



# United Nations Environment Programme

برنامج الأمم المتحدة للبيئة • 联合国环境规划署  
 PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE  
 ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

## Finance Initiative

Innovative financing for sustainability

### Making Environmental Employee Engagement Happen

An Expert Workshop offered by UNEP FI North American Taskforce (NATF)

Scotiabank ♦ 44 King Street West, Toronto ♦ 4th floor, Schooner Room ♦ Thursday, 31<sup>st</sup> March 2011

08:30	Registration & Breakfast	
<b>Opening</b>		
Time	Topic	Speaker
09:00 – 09:10	Welcome	<b>Sylvia Chrominska</b> , Group Head, Global Human Resources and Communications, Scotiabank
09:10-09:15	Introduction	<b>Rick Pearl</b> , Vice President, CSR Officer, State Street Corporation <b>Kim Brand</b> , Director, Environmental Affairs, Scotiabank & <b>Barbara Turley-McIntyre</b> , Director, Sustainability & Corporate Citizenship, The Co-operators Group Ltd. (Co-Chairs NATF)
<b>Key note speech</b>		
09:15-10:15	How CSR Efforts and Employee Engagement Drive Business Results	<b>Bob Willard</b> , Sustainability Advantage
10:15-10:30	<b>Coffee break</b>	
<b>Launch of UNEP FI / NATF Making Environmental Employee Engagement Happen Report</b>		
10:30-11:00	Launch of the Report <i>Making Environmental Employee Engagement Happen</i>	<b>Rick Pearl</b> , Vice President, CSR Officer, State Street Corporation <b>Jacinto Coello</b> , NATF Coordinator, UNEP FI Secretariat
<b>Presentation</b>		
11:00-12:00	Embedding Sustainability into Organizational Culture: How do you Engage Employees?	<b>Stephanie Bertels</b> , Assistant Professor, Simon Fraser University
12:00-13:00	<b>Lunch</b>	



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First Panel Discussion		
13:00-14:15	<b>The Business Case for Environmental Employee Engagement</b>	<p><i>Moderator:</i> <b>Barb Steele</b>, Director, Strategic Partnerships, Network for Business Sustainability</p> <p><i>Panelists:</i>  <b>Jay M. Dorio</b>, Managing Director &amp; Executive Consultant, Kenexa  <b>Dr. Stephanie Bertels</b>, Assistant Professor, Simon Fraser University  <b>Chad Park</b>, Director, Programmes and Strategy, The Natural Step</p>
14.15-14:30	<b>Coffee break</b>	
Second Panel Discussion "Interactive Session"		
14:30-15:45	<b>Sharing Experiences Within the NATF</b>	<p><i>Moderator:</i> <b>Chad Park</b>, Director, Programmes and Strategy, The Natural Step</p> <p><b>Bernie Mitchell</b>, Vice President, Human Resources, The Co-operators Group Ltd.  <b>Michelle McCulloch</b>, Senior Manager, TD Environment  <b>John Pryor</b>, Vice President, Global Human Resources, State Street Corporation  <b>Sue Miller</b>, Senior Vice President, Environmental Stewardship Department, Union Bank (joining by teleconference)</p>
Close		
15:45-16:00	<b>Conclusions &amp; Closing Remarks</b>	<b>Kim Brand</b> , Director, Environmental Affairs, Scotiabank



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### BIOGRAPHIES

#### Keynotes

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#### Bob Willard – Sustainability Advantage

Bob Willard is a leading expert on quantifying and selling the business value of corporate sustainability strategies and has given hundreds of keynote presentations to corporate, government, university, and NGO audiences. Bob applies his business and leadership experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities associated with environmental and social issues.

He has authored three books: *The Sustainability Advantage* (2002), *The Next Sustainability Wave* (2005), and *The Sustainability Champion's Guidebook* (2009). In addition, his two DVDs, two spreadsheets, numerous webinars, and extensive Master Slide Set provide capacity-building resources for champions of sustainability. They provide quantified business justification for embracing sustainability strategies and proven guidance on how to transform organizations to sustainable enterprises.

Bob serves on the advisory boards of The Natural Step (TNS) Canada, Learning for a Sustainable Future (LSF), and Durham Sustain Ability (DSA), and is a member of the Education Alliance for a Sustainable Ontario (EASO), the Durham Region Roundtable on Climate Change (DRRCC), and the International Society of Sustainability Professionals (ISSP).

He has a BSc from McGill University (1964) and an MEd (2000) and PhD (2005) from the University of Toronto.

#### Stephanie Bertels – Assistant Professor, Simon Fraser University

Stephanie Bertels is an assistant professor at Simon Fraser University's Beedie School of Business. She conducts practitioner focused research in the area of embedding sustainability and sustainable innovation. Stephanie is the lead author of a systematic knowledge review commissioned by the Network for Business Sustainability on embedding sustainability. Stephanie is also a co-investigator on a major research study that examines building and enacting cultures of environmental compliance. Prior to joining academia, Stephanie worked in industry for several years as an environmental engineering consultant.



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### Panel I: The Business Case for Environmental Employee Engagement

#### **Moderator:**

**Barb Steele** – Director of Strategic Partnerships, Network for Business Sustainability

Barb Steele works with the Network for Business Sustainability as Director of Strategic Partnerships. In this role Barb helps the Network advance its mission of linking sustainability business leaders with world-class academic researchers to create innovative, new business models.

Barb's previous work experiences include leading the member services portfolio for a national not-for-profit organization and serving as Director of Marketing for a consumer packaged goods organization. Barb holds an HBA from the Ivey Business School at The University of Western Ontario, and a MSOD from Pepperdine University.

#### **Panelists:**

**Jay M. Dorio, Ph.D.** – Managing Director and Executive Consultant, Kenexa Canada

Jay Dorio serves as the Managing Director and Executive Consultant for Kenexa Canada. As Managing Director, Dr. Dorio plays a central role in client relations and business development functions. As an Executive Consultant, Dr. Dorio specializes in survey-based organizational development and change and helps organizations drive employee engagement to achieve tangible business outcomes. His highly innovative and perceptive consulting has been applied to a diverse group of global organizations.

Dr. Dorio has published work on task performance and the work-family interface and is a frequent presenter at professional conferences on topics such as organizational development and change, consulting, work-family conflict, gender-role stereotypes, and social support. Dr. Dorio holds a Doctorate in Industrial and Organizational Psychology from the University of South Florida and a Master of Education in Counselling from the University of Massachusetts, Boston. Dr. Dorio is a member of the Society for Industrial and Organizational Psychology, Society for Human Resource Management and Academy of Management.

**Chad Park** – Director, Programs and Strategy, The Natural Step Canada

Chad Park is a founding member of The Natural Step Canada. As Director of Programs and Strategy, Chad oversees strategy and delivery of The Natural Step Canada's programs, including advisory services for Sustainable Business and Sustainable Communities, Sustainability Learning Programs, Emerging Leaders and The Natural Step Exchange. Chad regularly delivers presentations and workshops on sustainable development and The Natural Step Framework and has provided coaching advice for dozens of businesses and communities in Canada and internationally, including The Co-operators, Nike, Rio Tinto Alcan, Saskflax, the Resort Municipality of Whistler, the City of Ottawa, the Halifax Regional Municipality, and the Alberta Urban Municipalities Association. As an expert in The Natural Step Framework, he has also served as lead author or subject matter expert on a number of The Natural Step's core learning materials, including its series of award-winning eLearning courses and its Guide for Community Sustainability Planning.



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Chad holds a Master of Science in Environmental Management and Policy from the International Institute for Industrial Environmental Economics at Lund University in Sweden, where he was a Rotary Ambassadorial Scholar. He also holds a Bachelor of Commerce degree from the University of Alberta. Originally from Spruce Grove, Alberta, he now resides with his family in Wakefield, Quebec.

**Stephanie Bertels** – Assistant Professor, Simon Fraser University

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### Panel 2: Sharing experiences within the NATF

#### **Moderator:**

**Chad Park** – Director, Programs and Strategy, The Natural Step Canada

Chad is a founding member of The Natural Step Canada. As Director of Programs and Strategy, Chad oversees strategy and delivery of The Natural Step Canada's programs, including advisory services for Sustainable Business and Sustainable Communities, Sustainability Learning Programs, Emerging Leaders and The Natural Step Exchange. Chad regularly delivers presentations and workshops on sustainable development and The Natural Step Framework and has provided coaching advice for dozens of businesses and communities in Canada and internationally, including The Co-operators, Nike, Rio Tinto Alcan, Saskflax, the Resort Municipality of Whistler, the City of Ottawa, the Halifax Regional Municipality, and the Alberta Urban Municipalities Association. As an expert in The Natural Step Framework, he has also served as lead author or subject matter expert on a number of The Natural Step's core learning materials, including its series of award-winning eLearning courses and its Guide for Community Sustainability Planning.

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#### **Panelists:**

**Susan Miller** – Senior Vice President, Corporate Social Responsibility, Union Bank, N.A.

Susan Miller is a Senior Vice President in the Corporate Social Responsibility Group for Union Bank, N.A. She is based in Los Angeles, California. Susan is responsible for leading Union Bank's efforts to develop, implement, and integrate a comprehensive sustainability strategy across the organization. She and her team work with colleagues and external partners to implement programs, practices, and products that reflect sound corporate environmental stewardship and create long-term value for stakeholders.

Susan joined Union Bank in January of 1989. She worked in the Environmental Risk Management Department managing due diligence processes pertaining to owning or lending on real estate until June of 2008 when she transitioned to her current role.

She graduated from California State University Long Beach with a Bachelors Degree in Geology and went on to obtain a Masters of Science in Environmental Studies from California State University Fullerton.

**Michelle McCulloch** – Senior Manager, Corporate Environmental Affairs, TD Environment

Michelle McCulloch is Senior Manager of TD Environment, within TD Financial Group. Ms. McCulloch is responsible for environmental risk management in the context of asset management, securities, and lending for TD. Along with this mandate, she is also responsible for managing external stakeholder relations and reporting commitments as they pertain to environmental risk management.



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Ms. McCulloch is a University Fellow at the Centre for the Environment, University of Toronto and a member of the Environmental Finance Committee at the Centre.

Prior to joining TDBFG, Michelle was a senior director with Innovest Strategic Value Advisors (now part of MSCI). Her principal focus was the engagement and development of global strategic partnerships and initiatives with large financial institutions, fund managers and specific niche players in the environmental, governance, and social (EGS) arena. Michelle has spoken at a number of conferences, both globally and in Canada, and guest lectured at Canadian universities on key ESG themes, ESG analysis, and ESG integration into mainstream corporate analysis.

**Bernie Mitchell** -- Vice President, Human Resources, The Co-operators Group Ltd.

Bernie Mitchell has been the Vice President of HR for The Co-operators Group Ltd. since 2000 and a member of the organization's Sustainability Steering Committee. Her duties include measuring employee engagement at The Co-operators, which has been done at the organization for the past 8 years (in 7 of which they have qualified on the Hewitt Top 50 Best employer list). Prior to joining the HR department, Bernie spent 10 years in sales and sales management within the organization, qualifying for the organization's top sales club - Executive Builders- on 5 occasions. Bernie is a Chartered Insurance Professional (CIP), Chartered Life Underwriter (CLU) and Certified Human Resource Professional (CHRP); she is also Vice Chair for Guelph and Wellington Community Living.

**John P. Pryor**-- Vice President, Global Human Resources, State Street Corporation

John Pryor is a Director in the Talent Acquisition organization within Global Human Resources for State Street Corporation. His team services the investment management, and investment research and trading businesses. In addition, he is responsible for global talent acquisition operations. He joined State Street in 2006.

Prior to joining State Street, John was the Director of Global Recruiting and Workforce Planning for GTECH Corporation, a leading gaming technology and services company. Previously, John owned his own Human Resources consulting firm, J. P. Pryor & Associates, which provided organizational development, executive coaching, training and consulting services.

In addition, John enjoyed a 20+ year career in the banking industry, including working for J. P. Morgan and Co. and FleetBoston Financial in a variety of leadership positions related to operations, sales, real estate and human resources.

John earned a B.A. in Psychology from Providence College, and an Executive MBA in Management from the University of Rhode Island. He is a member of Beta Gamma Sigma, the national honor society for graduate business schools.

John is married to Carolyn Mello Pryor and has two children, Christian and Aryn. He resides in Bristol, RI.