



Richard Ivey School of Business
The University of Western Ontario

Valuing Business Sustainability

Dr. Tima Bansal



The Actors



Environment
Canada

CANADIAN PACIFIC



teckcominco



Natural Resources
Canada



Industry
Canada

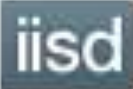


Bank Financial Group

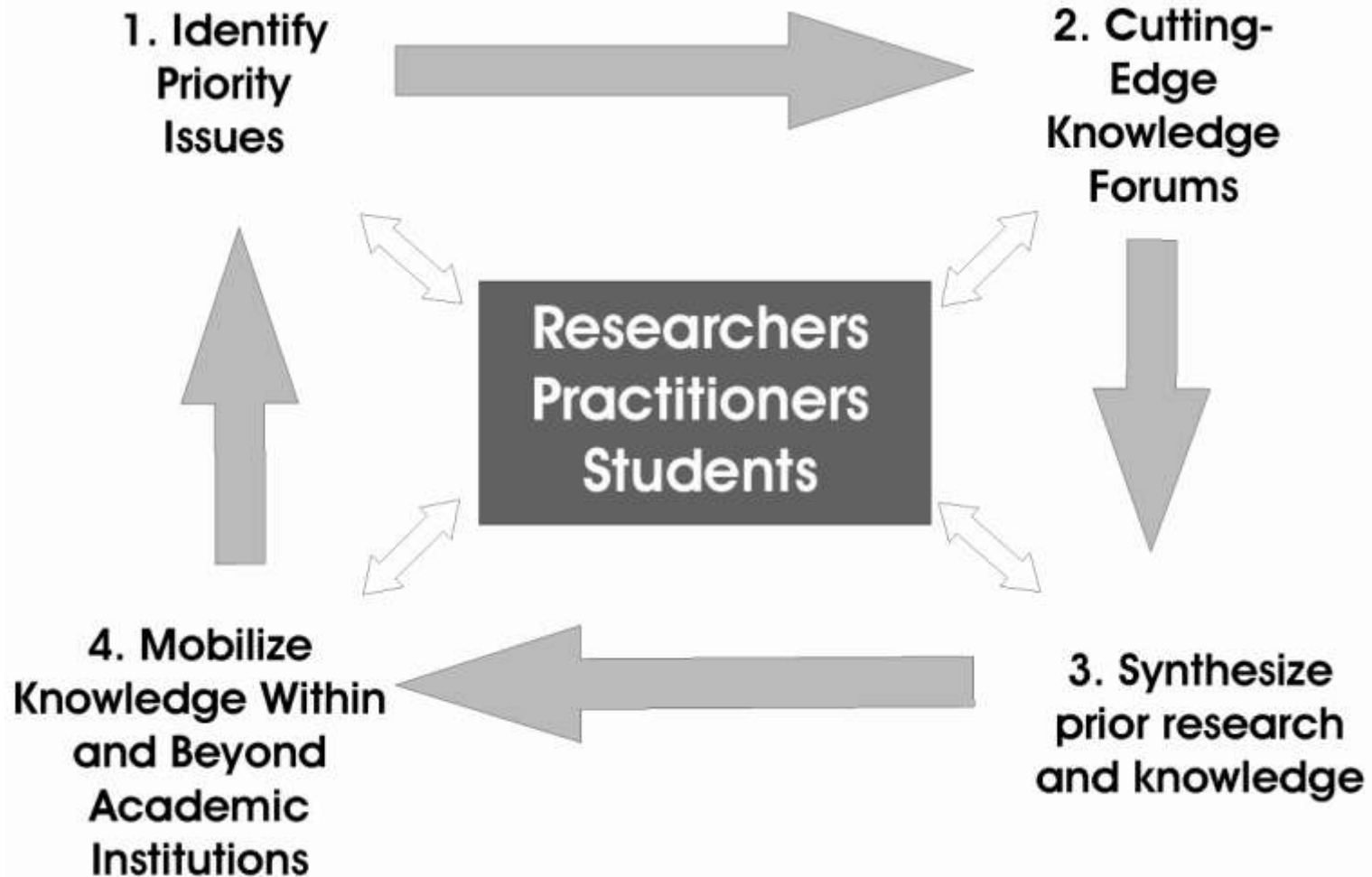


ST. LAWRENCE
CEMENT

ONTARIO POWER
GENERATION



The Plot



Today's Episode

- Academic research aims for validity (repeated experiments) and reliability (across researchers)
 - Practitioners need relevance and actionability
 - Different languages
 - Different audiences
 - Different questions
- } Same objectives!
- Breaking down the solitudes, stovepipes, silos through dialogue

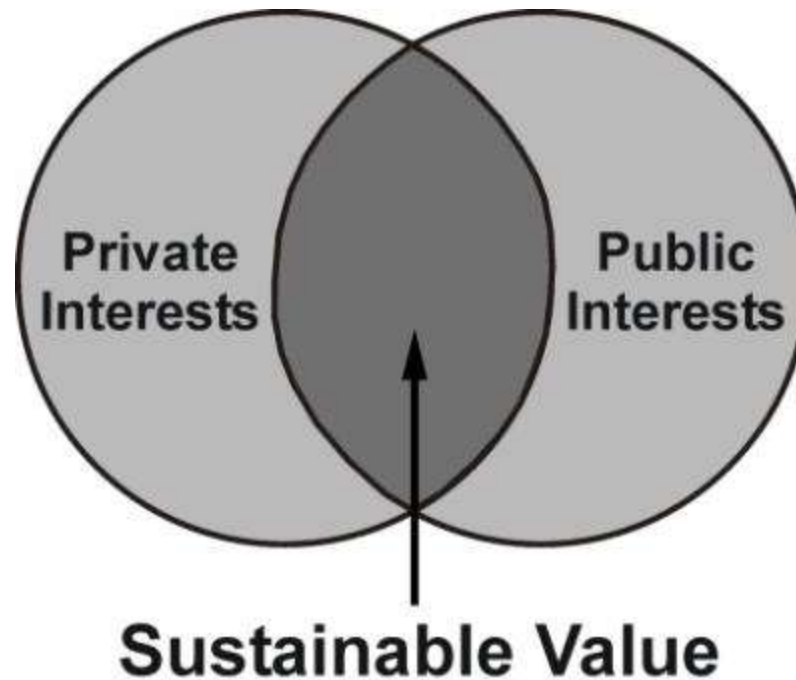
The Producer

The image shows a screenshot of the 'Research Network for Business Sustainability' website. The page features a dark header with the site's name. On the left, a navigation menu lists categories: PEOPLE, PROJECTS, RESEARCH ARTICLES, TEACHING RESOURCES, STUDENTS, and NEWS & EVENTS. The main content area includes a large banner image of people in a meeting, a search bar, and a 'LATEST NEWS' section with a welcome message and instructions for users. At the bottom, there are dropdown menus for 'BUSINESS AREAS' and 'INDUSTRIES', and a footer with navigation links and copyright information.

Canada will be a leader in business sustainability research and practice

The Distributor

Ivey's Centre for Building Sustainable Value



- Tom Ewart: Director of the Research Network
- Bob Anderson and Ivey's doctoral students: The report
- You:
 - 50% industry
 - 25% academia
 - 25% NGO and gov't
 - Australia, Tanzania, the US, across Canada

- Packets
- Agenda
- Food
- Bathrooms

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www.sustainabilityresearch.org

Next Forum: Engaging Stakeholders Feb 29

THE TOPICS

- **The Landscape**
- **The Evidence**
- **Conflicts and Crises**
- **Consultation and Communication**
- **Collaboration**

THE SPEAKERS

- **Grace Blake, Dave Meads, Randy Ottenbreit**, Mackenzie Gas Project
- **Frances Bowen**, University of Calgary
- **Oana Branzei**, Ivey Business School
- **Denise Carpenter**, EPCOR Utilities Inc.
- **Jocelyne Daw**, Imagine Canada
- **Katharine Partridge**, Stakeholder Research Associates Canada
- **Gordon Peeling**, Mining Association of Canada
- **Sandra Waddock**, Boston College
- **Charlene Zietsma**, Ivey Business School