



# CBSR

Canadian Business for Social Responsibility

## 2012 Member Value

Since 1995 CBSR has been changing the way business does business by helping Canadian companies advance their social and environmental performance. This support has been provided to close to 200 companies through CBSR membership. Membership remains the core of CBSR.

Over the past 16 years CBSR has matured into a national organization, actively collaborating with Canada's largest corporations across all sectors of the economy. As a network of leading Canadian organizations, the journey and advancement of the many companies in the CBSR network supports the journey of each individual member.

CBSR's longevity and unique position within the CSR landscape has resulted in rich and varied collaboration with leading CSR practitioners and think tanks in Canada and abroad. Through this network of experts, we ensure members stay on top of key developments in the industry both nationally and internationally.

### 2012 CBSR MEMBER VALUE

In 2012, CBSR's primary focus remains to be a key partner in achieving each member's corporate social responsibility objectives.

What is available to a company through CBSR membership is constantly evolving based on input from the member engagement survey, event feedback, account plans and advisor meetings with individual companies. Although the fundamental components of a CBSR membership have not changed dramatically from 2011, we encourage you to read this *2012 Member Value Package*, as the offerings and approach have been refined to best meet member needs.

Your membership has never been more valuable to CBSR. The entire CBSR team is committed to working closely with you, supporting your organization's CSR priorities and work in 2012.

### CBSR'S MEMBER SUPPORT MODEL

Every company's CBSR membership is unique and is managed by an advisor who acts as the primary point of contact at CBSR. The advisor works with you to understand your organization's CSR priorities and build a *Member Support Plan* that is specific to your company and outlines how CBSR will help you advance your priorities. Advisors draw on the skills of the entire CBSR team to address your requirements with the best possible resources. Your

#### MEMBER TESTIMONIALS

*"Over the years, the CBSR team has helped us with various projects like our CSR Report, Stakeholder Engagement and CSR research. We are pleased with the business relationship and cooperation we have received from CBSR to meet our needs"*

- **Sonya Fiorini**, Senior Director, CSR  
Loblaw Companies Limited

*"CBSR has become a valuable extension of our CSR team. We have worked together and developed a comprehensive CSR performance management framework, a stakeholder engagement process, and our first CSR report. I look forward to our continued relationship as we further integrate CSR into our business."*

- **Brenda Stasuik**, Director, Corporate Social Responsibility, Farm Credit Canada

*"Working with CBSR over the past 3 years has been one of the most successful tools we used to advance our CSR performance. They have always been there to add their support, recommendations, and invaluable guidance we required to better understand the direction we wanted to take with our CSR initiatives. We now have a clear CSR vision. Thank you CBSR."*

- **Leigh-Ann Stewart**, CRSP, Health and Safety Manager, Kal Tire

advisor has the responsibility of ensuring CBSR delivers on the committed *Member Support Plan*, but we also hope you have the opportunity to work with many members of the CBSR team throughout 2012.

We encourage you to meet early with your advisor to develop and confirm your *Member Support Plan* for 2012. Each plan is unique and can be comprised of many components such as traditional CSR project work, sector-specific activities, network outreach and connections, event attendance/participation, ongoing/on request counsel, or the many ways we can profile and promote best practices.

**The following is a list of potential services that could be included in your unique *Member Support Plan*:**

- High level CSR report assessment
- Stakeholder identification and mapping
- Industry benchmarking of 1-2 key CSR areas (e.g. environmental performance, employee engagement)
- Case study development on best practices
- Community involvement support (e.g. employee survey, alignment with business strategy)
- Executive engagement sessions/CSR visioning sessions (for strategy development and implementation)
- Employee workshops and training on CSR focus areas
- Sector-specific working groups/conference calls/networking

Many of these can be delivered within the value of a CBSR membership. However, if your 2012 plans extend beyond what can be delivered within your membership, your advisor will work with you to determine how CBSR can provide additional support through an advisory services project.

CBSR has developed a network of experienced partners in the corporate social responsibility consulting community. CBSR's primary focus is to deliver value to members. If a member company will benefit from expertise or perspective that can be more effectively delivered by bringing individuals and organizations outside CBSR on to your project, we will facilitate that connection. This breadth and depth of our partner network is another piece of the value that we bring to our CBSR members.

## CBSR LEARNING AND NETWORKING EVENTS

Beyond the unique elements of your *Member Support Plan*, CBSR membership includes exclusive access and opportunity to participate in the numerous Learning and Networking events that CBSR conducts regularly.

These include monthly webinars that highlight best practices, provide international perspectives and cover a range of CSR topics; regional networking opportunities; workshops that leverage partnerships with global thought leaders; sector-specific roundtables/meetings. Use the links below to browse select CBSR's learning events that members had an opportunity to participate in 2011:

- **9<sup>th</sup> Annual CBSR Summit:** [Canadian Business as a Global Citizen](#)
- **Webinar:** [Exploring the Implications of the Protect, Respect and Remedy Framework](#) for Business and Human Rights for Canadian Business Operating Abroad
- **Workshop:** [Building an Employee Volunteer Programs](#)
- **Learning Retail Roundtable:** [Measure What Matters](#)



The 2012 event plan is built based on member requests, feedback gathered from our 2011 events, and CBSR's perspective on the emerging areas of interest in 2012.

In Appendix A you will find the CBSR event calendar for January - June, 2012 along with proposed topics for July - December, 2012.

Members influence the event schedule and approach, providing comments on the topics and their applicability to your interests/priorities. We hope you will work with your advisor to participate in these events and share your work - it is member case studies that make CBSR events valuable.

A key focus of CBSR's events team in 2012 is collaboration and coordination; working more closely with other CSR organizations to coordinate and consolidate our events so that everyone can use their time efficiently.

## MEMBER COMMUNICATIONS

The feedback from the 2011 member survey was clear – prioritizing and managing the growing amount of CSR communications is a challenge. In 2012, as a member of CBSR you will have access to regular consolidated and focused communications on the most relevant and important developments both in Canada and globally. Here is what you can expect:

- **Sector/CSR topics:** Updates are filtered through your advisor so that you receive only what is relevant to your business and CSR work
- **Monthly newsletter:** distributed to our broad network, this is your opportunity to highlight your work, get updated on CBSR and CSR news, and link to member-only resources
- **Quarterly CSR Trends** to keep you informed on the changing CSR landscape
- **Social Media:** We will continue to leverage our CBSR blog, twitter and other social media networks to connect to and engage members and the broader Canadian business community.

## MEMBER PROFILING

With over sixteen years of leadership in CSR in Canada, CBSR has emerged as a trusted voice to the media and the broader CSR community. Our work with Canadian business gives us the ability to highlight where and how CSR is making a difference, best practices and success stories. Our members leverage our resources and network to share their CSR stories through:

- The CBSR website
- CBSR's monthly newsletter, distributed to over 4,000 subscribers
- CBSR's social media network
- CBSR events and webinars
- Media inquiries/stories

If profiling your company's CSR efforts is part of your 2012 plans, raise this with your advisor in your *Member Support Plan* discussion. They will connect you to CBSR's communications team who will work with you to ensure your news and activities are shared throughout our network.

**THANK YOU FOR BEING A VALUABLE PART OF THE CBSR NETWORK.**

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# CBSR

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## 2012 Events Calendar

### JANUARY 2012 TO JUNE 2012

#### I. Monthly Webinars, with regional and sector roundtable sessions

**January:** Corporate Social Responsibility Reporting: Engaging with Integrity and Making it Meaningful

**February:** CSR and Social Media 101 Primer

**March:** Inclusive Stakeholder Engagement: Enhancing Your Company's Reputation

**April:** Corporate Community Involvement: Maximizing Your Company's Positive Impact

**May:** GlobeScan Radar Report (English)

**May:** GlobeScan Radar Report (French)

**June:** CSR Assessment & Strategy: Building on Strengths and Identifying Opportunities

#### II. Quarterly Thought Leadership Topic Presentations

Partnering with Network for Business Sustainability, Sustainalytics, GlobeScan, and other leading thinkers members will have a quarterly opportunity for an in-person or on-line session on CSR thought leadership topics.

#### III. Regional and Sectoral Working Groups

In 2012 CBSR will provide working groups by sector including: Retail Learning Circle, Financial Services, ICT, Oil & Gas, and Mining Groups. Please check with your CBSR Advisor for sessions that will be applicable to your sector.

In the first half these group sessions will include:

**February:** Quebec session on CSR Integration for Human Resources developed jointly with CPEQ and Hydro Quebec.

**February:** Retail Learning Circle - Collaborating with Suppliers.

**March:** Financial Services On-line Meeting - This session is being developed with GlobeScan and focuses on the future of the Canadian Financial Services industry.

#### MEMBER TESTIMONIALS

*"The level of discussion was first class. Engaging, intelligent and provocative. I was fully engaged every moment..."*  
2011 Summit Attendee

*"Valuable info around CSR reporting, advisory committees and good networking opportunities"*  
2011 Roundtable Attendee

*"Sharing of CSR practices at different organizations was helpful. It was especially nice to see their candid assessments of challenges and successes."*  
2011 Roundtable Attendee

## JULY 2012 TO DECEMBER 2012

The second half calendar for 2012 will be available in June. The calendar will include:

**Monthly webinars** - the schedule continues September – December. Member input into the following topics under consideration are:

Engaging with the Broader Population: Making a Brand Stand Out

Biodiversity: Resource scarcity and ecosystem valuation

Generation Y – How the Next Generation Impacts CSR?

Effective Partnerships: The Mix of NGOs and Business

Webinars to provide background information for Summit Workshop Topics

Year in Review

Profile of CCSR Member: Movers and Shakers

**Quarterly Thought Leadership** - will continue in the second half of 2012

**CEO Roundtable Session**

**10<sup>th</sup> Annual Summit**



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## CBSR MEMBERS



