



Network for  
Business Sustainability  
Business. Thinking. Ahead.

## Strategic Plan\* 2009 - 2015

*Enabling business sustainability  
by fostering collaboration between industry and academia*

*“Achieving sustainable development is the most fundamental challenge facing the world today.”*  
–Canadian Council of Chief Executives, 2007

*“Canada has significant bench strength in business sustainability research.”*  
–Professor Tima Bansal, 2008

Many researchers and managers are working on the same sustainability challenges.  
It’s time we started talking to each other.

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\* This is an abridged version of the strategic plan. The [full version](#) is also available.

# What we strive for

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To make businesses sustainable, we must move beyond disciplinary, industry and professional silos. We must innovate new models that motivate actions that are good for both business and society. We believe that knowledge is the tool that can bridge these silos and unlock a sustainable future.

The Network for Business Sustainability will build the infrastructure required to meet these challenges. We will help unite a community of people drawn across different sectors in English- and French-speaking Canada who are interested in using knowledge to forward business sustainability. The Network is a match-maker and facilitator.

## *What is business sustainability?*

*Business sustainability encourages business to thrive in harmony with the economic, social and ecological systems upon which it relies.*

## **Vision**

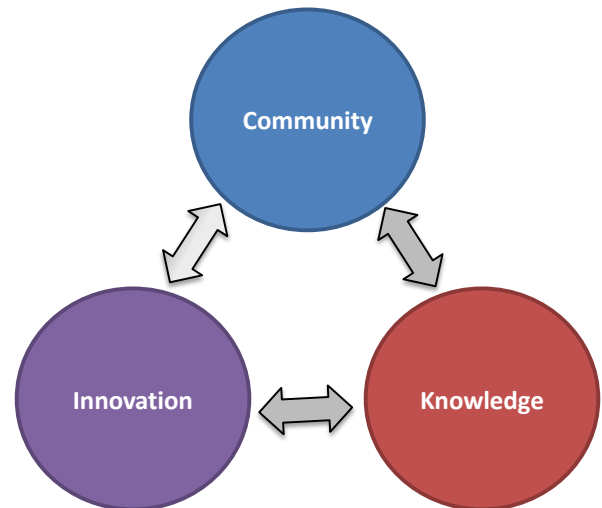
We envision a world where Canadian enterprises contribute to prosperous economies, healthy ecosystems, and strong communities.

## **Mission**

The Network enables business sustainability by fostering collaboration between research and practice.

## **Objectives**

1. Build and grow a community of researchers and practitioners of business sustainability.
2. Develop a database of state-of-the-art business sustainability knowledge that is relevant to practice.
3. Create opportunities to develop new knowledge that spurs innovation in enterprises.



# How we enable business sustainability – Our Core Activities

The Network administers a set of interconnected activities designed to meet its objectives most effectively.

## ***Identifying industry's priorities makes research more relevant***

A [Leadership Council](#) was formed in the spring of 2007 with representatives from organizations leading sustainability across government, industrial, and non-governmental sectors. The Council meets annually to identify and prioritize, through consensus, the key business sustainability questions currently facing Canadian business leaders.

Community	<input checked="" type="checkbox"/>
Knowledge	<input checked="" type="checkbox"/>
Innovation	<input type="checkbox"/>

### *Watch out for...*

The 2008-2009 Knowledge Priorities in Business Sustainability were published in a [report](#) available in PDF on the Network's website.

## ***Synthesizing existing knowledge reveals the state-of-the-art***

The Network commissions two projects inspired by the Leadership Council's top two knowledge priorities. These 'Knowledge Projects' systematically review and synthesize prior research related to the priority, and disseminate the findings in separate deliverables targeted to academics, practitioners, and university educators. Two projects have been completed on the topics of [community engagement](#), and [metrics for valuing business sustainability](#).

### *Watch out for...*

[Two new projects](#) in the fall of 2009 on business adaptation to climate change, and socially conscious consumerism.

Community	<input type="checkbox"/>
Knowledge	<input checked="" type="checkbox"/>
Innovation	<input type="checkbox"/>

## ***Mobilizing knowledge widely ensure healthy dialogue and application***

In addition to the website and newsletter, the synthesized knowledge is disseminated at The Conference Board of Canada's [CSR conferences](#).

### *Watch out for...*

More events, like the [CBSR Summits](#), [GLOBE](#) conference, the [Administrative Sciences Association of Canada](#), the [Academy of Management](#), as well as events through Network's Quebec office.

Community	<input checked="" type="checkbox"/>
Knowledge	<input checked="" type="checkbox"/>
Innovation	<input checked="" type="checkbox"/>

## ***A website and newsletter tether the community together***

The Network's [website](#) contains the profiles of over 300 researchers of business sustainability in Canada and summarizes dozens of current research projects undertaken by our members. Our [newsletter](#) includes the latest news, research, report summaries, opportunities, and events.

Community	<input checked="" type="checkbox"/>
Knowledge	<input checked="" type="checkbox"/>
Innovation	<input checked="" type="checkbox"/>

### *Watch out for...*

The Network's new online database with cutting-edge, jargon-free knowledge.

# How we enable business sustainability – Other Activities

## Launching an Innovation Fund enable pockets of excellence across the country

The Network is launching an annual competition for activities proposed and selected by Network members. This activity will provide a decentralized mechanism to enable innovative, small-scale, discrete projects that support the Network’s mission.

Community	✓
Knowledge	✓
Innovation	✓

## Creating spaces to develop tools make knowledge actionable

The Network will create both virtual and physical spaces for researchers and practitioners to develop actionable knowledge.

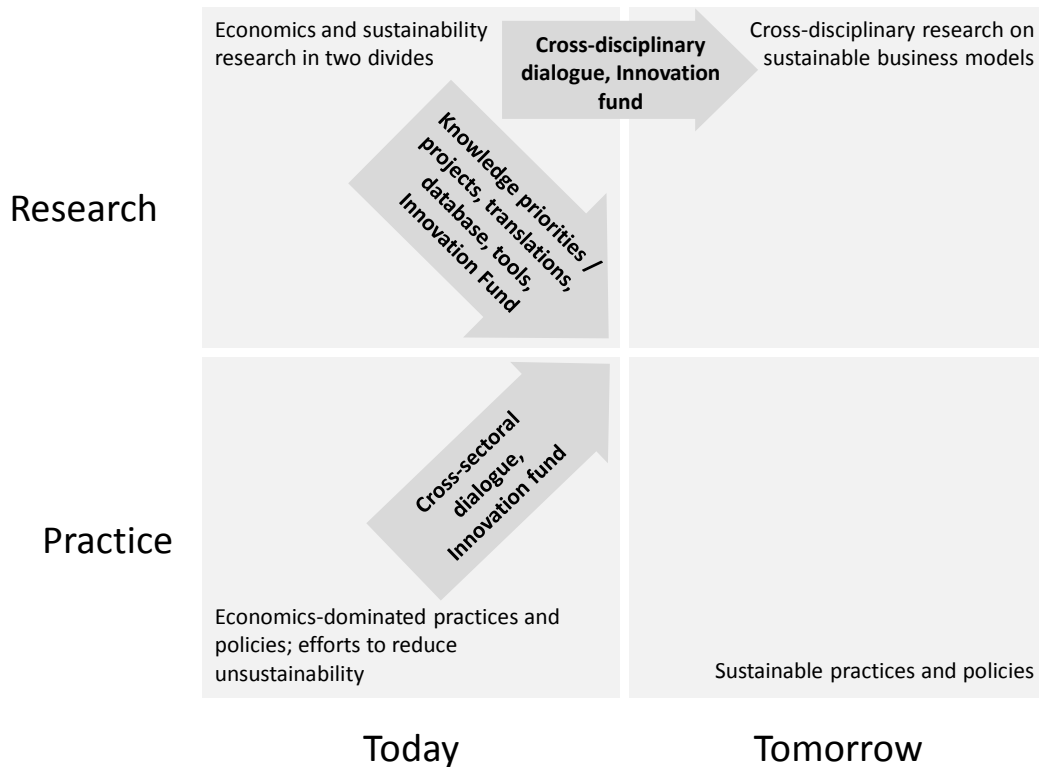
Community	
Knowledge	✓
Innovation	

## A youth sustainability conference develops tomorrow’s leaders

A [conference](#) is being organized in partnership with The Co-operators and the University of Guelph to bring together 180 students from across Canada in all faculties and disciplines to discuss themes related to business sustainability.

Community	✓
Knowledge	✓
Innovation	✓

# How we move today’s research and practice into tomorrow





## Network for Business Sustainability

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### **About the Network**

The Network enables business sustainability by fostering collaboration between industry and academia. It reaches over 300 Canadian researchers and hundreds of managers interested in sustainable development, social responsibility and green management. Its objectives are to build community, exchange knowledge and spur innovation. Visit [www.nbs.net](http://www.nbs.net).

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