

RSI Leadership Exchange Oct. 2, 2012 in Toronto, Canada

Welcome to the last of our six part Rethink Sustainability Initiatives newsletter series, highlighting the RSI Leadership Exchange that took place October 2nd, 2012 in Toronto, Canada.

In this edition, we present the action items identified in the wrap up session of the day, where participants explored and decided upon key game changing ideas, best practices and other insights for accelerating the advancement of sustainability and innovation in business and society.



Action Items

External and Internal to Businesses

External

Public

Swaying the Government is a key action for business and sustainability leaders. The best way to get them to reduce carbon emissions is to highlight why this is important and make it public.

Consumers

We need an inspirational message for consumers, an “I have a dream” speech about sustainability.

Emerging Leaders

We want to support emerging leaders, under 30, and youth. Invite them to sit on boards of our organizations or advisory councils; and encourage others to do the same. RSI is setting up a RSI Youth Advisory Council with members from corporations and other organizations that want to connect with the youth market and educate their own emerging leaders.

Big Change

We want to have Actionable Canadian Success Stories and publish them. We want to tell the world about the positive changes we have made and continue to achieve. We need all of this, and more, to enable the transition from old paradigms to new. It’s an urgent and accelerated journey. No time for shyness or holding back. We need to do it now!

Celebrate

We have to celebrate our achievements, reward excellence and be inspirational!

Internal

Innovation

We saw innovation as key. We have to make it a part of the core business culture. When you innovate, you have to focus on a few key issues where you can make a real difference.

Common Language & Translation

We have to understand each other to collaborate. We see the importance of speaking a language that is clearly and quickly understood by our key stakeholders.

People are too busy to spend time trying to decipher the language used by sustainability experts. Let’s meet them where they are and speak a language they already know. If not, it will be tough getting sustainability on the agenda, not only in business in general, but also in and across our respective industries.

Unusual Collaboration

We see value in working with our existing relationships in unusual ways, versus same old, and working with partners, alliances and experts whom we may not normally work with, in our companies or industry.



Key Insights

A Review of the Exchange



Sparkplug™

Yasmin Glanville

We used CTR's Sparkplug™ – a collaborative, action-focused facilitation process, with real time documentation in words, graphics and A/V – to optimize the collective intelligence, interests and passion of everyone present.

Sparkplug is:

- A group facilitation process that actively engages and unlocks the creative genius of everyone present
- Designed to support a dynamic open space environment vs. talking heads and one-sided conversations
- Optimally suited for leaders, experts and influencers with a passion for making positive change, and a desire and means to get there fast



RSI Survey Results

Dr. William (Bill) Ratcliffe

We worked with market research leaders, Fresh Intelligence and Dr. Bill Ratcliffe, to execute and analyze the survey results. Here's what we found:

- Canadian companies know they really need to get their own houses in order
- We discovered a disconnect between Sustainability and Innovation
 - For example, a cardboard bicycle that sells for \$50
 - It's both durable and practical
 - A clear demonstration that innovation is necessary for sustainability, and vice versa.

Leveraging Insights

To build on the survey results and exchange insights, RSI is partnering with the University of Waterloo and RSI on a white paper about how to leverage sustainability as a competitive advantage, including novel, game changing ideas based on actual business and consumer successes.

Key Insights

Cont'd



Consumer Trends

Sustainability in the Marketplace

Debbie Baxter (CSO, LoyaltyOne)

- Sustainability in the marketplace needs more exposure
- People may be getting tired of the word 'Sustainability'; we need to refocus their attention
- There are differences in absorbing information among different generations and audiences, we need to talk to them in their language
- Reputational marketing and incentivizing positive behavior are two key components
- Reach different audiences in ways that are appropriate for them
- Consumers vote with their dollars, so the value has to be affordable and connect with what matters to them
- Incentives work, small rewards can drive behavior change

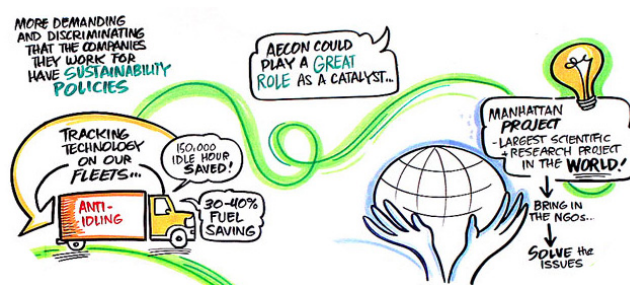


Sustainability from the Top

Leveraging Sustainability for Global Competitiveness

John Beck (Chair and CEO, AECON Group)

- A global study of CEOs conducted by the United Nations acknowledged the importance of sustainability and its impacts on the bottom line as critical to success
- AECON believes the alignment of sustainability is essential with its core values, mission, and vision
- Stakeholder groups want to work with a company that takes sustainability seriously
- Employees, clients, and stakeholders put great value on environmental and social needs
- Investing in innovation can help your bottom line, and is an important part of talent recruitment and retention
- AECON is proof that innovation combined with sustainability can improve Return on Value to key stakeholders



Key Insights

Cont'd



Future Scenario Exercise

2020 future scenarios explored by delegate work teams, their ideas and recommendations

- Have a clear vision and metrics
- Identify and engage with industry leaders
- Engage employees to create a culture of innovation and sustainability
- Leverage customer and brand loyalty as a revenue driver
- Find unusual collaborators with new and existing partner alliances
- Invest in R&D to advance innovation driven sustainability
- Segment education efforts to attract and engage the target audience
- Embrace the long term view balanced with solutions that can be put into action more immediately

RE-THINK RE-MEMBER
RE-FRAME

Sustainability in Action

Inspiring positive change driven by sustainability

Dianne Dillon-Ridgley, Board Director,
Interface, Inc.

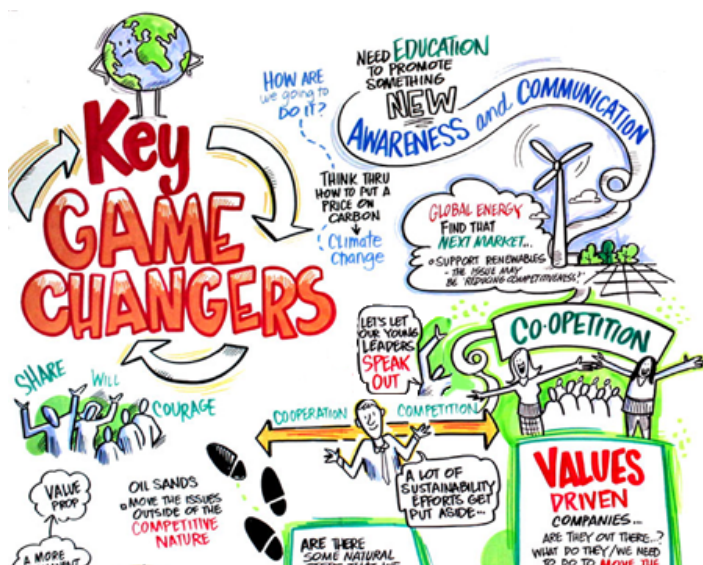
- There is value in diversity
- Today's problems call for a multiplicity of ideas to help solve them
- Flexibility is important
- It's not a green economy, it's a new economy
- One of the biggest barriers to instigating change is language
- Sustainability has become a placeholder word, not a proxy for "green". If anything, it's a proxy for "risk"
- We need to allow for more experimentation
- We will accelerate the path to sustainability by remembering, resetting and reframing our world
- It's time to get out of the silos, undivided, and reunite ourselves
- Transparency is a key; you tell the truth and let others tell the story



"What we do today determines if we can have long term success and a vibrant world for our children and future generations."

Key Insights

Cont'd



- Start sharing best practices
- Create conditions for unusual collaboration
- Encourage people to rethink board composition and embrace diversity
- 70% of youth believe they will make an environmental impact in their first job, we have to harness that enthusiasm
- Focus on positive change and action

"Martin Luther King Jr. didn't say, "I have a nightmare," he said, "I have a dream". People want to hear the dream."



Fishbowl

Key Game Changers

- Let's practice collaboration versus competition
- It's hard to promote something that is new, people need to be educated
- We have a fear of statistics and a lack of science
- It's not enough to think out of the box, we need a clean slate
- This is our time as Canadians, we need to promote and celebrate our successes
- Our economy is resilient



RSI News

Rethink Sustainability Initiatives has a new office!

Bridgepoint Group Ltd. has generously donated space inside their office at 151 Bloor St. West, Ste 1100, Toronto, for RSI's new project office.

We are greatly appreciative and are delighted to share an office with a group dedicated to the development and management of sustainable energy and infrastructure transactions.

Having this space will enable more business, sustainability and emerging leaders and organizations to get actively involved in RSI as volunteers, partners and collaborators, to help advance sustainability and innovation in business and society.

Frank Carnevale, President & CEO of Bridgepoint Group Ltd., is an award-winning entrepreneur and Thought



Leader on sustainable energy and infrastructure. Currently, he is senior officer of Bellair Ventures Inc. (TSXV:BVI), and oversees its wholly owned subsidiaries, CleanEnergy and Urban Mechanical. He sits as an advisor to Council for Clean & Reliable Electricity and VerdeXchange, and is a former Board Member of the Ontario Energy Association.

"RSI is focused on harnessing the knowledge and motivation to push sustainability forward. I am excited to be a part of the collaborative journey to transform ideas into action."



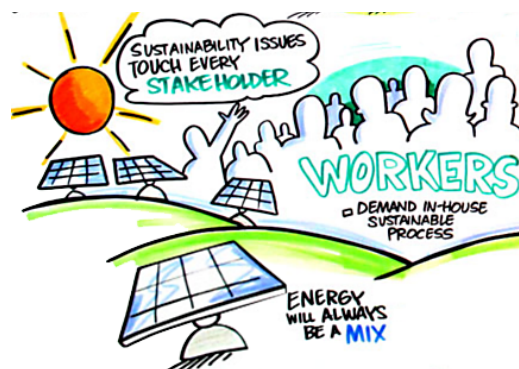
Get Involved!

If you have an interest in learning more about RSI and how you can be involved, please contact us at:

leah@rethinksustainability.ca

In the meantime, stay tuned for more updates on the white paper, events and other announcements in 2013.

We also want to take this opportunity to reinforce our gratitude for your continued support, suggestions, insights and leadership as we move toward a future where sustainability and innovation are not ideals that we chase, but actions that are integrated into everyday life and business.



GET INVOLVED

Learn how ▶

Sign-up to Volunteer ▶

Become a Sponsor ▶ Click here!

Rethink SUSTAINABILITY

A HUB FOR SENIOR LEADERS

Thank you for making the RSI Leadership Exchange
such a great success, and on behalf of the RSI Board of Directors,

**Happy Holidays and
Best Wishes for a Celebrative New Year!**



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For more information on Rethink Sustainability Initiatives, please visit:
www.rethinksustainability.ca or email info@rethinksustainability.ca