

FOR IMMEDIATE RELEASE

**Advancing Business Sustainability through Collaboration:
CBSR and The Natural Step Canada Partner**

Toronto & Ottawa, ON – August 5, 2009: Canadian Business for Social Responsibility (CBSR) and The Natural Step Canada announce a new collaboration to further the strategic impact of both organizations. The groups both promote responsible business practices, which encompass social, environmental and economic considerations. This collaboration will leverage their shared strengths with the goal of assisting, in particular, firms at or moving towards the leading edge of the CSR performance continuum.

The Natural Step Canada is part of a global not-for-profit organization that works to promote real change toward a sustainable world. Since 1989, they have worked with thousands of corporations, municipalities, academic institutions and not-for-profit organizations who have proven that moving strategically toward sustainability leads to innovation, new opportunities, reduced costs, and dramatically reduced ecological and social impacts.

Canadian Business for Social Responsibility (CBSR) is a network of over 100 Canadian companies focused on environmental, social and economic solutions that lead to better business and a better world. Founded in 1995, CBSR is a national non-profit learning organization and the globally recognized source for corporate social responsibility (CSR) in Canada.

“The mission of CBSR is to promote truly transformational change in Canadian companies, and working closely with The Natural Step is an exciting move to advance that mission. The Natural Step brings an innovative sustainability viewpoint, process and tools that can be shared with CBSR’s strong network of member companies, to help them further reduce their impacts on the earth,” said Barb Steele, Director of Membership, CBSR.

“We have long admired CBSR’s work and appreciate the opportunity to collaborate with them. The mission of The Natural Step is to build the capacity of leaders and change agents in Canadian businesses and communities to lead their organizations toward more sustainable outcomes,” said John Purkis, Director of Learning Programs and Advisory Services for The Natural Step Canada. “Although the challenges we face are complex, companies who successfully navigate towards a sustainable future will reap the benefits of capturing new market share and taking a leadership position. We believe that together The Natural Step and CBSR can combine our years of experience and proven approaches to create a model for sustainable enterprise in the 21st century using sustainability as the driver for innovation and value creation,” Purkis said.

As one of the first activities of the new partnership, The Natural Step will be delivering a workshop on its approach at the 7th CBSR Summit on Corporate Social Responsibility. The workshop will be held November 4th at the Fairmont Royal York Hotel. For more information, visit <http://tinyurl.com/kug8r8>.



To learn more about the partnership contact:

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