



THE CLIMATE CHANGE GUIDE FOR BUSINESS 2.0

CANADIAN PERSPECTIVES
FOR A CHANGING BUSINESS
CLIMATE

CBSR

The Climate Change Guide for Business 2.0

The landscape has changed – significantly. With the signing of the Paris Agreement, capital and resources are beginning to flow towards sustainably managed assets. Green bonds are growing at exponential rates, and are projected to exceed \$100 Billion in 2016. Concurrently, the investment community has increasingly integrated non-financial metrics into their analysis of a company's valuation. In this respect, good governance structures, and to some degree corporate social responsibility programs, are now viewed as a requirement. CBSR contends that climate change is a risk that all Canadian corporations need to address – regardless of size. Good governance requires thoughtful consideration of the risk and opportunities arising from climate change. The Climate Change Guide for Business 2.0 seeks to inform the conversation about the need for business action.

Sections of the Guide Include:

- COP21 Update and Vancouver Declaration
- Provincial Carbon Price Review
- Understanding the Legal Risks of Climate Change
- The Growing Financial Risk of Inaction
- Physical, Reputational, and Competitiveness Risk
- Climate Change Opportunities Section
- Realizing Cost Reductions from Climate Risk Mitigation Strategies
- Best Practices from Key Canadian Sectors
- Developing A Climate Change Action Plan
- Establishing Goals and Targets
- Evaluating Carbon Management Alternatives
- Engaging Stakeholders on Climate Change
- Climate Reporting and Communications

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ABOUT CANADIAN BUSINESS FOR SOCIAL RESPONSIBILITY (CBSR)

- Our mission is to accelerate and scale corporate social and environmental sustainability in Canada by strategically bringing together stakeholders to collectively tackle key issues.
- Our vision is that every Canadian company creates a positive social, environmental, economic impact on society. And to position Canada as a global example of how companies address the biggest social, environmental and economic challenges of our time.
- Founded in 1995, CBSR is a non-profit member organization with a mission to accelerate and scale corporate social and environmental sustainability in Canada and challenge the “business as usual” model.



GOLD SPONSOR

GOLD SPONSOR INVESTMENT - \$15,000

- Includes top logo placement and acknowledgement of support in guide introduction and all marketing and communications materials including: CBSR website, social media and email distributions.
- Your investment will directly support a direct mail campaign targeting senior leadership teams across Canada. Printed inserts acknowledging your contribution will be included in the package.
- Includes corporate banner placement and speaking opportunity at guide launch party to be held in Toronto, ON. Five (5) complimentary tickets to be provided.
- Option to author forward on the subject of business leadership on climate change in both the printed and electronic versions of the guide.



SILVER SPONSOR

SILVER SPONSOR INVESTMENT - \$7,500

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- Includes verbal recognition of sponsorship at guide launch party to be held in Toronto, ON. Two (2) complimentary tickets to be provided.
- Social media acknowledgement via Twitter and Facebook.

For more information, please contact David Klar
Manager, Programs & Membership at david@cbsr.ca