regulatory requirements
- Competing economic interests
- Policy integration
- Tariffs on goods from high emitting locales
- World price on carbon

Responsible Business Practices

Pecha Kucha

.5 min

Sustainability and Corporate Social Responsibility

- These are a framework for responsible business practices
- We share the planet – we don't own it
- We are responsible for our share
- We share the biosphere with nature



Definitions of sustainability

- Bruntland commission – 1987
- Kotler and Lee - 2005



Formula for Sustainability

Economic benefits +
Environmental benefits +
Expectations of society

=

**A responsible business
model**



CSR and Sustainability

- Death by 1000 cuts
- Irreversibility



Sustainability and Supply Management

- Go green – products and services
- Socio/economic strategies
- Carbon emission management
- Resource conservation



Role of Business

- Make money for shareholders (period)



Role of Government

- Externality costs
- Monitoring
- Incentives
- Controlling
- By example



CSR

- Is it cheaper to obey or disobey?



Role of Consumer/Customer

- Makes informed choices
- Influenced by media
- Strongly influenced by price
- Confused by *green*



The Role of NGOs

(Non-governmental organizations)

- MSN
- Green Peace
- Oxfam
- Amnesty International
- Interfaith Center for Corporate Responsibility
- Rainforest Alliance



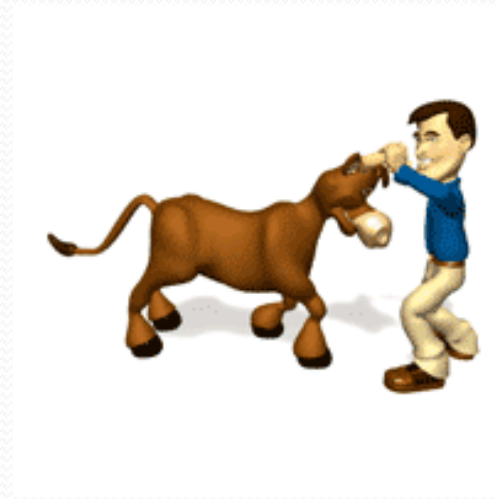
Role for 3rd party standards

ISO 50001 - 2011

- Better use of energy
- Benchmarking, measuring, documentation, and reporting on GHGs
- Communications on energy programs
- Promote best practice and reinforce leading energy mgt practices
- Evaluating and prioritizing new technologies
- Promotes energy efficiency across supply chain
- Facilitate energy mgt improvements

Role for business

- Provide responsive leadership
- Draft the mandate
- Be the change agent



First Movers – Early Adopters include.....

- The University of BC
- Van City Savings Credit Union
- Mills Basics
- City of Calgary
- Interface
- Polyface Farms
- Herman Miller
- Protocol Environmental Solutions



Barriers to sustainability

- Short-term tactics
- Costs appear prohibitive
- Inexperience with subject matter



Enablers of sustainability

- Have a champion
- Reduce costs
- Improve health of community
- Long-term benefits
- Doing the right thing!



Philanthropy and sponsorship

Appreciating the differences between these strategies



Organics

- Weak compliance standards for most of the industry
- Follow the money
- Legislation introduced in December 2006 in Canada



Triple bottom line reporting

- Use measurable criterion
- GRI guidelines
- Avoid green washing



Leading practices

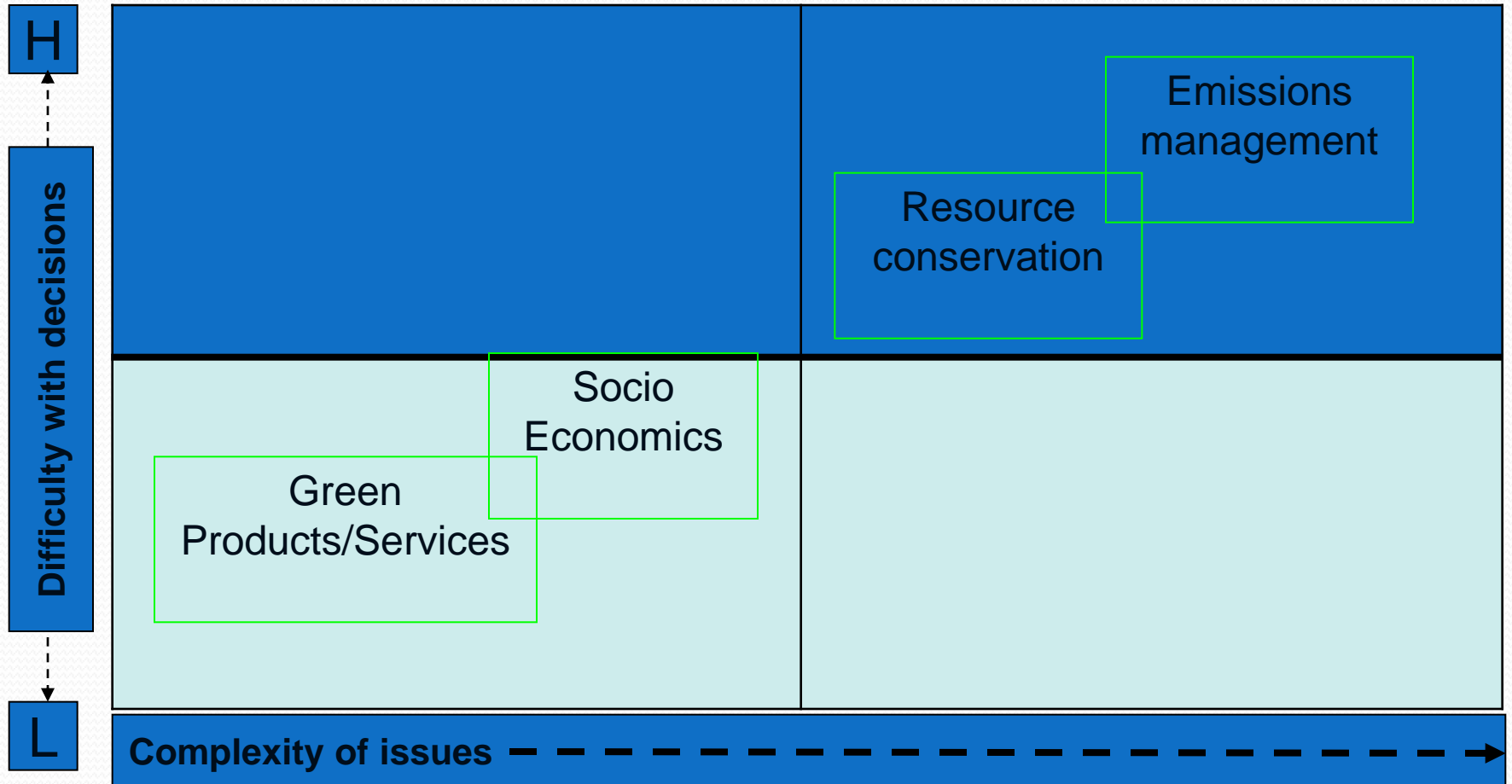
- Retrofitting buildings
- Courier and cartage services
- Biodiesel fuels
- Green office products
- E-Waste
- Seafood – *Ocean Wise*
- Reduced use of toxic chemicals
- Social enterprises



(4) Areas of *focus* for business:

1. **Green** products/services
 2. Socio/economic factors
 3. Emissions management
 4. Resource conservation
- } Supply management
- } Engineering/Facilities management

Sustainability challenges - strategies become increasingly complex



Trends for business:

- Principled-profits
- Supply chain transparency
- Design for environment
- Cap-and-trade systems/blocs



INTEREST

It was the dog!



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Think Outside the Books!



Continuing Studies
Centre for Sustainability

Greening the Supply Chain: Responsible Business Practices online course

- May 3 – June 7, 6:30-7:30 PST
- Fee: \$425

Purchasing Management Assoc of Canada

Fredericton

- 2-day seminar April 20/21
- 8:30 – 4:30 ADT



Remember...

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