

Network for Business Sustainability

Growing Green

Environmental stewardship is a complex issue that engages governments, academics, practitioners, non-profit organizations and companies. Corporations are sizeable players in this global political movement because they have a significant impact on the environment and because phenomena such as climate change can dramatically affect their profitability. The Richard Ivey School of Business at Western University has launched the non-profit **Network for Business Sustainability** to create tools, knowledge and research related to sustainable business development and corporate ethics, and to help companies embrace fiscal as well as green responsibility.

What is the Network for Business Sustainability?

- Connects stakeholders to bridge the gap between research and practice, and helps companies integrate economic and environmental responsibility
- Helps companies acknowledge sustainable business practices – which can mean many things, from greenhouse gas reduction to corporate greening – are intimately connected to long-term environmental well-being and financial survival
- Helps companies measure sustainability and balance competition and stakeholder interests with social and environmental considerations
- Its business sustainability experts create credible, evidence-based business management practices, promote corporate responsibility and develop solutions for some of the world's most urgent social and environmental problems

What does the Network Offer?

The Network enables participants to identify opportunities for collaboration through conferences and online discussions, and serves as a service-oriented enterprise, providing:

- Projects that synthesize research and knowledge into language, tools and media that are accessible to managers and policymakers
- Fora and seminars that educate and inform the community on business sustainability issues
- A web site and online repository of research projects, researcher expertise, corporate best practices and contact information for networking
- An annual list of research priorities that reveal business sustainability challenges
- A quarterly newsletter advising members of research results, new research projects and upcoming events
- The network operates with a practitioner advisory council and an academic advisory council, and also has a leadership council consisting of a number of organizations
- These include *Industry Canada*, the *International Institute for Sustainable Development*, *Suncor Energy Inc.*, *Syngenta Crop Protection Canada Inc.*, *Tembec Inc.*, *Research In Motion*, *Canadian Pacific Railway*, *Telus Corporation*, *SAP* and *Toronto-Dominion Bank Financial Group*
- The project has been funded through support from the *Social Sciences and Humanities Research Council's Strategic Knowledge Clusters Program*

Research

- A source of reliable and meaningful research on the relationship between business and sustainable development
- Brings together the expertise of more than 350 Canadian researchers promoting knowledge relevant to practice and understanding how Canadian businesses can become sustainable
- Facilitates cross-sector partnership and information transfer, ensuring broad dissemination of research findings
- Research objectives range from studies of macro and microeconomic business cases for corporate responsibility to such specific issues as the social and environmental impact of oil sands operations
- With plans to link researchers around the world, the network positions Canada as an international leader in evidence-based research and best practices in business sustainability



Richard Ivey School of Business professor and Network for Business Sustainability founder and director, Tima Bansal.

For more information, please visit: www.nbs.net



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