

# The Knowledge Forum on Business Adaptation to Climate Change

Tom Ewart

Managing Director  
Network for Business Sustainability

[tom@SustainabilityResearch.org](mailto:tom@SustainabilityResearch.org)

[www.SustainabilityResearch.org](http://www.SustainabilityResearch.org)

# Google puts relevant information at our fingertips



**But business sustainability needs more rigorous evidence**

# The Research-Practice Gap



**Academics** produce valid, reliable and objective research



**Practitioners** need relevant, contemporary and actionable knowledge

**Bridging the gap through today's forum**

# The Network for Business Sustainability builds community, exchanges knowledge and creates tools to impact practice



[www.SustainabilityResearch.org](http://www.SustainabilityResearch.org)

# Our Leadership Council helps make us relevant and accessible



CANADIAN PACIFIC



teckcominco



Natural Resources  
Canada



Industry  
Canada



Bank Financial Group



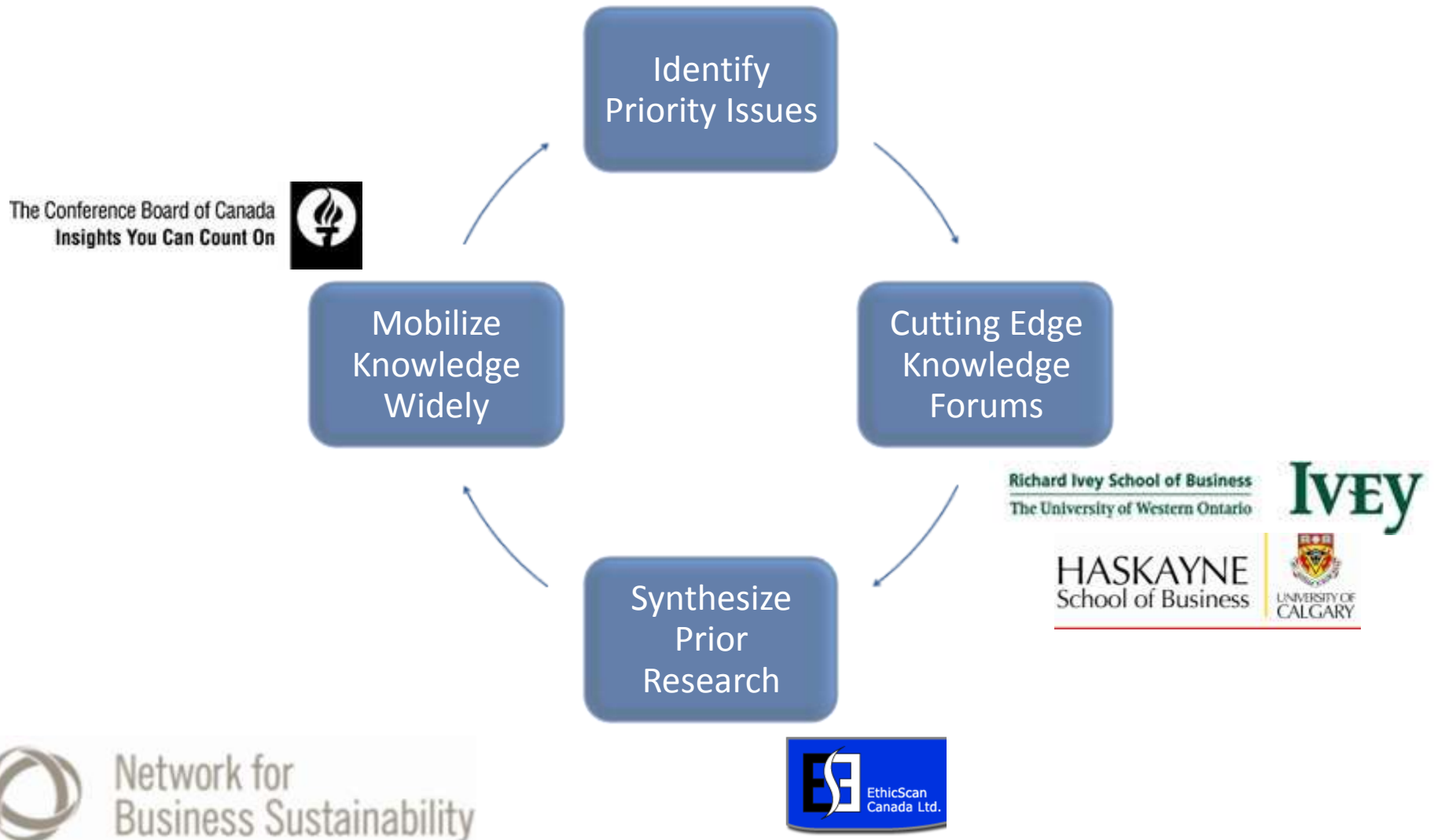
ST.LAWRENCE  
CEMENT

ONTARIO  
**POWER**  
GENERATION



Network for  
Business Sustainability

# Bridging the Divide



# 2008/09 Priority Issues

- How do businesses incorporate adaptation to climate change into their strategies? (David Nitkin)
- Do consumers take social and/or environmental attributes into account? (June Cotte)

## 2007/08 Priority Issues

- How to value business sustainability (John Peloza & Ron Yachnin)
- Best practices in community engagement (Frances Bowen)

# Important!

- This is NOT a *sustainability* event; it is a *business* event
- Please think, provoke, and dialogue