

# What's Your Favourite Pump Up Song?

Share in the chat while we wait for everyone to get settled in

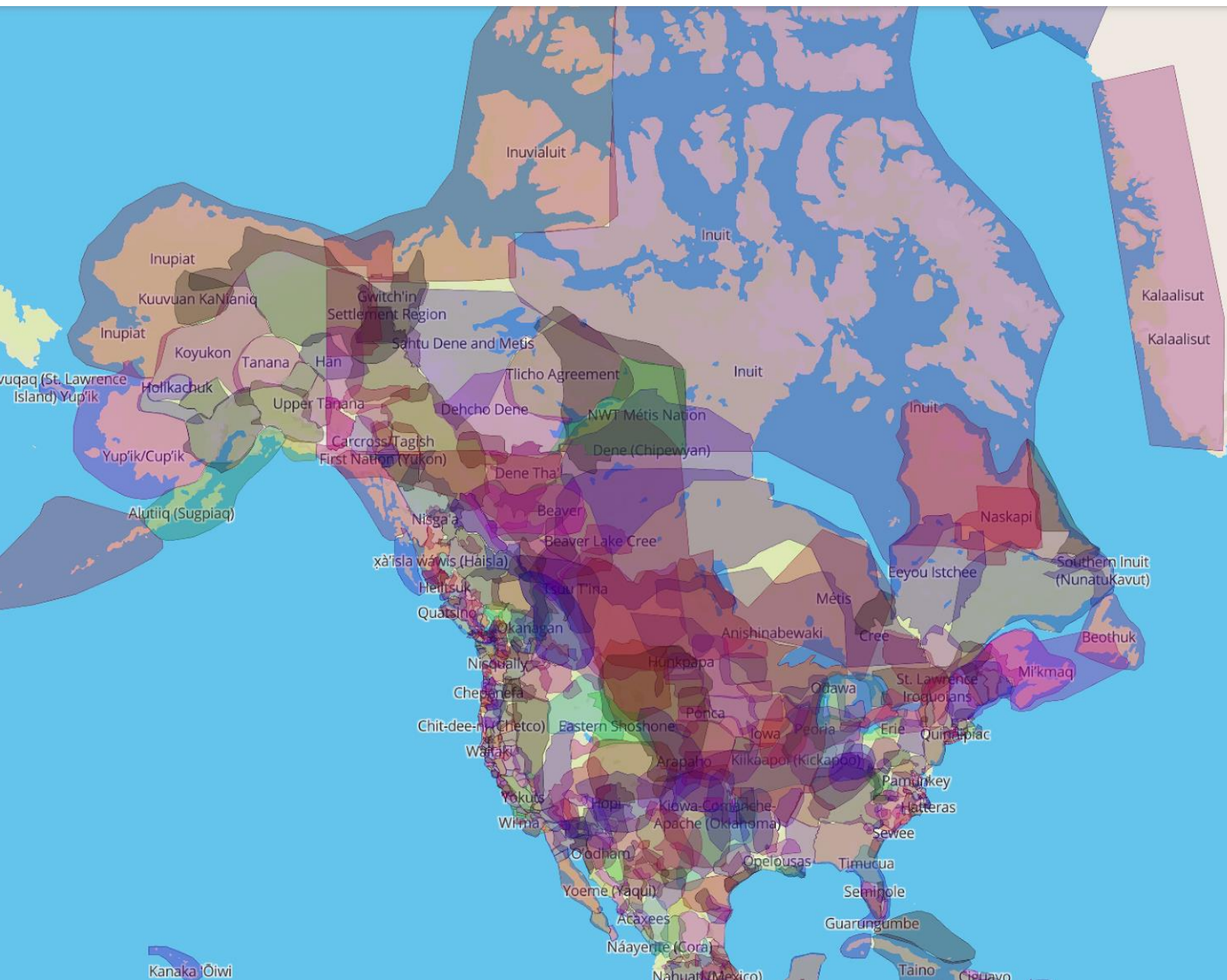


CBSR: SME Member Roundtable  
**Small Business Big Impact:  
Communicating Your Story**

May 27, 2022  
12:30-2:00 pm EST



**CBSR**



Read the 94 Calls to Action in the Truth and Reconciliation Commission: [https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/indigenous-people/aboriginal-peoples-documents/calls\\_to\\_action\\_english2.pdf](https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/indigenous-people/aboriginal-peoples-documents/calls_to_action_english2.pdf)

**Call to Action #92 is directed to corporations:**

"...adopt the United Nations Declaration on the Rights of Indigenous Peoples..."

"...equitable access to jobs, training, and education opportunities..."

"Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools..."



# Rules of Engagement

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Turn CAMERA ON

Rename yourself to  
indicate  
NAME / COMPANY

Be PRESENT

Be  
CURIOUS

Nurture TRUST  
through COURAGE

Practice  
CHATHAM HOUSE  
RULES

Be RESPECTFUL  
with each other

Challenge IDEAS  
not people

# Meet Your SME Cohort

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**Proudly Representing 60+ Members  
Across All Sectors & Regions of Canada**



# CBSR 2022: Quarterly Themes

— This year, CBSR member-only & external facing programming and communications campaigns will align with a key theme for the quarter.

## Q1: Procurement & Supply Chains

Supply chain risks threaten social and environmental progress in Canada, while sustainable procurement is an under-utilized opportunity. The content produced under this theme will **explore how the private and public sectors can better leverage sustainable procurement** approaches to achieve positive social impacts, circularity, net zero outcomes while rewarding sustainability leaders and innovative suppliers.

## Q2: Winning Sustainability Strategies

Successful sustainability strategies enable companies to grow and achieve net zero emissions while respecting nature's limits. The content produced under this theme will focus on **governance and materiality for science-based targets**, communicating impact, and Taskforce for Climate-related Financial Disclosures (TCFD).

## Q3: Transitioning to a Socially Just Economy

Mitigating climate change is made possible when the most vulnerable populations can meet basic needs and access human rights and opportunities to develop their full potential. The content produced under this theme will focus on the intersection of social justice and climate action by exploring topics such as the **purpose economy, community well-being, and economic reconciliation.**

## Q4: Mobilizing Climate Finance & Solutions

There are many creative and viable climate solutions available, but the question is how to mobilize and scale these solutions to generate sufficient impact. The content produced under this theme will highlight the most promising **cleantech and policy solutions across** different sectors and explore the **role of sustainable finance** to help these solutions succeed.

# Today's Roundtable Objective

## Workshop Objective

- Explore how to leverage communications to strengthen sustainability strategies.

***Capture the value of sustainability** through transparent reporting and communication about your work, performance, and progress. **Build reputation, trust, attract capital and create competitive advantage.***





# AGENDA

Timing	Agenda Item
12:30 – 12:35 PM	<b>Welcome, Land Recognition, Housekeeping, Roundtable Objective</b>
12:35- 12:50	<b>Introductions &amp; Ice Breaker</b> <ul style="list-style-type: none"><li>• What do you hope to gain from today's Roundtable?</li><li>• Describe your company's approach to sustainability-related communications</li></ul>
12:50- 1:20 PM	<b>Member Spotlight – Communicating Sustainability</b> <ul style="list-style-type: none"><li>• Platinum Pro-Claim Restoration</li><li>• Q&amp;A</li></ul>
1:20 – 1:30	<b>Business Case for Sustainability-Related Communications</b>
1:30 – 1:40	<b>Customer, Investor and Other Stakeholder Communications</b>
1:40 – 1:50	<b>Sustainability Reporting for SMEs:</b> <ul style="list-style-type: none"><li>• Unique Context, Tiered Approach</li><li>• Reporting Frameworks Applicable to the SME Use Case (UN SDG, GRI)</li></ul>
1:50 – 2:00	<b>Discussion &amp; Next Steps</b>

# But first... a poll

Please answer if the following apply to your company:

1. Does your company produce sustainability-related communication? Y/N
2. Does your company tailor the sustainability communication to different audiences? Y/N



# Introductions

- ✓ Your name and your organization.
- ✓ In one sentence, describe your companies' approach to sustainability-related communication and what you hope to gain from today's roundtable



# Introduction

# Member Spotlight: Platinum Pro-Claim Restoration **Communicating Sustainability**

Jamie Madill, CFO & Director of Sustainability

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**PLATINUM**  
**PRO-CLAIM RESTORATION**



# Business Case For Sustainability Communications

## Communication increases transparency toward stakeholders.

By communicating **internally**:

- ✓ Ingrain sustainability in company culture & increase employee attraction, satisfaction, and retention.

By communicating **externally to business partners, suppliers and service providers**:

- ✓ set expectations & reduce reputational risk.

By communicating to **customers**:

- ✓ demonstrate a shared commitment & meet growing expectations.

By communicating to **investors**:

- ✓ attract and retain capital

### Value of Communication

#### External Benefits

Build reputation and trust

Attract capital

Increase stakeholder engagement

Gain competitive advantage

#### Internal Benefits

Ground vision and strategy

Strengthen management systems

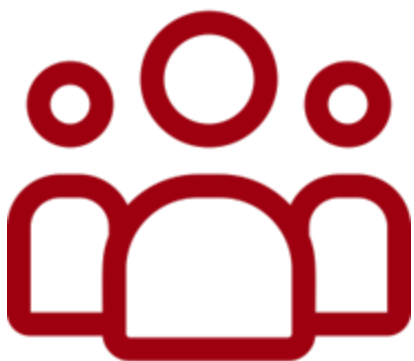
Identify emerging issues and strengths early

Increase employee motivation

# Developing a Communication Strategy

## Different stakeholders have different expectations and requirements.

With less regulatory constraints, SMEs are generally freer to develop a communication strategy that speaks to one or more key stakeholder groups. Focused communications lead to lower execution costs and improved results.



### B2C Customers

SMEs are most likely to want to focus sustainability communications on customers, either at a macro brand or product-specific level.



### B2B Customers

SMEs may need respond to customer direct requests for sustainability information or through third party platforms (i.e., EcoVadis, CDP). Inquiries may come from regulated parties (large buyers, financial institutions). Up-messaging the value of sustainability to supply chain partners



### Investors

Certain sources of capital may require sustainability reporting or metrics, even in private markets. SMEs intending to access this capital may want to be proactively compliant.



### Employees

SMEs may be able to leverage a culture of sustainability through clear internal communication to attract talent and improve access to quality labour and increase retention.

## Discussion Question



- What benefits has your organization experienced from sustainability reporting and communications?
- Sustainability management, reporting and communication requires a management systems, which can improve data quality. How is your organization tracking data?

# Communicating to Customers, Investors and Other Stakeholders

# Customer Education Strategy

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The most important part of implementing a “business as unusual approach” is **ensuring education is easily accessible to customers so that they understand *why* your organization is doing this and *how* it benefits them.**

## Best practices:

- ✓ Make responsible education and open dialogue integral to communications and build a community.
- ✓ Explain certifications, explain fair wages and other key metrics being reported.
- ✓ Develop a symbiotic relationship between your brand and your consumer where you move each other forward into action.

## Communication tools:



CUSTOMER  
SUCCESS AND  
REWARDS  
PROGRAMS



COMPANY WEBSITE  
SUSTAINABILITY  
SECTION + BLOG



EMAIL  
COMMUNICATION



PRODUCT  
SUSTAINABILITY  
GUIDES



SOCIAL MEDIA  
STORY TELLING



# Communicating to Investors and Other Stakeholders

Effective ESG communication strategies to address increasing investor interest.

## Best practices:



**COMMUNICATE  
OFTEN AND EARLY**



**BE TRANSPARENT TO  
BUILD CREDIBILITY**



**UNDERSTAND MATERIAL  
ISSUES TO INVESTORS**



**SHOWCASE METRICS  
RELATED TO FINANCIAL  
PERFORMANCE, RISK &  
OPPORTUNITY**

## Considerations:

- ✓ Determine how incoming requests for ESG-related information will be handled before investors come calling (teams or individuals responsible).
- ✓ Identify the surveys, reporting initiatives and data that is driving ESG decision-making by key investors.
- ✓ Consider an initial engagement with investors that have made contact.
- ✓ Analyze gap to fulfilling the investor's requests and the time and internal resources needed

# Communicating to Employees

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## Best practices:

- ✓ Share progress, highlights, challenges and successes with employees via internal communication channels
- ✓ Demonstrate how employees are contributing to company sustainability success
- ✓ Share Key Performance Indicators with employees and progress over time

## Tools:



EMPLOYEE  
MEETINGS



INTERNAL  
NEWSLETTERS



EMAILS



MESSAGE FROM  
CEO

## Discussion Question







- What communication tools does your organization find are the most effective and why?
- Buyers are looking for suppliers that minimize environmental and social risks. How is your organization up-messaging to potential buyers
- Social Media is a big way customers are reached, yet customers are sensitive to how they are reached over social – how are you using digital story-telling to communicate your service/product

# Considerations for Developing a Sustainability Report

# Sustainability Disclosure in the SME Context

The sustainability reporting ecosystem has largely been developed around quantifying and disclosing investment risk in publicly traded companies and is **generally less applicable to SMEs**.

*The upside:* SMEs can **leverage insights from established frameworks**, while ultimately adopting a more **tailored sustainability communication strategy** that prioritizes the needs of key stakeholders

Reporting standards & frameworks	Data providers		
	Data analysis, rating, ranking & questionnaires	Indices	Awards & recognitions
<p>Disclosure guidance for ESG information</p>	<p>Collect and analyse data to sell to investors/shareholders</p>	<p>Investing tool for passive ESG investors and ETFs</p>	<p>Showcase high ESG performers</p>
<p>Most popular are:</p>  <p>* IR and SASB have merged recently</p>	<p>600+, most popular are:</p> 	<p>Approx. 1000, most popular are:</p> 	<p>Most popular are:</p> 



# General Principles

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Voluntary reporting (e.g., an annual sustainability report, website) is an opportunity to showcase leadership to customers, suppliers, prospective employees, and other key stakeholders.

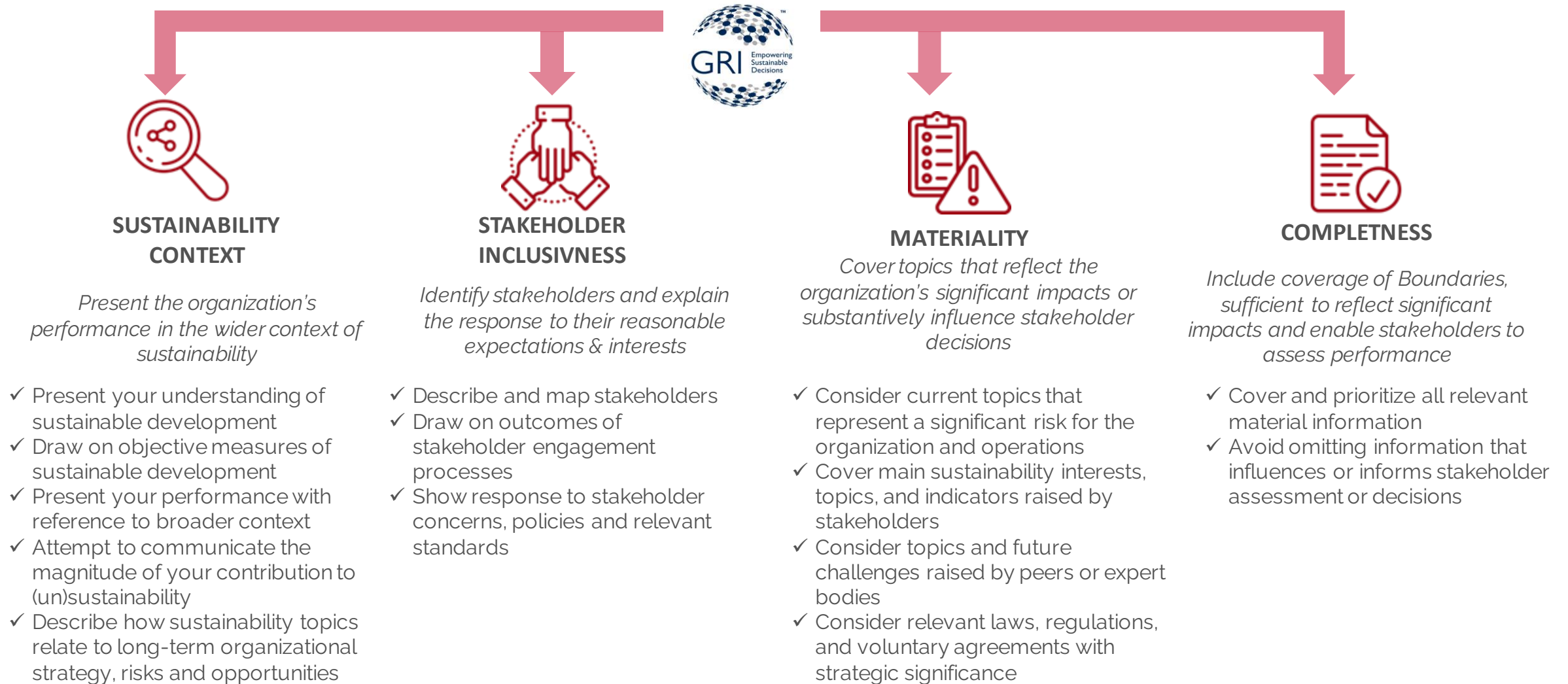
SMEs can release annual/biennial reports on sustainability programs and share progress on sustainability targets.

## Best Practices:

1. Take tiered approach
  - Focus **narrative** on a few **high priority ESG issues**
  - Use **supplemental data**-forward communications for the **next tier of issues** (less highly material to the company but of importance to stakeholders)
2. Communicate truthfully and avoid **greenwashing** – no company is perfect, and sustainability is a journey
3. Provide supporting documents, data, and evidence where appropriate

# GRI Principles for SME Sustainability Communication

**Existing frameworks can provide guidance.** The GRI Standards are principles-based – SMEs can use the principles to define the content of the report & the quality of the information it communicates.



# SDGs for SME Sustainability Communication

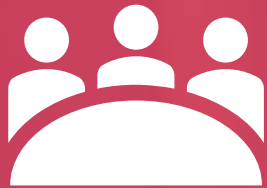
SMEs can use SDG goals and targets to support reporting on current operations by identifying, assessing and measuring how they contribute to – or undermine – each goal.



**For example,** a food producing company could measure and report around Goal 2, while communicating impact around other goals.



# Breakout Discussion



## Discussion Questions

- What awards and third-party verifications has your organization found the most useful?
- Do the companies you are up-messaging to value the SDGs as a useful narrative?

# Next Steps



## Discussion Questions

1. What is more valuable – Mastermind sessions or sustainability Roundtables?
2. Do you have an interest in social purpose and social enterprises?
3. Other areas of interest?



**What one word can you share  
in the chat that describes how  
you feel as you sign off?**

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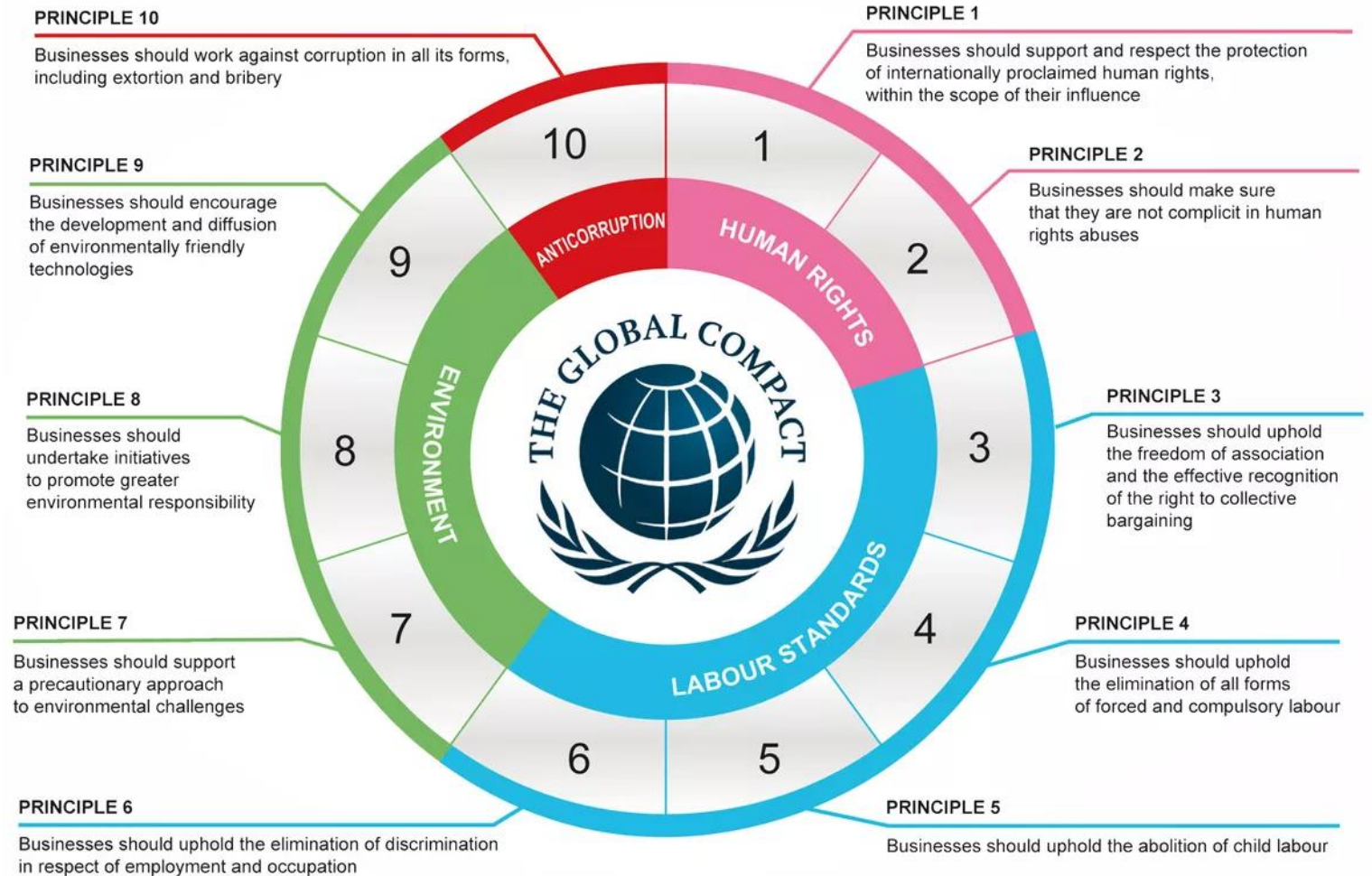


# Appendix



# 2030 UN Global Compact

- The strategy of the UN Global Compact is to drive business awareness and action in support of achieving the UN Sustainable Goals by 2030.
- The SDG Compass provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs.
- The UN Global Compact 10 principles define a company's value system and approach to doing business



# The TCFD Framework

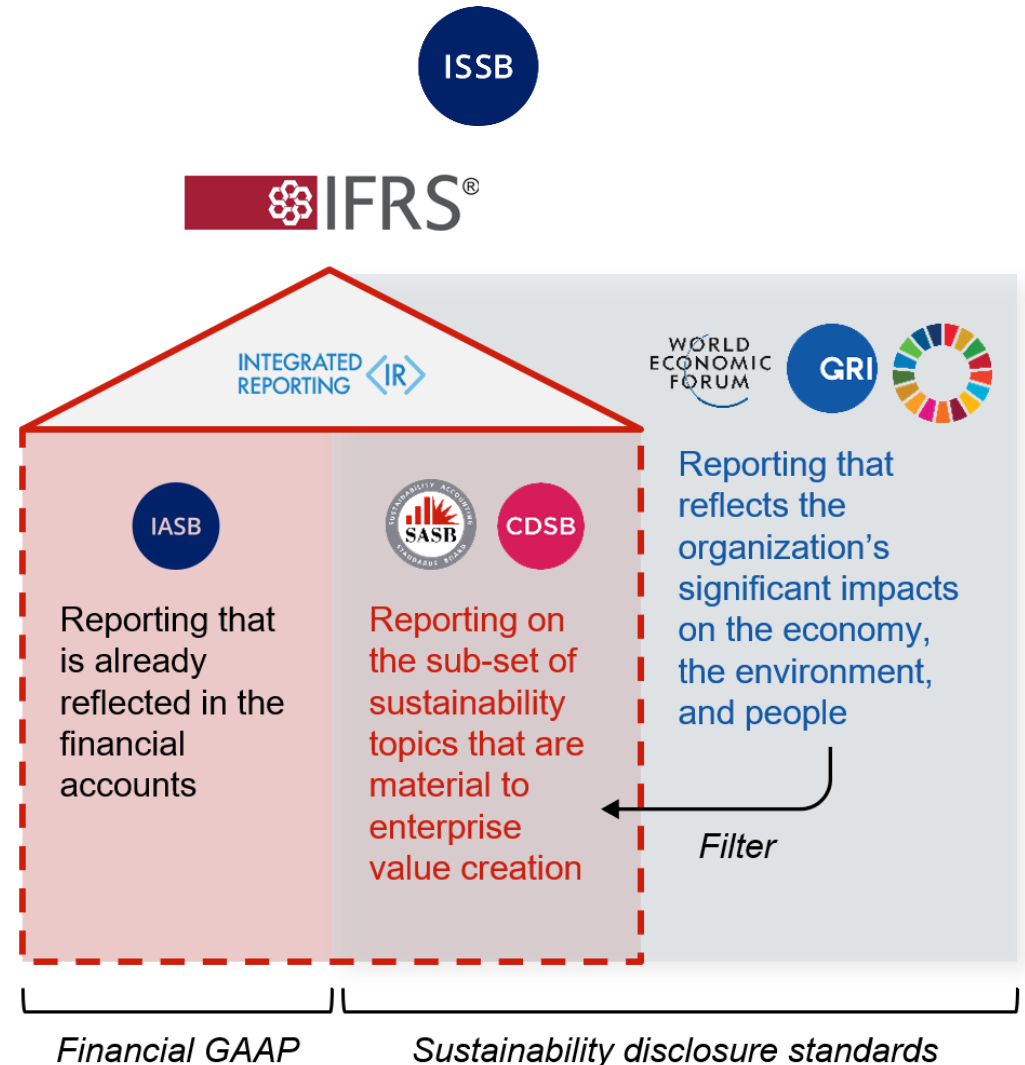
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- ☑ The TCFD recommends climate-related disclosure in four areas:
  - Governance
  - Strategy
  - Risk Management
  - Metrics and Targets
  
- ☑ It recommends the use of **scenario analysis**.
  
- ☑ It recommends reporting material climate-related information in **financial disclosures**.
  
- ☑ It's applicable across the investment value chain — including investors, issuers and corporates of all sectors.



# Synergy Among Major Sustainability Reporting Initiatives

- The major SRI's are now demonstrating how their systems can not only work together, but also with existing financial reporting systems.<sup>1</sup>
- This is not being described as a net-new standard, but as a comprehensive 'nested eco-system'.<sup>1</sup>



# The Value of Sustainability Communications

## INTERNAL BENEFITS

### VISION & STRATEGY



SMEs can set direction by placing their purpose, vision and strategy into the context of global sustainability. The sustainability reporting process helps to make this explicit to stakeholders.

### MANAGEMENT SYSTEMS



Sustainability management and reporting requires management systems, which improve data quality. Tracking data highlights opportunities for improvement, efficiency and cost saving.

### STRENGTH & WEAKNESS



Early warnings of emerging issues can help management seize opportunities or evaluate potentially damaging developments early, before they emerge as unwelcome surprises.

### EMPLOYEE MOTIVATION



Engaging the workforce in sustainability efforts reduces absenteeism, attracts new talent and increases productivity through a motivated workforce. It is also a great way to upscale efforts.

## EXTERNAL BENEFITS

### REPUTATION & TRUST



Proactive and transparent communication about your sustainability efforts builds goodwill, reducing reputation risks. It also improves product image, brand name and reputation.

### ATTRACTING CAPITAL



Reducing risk through sustainability management and communication can help signal quality and good management, providing potential for new sources of capital and lower costs.

### STAKEHOLDER ENGAGEMENT



Ongoing learning from the outside-in. Stay up-to-date on the regulatory environment. Sustainability reporting is a powerful tool to build or restore trust among stakeholders.

### COMPETITIVE ADVANTAGE



Customers are looking for suppliers that minimize environmental and social risks. By reporting, SMEs can increase customer satisfaction and loyalty, and access the supply chain.

## VALUE OF REPORTING