

## Defining the Day

Reaching Out to Solve Complex Challenges

Thursday, October 21, 2010 – 8:30 – 8:45am

### Speakers

- >> **Adine Mees**, President and CEO, Canadian Business for Social Responsibility
- >> **Claude Ouimet**, Vice President and General Manager, InterfaceFLOR Canada and Latin America

### Key Messages

- >> Collaboration is key to driving innovative results
- >> Sustainability is about changing the way we think

### Worth Repeating

*“We are working in an increasingly complex environment. Collaboration is critical to driving innovative results.”*

- Adine Mees, President and CEO, Canadian Business for Social Responsibility

*“Sustainability is not about changing the way we do things; sustainability is more about changing the way we think.”*

- Claude Ouimet, Vice President and General Manager, InterfaceFLOR Canada

*“Sustainability is not just a cerebral exercise, it is a moral issue.”*

- Claude Ouimet, Vice President and General Manager, InterfaceFLOR Canada

### Summary

Last year, the Summit focused on driving transformational change, and participants highlighted the fact that collaboration is key to advancing corporate social responsibility. As a result, CBSR conducted an extensive review on collaboration. In Adine’s opening remarks, she argued that we are working in an increasingly complex environment, where collaboration is critical to driving innovative results. She provided two examples of some of the important successes that have arisen due to collaboration: the international payment system that we know as Visa and the creation of Wikipedia.

Claude added that sustainability is not about changing the way we do things; sustainability is more about changing the way we think. Sustainability is not just a cerebral exercise, it is a moral issue. It is not just an exercise of gaining knowledge and assessing impacts—it is about connecting with ourselves. One example of a business that has transformed mindsets is InterfaceFLOR. InterfaceFLOR has transformed its vendor-supplier relationships, so that the company now recycles carpets, which has changed their relationship with their customers and manufacturers. Customers can now provide InterfaceFLOR with their unused and old carpet, becoming the supplier. Furthermore, InterfaceFLOR can then sell the same recycled yarn to their manufacturers. As a result, these business relationships have now changed in a fundamental way and collaboration plays an important role in these successes.