

THE IABC/TORONTO
Green
Guide 
FOR **COMMUNICATORS**

**People aren't just
buying a product
or service anymore,
they are buying
the opportunity
to make an impact,
and at a very
personal level.**

The IABC/Toronto Green Guide for Communicators is available as a download for PDAs, laptops or flash drives, so users can carry the full resource with them at all times, regardless of location. To download the guide, visit IABC/Toronto's web site at <http://toronto.iabc.com/resources/social-responsibility>

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Introduction

Forward

The International Association of Business Communicators (IABC) is a global community of communicators. This guide is designed to provide IABC members with perspectives and tactics on best practices, communications planning and success stories in green marketing communications, sustainable and corporate social responsibility (CSR) practices, and communicating policies and initiatives to employees, external stakeholders, customers and shareholders.

What's right for one organization may not be right for yours. There is no cookie-cutter solution here, because this sector is evolving rapidly. This is a living document and will undergo many revisions as the sector expands and grows. Nevertheless, there are established practices that work and success stories to tell. This is an opportunity to share these strategies and stories.

"Practical" is the key word used intentionally when putting together this guide. Look for sources such as consultants and agencies, vendors and suppliers who provide ecologically responsible materials. As well, there are do's and don'ts and tips for implementing environmental practices within your organization. This guide also provides resources such as a glossary of terms, bibliography and examples of successful green campaigns and potential partners.

This guide attempts to give you the right tools to help you do your job of greening your communications, sustainability and CSR reporting to a standard acknowledged as one of "excellence" by IABC. Throughout the guide, we recognize that knowing the right questions to ask is important. Also important is getting primary sources for facts on the latest industry insights on green communications and CSR trends, best practices from lessons learned from the front lines, and success stories from corporations that are getting it right.



Keeping it simple

For those of us working in corporations, government and non-profit organizations, what's sometimes confusing is that many terms in common usage are often referred to interchangeably or are simply jargon. These terms include corporate responsibility, sustainable development, corporate citizenship, environmental sustainability, corporate sustainability and green business, to name a few.

In this guide, we have decided to keep it simple by limiting our use of the terms to sustainability, corporate social responsibility/CSR and green marketing communications to make it easier when reading and finding out about information and resources.

This guide attempts to give you the right tools to help you do your job of greening your communications, sustainability and CSR reporting to a standard acknowledged as one of "excellence" by IABC.

Here are the three definitions:

Sustainability

The definition of sustainability is understood as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." To operate sustainably, an organization must act in a way that is consistent with and supports the well-being of the physical environment and all of the biological communities and economies of the locations where it operates.

Organizations seeking to operate sustainably must consider how their vision, mission and values make a lasting impact environmentally on resources, materials and waste; financially on the prosperity of the broader community; and socially on the well-being of the ecosystems in the local and global communities in which they operate. This is commonly called the "triple bottom line" of environmental, economic and social considerations.

Corporate Social Responsibility

Corporate social responsibility (CSR) is one of the bottom lines in sustainability's triple bottom line. According to the ISO 26000 standard, which IABC upholds, CSR is defined as "the responsibility of an organization for the impacts of its decisions and activities on society and the environment through transparent and ethical behaviour."

Green

With the growth of a new green economy – and as more consumers consider environmental features important in their purchasing decisions – creators of marketing communication campaigns around environmental claims need to get the message right. To help in communicating the 'green' attributes of a brand, this guide provides the information and facts required for responsible marketing by sharing the principles, standards, codes and best practices commonly used, enabling confidence in these claims.

Going Green Overview

People aren't just buying a product or service anymore, they are buying the opportunity to make an impact, and at a very personal level.

The statement above summarizes public relations firm Edelman's 2009 Good Purpose Report. It also captures the main reason many businesses are going green and reporting on sustainability and CSR results to their audiences.

Our role

As communication professionals, we should take particular note of these trends, which influence the various green agendas, including CSR and sustainability (revealed in the Edelman 2010 Trust Barometer survey):

83%

of customers are willing to change consumption habits if their purchases can make the world a better place to live.

67%

say they would switch brands if another brand of a similar quality supported a good cause.

69%

of people feel it is becoming more unacceptable not to make notable efforts and show concern for the environment.

50%

of customers based their trust in a corporation's transparency as a good corporate citizen.

Yes, we can make an impact

As communicators, we have an opportunity to make an impact. We have the ability to do things differently. Those are two reasons to care. But more importantly, with customers, stakeholders, investors, regulatory bodies and media influencing and shaping the debate, communicators have an opportunity to step up with a full range of professional services:

- Brand Communications
- Counsel and Strategy
- Employee Communications
- Issues Management
- Marketing Communications
- Public Relations.

As consumer values evolve, so do business opportunities. This is a good reason for going into the marketplace, whether B2C or B2B, with eyes wide open to the opportunity of using green practices that align with customer and stakeholder values and growing concerns about sustainability and the environment.

Changing the way we work

We should also take note that the old top-down communications model, which was drilled into many of us and on which we traditionally based our communications practices, is now forever changed. Edelman reports:

We have moved away from top-down communications, where the marketing and communications of brands and companies were one-directional. Companies are now engaging, informing and empowering individuals to leverage their own social networks for social purpose, online and offline.

For this reason, social networking and youth-oriented services and agencies are included in this guide.

Getting it right

Finally, we should note that even though going green is a rapidly expanding and evolving area, there is a right and wrong way of going about creating strategies and implementing green communications practices. What happens when we get it wrong? A brand's equity is compromised, customers are lost, there's a risk of getting sued and damage to business growth, reputation and brand.

For more information

Edelman Good Purpose Report

<http://www.edelman.com/news/ShowOne.asp?ID=222>

Edelman is a leading global independent public relations firm. The Good Purpose survey was conducted among consumers aged 18-64 across 10 countries from July to August 2009.

Edelman Corporate Responsibility and Sustainability Communications

<http://www.jcpredelman.com/files/insights/edelman-corporate-responsibility-and-sustainability-communications-2008.pdf>

This research report, carried out by Edelman and its research partners — Boston College Center for Corporate Citizenship, Net Impact and the World Business Council for Sustainable Development (WBCSD) — takes stock of the market to assess current CSR communications trends.

Good Purpose Community

<http://www.goodpurposecommunity.com>

A web site and social media portal that brings together people, companies and brands to effect positive social change for mutual benefit.

Greenwashingindex.com

<http://www.greenwashingindex.com>

A web site that promotes consumers holding business accountable for their environmental marketing claims, keeping score of bogus and suspect claims in advertising.

Intergovernmental Panel on Climate Change (IPCC)

<http://www.ipcc.ch>

The IPCC is a scientific body reporting to the United Nations. It reviews and assesses the most recent scientific, technical and socioeconomic information produced worldwide relevant to the understanding of climate change.

Regulated Sectors

Organizations are operating within an environment of intense media, investor, regulatory and public scrutiny. That makes the role of the communications professional pivotal in helping their organizations proactively identify benefits of CSR and sustainability reporting. These benefits include legal, social, environmental and reputational risk management; improved relationships with stakeholders; and operationalizing organizational values within communities.

In Canada, The Conference Board of Canada has been providing in-depth reporting, research and risk management to companies and executives on CSR reporting. In the U.S., the Center for Corporate Citizenship at Boston College provides ongoing research, reports and executive training.

Here are some primary sources for communications professionals working in regulated sectors. These sources are helpful in providing tools for business as well as information about what the private sector promotes as best practices for CSR reporting.

Carbon Disclosure Project (CDP)

<http://www.cdproject.net>

The Carbon Disclosure Project collects and distributes information that motivates investors, corporations and governments to take action to prevent dangerous climate change. Institutional investors, corporations, policy makers, public sector organizations, government bodies, academics and the public make the data available for use. CDP is the only global climate change reporting system on behalf of 475 institutional investors and some 60 purchasing organizations such as Cadbury, PepsiCo and Walmart.

Conference Board of Canada

<http://www.conferenceboard.ca/topics/gcsr/default.aspx>

A Governance and Corporate Social Responsibility practice group for Canadian corporations.

Environmental Approvals for Business

<http://www.ene.gov.on.ca/en/business/cofa/index.php>

The Ontario government requires a facility to have a Certificate of Approval before it can operate lawfully if it releases emissions to the atmosphere, discharges contaminants to ground or surface water, provides potable water supplies, or stores, transports or disposes of waste.

Equator Principles

<http://www.equator-principles.com>

Provides a benchmark for the financial industry to manage social and environmental issues in project financing.

Industry Canada – Corporate Social Responsibility

<http://www.ic.gc.ca/eic/site/csr-rse.nsf/eng/Home>

Information on what Industry Canada is doing to promote CSR, as well as the benefits of CSR, case studies and tools for business. There are also links to Canadian and international sites that contain further information on CSR.

For more information on green governance and standards, please see the Resources and Links section, starting on page 26.



Unregulated Sectors

Fifteen years ago, only 26 forward-thinking organizations produced sustainability reports. By 2000, that number had jumped to more than 800. Last year, an impressive two-thirds of global Fortune 250 firms reported on their sustainability performance, and organizations of all types, not just corporations, produced nearly 2,300 sustainability reports, almost tripling the number in just six years.

– CorporateRegister.com

Scrutiny and due diligence of sustainability and CSR reporting in regulated sectors may appear more onerous than in unregulated sectors. Still, unregulated sectors are also experiencing pressure to voluntarily report on CSR results regarding sustainability initiatives, driven by changes in customer expectations and values.

Communications professionals and departments working within unregulated sectors can seize this opportunity to become strategic partners. It's an opportunity to help guide and influence an organization's social and environmental efforts by developing and rolling out green and CSR communications and activities for internal and external audiences.

Unregulated sector organizations can use these resources for establishing standards and benchmarks in CSR reporting on sustainability and CSR communications:

Global Reporting Initiative (GRI)

<http://www.globalreporting.org>

GRI is an independent institution whose mission is to develop and disseminate globally applicable sustainability reporting guidelines. GRI publishes online reports on performance indicators.

ISO 26000

<http://www.iso.org/sr>

An international standard providing voluntary guidelines for social responsibility is to be published in 2010 as ISO 26000. IABC members Michelle Bernhart and Mary-Ellen Hynd are contributing to the development of ISO 26000, which includes a section on communicating about social responsibility.

For more information on green governance and standards, please see the Resources and Links section, starting on page 26.



Corporate Communication Green Strategies

Making the Business Case

One of the key challenges consistently raised is making the business case for investing resources to support green communications. Organizations are just beginning to quantify the benefits.

By engaging employees, organizations can spark innovative, measurable changes in everyday processes. These can save money and reduce environmental and social impacts, while also inspiring employees to make sustainable choices at home and in their communities.

Four steps for reaching employees and customers

As an example of how to evolve your organization's green communications and sustainability agenda, here are four steps for reaching employees and customers:

1. Reduce operational footprint at work

Many green initiatives focus on the ways organizations can improve their operational footprint. These address such issues as energy and water use, recycling in the office, composting food waste, reducing the use of disposable takeout containers, eliminating plastic water bottles, car sharing and riding bicycles to work.

2. Reduce employee footprint at home

Some companies provide tools and resources to help employees be more sustainable in their own lives. Natural Resources Canada's energy

efficiency program helps identify potential energy savings and plan energy efficiency retrofits. Based on the improvements made, the Government of Canada provides grants to property owners who complete energy efficiency retrofits. If you can get employees excited and engaged in their personal lives, they may bring a sustainability lens to their day-to-day work.

3. Bring customers into the equation

A few organizations are linking their customers to green practices and helping them reduce their footprints, strengthening relationships with this key stakeholder group.

4. Link to corporate sustainability goals

Larger organizations are working to maintain the grassroots passion of green initiatives, while at the same time linking their efforts to broader sustainability goals.

Green and CSR best practices

The following outlines a proactive set of practices for green communications and environmental reporting, based on best practices shared from within regulated and unregulated sectors by corporate communications professionals. These practices underscore the “3 Rs” – reduce, reuse and recycle. They also align with the “triple bottom line” of environmental, economic and social considerations.

- Work with your employees, suppliers, and clients to help them improve their climate change impacts
- Set environmental impact targets
- Set continuous improvement targets
- Provide assistance to employees and offices in implementing the initiatives
- Conduct awareness campaigns to remind employees about the importance of reducing their own consumption through such methods as shutting down their computers overnight
- Appoint office champions/green teams.

The best practices include implementing reduction strategies locally, such as these:

- Set aggressive targets for paper usage reductions
- Review heating, air conditioning and office lighting
- Improve in-house recycling options, increasing the range of products recycled
- Develop new procurement policies to purchase reusable and recyclable products where possible
- Conduct virtual meetings to reduce air travel and carbon footprint
- Address the challenges of climate change within your wider commitment to communities by supporting environmental projects.

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Working with Employees

Keeping employees engaged, happy and productive has always been a priority for leading organizations.

Today, as the environment becomes more mainstream, a growing number of employees want to work for an organization committed to environmental awareness and commitment. They seek a work setting where the environmental practices they value at home are being implemented at the workplace.

To prove this point, in 2009, many graduating Harvard MBAs signed an "MBA oath" showing their interest in working for companies that "strive to create sustainable economic, social and environmental prosperity worldwide."

Strategies for employee engagement

- Tap into the existing passion of your people
- Seek executive level support
- Balance top-down support with the need to maintain grassroots energy and passion
- Link green initiatives to corporate sustainability strategy
- Make sustainability relevant to job performance
- Engage employees in goal setting
- Focus on key areas and set improvement goals.

Tactics for employee engagement

- Green intranet portal
- Green scorecards
- Greening toolkit with four goals: waste reduction; reduced paper usage; recycling; awareness building
- Employee volunteer program to support environmental initiatives
- Employee-led green teams
- Green meetings
- Special vendor deals for employees on energy reducing products and services
- Bike to Work Week
- Annual eco fair
- Low carbon diet.

Working with green teams

Employees are important drivers of green initiatives in the workplace. This grassroots effort can be harnessed to establish organization-wide strategies to support the achievement of targets. Harness the passion of employees using a Green Team to drive your organization's green agenda in a two-way conversation across the organization between your people up to senior management and green champions.



Do's and Don'ts

Do

Do use your CSR report to build solid relationships with your stakeholders

Do realize the benefit of your CSR as a way to improve business performance

Do use your CSR to rebuild and repair reputation

Do use your CSR as a green marketing communications vehicle for building leadership on sustainability in the marketplace

Do use your CSR report to develop positive impressions about your company or organization

Do review your terms of reference to avoid getting bogged down with misleading and confusing labels

Do take care when tracking your progress toward a goal, making sure it truly reflects the health of ecosystems and isn't merely an indicator chosen because it's easier to gauge.

Don't

Don't greenwash. Best practices support the view that organizations should be able to back up their green or CSR claims on sustainability for their products/services or organization. That's because greenwashing is causing widespread skepticism and apathy in the consumer marketplace, and unsubstantiated green claims should be eliminated. The Canadian Competition Bureau, in conjunction with the Canadian Standards Association, outlines new guidelines in the recently released Environmental Claims: A Guide for Industry and Advertisers – <http://www.bureaudelaconcurrence.gc.ca/eic/site/cb-bc.nsf/eng/02701.html>.

Don't use terms that speak to ambiguity, such as sustainable growth. Instead, provide a context for sustainability, which means respecting the Earth's ecosystems and its limits, and providing space for the other beings on the planet to exist into the future.

Don't imply that humankind's relationship with nature is anything other than dynamic and two-way (e.g., communicate that we are managing or stewarding nature). Instead, try terms like "proper stewardship," mention "proper interaction" or "healthy relationship."

Don't stray from the three imperatives of sustainability's triple bottom line by referring to a single bottom line or other language that implies growth in an economy predicated on unsustainable uses of nature.

Don't fall in the habit of using the term "management," because this reinforces a false sense that we know exactly what to do and how nature is going to respond to our actions. Revise "natural resource management" to "regeneration of nature" or "natural resilience." Use terms like "regeneration" and "resilience" to better illustrate an end that can evolve over time.

CSR: Reporting Tips & Tactics

The following CSR reporting tips and tactics are based on articles published on IABC's SR Link, which operates under the editorial direction of Michelle Bernhart.

Four Cornerstones of CSR Reporting

An ethical framework is the core of a CSR reporting model. Most CSR reports cover the triple bottom line of environmental, economic and social benefits under categories like Environment, Economy and Society, along with a fourth category of Employees.

1. Environment

CSR reporting requires a statement on the foundation for an organization's sustainable environmental and climate impacts. As well, a CSR report is incomplete without a framework that lays out the consolidation of the environmental management systems within a company's business practices and organizational hierarchy. Ideally, a company has at the very least a climate strategy and environmental policy.

2. Economy

The core of a regulated company's sustainability mandate is formed by reporting on corporate and project financing along the whole of the renewable energy's value-added chain, as well as any metrics in addressing regulated areas such as emissions. Mention any innovative climate change initiatives, new services such as consulting on improving energy efficiency for corporate customers, and any new policies designed to improve sustainability actions and results.

3. Society

Many companies have established philanthropic programs through a foundation and/or charitable contributions. Some even get involved in sponsoring specific sectors of need, such as education and research, art, culture and social causes. In reporting on the dollars donated, link this to a values statement.

4. Employees

Motivated and committed staff are vital to the success of any greening initiative. Use of a statement about the ways an organization supports its staff by, for example, funding time out for community work, supporting diversity and equal opportunity in the workplace, or providing flexible working opportunities, company pension and childcare programs. It is important to support this with metrics in a CSR report. A well-managed survey can be very helpful. You can get personal by featuring employee stories about what motivates and rewards them.

Top 10 Reasons to Publish a CSR Report*

1. CSR and sustainability reporting improves business performance

A recent Economist survey revealed 83% of CEOs believe this is true. As well, businesses like doing business with organizations that make a positive impact on the environment. A good environmental record can make the difference between winning and losing a proposal/pitch for new business.

2. CSR report readers develop positive impressions of the organization.

A survey of sustainability report readers by SustainAbility and KPMG determined that about 90% developed positive (not negative) perceptions of an organization from reading its CSR report.

3. Reporting builds solid relationships with your stakeholders.

The back-and-forth communication process, requests for input, surveys, meetings, social media tools and other stakeholder interactions that occur as part of the reporting process create strong ties between an organization and stakeholders.

4. Reporting is a great way to build, enhance, protect or repair reputation.

Use transparency and integrity to build trust as an ethical organization worthy of trust and admiration.

5. Reporting helps build sustainability leadership in the market.

Get serious about integrating sustainability into your organization, then make sure you broadcast those commitments and performance far and wide. CSR reporting plays a central role. Similarly, reporting can help identify new markets and opportunities.

6. Reporting can kick-start your CSR improvement process.

Begin with the end in mind and build your strategy backwards from the desired report.

7. Reporting improves risk management by prompting clear thinking about non-financial (but material) risks.

8. Reporting drives internal accountability and improvement.

If it's true that what gets measured gets done, then it's also true that what's going to be reported gets done better. We tend to take CSR data collection seriously when we know someone's going to read about it.

9. Your employees will appreciate it.

Important for employee pride and affiliation, CSR reporting treats employees as your most important stakeholders.

10. CSR reporting is a brand differentiator in a crowded marketplace.

Organizations that produce a CSR Report present a unique selling proposition by building customer loyalty based on distinctive ethical values.

* Based on Michelle Bernhart's article, Top 10 reasons to report on CSR, at <http://srlink.x.iabc.com>

Printing & Design

It's now possible to reduce the environmental impact of your next communications project by using green suppliers and design practices. These apply environmental responsibility goals to printing and designing paper-based communication and marketing products.

Designing Sustainable Communications

Bernard Hellen of traffic marketing + design inc., a sustainable design firm, has developed a process for greening your marketing communication materials in five sustainable steps:

1. Think about your carbon footprint

The first step is to filter every project through a sustainable design brief, as you would a project brief. Ask the questions: Do you need to create this marketing piece? Does it need to be produced in this form? How do you minimize the impact, waste and footprint of the pieces that you are producing? In many cases, simply asking these questions at the outset of a marketing project results both in a more sustainable deliverable, as well as a less costly and more effective marketing solution. And while it won't be possible to hit all sustainable criteria with each job, it's nice to hit at least a couple of them.

2. Measure the impact of your campaign

One of the simplest and most effective ways of doing this is by looking at the type and the amount of paper being used. There are a number of paper calculators available online that allow you to calculate the environmental impact of the print materials you are producing.

But it's not just paper. One of the most common refrains heard is 'just go paperless'. While putting a marketing campaign online saves the need to cut down trees, it doesn't necessarily mean that there is no carbon footprint.

Worldwide electrical usage is increasing as a result of the Internet. A simple Google search on a desktop computer can generate up to 10 grams of carbon dioxide and Google handles about 200 million searches daily.



3. Reduce your effect on the environment

Once something is measured, decisions can be made about how to reduce the impact. Paper is a renewable resource and can be recycled back into new paper on average seven times. Specifying certified paper (FSC, PEFC, or SFI) with a higher percentage of Post-Consumer Waste can make a big difference. Producing a ton of paper using 100% Post-Consumer Waste paper rather than virgin pulp saves the equivalent of 24 trees 40 feet in height and 6-8 inches in diameter; 4,100-kilowatt hours of electricity and 60 pounds of air pollution; and 7,000 gallons of water used in the manufacturing processes.

4. Offset what cannot be reduced

There will always be some impact of your marketing and communications on the environment. Carbon offsetting allows you to purchase a credit that cancels out the negative carbon output of your production. A carbon offset can be simply defined as ‘an emission reduction credit from another organization’s project that results in fewer carbon dioxide or other greenhouse gases in the atmosphere than would otherwise occur.’ Even given the criticism that carbon offsetting tries to make it acceptable to carry on emitting excess carbon, if used as part of an overall strategy of waste reduction, a carbon offsetting plan can make good sense.

5. Communicate your green good news

Thinking ‘green’ in your marketing means avoiding any criticisms relating to unethical marketing that seems simply opportunistic. This is called ‘Greenwashing’ and is a very real concern for business. Effective communication of your sustainability initiatives must include honesty, transparency and a genuine desire to involve your customers. If you’ve done the right thing and ‘greened’ your communications, don’t be afraid to highlight your accomplishments.

Checklist of Sustainable Design Standards

The following represents best practices that provide a benchmark for delivering a sustainable outcome to a design brief.

Purpose

Project to follow a best practice of not impeding basic human rights and not negatively impacting the biological environment.

Life cycle

Project to aim to integrate specific life cycle planning into the design process.

Physical format

Specific physical design criteria is a process to be implemented to reduce environmental impact.

Materials

Materials used to standards that adhere to particular toxicity, geographic and compositional specifications.

Manufacturing

Specific operational procedures, facilities and location requirements to be met.

Finishing

Project materials used to be free from specific environmentally detrimental finishing processes.

Distribution

Project to comply with particular methods of distribution intended to reduce carbon footprint.

Disposal

Specific disposal criteria must be met to reduce short- and long-term environmental impact.



Resources

AIGA Center for Sustainable Design

<http://www.sustainability.aiga.org>

AIGA, the professional association for design, has launched Living Principles for Design. This meets the design profession's need for an aspirational and actionable framework that provides designers and their clients with a common understanding of the core facets of sustainability and enables them to take action.

Canadian Standards Associations

<http://www.csa.ca/cm/ca/en/home>

CSA's mission is to develop standards that address real needs, such as enhancing public safety and health; advancing the quality of life; and helping preserve the environment.

Forest Stewardship Council (FSC)

<http://www.fsccanada.org>

FSC's mission is to promote and enhance well-managed forests through credible certification that is environmentally responsible, socially acceptable and economically viable. FSC's main tool for achieving this mission is a product-labelling system.

PEFC

<http://www.pefc.org>

An international non-profit, non-governmental organization dedicated to promoting sustainable forest management, PEFC is the certification system of choice for small forest owners.

Seven sins of greenwashing

<http://www.sinsofgreenwashing.org>

Ways that the environmental practices of a company or the environmental benefits of a product or service mislead consumers.

Sustainable Forestry Initiative (SFI)

<http://www.sfiprogram.org>

SFI is a certification program that provides labels, indicating that you are buying wood and paper products from a responsible source, backed by a third-party certification audit.

SRI Quality System Registrar

<http://www.sriregistrars.com>

SRI is an accredited registrar that issues quality, environmental, health & safety and security management system ISO registration certificates based on internationally recognized standards.

renourish

<http://www.re-nourish.com>

Graphic design standards dedicated to helping the graphic design community grow into a more sustainable industry.

Green Printers

C.J. Graphics Inc.

<http://www.cjgraphics.com>

An industry leader in prepress, print and finishing, specializing in eco-friendly technology. Services offered range from web design to short-run colour printing. CJ Graphics offers unique 1:1 marketing solutions that will help drive company growth.

Colour Innovations

<http://www.colourinnovations.com>

A pre-press and offset printing house that goes beyond using certified paper from sustainable forests and vegetable-based inks to deliver an environmentally friendly prepress and printing process. The web site features a checklist to help make green decisions during the design process.

MPH Graphics Inc.

<http://www.mphgraphics.com>

A design, print and finishing house that is committed to sustainable manufacturing practices, including responsible forest product management, low impact bleaching processes and recycling.

Warren's Waterless Printing Inc.

<http://www.warrenswaterless.com>

Created from the onset to deliver a genuine environmentally friendly alternative to conventional offset printing, Warren's utilizes waterless presses to eliminate drain waste, improve air quality and deliver enhanced quality of print.

Video & Film Production

Green Screen Toronto

<http://www.greenscreentoronto.com>

Green Screen Toronto has created a set of sustainable best practices leading to a certification program for the Toronto film and television industry. It uses a third-party verification mechanism to accredit green-abiding productions. The project includes recycling, reuse and disposal of DVDs and videotapes, and green production practices from catering to transportation to scripting using electronic tablets.

Media & PR

The following list is a work in progress. For updates and information, please go to the IABC/Toronto website/CSR for a list of PR agencies and consultants at <http://toronto.iabc.com/resources/social-responsibility>. The SR Link also has a community site at <http://srlink.x.iabc.com>.

Agencies and Consultants

A growing number of global PR firms already have sustainability and CSR practices, while smaller agencies are creating a niche in green marketing communications.

APEX PR

<http://www.apexpr.com>

APEX PR works with clients to effectively engage employees, audiences and stakeholders in sustainability messages and programs. Media tours of green facilities, awareness campaigns on recycling, employee involvement initiatives and demonstrations of alternative fuel technology are some of the approaches offered to raise the visibility of environmental initiative.

BBD0

<http://www.bbdo.ca>

Cohn & Wolfe

<http://www.cohnwolfe.ca>

Edelman

<http://www.edelman.com/expertise/practices/csr/indexcp.html>

Edelman's Global CSR and Sustainability Practice provides strategic counsel and communications programming to Fortune 500 companies in such areas as issues management, CSR/sustainability reporting, management training, strategic philanthropy and public-private partnerships.

High Road Communications

<http://www.highroad.com>

Hill and Knowlton

<http://www.hillandknowlton.ca>

Maverick PR

<http://www.maverickpr.com>

National PR

<http://www.national.ca>

National PR helps organizations operating within Canada's environmental regulatory system with environmental performance messaging and crises management, enhancing reputation among stakeholders.

Palette PR

<http://www.palettepr.com>

A PR and media agency that specializes in sustainability and corporate communications.

Strategic Objectives

<http://www.strategicobjectives.com>

Strategic Objectives is recognized as one of Canada's top cause marketing agencies. A full-service, bilingual, national agency with extensive experience marketing corporate sponsorship, corporate citizenship initiatives, Strategic Objectives creates community, environmental and sustainability programs for some of the world's leading brands and businesses.

TerraChoice Environmental Marketing

<http://www.terrachoice.com>

An environmental marketing agency that helps clients convert environmental leadership into winning strategy, communications and positioning.

Third Eye Media

<http://www.thirdeyemedia.ca>

Focuses on fashion and lifestyle, with a specialty in green brands.

traffic marketing + design inc.

<http://www.trafficdesign.ca>

A design-driven B2B communications agency creating strategic sales + marketing collateral designed to generate sustainable business results.

Veritas Communications

<http://www.veritascanada.com>

Weber Shandwick

<http://www.webershandwick.ca>

Courier Services

Green Team Courier

<http://www.greenteamcourier.com>

Cyclists, walkers and TTC Metro Pass couriers service the downtown Toronto core. Other deliveries within the GTA will soon be made by hybrid and other green delivery vehicles.

Premiums and Promotions

Green marketing using eco-friendly merchandise is essential for walking the talk for any business. The following vendors provide a range of eco-friendly items to use as giveaways and incentives.

Baron Cards

<http://www.baroncards.com>

Eco-chic invitations and stationery.

Eco Friendly Bag

<http://www.ecofriendlybag.ca>

Customizes the reusable cotton Ecofriendly Bag with your company logo.

Ecogear

<http://www.eco-gear.ca>

Eco-friendly fashion and accessories made out of green materials like organic cotton, soy, hemp, bamboo, linen and recycled textiles. All products are made in Canada and free of animal products as well as being sustainable.

Ecojot

<http://www.ecojot.com>

Offers a range of recycled paper products, such as cards, calendars and wrapping paper.

Encore Premiums

<http://www.encorepremiums.com>

Offers recycled products, organic products, hemp products, eco-friendly products, ecospun products and biodegradable products.

My Own Tree

<http://www.myowntree.ca>

A living tree, planted by landscaping professionals in any desired location within the GTA, accompanied by a pewter medallion to commemorate the occasion.

Pumped Incorporated

<http://www.pumped.ca>

Eco-friendly youth marketing promotions and give-aways.

Venues

The following venue listings are located within the Greater Toronto Area (GTA). Each venue markets and practices a sustainable business model.

Black Creek Pioneer Village

<http://www.trca.on.ca>

A participant in Toronto and Region Conservation program The Living City, advocating for the natural foundation of healthy rivers and shorelines, greenspace and biodiversity and sustainable communities.

Centre for Social Innovation

<http://www.socialinnovation.ca>

Provides a space that is a catalyst supporting new ideas for tackling the social, environmental, economic and cultural challenges of the day.

Gladstone Hotel

<http://www.gladstonehotel.com>

A hotel that practices values-based business, facilitating sustainable and accessible ways of servicing guests and events.

MaRS

<http://www.marsdd.com/default/aboutmars/marscentre.html>

An event venue and meeting place, located in Toronto's Discovery District, between the country's leading teaching hospitals and three major universities. Featuring an auditorium with maximum seating capacity of 380 people. An atrium suitable for receptions and launches, as well as a Collaboration Centre to host groups engaged in a variety of work.

Steam Whistle Brewery

<http://www.steamwhistle.ca>

A craft brewery committed to the social responsibility towards the community by supporting cultural, charitable and community-based organizations and events.

Sustainability Studio

<http://www.sustainabilitystudio.com>

Home to organizations that share a common passion for bringing sustainability into the mainstream. Designed with green office features that promote occupant health and superior environmental performance, the studio offers a unique playground for creative output and collaboration.

The Fairmont Royal York

<http://www.fairmont.com/royalyork>

The hotel participates in the Green Key Eco-Rating Program, which audits the hotel for operational and sustainable practices. Launched in Canada, Green Key has been adopted by the entire U.S. chain of Fairmont hotels, raising standards for environmental stewardship and promoting operational sustainability for the lodging industry. The hotel also has a green roof where food is grown and harvested for the hotel's guests.

The Richmond

<http://www.therichmond.ca>

This "green venue" is committed to reducing the environmental footprint of events.

Toronto Botanical Gardens

<http://www.torontobotanicalgarden.ca>

The gardens' contemporary LEED Silver Certified building (LEED stands for Leadership in Energy and Environmental Design, a green building rating system) offers a uniquely green venue for special events. TBG has set a goal to become a self-sustaining urban oasis while making Toronto the most horticulturally enlightened city in the world.

Green Events

The demand for green events is growing along with the trend for business to demonstrate and provide visibility to a green and CSR agenda on sustainability to its stakeholders. The following event management agencies have established green practices in the execution of green events.

It's Personal

<http://www.itspersonal.ca>

Specializing in environmentally sound event practices and sourcing sustainable alternatives for all elements of special occasions.

Talen Events

<http://www.talenevents.ca>

Environmentally conscious event firm dedicated to creating unique events that highlight and preserve the environment.

Green News Networks

Sharing and getting your green story out often requires alternative media and news channels beyond using the standard press release and newswire. Here are some green news network sites that provide opportunities for story placement; places where the public seeks reliable and usable news.

Green Business

<http://www.green-business.ca>

A property of CLB Media Inc., one of Canada's leading providers of information and marketing services to business professionals in a wide range of industry sectors. Green Business provides news and information regarding corporate sustainable development, including IT, carbon trading, sustainability reporting and energy/clean tech.

Green GTA

<http://www.greengta.ca>

A Toronto-based site, featuring current GTA green news, events, awards, information and tips on living green in the GTA.

Planet friendly

<http://www.planetfriendly.net/calendar>

Planet Friendly is a web gateway to environment, sustainability and conservation information and news across Canada. Planet Friendly also provides Canada's largest green events calendar.

The green pages

<http://www.thegreenpages.ca>

A web-based network where Canadian organizations and community groups can voice their opinions, share information and maintain valuable connections with like-minded people.

Displays

As more and more consumers are switching brands, a new industry in eco-media has evolved. Here are two vendors of eco-friendly print displays.

BGM Imaging/GreenLINE products

<http://www.greenlineimaging.com>

Sustainable Surface Imaging is digital printing on materials that meet functional requirements for Commercial Built Environments. All GreenLINE products can contribute towards LEED accreditation and meet Commercial Building Code requirements.

EcoMedia Direct Inc.

<http://www.eco-media.ca>

An outdoor advertising company providing outdoor media opportunities for its customers and promoting brands with SilverBox® recycling units. Also provides a recycling service to the public.

MDG Group – Biografixx

<http://www.mdggroup.ca>

A large-format graphics solution provider for clients who are seeking eco-friendly alternatives. Biografixx – MDG's very own line – offers one of the largest selections of eco-friendly materials & substrates on the market, as well as eco-friendly laminates.

Green Flat Panel Displays (FDPs)

Manufacturers of flat panel displays for electronic advertising are now using eco-friendly technologies to help display companies do more to reduce their environmental impact. FDP standards include Energy Star, which is a government-backed program helping businesses and individuals protect the environment through superior energy efficiency. When using an FDP, look for or request it has Energy Star certification.

Green Awards

Green awards are designed to raise awareness and boost the role of green communications in influencing and informing organizational and consumer behaviour. These awards provide a high-profile platform for companies and individuals to showcase their positive commitments to sustainability. Here is a selection of green, CSR and sustainability awards:

Canada's Greenest Employers

<http://www.canadastop100.com/environmental>

The editors of Canada's Top 100 Employers recognize the employers who lead in bringing environmental values into their cultures. Winners are announced in Maclean's magazine each April.

Corporate Knights Awards

<http://www.corporateknights.ca>

Corporate Knights Inc. is an independent Canadian-based media company focused on promoting and reinforcing sustainable development in Canada. The Corporate Knights Award of Distinction is presented by Corporate Knights Magazine to business leaders who have had a catalytic impact on advancing a more positive relationship between business and sustainable development.

CR Reporting Awards

<http://www.corporateregister.com/crra>

These are the only annual, global online corporate responsibility reporting awards. The program was developed in 2007 to identify and acknowledge the best in corporate non-financial reporting. The awards are managed by CorporateRegister.com.

Environmental Awards of Excellence

<http://www.toronto.ca/greentorontoawards>

These City of Toronto awards celebrate the individuals, organizations and companies leading the way to a cleaner, greener and more livable Toronto.

IABC/Toronto OVATION Award

<http://toronto.iabc.com/recognition/ovation-awards>

Toronto communicators compete in the social responsibility category for the OVATION award.

IABC Gold Quill Award

<http://www.iabc.com/awards>

IABC's international communicators compete in the social responsibility category for the Gold Quill award.

Green Partners

If your organization is new to greening and CSR reporting, you can get a jump-start by working with a partner to build your green profile on sustainability. The following is a potential list of organizations that partner with businesses and corporations on greening initiatives.

Bullfrog Power

<http://www.bullfrogpower.com/business/factsheets.cfm>

Helps organizations communicate support for green power through its co-branded “bullfrogpowered” program, which it has used to showcase environmental leadership to thousands of environmentally conscious Canadians. Their B2B site is a resource for FAQs, case studies and fact sheets.

Carbonzero

<http://www.carbonzero.ca/ghgaccounting>

Expert advice and integrated systems to allow a business to develop a complete carbon strategy and to achieve carbon neutrality, audit trail transparency and verifiability.

David Suzuki Foundation

<http://www.davidsuzuki.org>

Works with government, business and individuals to conserve our environment by providing science-based education, advocacy and policy work, and acting as a catalyst for social change. The Ambassadors program provides trained representatives of the Foundation who have volunteered their time to help workplaces go green.

Earth Day

<http://www.earthday.ca>

Works to improve the state of the environment by empowering and helping Canadians take positive environmental action. With over 3,500 affiliated community-based organizations and 5,000 member organizations, EDC operates year-round to provide resources, user-friendly programs and networking assistance to help Canadians help the Earth.

Earth Hour

<http://www.wwf.ca/earthhour>

A global event organized by World Wildlife Fund and held each year on the last Saturday of March. Households and businesses are asked to turn off their non-essential lights and other electrical appliances for one hour to raise awareness about climate change. Businesses can partner with Earth Hour as a sponsor or as a participant.

Earth911

<http://www.earth911.com>

Founded in 1991 as a hotline for recycling, Earth911 is an environmental services company that addresses solutions for products' end-of-life for both businesses and consumers.

Evergreen

<http://www.evergreen.ca>

Inspires communities to reconnect with nature, specifically in urban areas. Two programs create and sustain healthy, natural outdoor spaces: Toyota Learning Grounds, which greens school grounds, and Common Grounds, which has a community gardening focus. Evergreen welcomes similar partnerships, sponsorships and events, and works with businesses to engage employees and limit their carbon footprint through tree plantings, community action and public awareness. The Evergreen Brick Works project will restore an abandoned brick-making factory in the heart of Toronto's ravine system and convert it into a showcase for sustainability, opening in the fall of 2010.

Green Enterprise Toronto

<http://www.greenenterprise.net>

Helps local independent businesses looking to respond to customer demand for greener options by connecting with other local entrepreneurs and new customers through a directory of members and online searchable database for consumers.

Green Roofs for Healthy Cities

<http://www.greenroofs.org>

A non-profit industry association with a mission to increase awareness of the economic, social, and environmental benefits of green roofs and green walls and other forms of living architecture through education, advocacy, professional development and celebrations of excellence.

Me to We

<http://www.metowe.ca>

Offers to partner with organizations seeking an organized volunteer program for employees to fulfill a CSR community mandate.

Ontario Stewardship Council

<http://www.ontariostewardship.org>

Engages with a variety of community, business and agency partners to raise awareness on an ecologically friendly approach towards the development of healthy lakes, wetlands, forests and productive farmland and our human impact on the world we live in.

Pollution Probe

<http://www.pollutionprobe.org>

Engages with government agencies, private businesses and other non-profit organizations that have a legitimate interest in an issue to help find solutions. Focusing attention on Canadian issues, Pollution Probe concentrates on clean air and clean water, areas where they have demonstrated competence.

Recycling Council of Ontario

<http://www.rco.on.ca>

Invites businesses to become members, offering benefits such as an online Business category; networking with government at all levels, environmental non-profits, environmental consultants and industry; and access to information on recycling and waste avoidance issues.

Thirsty Muse

<http://www.thirstymuse.com>

Assistants trained by the David Suzuki Foundation will conduct a Go Green checklist for employees in their homes.

Toronto Green Community

<http://www.torontogreen.ca>

A grassroots organization that engages people in local environmental action for a cleaner, greener Toronto. TGC works on a number of environmental issues, including climate change, toxic waste, atmospheric pollution and stream water management.

Volunteer Canada

<http://www.volunteer.ca>

Works with business and organizations to further their community involvement, as a component of CSR. As the national voice for volunteerism in Canada, Volunteer Canada helps organizations network with hundreds of different communities across Canada.

Zerofootprint

<http://www.zerofootprint.net>

Offers software and services that help companies measure and manage their environmental footprint.



Glossary

This glossary provides definitions and articulates the central concepts in common usage, operating within the area of green and CSR communications.

3 Rs

The 3 Rs – reduce, reuse and recycle – frame the actions required for resource conservation and waste minimization throughout all sectors, from single households to global businesses.

Carbon dioxide equivalent (CO₂e)

The universal unit of measurement to indicate the global warming potential (GWP) of greenhouse gases, expressed in terms of the GWP of one unit of carbon dioxide. It is used to evaluate the release (or non-release) of different greenhouse gases against a common basis.

Carbon footprint

The total set of greenhouse gas emissions caused directly and indirectly [by an individual, event, organization, product] is expressed as CO₂e. A basic footprint is likely to cover direct emissions and emissions from electricity as these are the simplest to manage, and exclude some of the indirect emissions. Major emissions sources that must be calculated include onsite fuel usage, onsite electricity usage and use of transport that you own.

Cleantech

Cleantech is the convergence of energy, building, vehicle and information technology that is powering new opportunities for start-ups and global companies alike.

Emission

The release of greenhouse gases into the atmosphere.

Environmental approvals for business

The Ontario government requires any facility that releases emissions to the atmosphere, discharges contaminants to ground or surface water, provides potable water supplies, or stores, transports or disposes of waste to have a Certificate of Approval before it can operate lawfully. Download the Green Facts at <http://www.ene.gov.on.ca/cons/3445e01.pdf>

Green audit

An energy audit helps assess how much energy your organization consumes and to evaluate what measures can be taken to make your organization's operations, factories and/or offices more energy efficient. An audit will show problems that may, when corrected, save significant amounts of money over time.

Greenhouse gases (GHGs)

Naturally occurring and man-made gases that trap infrared radiation as it is reflected from the Earth's surface, trapping heat and thereby affecting the planet's temperature.

Greenwashing

Greenwashing is the practice of making an unsubstantiated or irrelevant environmental claim. These claims are often found in advertising, PR or on packaging, and made about people, organizations and products. Consumers rely on advertising and other corporate messaging to inform their purchasing choices, and greenwashing undermines confidence in that advertising. Around the world, countries such as France, the UK and the US have made attempts to regulate the use of greenwashing by enforcing standards with guidelines and rules.

In Canada, the Canadian Competition Bureau, in conjunction with the Canadian Standards Association, released guidelines to help prevent greenwashing in Canada: **Environmental Claims: A Guide for Industry and Advertisers** at <http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02702.html>.

GHG protocol

A set of common standards and calculation tools for measuring and reporting corporate GHG emissions. Developed by a multiple-stakeholder group co-convened by the World Resources Institute and the World Business Council for Sustainable Development.

Green IT

Greening IT can save companies money and help reduce their carbon emissions. By focusing on enterprise-wide IT implementations, companies can reduce energy consumption of servers and cooling systems. Network-based power management software reduces energy consumption in workstations. Using telecommuting, VOIP and home-based call centres reduces space requirements and may reduce emissions due to fewer commutes. Teleconferencing can cut down demonstrably on business travel. Electronic documents and processes reduce paper and the accompanying costs of copiers, printers and couriers.

Green procurement

Green or sustainable purchasing is a management process used to give preference to suppliers of goods and services that demonstrate positive social and environmental impacts. The purpose of sustainable purchasing is to shift spending away from goods and services that negatively impact the environment and society towards products that are more environmentally sound and socially beneficial.

Green supply chain

Management's process for environmental accounting and the valuation of an organization's supply chain from purchasing, planning, and managing the use of materials to shipping and distributing final products – with an emphasis on environmental performance that leads to savings.

LEED Certification

Companies can earn credits towards LEED certification by making improvements in reducing energy consumption, using recycled building materials and lowering costs of power requirements to operate data centres and other buildings.

Responsible procurement

Organizations are using green criteria when purchasing, seeking a more holistic approach to purchasing decisions. Using sustainability's triple bottom line, organizations can consider the environmental impact of manufacturing or disposal of the product, the social impact of using child labour and economic impact of cost.

Organizations using a green procurement policy exercise green criteria in requests for proposals (RFPs) and provide training to staff regarding green procurement practices. A Code of Conduct is also used to ensure mandatory compliance to standards such as the Forest Stewardship Council's certification for paper and wood products, Green Seal for cleaning products, EPEAT standard for computers and third-party certifications regarding use of child labour. These same organizations also measure performance using supplier scorecards, grading supplier performance and auditing their suppliers' environmental performance, sometimes against ISO 14001 ratings.

Toronto's Green Procurement program is designed to significantly reduce environmental impacts, and helps organizations drive the success of Ontario's clean technology sector and other sustainable businesses.

Sustainability

Sustainability means respecting the Earth's ecosystems and its limits, and providing space for the other beings on the planet to exist into the future. The sustainability agenda in business is driven by climate change in all its components – carbon footprint, toxic waste, energy costs – as supply and consumption of resources are affected.

Triple bottom line

The trend is towards framing green communications and the benefits of going green within a triple bottom line: environmental, economic and social benefits. For many companies, the focus on sustainability is value-added services that offer a more inclusive and holistic view, placing sustainability alongside financial, strategic, operational and reputational concerns.



Resources & Links

Green News Links

Subscribing to green news links ensures that the latest news and trends on green marketing, CSR and sustainability communications arrive directly to your desktop. Here is a selection of green news links with a solid reputation for providing reliable news.

Corporate Register

<http://www.corporateregister.com>

Provider of the world's largest online directory of CR and sustainability reports.

CSR International

<http://www.csrinternational.org>

A community of social responsibility and sustainability professionals whose approach to CSR is integrated through thought leadership, research, best practice benchmarking and shared learning.

CSR Wire

<http://www.csrwire.com>

A leading source of corporate social responsibility and sustainability news, reports and events. Members can use the newswire to communicate their corporate citizenship, sustainability and socially responsible initiatives to a global audience.

Ecoseed

<http://www.ecoseed.org>

A leading source for global green news, finance and other resources in delivering green and renewable energy to mainstream business.

Environmental News Network

<http://www.enn.com>

ENN is an online news portal whose mission is to create a platform for global environmental action using front line reporting and articles, alongside ENN Press, a service that delivers press releases to news organizations, freelance journalists and environmental subscribers around the world.

Fast Company

<http://www.fastcompany.com/tag/corporate-social-responsibility>

Fast Company is a business magazine about innovative ideas and people. Its online CSR site is a newsfeed on the latest green news and CSR trends, as well as a list of 51 great sites on CSR and sustainability.

Green Biz

<http://www.greenbiz.com>

GreenBiz.com™, Business Voice of the Green Economy, is the leading source for news, opinion, best practices and other resources on the greening of mainstream business.

Just Means

<http://www.justmeans.com>

A live news feed with articles, news and updates on all aspects of green marketing and sustainability news with news aggregator social media tools.

SR Link

<http://www.srlink.x.iabc.com>

A blog created by volunteers from IABC with the latest on what's making a difference in communicating social responsibility.

Think-Tanks

Thought leadership on CSR and green communications is enabled through a number of think-tanks based in Canada, the U.S. and the UK.

Network for Business Sustainability

<http://www.nbs.net>

A network that fosters collaboration between industry and academia.

Pembina Institute

<http://www.pembina.org>

A non-partisan sustainable energy think-tank that advances sustainable energy solutions through innovative research, education, consulting and advocacy.

SustainAbility

<http://www.sustainability.com>

Established in 1987, SustainAbility is a strategy consultancy and think-tank working with senior corporate decision-makers to achieve transformative leadership on the sustainability agenda.

United Nations Environment Programme Finance Initiative

<http://www.unepfi.org>

A global partnership between UNEP and the financial sector. Over 170 institutions, including banks, insurers and fund managers, work with UNEP to understand the effects of environmental and social considerations on financial performance.

World Business Council for Sustainable Development

<http://www.wbcsd.org>

A CEO-led global association of 200 companies, dealing exclusively with business and sustainable development. The WBCSD was founded on the eve of the 1992 Rio Earth Summit to involve business in sustainability issues and give it a voice in the forum. In 1995, the Council merged with the World Industry Council on the Environment and opened its secretariat in Geneva (Switzerland) and the WBCSD was born.

Green Social Networks

Social networking is driving social projects. The rising importance of social media as a catalyst for CSR and cause marketing can already be witnessed in applications from Google, Facebook and Twitter. Here are some leading social networking sites that link individuals to causes, charities, not for profits and fund-raising as well as linking brands to causes.

betterplace

<http://www.betterplace.org>

As CSR 2.0 pioneers, betterplace connects corporations and NGOs, shares best practices and offers consulting in the field of corporate communication strategy.

Social Vibe

<http://www.socialvibe.com>

A social media tool that empowers people to benefit their causes and communities by engaging with brand sponsors and sharing branded content with their social network.

Carbon Offsets

Online carbon offset calculators offer partnerships with business, reducing GHG emissions for events, printing, travel, green meetings and operational uses, such as use of lighting and printers. The figures can then be used in internal and external communications.

Carbon Neutral

<http://www.coolaction.com>

All purchases of GHG emission reductions through coolaction.com receive a certificate of registration identifying the project source of the emission reductions.

Carbon Offsets

<http://www.carbonzero.ca>

Carbonzero provides local high quality carbon offsets for businesses, governments, companies and individuals.

Lifestyle Emissions Calculator

<http://carbonzero.ca/calculator/>

This calculates and offsets the emissions from travel, electricity and fuel usage.

Green Governance

Green governance is a standards-based, ethical framework that businesses use to benchmark performance.

Business for Social Responsibility

<http://www.bsr.org>

A nonprofit business association that provides socially responsible business solutions to many of the world's leading corporations. BSR serves its 250 member companies and other Global 1000 enterprises.

Canadian Bankers Association

<http://www.cba.ca/en/component/content/category/62-banks-and-the-environment>

Environmental sustainability is a key part of Canadian banks' social responsibility efforts. Banks have incorporated environmentally oriented thinking in a range of bank operations, lending, products, services and community activities.

Canadian Business for Social Responsibility

<http://www.cbsr.ca>

A membership organization of Canadian companies who have made a commitment to operate in a socially, environmentally and financially responsible manner.

Canadian Centre for Ethics and Corporate Policy

<http://www.ethicscentre.ca>

Promotes and maintains an ethical orientation and culture in Canadian companies, championing the application of ethical values in the decision-making process.

Conference Board of Canada

<http://www.conferenceboard.ca>

Creates and shares insights on economic trends, public policy and organizational performance. Specific councils address Corporate Community Investment; Effective Work Environment Research; Corporate Ethics Management; and Sustainability.

Equator Principles

<http://www.equator-principles.com>

Provides a benchmark for the financial industry to manage social and environmental issues in project financing.

Global Reporting Initiative

<http://www.globalreporting.org>

An independent institution whose mission is to develop and disseminate globally applicable sustainability reporting guidelines. GRI publishes reports online on performance indicators.

Greening Greater Toronto

<http://www.greeninggreatertoronto.ca>

Greening Greater Toronto is a coalition of civic leaders who develop and launch solutions to pressing social, economic and environmental challenges in the Toronto region.

Regulated Sector Monitoring

Businesses operating within the regulated sector can take out licenses or memberships with the following monitoring bodies. These meet the growing market demand for professional, objective and reliable sustainability benchmarks.

Carbon Disclosure Leadership Index

<http://www.cdproject.net>

Launched in 2000 to collect and distribute high quality information that motivates investors, corporations and governments to take action to prevent dangerous climate change. Annually, 2,500 organizations in some 60 countries around the world measure and disclose their greenhouse gas emissions and climate change strategies through CDP, so they can set reduction targets and make performance improvements.

Dow Jones Sustainability Index

<http://www.sustainability-index.com>

The first global indexes, launched in 1999, tracking the financial performance of the leading sustainability-driven companies worldwide. Based on the co-operation of Dow Jones Indexes, index provider STOXX Limited and SAM, an investment boutique focused exclusively on sustainability investing, they provide asset managers with reliable and objective benchmarks to manage sustainability portfolios.

FTSE4Good Index

<http://www.ftse.com>

An index designed to measure the performance of companies that meet globally recognized corporate responsibility standards, and to facilitate investment in those companies.

Jantzi Social Index

<http://www.jantziresearch.com>

Jantzi-Sustainalytics is an independent investment research firm that evaluates and monitors the social and environmental performance of securities.

Speakers

This selection of speakers on sustainability, climate change and corporate social responsibility includes CEOs, academics, motivational speakers, thought leaders and activists.

Carson Arthur

<http://www.daytimeenterprises.ca>

The principal designer for Carson Arthur Designs, and landscaping host for HGTV's Room to Grow. He works to create enlightened spaces for people who choose to live well while wanting to preserve our environment. He is also the spokesperson for Blue Planet, an environmental organization focusing on the conservation of our global water resources.

Gerald Butts

<http://www.wwf.ca>

President and CEO, World Wildlife Fund Canada. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

Tom Heinzman

<http://www.bullfrogpower.com>

CEO and Co-Founder, Bullfrog Power, which currently provides a 100% green electricity choice to users in Alberta, British Columbia, New Brunswick, Nova Scotia, Ontario and Prince Edward Island. Bullfrog's electricity comes exclusively from wind and hydro facilities that have been certified by Environment Canada as low impact, instead of from polluting sources like coal, oil, natural gas and nuclear power.

Thomas Homer-Dixon

<http://www.homerdixon.com>

Holds the Centre for International Governance Innovation Chair of Global Systems at the Balsillie School of International Affairs in Waterloo, ON, and is a Professor in the Centre for Environment and Business in the Faculty of Environment, University of Waterloo.

David Labistour

<http://www.mec.ca>

CEO of Mountain Equipment Co-op, a co-operative built with purpose, people and the planet in mind. Two key areas MEC pays attention to are ethical sourcing and product sustainability.

Dirk Matten

<http://www.craneandmatten.blogspot.com>

Professor of Strategy and the Hewlett-Packard Chair in Corporate Social Responsibility, Schulich School of Business, York University. Prolific blogger on sustainability and CSR reporting trends.

Adine Mees

<http://www.cbsr.ca>

President and CEO, Canadian Business for Social Responsibility, which helps Canadian companies advance their social, environmental and financial performance.

Henry Mintzberg

<http://www.coachingourselves.com>

The John Cleghorn Professor of Management Studies (Strategy and Organization), McGill University, and one of the world's most influential teachers of business strategy and pioneers in CSR. Author of The Case for Corporate Social Responsibility and Organizational Power and Goals.

Dai Reiss

<http://www.canada-goose.com>

President and CEO at Canada Goose Inc., a Canadian manufacturer of extreme weather and performance outerwear selling to markets around the globe. A recent CSR initiative is directed at residents of the Canadian Arctic, where the company's jackets are widely used.

Henry Sauvagnat

<http://www.cascades.com/newsroom>

Vice President of Sustainable Development, Cascades, Inc., a paper manufacturing company that has been re-using resources for 45 years. More than two-thirds of the raw materials used by Cascades are recycled, making the company the largest paper recycler in Canada.

Andrew Souvaliotis

<http://www.loyaltyone.com/WhoWeAre/OurLeaders.aspx>

Chief Impact Officer, AIR MILES Reward Program, and leader of a division aiming to inspire greener, healthier and more socially responsible lifestyle choices. Also the founder of Green Rewards, the world's first environmental consumer loyalty program.

David Wheeler

<http://www.stakeholderresearch.com/wheeler.htm>

Dean of the Faculty of Management at Dalhousie University and Senior Partner at Stakeholder Research Associates, which helps organizations create economic, social and environmental value. Former Erivan K. Haub Professor of Business and Sustainability at the Schulich School of Business and Founding Director of the Institute for Research and Innovation in Sustainability at York University. Former Executive Director of Environmental and Social Policy at The Body Shop International.

Bob Willard

<http://www.sustainabilityadvantage.com>

Speaker and author on the business case for sustainability and how to be a sustainability champion in your organization.

Green Standards

Green standards are official certification programs that designate and monitor products and services as sustainable.

BOMA Go Green

<http://www.bomagogreen.com>

A national environmental recognition and certification program for existing commercial buildings.

Canada Organic Growers

<http://www.cog.ca>

Growers governed by Organic Products Regulations that will require mandatory certification to the revised National Organic Standard for agricultural products represented as organic in import, export and inter-provincial trade, or that bear the federal organic agricultural product legend (or logo). Enforced starting December 14, 2008.

Certified Organic

<http://www.inspection.gc.ca/english/fssa/orgbio/orgbio.shtml>

Indicates something grown without chemical pesticides or synthetic fertilizers, and with special attention paid to water and soil conservation. In Canada, there are several certifiers, and Canada's food inspection agency is working on a certification program.

Energy Star

<http://www.energystar.gov>

A joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy. Helps consumers save money and protect the environment through energy-efficient products and practices.

Environmental Choice

<http://www.ecologo.org>

A green labelling program. Each product (such as cleaning supplies or construction materials) is independently audited to ensure it meets certain green criteria. See the web site for a full directory of Environmental Choice products and the accompanying auditing standards.

Fair Trade Certified

<http://www.transfair.ca/en/node>

Similar to a normal supply chain model of business, with producers, importers, processors, retailers and consumers. The difference is monitoring and certification that guarantee that the supply chain is built on and functions according to standards of fairness, transparency and accountability.

Forest Stewardship Council (FSC)

<http://www.fsc.org>

FSC's mission is to promote and enhance well-managed forests through credible certification that is environmentally responsible, socially acceptable and economically viable. FSC's main tool for achieving this mission is a product labelling system.

Green Advertising Standards

<http://www.bureaudelaconurrence.gc.ca/eic/site/cb-bc.nsf/eng/02701.html>

In partnership with CSA, the federal government's Competition Bureau Canada has published a consumer guide: Environmental claims: A guide for industry and advertisers.

Green Building Performance Initiative

http://www.cagbc.org/initiatives/green_building_performance/index.php

A focused effort by the Canada Green Building Council to develop an affordable and accessible tool for energy and environmental management for new and existing buildings. Developed in parallel with a multi-year project to introduce the next generation of LEED [see LEED Certification] in Canada through the LEED Canada Initiative. Both initiatives will enable large-scale reduction in greenhouse gas emissions, energy savings and other environmental benefits for all building types and communities across Canada.

Green-e

<http://www.green-e.org>

The U.S.'s leading independent consumer protection program for the sale of renewable energy and greenhouse gas reductions in the retail market. Green-e offers certification and verification of renewable energy and greenhouse gas mitigation products.

Green Seal

<http://www.green-seal.org>

Works with manufacturers, industry sectors, purchasing groups and governments to green the production and purchasing chain. Uses a life-cycle approach, evaluating a product or service beginning with material extraction, continuing with manufacturing and use, and ending with recycling and disposal. Products only become Green Seal certified after rigorous testing and evaluation, including on-site plant visits.

ISO 14001/Environmental Management Standard

<http://www.iso14000-iso14001-environmental-management.com>

A series of international standards on environmental management, providing a framework for the development of both the system and the supporting audit program.

ISO 26000

<http://www.iso.org/sr>

An international standard providing voluntary guidelines for social responsibility, to be published in 2010 as ISO 26000.

LEED Certification

<http://www.cagbc.org/leed/what/index.php>

LEED® is Leadership in Energy and Environmental Design, a green building rating system that encourages sustainable green building and development practices. The Canadian rating systems are an adaptation of the U.S. Green Building Council's LEED Green Building Rating System, tailored specifically for Canadian climates, construction practices and regulations.

National Organic Program

<http://www.ams.usda.gov/AMSV1.0/nop>

Intended to assure consumers that the organic foods they purchase are produced, processed and certified consistent with national organic standards in the Organic Foods Production Act. Includes certification as wild harvested or wild crafted, the sustainable harvesting of wild plants in their natural setting.

SmartWood Certification

http://www.rainforest-alliance.org/forestry.cfm?id=smartwood_program

FSC-accredited, the Rainforest Alliance's Smartwood program offers certification and verification services related to auditing environmentally and socially responsible forestry.

Soil Association

<http://www.soilassociation.org>

FSC-accredited. Offers certification services related to forestry; using fresh, seasonal, local and organic ingredients in catering; and labelling a product as organic.

Publications

Here is a short list of publications by other professional associations and leading authors.

The A to Z of Corporate Social Responsibility

<http://ca.wiley.com/WileyCDA/WileyTitle/productCd-0470723955.html>

More than 100 experts contribute over 400 entries to this jargon-busting, easy-to-use guide to CSR concepts, codes and organizations.

Books and articles by Bob Willard

<http://www.sustainabilityadvantage.com/products>

Resources from speaker and author Bob Willard that sustainability champions can use to increase "the ripple effect."

The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line

The Next Sustainability Wave: Building Boardroom Buy-in

The Sustainability Champion's Guidebook: How to Transform Your Company

The Sustainability Champion's Guidebook: The Presentation

The Business Case for Sustainability

The Sustainability Advantage Worksheets – Large Enterprise Version

The Sustainability Advantage Worksheets – SME Version

Bob Willard's Master Slide

Corporations and Citizenship

<http://www.cambridge.org/americas>

An exploration of corporations as citizens, including cultural (identity-based), ecological and cosmopolitan citizenship.

Film & Television Green Practices

<http://www.greenscreentoronto.com>

The Green Screen Toronto Guide lists everyday practices to create environmental action for film-based industries.

Going Green: Outstanding Green Business Practices

<http://www.prnewsonline.com>

PR News Online guidebook providing executives' perspectives on going green and communicating green practices.

The Oxford Handbook of Corporate Social Responsibility

<http://www.oupcanada.com>

An authoritative review providing new perspectives on CSR and the debates around it.

Contributors

Bernard Hellen, R.G.D., Designer

<http://www.trafficdesign.ca>

Bernard is the founder of traffic marketing + design inc., a design driven B2B communications agency that creates strategic sales + marketing collateral designed to generate sustainable business results. He is a member of the IABC/Toronto's Social Responsibility Committee, and a board member of the Association of Registered Graphic Designers of Ontario where he Chairs the RGD Ontario Sustainability Committee. Bernard is a frequent speaker on the subject of designing sustainable communications.

Sue Horner, Editor

<http://www.GetItWrite.ca>

An independent writer and editor since 1991, Sue specializes in employee communications. Customers praise her warm, conversational writing style, solid understanding of business issues, proactive thinking and ability to work with little direction. She is the recycle police and 3 R champion in her house.

Mary-Ellen Hynd, MBA

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Mary-Ellen Hynd is a Social Responsibility Strategist and Associate with Canadian Business for Social Responsibility. She has 10+ years experience specializing in education, stakeholder engagement and communication to support the integration, implementation and advancement of social responsibility/sustainability. She is contributing to the development of ISO 26000, the future international standard for social responsibility and currently chairs the IABC/Toronto's Social Responsibility Committee.

Anne Ptasznik, Marketing

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Anne Ptasznik is the Chief Strategist and Head Writer with Creative Fusion, a communications company specializing in working with healthcare organizations and companies committed to social responsibility.

Frances Roberts, Author

<http://www.push-communications.com>

Frances Roberts is Principal and Writer with Push Communications, a communications consultancy. With extensive experience providing integrated engagement solutions and strategies on sustainability and CSR reporting, and green marketing communications, Push Communications delivers tangible value for an organization and its stakeholders.

THE IABC/TORONTO
Green
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FOR **COMMUNICATORS**

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