



Canadian Business for Social Responsibility

The secrets to weaving sustainability into a company's DNA

April 20, 2010, Toronto - According to a group of senior sustainability leaders, a company's most effective strategies for integrating sustainability into corporate culture are likely to come from the bottom up or from outside their organization.

These insights resulted from a recent workshop of senior sustainability and HR executives hosted by Canadian Business for Social Responsibility and the Network for Business Sustainability. Convened by Barb Steele of CBSR and facilitated by professor Tima Bansal of the Richard Ivey School of Business, the workshop asked participants how they integrate CSR into their organizational cultures.

The resulting insights were distilled into the following **top three "secrets" to creating a sustainable culture:**

- **Collaborate with other organizations.** Find NGOs and other businesses who value sustainability and work with them to implement environmental and social programs.
- **Create a safe place for bold ideas.** Reframe business innovation within the context of sustainability. For example, innovations to save the company money may also encourage a reduction in carbon footprint.
- **Tap into grassroots employee energy.** Empower employees to be sustainability champions within your organization and encourage them to set their own sustainability targets for performance reviews.

The insights are in contrast to conventional management wisdom, which assumes that business strategies are closely guarded and emerge from the top down. Clearly, navigating the uncharted territory of sustainability demands new, unconventional business practices.

To learn more download the report: [*Embedding Sustainability in Organizational Culture*](#)

**Tapping into grassroots employee energy at LoyaltyOne:
Environmentally conscious employees now leave the car at home and use the
company green fleet to get to meetings**

In partnership with AutoShare and Mercedes (smart Car), LoyaltyOne now offers associates a small fleet of eco-friendly cars to reduce the number of taxis or personal vehicles being used to attend external meetings and provide a fuel and cost efficient alternative for transportation. Each smart CAR is decorated with a creative branded wrap that promotes the sustainability program offered to the company's AIR MILES Reward Program Collectors under the My Planet banner. In the first four months since the "smart-ies" hit the parking garage, more than 20 per cent of associates signed up and drove the vehicles which in turn allowed them to find alternative transportation to work other than their personal vehicles.

The roots of LoyaltyOne's sustainability platform began with LEAF, the Living Environmentally Aware Forum, which was created and led by a passionate group of volunteer associates who were devoted to the environment. As their internal efforts and ideas became the catalyst for driving environmental change throughout LoyaltyOne, the organization formalized their success by creating an official Sustainability function which has taken the forums' initial concept to even higher levels of Corporate Sustainability innovation. LoyaltyOne focuses their internal strategic plan on providing realistic tools to help associates lead more sustainable lives. A broad range of initiatives have been implemented including transportation programs such as discount transit passes, encouraging cycling transportation and a sustainable fleet of eco-friendly vehicles.

View smart Car photo: <http://www.flickr.com/photos/cbsr/4538611082/>

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