

[Partners] Working with External Stakeholders

New Models for Success

Thursday, October 21, 2010 – 2:00 – 3:15pm

Moderator

- >> **Andrea Baldwin**, Director of Advisory Services, CBSR

Speakers

- >> **Brenda Stasuik**, Director, Corporate Social Responsibility, Farm Credit Canada
- >> **Jean Vavrek**, Executive Director, Canadian Institute of Mining, Metallurgy and Petroleum
- >> **Dominic D'Amours**, Director of Sustainability, Pineridge Foods Inc.
- >> **Andrew Pelletier**, Vice President of Corporate Affairs, Wal-Mart Canada

Key Messages

- >> We must put aside adversarial pasts to work together
- >> Partnerships are necessary to achieve results

Worth Repeating

“Being structural and strategic is critical to the success of sustainability initiatives.”

- Andrew Pelletier, Vice President of Corporate Affairs, Wal-Mart Canada

“Demands of resources are increasing and will continue to increase because the development of renewable energies will require metals and mined resources.”

- Jean Vavrek, Executive Director, Canadian Institute of Mining, Metallurgy and Petroleum

Summary

Andrew Pelletier opened the session to describe some of the environmental sustainability initiatives that are exemplary of driving innovative engagement at Wal-Mart. Despite Wal-Mart Canada's size and its influence to drive change, they learned that sustainability initiatives must be structural and strategic rather than approached in a piece-meal, opportunistic fashion. Wal-Mart engages with a variety of stakeholders including NGOs, opinion leaders, suppliers, competitors and their associates. A unique initiative of Wal-Mart includes the engagement of competitors. This has allowed them to learn from each other to create larger impacts in their sustainability initiatives. Their impact goes further by engaging all of their associates to bring sustainability into their daily lives through their personal sustainability plans.

Engagement can also occur through the networking of related organizations to achieve a common goal. This is what the Canadian Institute of Mining, Metallurgy and Petroleum has done since its inauguration in 2009. They mobilize resources and conduct research to scan the environment, while leveraging partnerships in achieving results. Jean Vavrek, the Executive Director of the Canadian Institute of Mining, Metallurgy and Petroleum

believes it is necessary to look at key trends, while leveraging social media technology for the emerging social conscience. He argues that it is necessary to put aside adversarial differences when approaching the discussion.

At Farm Credit Canada, Brenda Stasuik has been involved with a community initiative where employees collect food for food banks in partnership with Food Banks Canada. This has allowed Farm Credit Canada to engage with the community, employees and make an impactful difference.

Another player in the food industry, Pineridge Foods Inc. has been working towards increasing the environmental sustainability of their businesses. This involved conducting a company-wide life cycle analysis and engaging with an external firm: Quantis (a spin-off of the research centre, CIRAIG). In order for this to succeed, it was important to define objectives and set the right expectations.