

Sustainable Development: Value Creation and Due Diligence Protection

UNIVERSITY OF
WATERLOO
ENVIRONMENT

 **seed** SCHOOL OF ENVIRONMENT
ENTERPRISE & DEVELOPMENT

 **Bennett
Jones** LLP



Corporate Sustainable Development

A GROWING NUMBER OF COMPANIES, SPANNING ALL SECTORS, PRACTICE SUSTAINABLE DEVELOPMENT (SOMETIMES REFERRED TO AS CORPORATE SOCIAL RESPONSIBILITY OR THE TRIPLE BOTTOM LINE) - THESE ARE COMPANIES THAT STRIVE TO MINIMIZE THE ENVIRONMENTAL FOOTPRINT OF THEIR OPERATIONS, WHILE SIMULTANEOUSLY CONTRIBUTING TO THE ECONOMIC AND SOCIAL ADVANCEMENT OF COMMUNITIES IN WHICH THEY OPERATE.

Date: Thursday, October 14, 2010
Time: 8:00 am - 1:00 pm
Location: Courtyard by Marriott
Downtown Toronto
475 Yonge Street
(North of College Street)

The Challenge

Those responsible for implementing sustainable development often have difficulty (1) quantifying how, and to what extent, sustainable development creates financial value, and (2) understanding how sustainable development facilitates legal obligations and due diligence protection for Boards of Directors and senior officers.

This seminar addresses both of these challenges by drawing upon the expertise of seasoned financial and legal experts.

As a result of taking this course, participants will be better able to do the following:

- Identify the relationship between sustainable development performance and financial indicators,
- Understand the sustainable development issues that frequently damage business value, and those that create opportunities for new value creation, and
- Leverage legal principles in implementing risk reduction strategies involving “sustainability management systems”.

Course Characteristics

The course has been designed with attention to the following:

- A strong orientation towards the “practical application” of the subject matter, thus helping to ensure that participants can apply what they have learned to their organizations,
- Participation does not require knowledge of sustainable development, corporate finance or legal acumen,
- There is substantial opportunity for Q&A.

Who Should Participate?

The course will be of particular interest to:

- Corporate Counsels
- Boards of Directors
- Financial Analysts
- Retail/Mutual Fund Managers
- Institutional/Pension Fund Managers
- Treasurers
- Controllers
- Vice Presidents/Directors of Investor Relations
- Vice Presidents/Directors/Managers of Sustainable Development or Environment

The Agenda

8:00 am Registration and Continental Breakfast

8:30 Introduction to Corporate Sustainable Development (Blair Feltmate)

- Identifying which industry sectors are embracing sustainable development
- Discussing the current limitations of corporate sustainable development reports from the perspective of the financial community
- Using a Sustainable Development Index (SDI) to quantify performance

9:30 Coffee Break

9:45 Translating Sustainable Development into Financial Value (Olaf Weber)

- Introducing the relationship between sustainable development performance and financial performance
- Exploring the relationship between sustainable development and financial performance indicators
- Addressing default risks - improving credit risk prediction by integrating sustainable development indicators into risk rating processes

10:45 Coffee Break

11:00 Legal Consideration in Corporate Sustainable Development - for Directors and Senior Officers (Gray Taylor)

- Why legal risks require Boards and senior officers to address sustainable development (the obligations, the risks of non-compliance and the benefits of getting it right)
- Investor concerns and how to address them
- Understanding the sustainable development issues that frequently damage business value, but which also create opportunities for new value creation (e.g., climate change, water usage, human rights, First Nations issues, environmental impacts)
- Levering legal principles in implementing risk reduction strategies involving “sustainability management systems”
- Guidelines to assessing your company’s position relating to sustainable development including using sustainability analyses to improve legal risk reduction and “best practices” opportunities

12:15 pm Sustainable Development Reports/Annual Reports (All)

- Presenting sustainable development performance to stakeholders

12:30 pm Summary and Open Forum for Questions



The Presenters

Gray Taylor



Gray Taylor, Chair,
Climate Change and
Emissions Trading
Group and Corporate
Law Partner, Bennett
Jones LLP

Mr. Taylor is the leader of the Climate Change and Emission Trading practice group and a corporate law partner at a leading Canadian law firm, Bennett Jones LLP. Gray is a past chair of the National Environmental, Energy and Resources Law Section of the Canadian Bar Association and he is recognized in Chambers Global (where he was called "one of the fathers of the climate change industry"). He is on the Ontario Securities Commission's Environmental Reporting Advisory Committee and has significant experience in advising on corporate governance and environmental and social business planning issues. Gray has been the lead lawyer on a number of complex transactions in the burgeoning environmental markets, including acting for large private sector participants in the World Bank US\$1-billion Umbrella Carbon Fund emissions trading transaction, for the Euro 500 million Greenhouse Gas Credit Aggregation Pool and for the arranger and central participant in a billion dollar 45 million tonne emissions trading transaction closed in early 2009. He is a business lawyer who understands business realities, the critical role of sustainability in the future of business and how the law permits (and indeed requires) business leaders to embrace sustainability concepts and implement sustainable solutions.

Dr. Olaf Weber



Dr. Weber, Professor,
and Export
Development Canada
Chair in Environmental
Finance in the School
of Environment,
Enterprise and
Development (SEED),
University of Waterloo.

Previously, Dr. Weber was managing partner of GOE Inc., providing consulting and solutions for sustainable credit management, socially responsible investment and sustainability rating of enterprises. Furthermore, he was head of the Sustainable Finance Group of the Swiss Federal Institute of Technology. Dr. Weber was a member of the Board of Directors of Alternative Bank, Olten, Switzerland, and a member of the Board of Directors of the Institute for Social Banking, Bochum, Germany. He has published many research articles on sustainable credit management, socially responsible investment and sustainability rating of enterprises.

Dr. Blair Feltmate



Dr. Feltmate, Professor,
and Director,
Sustainability Practice
in the School of
Environment,
Enterprise and
Development (SEED),
University of Waterloo.

Previously, Dr. Feltmate was Director of Sustainable Development, Ontario Power Generation, and prior to that he was Vice President of Sustainable Development, Bank of Montreal/Jones Heward Investment Council. Before joining the Bank of Montreal, Dr. Feltmate spent ten years developing the sustainable development programs for two dozen multi-national corporations. Dr. Feltmate is Senior Advisor to the Sustainable Electricity Program, Canadian Electricity Association. He has published many papers on corporate sustainable development, the capital markets and environmental science.



An official receipt will be delivered electronically. Under the provisions of the Income Tax Act, tuition fees paid for professional/personal development seminars or courses are not tax deductible.

The School of Environment, Enterprise & Development Sustainability Practice reserves the right to: limit registration in any course; make changes to any printed or online information about programs, instructors and course information; and to cancel courses for which enrolment does not reach the required minimum, or for other unavoidable factors. You will be notified by telephone or email and a full refund issued in the event that a course is cancelled.

If you cannot attend a course, please email Shelley Knischewsky (slknisch@uwaterloo.ca) Executive Training Co-ordinator, Sustainability Practice.



For more information contact: Shelley Knischewsky (slknisch@uwaterloo.ca), Executive Training Co-ordinator, Sustainability Practice, School of Environment, Enterprise & Development (SEED)

HOW TO REGISTER

ONLINE: [Click Here](#)

MAIL: Complete the registration form below. Make a cheque payable to the University of Waterloo and mail with registration to:

**Sustainability Practice
Faculty of Environment
University of Waterloo
200 University Avenue West
Waterloo, ON N2L 3G1**

**Course Cost: \$495
+ 13% HST = \$559.35**

Inclusion: Course hand-outs and continental breakfast

HST Registration No. 119260685

Call and ask about our group and/or in-house discounts.

Name _____

Organization _____

Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Fax _____ Email _____

I have enclosed my cheque for \$559.35 including HST made payable to "The University of Waterloo"

