



NATIONAL ROUND TABLE ON THE ENVIRONMENT
AND THE ECONOMY

TABLE RONDE NATIONALE
SUR L'ENVIRONNEMENT
ET L'ÉCONOMIE

NRTEE Official Reports Copyright and Reproduction Notice

All **NRTEE Official Reports** (“Works”), provided on this USB memory key and identified in the **NRTEE Official Reports List** folder, contain their individual copyright and reproduction notice. The notice in each of these Works is replaced and superseded by the following copyright and reproduction notice, effective February 22, 2013:

© This Work is protected by copyright and made available for personal or public non-commercial use and may be reproduced, in part or in whole, and by any means, and may be further distributed for non-commercial use, without charge or further permission. All users are required to indicate that the reproduction, whether in part or in whole, is a copy of a Work of the National Round Table on the Environment and the Economy (NRTEE). Reproduction, in whole or in part, of this Work for the purpose of commercial redistribution is strictly prohibited. Furthermore, no right to modify or alter in any manner the Work is hereby granted.

Consultant Reports Copyright and Reproduction Notice

All **Consultant Reports** (“Works”), provided on this USB memory key and identified in the **Consultant Reports List** folder, were prepared for, or commissioned by, the National Round Table on the Environment and the Economy (“NRTEE”) in support of its research efforts, and may or may not reflect the views of the NRTEE. Such Works may not contain a copyright notice as they were not intended for public release when they were so prepared or commissioned. In the absence of a copyright notice, and where a copyright notice may in fact appear, the following notice shall be read together with the Work and, where applicable, replace and supersede any existing copyright notice, effective February 22, 2013:

© This Work is protected by copyright and made available for personal or public non-commercial use and may be reproduced, in part or in whole, and by any means, and may be further distributed for non-commercial use, without charge or further permission. All users are required to indicate that the reproduction, in part or in whole, is a copy of a Work of the National Round Table on the Environment and the Economy (NRTEE). Reproduction, in whole or in part, of this Work for the purpose of commercial redistribution is strictly prohibited. Furthermore, no right to modify or alter in any manner the Work is hereby granted.

**The NRTEE and Canadian Associations:
Building Connections and Exploring Possibilities**

**Prepared for:
The NRTEE Education Committee**

**Submitted by:
Dovetail Consulting Inc. and Associates**

March 1996

TABLE OF CONTENTS

	Page
Overview	1
Approach	1
Limitations	2
Discussion of Results	2
Mandate (Q1)	3
Information on Members, Activities and Services (Q2-7)	3
Meetings and Conferences (Q8-14)	4
Committees and Task Forces (Q15)	4
Past & Current Involvement with Sustainability Issues (Q17-20)	4
Areas of Interest and Possibilities for Working with the NRTEE (Q22-27)	6
Recommendations	7

Appendices

- Appendix A: Interview Guide
- Appendix B: Original List of Associations
- Appendix C: List of Selected Associations and Contact Detail
- Appendix D: Table 1: Table of Selected Results
- Appendix E: Interview Questions short list
- Appendix F: Interview raw data
- Appendix G: Associations Code key
- Appendix H: Collations of Selected Responses
- Appendix I: Consulting Team

ASSOCIATIONS SCOPING SURVEY

SUMMARY REPORT

OVERVIEW

The Education Committee of the National Round Table on Environment and Economy (NRTEE) is seeking to develop a better understanding of the activities and interests of various kinds of professional, business and other Associations in Canada. This improved understanding will provide a foundation for building linkages between the NRTEE and associations. The Committee seeks to explore ways the NRTEE may provide assistance to Associations and their members and, more specifically, to identify possibilities for pilot-project partnerships that could build on the Committee's previous work.

As a first step, the Committee contracted Dovetail Consulting Inc., Fiona Crofton and Janet Wadham, to undertake a scoping survey of some national associations in Canada. A telephone survey was conducted to explore associations' readiness to work with the NRTEE. Readiness was determined through questions concerned with associations' current involvement in sustainable development, their interest in the work of the NRTEE, and their interest in working with the NRTEE on specific projects. The survey also gathered basic information about associations' mandates, membership, communication mechanisms and contact persons. Details on upcoming annual general meetings were gathered with the expectation that these might provide an initial entry point for contact between the NRTEE and associations.

This report describes the study approach, limitations, and results of the scoping survey. Results section includes discussion under a number of topic headings as follows: Mandates; Members and Services; Committees and Task Forces; Past and Current Involvement with Sustainability Issues; and Areas of Interest and Possibilities for Working with the NRTEE. The report concludes with a series of recommendations. Further detail on the study and results can be found in the Appendices.

APPROACH

Working with members of the NRTEE Education Committee and its staff person, Carla Doucet, the consultant team developed a set of interview questions and an interview guide (see Appendix A) and a list of interview candidates. A list of potential survey candidates was first derived from the *Directory of Associations in Canada 1995-1996* (see Appendix B). ; based on the advice of the Education Committee, forty associations were selected from this list (see Appendix C). Associations selected were consistent with the decision to focus on national associations in the private sector.

The interview¹ began by introducing the purpose the survey and checking that the interviewee had some familiarity with the meaning and issues of sustainable development.

¹ On average it took two calls to obtain the name of a qualified contact person for each association and one or two additional calls to reach that person for an interview. Interview length varied from 5 to 45 minutes.

Next, basic information on the association was gathered (questions 1-16). This information included basic information about membership, meetings, and listing of committees or task forces. These straightforward questions allowed for initiation of conversation on ground familiar to the interviewee. Further, they provided a good "warm-up" prior to entering into more substantive questions regarding the readiness of the association to build closer linkages with the NRTEE. The remaining questions were divided into three sets of "readiness indicator" questions.

The first readiness indicator focussed on questions about the association's current involvement in sustainable development. A series of questions (17-21) explored the kinds of work related to sustainable development in which the association was or had been involved. When necessary, examples of types of involvement were provided as prompts. Information provided associations permitted an assessment of the appropriateness of proceeding with the interview. The remaining two sets of indicators focussed on (1) the association's interest in NRTEE activities past and present, and on (2) interest in working with the NRTEE on some future projects.

LIMITATIONS

Before proceeding with results, some discussion of the limitations of the study are warranted. First, with the exception of one interview, the study eliminated provincial or regional associations. Since such associations may have a closer relationship to their members than some national associations, this may be an area for future research. Second, the sample is small and results should not be considered generalizable to other national associations. We should note, however, that due to large variations in roles and interests among different organization within broadly-defined sector areas, even a larger sample may do little to improve generalizability. Finally, some interviewees reported they were somewhat confused about, or had little knowledge or understanding of, sustainable development and/or the role and work of the NRTEE. At times another Association representative was recommended for contact but this was not always possible. Although, for the purposes of this survey, the perspective of the interviewee is taken as representative, we would not claim that the perspectives included here should be taken as representative of all association members.

DISCUSSION OF RESULTS

Of the forty associations on the sample list, nine could not be reached (number out of service) and appropriate contacts for seven other associations could not be made in the time available. In the end, twenty-four interviews were initiated with associations categorized as follows: 8 Business, 2 Financial, 5 Food and Drug, 2 Media, 3 Profession, 2 Resource, 1 Trade, and 1 Other (Automobile Manufacturers). Of the twenty-four interviews, three were not completed because the appropriate contact person could not be reached to answer the questions on the readiness indicators (the Canadian Association for Corporate Growth, the Canadian Bar Association, and the Canadian Energy Pipeline Association). Three others were not completed because an insufficient level of interest in sustainable development was indicated by the interviewee (the Canadian Federation of Independent Business, the Canadian Association of Broadcast Representatives, and the Association of Canadian Advertisers).

Discussion in the following section synthesizes results of interviews. Results from related questions are amalgamated under each heading. A reference list of questions can be found in Appendix E. Additional results details can be found in other appendices. Table 1 in

Appendix D summarizes selected results and enables easy comparisons and quick access to particular kinds of association. Raw interview results can be found in Appendix F. Collated responses to question sets 4-5, 8-14, 15, 17-20 and 22-27 can be found in Appendix H.

Mandate (Q1)

Association "mandates" or purposes tend to fall into one or more of about seven theme areas. The most dominant themes cited were those concerned with promoting the profession (8 references) and representing member interests (9 specific references). Seven associations included some statement concerned with contributing to society (or the public, community, country); the Canadian Institute of Planners refers specifically to creating *sustainable* communities. Other themes include networking opportunities and/or linking various groups; lobbying; improving standards and practices; and regulatory purposes. Distribution of associations across these theme areas is presented in Table 1 in Appendix D. Given the nature of the sample, no pattern linking association purposes to readiness or willingness to partner with the NRTEE Education Committee could be discerned. Nonetheless, based on information we did obtain, we would expect that any association with an explicit commitment to sustainability or sustainable development would be a likely candidate for a closer working relationship with the NRTEE.

Information on Members, Activities and Services (Q2-7)

Membership. Membership in associations surveyed range from very small (20-25 companies) to very large (e.g., 20,000 firms; 58,000 individuals). Approximately half of the associations report that non-members also draw on their services; in most cases contact from non-members is for information or advice.

Publications. All associations providing information had at least one publication; some associations, particularly those with regional chapters, had several different kinds of publications including newsletters, briefs or other forms of information updates (publication information and frequency is listed in Table 1 in Appendix D).

Other Services. Aside from conferences and meetings (see below) – associations engage in a variety of activities to serve their members. Activities mentioned most often fall in three broad areas.

- (1) First is a series of activities related to education and professional development including panel discussion, workshops, seminars, speaker engagements, and various kinds of textbook, library and reference services. For a number of associations, workshops and special trainings are held in conjunction with annual conferences.
- (2) Second are networking activities including publication of member directories, public forums, facilitating liaison and linkages with the external community, government and stakeholders, and general business development support.
- (3) The third set of activities falls generally into the area of advocacy and lobby efforts.

Other activities engaged in by smaller numbers of associations include: research, developing guidelines and standards, and facilitating trade relations and understanding of international issues. A small number of associations also variously provide technical support services, problem-solving and intervention services, award and scholarship programs.

Meetings and Conferences (Q8-14)

All associations hold conferences and various kinds of meetings. Some have regular and/or continuing education workshops and trainings. Meetings or events often occur on an ad hoc basis according to member interests or needs. Several associations noted that chapters, committees and branches sponsor their own meetings and events in addition to the national events. Given the number and length of some of the associations' educational events, there may be various opportunities for NRTEE involvement. See the Table of Summary Results in Appendix D for information on scheduling, location and attendance at AGMs.

Committees and Task Forces (Q15)

Over half of the reporting associations have an environmental committee or a committee that is concerned with environmental and/or sustainable development issues. Some associations mentioned that their regional committees deal more directly with these issues. A few associations are no longer using a committee structure or they are organizing around function rather than issue or interest. At times, however, task forces are struck and ad hoc committees are formed around issues of particular interest or need.

Past & Current Involvement with Sustainability Issues (Q17-20)

With the exception of media and marketing associations, and even if the contact was not particularly familiar with the work of the NRTEE, all associations reported involvements with issues related to sustainable development. Since there was a diversity of types of associations contacted, economic, environmental and social aspects of sustainable development were all captured. For example, economic concerns and involvements revolved around such themes as financing, liability, eco-fees and tax policies, export and trade issues, full cost accounting, and green procurement. Regulatory-type topics such as emissions standards and controls, environmental legislation, assessment and auditing, and development of social or environmental guidelines and standards for practice, were of interest to several associations. Associations were also variously involved with current environmental issues such as endangered species, water quality, conservation, biodiversity, rural and urban development, use of sustainable materials, transportation, waste management, stewardship programs for waste, packaging protocols and recycling. In addition to talking about economic and environmental issues, a number of associations are using the language of sustainable development explicitly. For example, the Canadian Exporters Association provided a working definition of sustainable development; Canadian Business for Social Responsibility is developing sustainability guidelines; and the Ontario Association of Architects indicates that 'sustainable development' is a topic architects find interesting.

One primary area of association involvement in sustainable development is education and training. Several associations are working on building skills and knowledge in various areas in order to better prepare their members to work in and respond to sustainable development issues. For example, the Canadian Drug Manufacturers Association reports that members are very attentive to the environmental "3 Rs" (they are also developing a stewardship program for wastes) and the Association funds brown bag initiatives at pharmacies across the country. The Mining Association of Canada has produced a publication on voluntary emission reduction and provides an annual update report on how much their members have reduced emissions. The Canadian Bar Association offers continuing legal education, and environmental law is an increasing focus of professional development. The Canadian Institute of Chartered Accountants (CICA) has published research reports on environmental auditing,

cost and liability, and accounting issues; environmental auditing is becoming a specialization in their profession and they are seeking formal recognition of environmental auditors.

Another area of association involvement with sustainable development issues is that of lobbying and advocacy. As noted above, the CICA is seeking to obtain recognition for environmental auditors; other associations are also seeking greater recognition for the work they do. A number of associations are also very active in dealing with changes in regulation and legislation; comments made by association representatives suggest a general feeling that there is a need to protect members from over-regulation. Further, there is some concern that decisions are being made without their participation and they are seeking ways to become more involved. The following are some examples of concerns expressed:

- * The Canadian Council of Grocery Distributors is concerned about the "threat of reverse distribution" (regulations which permit customers to return packaging to the manufacturer by way of the store at which the product was purchased).
- * The Canadian Federation of Independent Grocers is concerned about the "abuse of dominant position waste management."
- * The Association of International Automobile Manufacturers is concerned about their ability to stay on top of emissions standards; they are also concerned about issues related to fuel economy, vehicle part recyclability, packaging and vehicle waste.
- * The Canadian Organization of Small Business charges that "every time there is an environmental initiative it seems the small business community pays for it."

Concern about regulatory impact extends beyond specifically internal concerns. For example, the Canadian Exporters Association is concerned about the lack of a level playing field and see a host of problems related to export and environmental regulations and conventions which create dispute settlement vehicles outside of the normal international barriers. They claim that "Canadian requirements are incompatible with co-financing partners" and criticize the "deliberate use and design of environmental requirements as a non-tariff trade barrier." The Canadian Construction Association says that a new regulation prohibits export of PCBs to the U.S.; they believe this is "ridiculous because the environment is a global issue and the shortest distance you travel with waste the more sustainable it is." This Association was particularly vocal about the need to ensure that decisions are made with enough knowledge and consideration of sustainability and competitiveness.

On a more positive note, strong commitment to sustainable development is clear in six associations. These associations reported that sustainable development is central to or a core aspect of their work. The following statements are reflective of their commitments:

Our [environmental] policy . . . commits us to sustainable development . . . we would like our views known. (Mining Association of Canada)

Sustainable development is a concern for the industry as a whole. (Canadian Construction Association)

Sustainable development is definitely part of our strategic process. (Canadian Institute of Chartered Accountants)

all issues of Plan magazine contain articles about sustainable development . . . Sustainable development issues are built into all our programs . . . [and] are central to the notion of appropriate planning. (Canadian Institute of Planners)

[Sustainability] is the basis of everything these days; it is a necessary component and it is on our minds. (Canadian Agriculture Economics and Farm Management)

[sustainability] is what we are all about. (Canadian Organic Growers)

Clearly associations are involved with sustainable development issues in a wide variety of ways. In summary, the ways in which Associations are responding to sustainable development issues fall into one or more of the following five categories:

- (1) those that are involved with specific environmental or economic issues of sustainable development;
- (2) those that are engaged in efforts to promote member knowledge and skills which better enable them to understand and contribute to sustainable development;
- (3) those that are focussed on improving recognition of work done by members;
- (4) those that are involved in dealing with regulatory issues either through lobbying, debate or various forms of resistance
- (5) those that have recognized and/or established SD as a core element of their work and concerns.

Areas of Interest and Possibilities for Working with the NRTEE (Q22-27)

Over half of the associations contacted expressed interest in pursuing some form of relationship with the NRTEE. In some cases the interest was rather tentative and dependent on learning more about the benefits that a linkage with the NRTEE might offer (e.g., Canadian Organization of Small Business, Canadian Construction Association). Some associations were also uncertain about the relationship between NRTEE pursuits and issues of specific interest to Association members (e.g., Canadian Council of Grocery Distributors, Canadian Federation of Independent Grocers, Ontario Association of Architecture). Some associations that expressed definite interest in building a relationship with the NRTEE were not able to think of a specific area for focus but would like to explore ideas (e.g., Canadian Bankers Association, Canadian Agriculture Economics and Farm Management, Canadian Organic Growers Inc.)

The following is a summary of the kinds of activities associations identified as providing possibilities for building relationships with the NRTEE. Associations interested in each activity area are identified. Asterisks indicate our rating of the potential for positive outcomes of further exploration with the associations listed. (Asterisks correspond to the rating system in the last column of Table 1 in Appendix D.)

Presentation at Conferences.

- *** The Canadian Association for Business Economics is coordinating an international conference to be held in late May or early June 1997. They are currently working on the agenda and suggest it would be appropriate to have portions of the conference address sustainable development.
- *** The Canadian Institute of Planners are interested in developing and coordinating more "hands-on" events and initiatives. They suggest that opportunities to build relationships with the NRTEE could be provided through the sustainable development stream of their National Conference.

Workshops & Seminars.

- *** The Canadian Association for Business Economics noted that the BC chapter is putting together a series of professional development seminars and would be interested in discussing a pilot project with the NRTEE.
- ** + Canadian Organic Growers Inc.
- ** + Ontario Association of Architecture
- ** Canadian Bankers Association
- ** Canadian Federation of Independent Grocers (also interested in partnering on meetings)

Information Exchange

- ** + Canadian Organic Growers Inc.
- ** Canadian Agriculture Economics and Farm Management
- ** Canadian Business for Social Responsibility (also interested in Green Procurement and promoting events)
- ** Canadian Federation of Independent Grocers
- * + The Canadian Construction Association is willing to facilitate distribution of information and ideas and is also particularly interested in bringing various stakeholders together to address sustainable development issues.
- * Canadian Organization of Small Business (and would gage member response to ideas)

RECOMMENDATIONS

Tailor-made Approaches

Some respondents expressed the view that the NRTEE was not well-suited to their specific interests. Given some of their areas of interest or work, however, we believe there are possibilities for linkages between these associations and the NRTEE. Other associations expressed interest in building a relationship with the NRTEE but were firm about the need to have the relationship focussed on association members' needs and interests. *We recommend that the NRTEE acknowledge the wide variation among associations and follow-up with associations to jointly explore potential for working together in areas of specific interest to the association/sector.*

Hot Topics

Waste management -- and particularly issues related to packaging -- is a hot issue across the food and drug associations surveyed. The issue also was raised by the automobile manufacturers association. NRTEE involvement may help to bring focus and integration to this issue among sector associations; in some cases, there may be possibility for cross-sector work as well. *It is suggested that the NRTEE consider the topic of packaging and packaging aspect as an aspect of waste management and an area for possible focus in future workshops, seminars, forums, etc.*

Another area of concern raised by a number of associations, particularly those involved in finance and trade, is one related to export of products and services and various regulatory requirements and barriers. This may be an area where the NRTEE may help increase understanding and awareness of possibilities. *It is suggested that the NRTEE explore the area of product and service trade and export for possible additional points of entry to associations.*

Diversity and Creativity

Some associations were unclear or confused about the role and work of the NRTEE. Several associations are concerned that environmental and other regulations may threaten their industries. Unfortunately, some of these associations also expressed little interest in pursuing a relationship with the NRTEE. *It is recommended that the NRTEE recognize the diversity of perceptions and continue to generate creative alternatives for partnerships and avoid becoming "wedded to" a particular mode of linking with associations.*

Many Voices

A number of respondents expressed the feeling that they or their sector did not have adequate opportunity to be heard in debates about sustainable development -- especially to be heard by government. They felt that, in particular, the economic and legal challenges they face are not well understood. As a consequence, *we recommend that the NRTEE partner with associations in selected areas of the private sector to initiate forums which encourage communication between stakeholders with varying perspectives.*

Keep it Moving

As a result of the survey, a number of ideas were explored and additional names were obtained for further contact. *We recommend that the NRTEE follow-up on these additional contacts and continue to explore contacts with other associations, national and provincial, in areas that seem to hold promise for future projects and ongoing linkages between the NRTEE and associations in Canada.*

Report prepared by:
Fiona S. Crofton and Julia Gardner

APPENDIX A

Copy of Interview Guide

Intro: <Self-introduction, purpose & objectives of call>

Basic Data

First, we'd like to get some general information about your organization:

Mandate/mission

Could you tell me a little about your Association's mandate/main purpose(s)? What is it your Association aims to do/achieve?

Membership Size

How many members do you have? Do non-members also draw on your services?

Basic activities engaged as part of mandate/mission

What kinds of activities do you engage in order to do this? What kind of services do you provide to members?

Contact /mechanisms/points/forms:

General Membership:

-Print (journal, newsletters, electronic): type & frequency

Do you have a journal, newsletter or bulletin that you send out to members? [If yes]-How often? What is the main focus?

-Meetings – AGM (dates) and other

-When do you usually hold your AGM? What is the date and location of the next one?

What kinds of things do you do at your AGM? (e.g., workshops, lectures, etc.) How many people usually attend? How long is the AGM?

-Do you hold/sponsor conferences, regional meetings, trainings, workshops? If yes, what, for what purpose & when?

Committees: type/interest/mandates

Task Forces: type/interest/mandates

What kind of committees or task forces do you have within your organization? What is their purpose/mandate?

Contact person(s) for above

Who would I contact to get more information about _____?

Current SD involvement – Readiness Indicator 1

[-if they have envtal, SD or Public Consultation committees/task forces, this will give us some info. – explore for more info on focus & activities. If not, have they talked about it?]

current involvement

-What kind of SD/envtal/consultative issues are you addressing/involved with? (e.g., info to members, green procurement, recycling, car-pooling, policy planning...)

-What issues, if any, are sources of debate within your membership?

member response to activities to date

What kind of response have you had from members about your SD initiatives?

main concerns+

-What are your biggest concerns, needs, or challenges in addressing SD?

****<CHECK POINT: >** *If appears to be no match here, Would it be correct to assume then that, at this time, there is no need for you to be building associations with the RT?*

thank you and close call OR provide contact info, thank you & close call>

Interest – Readiness Indicator 2

NRTEE INFO

The NRTEE has developed materials and workshops in partnership with various groups to further efforts towards SD and to prepare advice for the Federal government. For example, [pick examples as may be appropriate to the organization]

- Foreign Policy: promoting SD through external relations; promoting the integration of trade & the environment
 - multistakeholder workshops –trade, biodiversity & conservation, energy & climate changes, indigenous peoples, institutional reforms– (GATT, WTO, Summit of the Americas, G7 Summit)
- Pulp & Paper
- Education: facilitate SD understanding & consensus decision-making
 - acted as catalyst for the Georgia Basin Conference
 - presented 5 workshops around the country on Community-Based Social Marketing
 - sustainABILITY program
 - media
 - interdisciplinary research & education @ post-secondary level
- Reporting: system of monitoring & reporting on progress toward achieving SD
 - colloquium on Human well-being assessment (also produced a book)
 - collaboration re: energy production & use
- Consensus DM: principles & methods as means for achieving SD
- Rural Renewal: workshops examining opportunities for & barriers to econ & ecol renewal
 - Internet discussion group
 - banking & credit union communities on lending practices
- Transportation & Climate Change: voluntary reduction of CO2 emissions
 - automakers, rail, trucking firms, transit authorities, labour unions, municipalities, NGOs, government ministries
- Green Procurement: developing new criteria, cases studies & GP Guide
- Environmental Technologies: promote growth of envtl industry
 - municipal water supply & treatment, electric utilities, pulp & paper, mining
 - joined w/ Fedn of Cdn Municipalities & Industry Canada – interactive workshops in 6 cities across Canada (envtl cos, fin.investors, mun dmkr)
- LEAD Canada: Ldrship for Evt & Devt (2 yr international program)

NEXT STEPS/FOCUS

As we said at the beginning of this call, the NRTEE is interested in learning about what organizations want or need to learn about sustainable development. Further, the NRTEE is interested in exploring ways they might partner with other organizations to raise SD awareness & commitment to action.

- Would any of the areas the NRTEE has already worked in be of interest to your organization/members?
- What other areas would be helpful to you/your members? [pick up on responses to current SD involvement]

**

<If no match, thank you and end call>

Willingness -- +Readiness indicator 3 (some overlap w/ above)

[The following questions are dependent on prior responses]

- Do you see possibilities of working with the NRTEE? How? What does this look like to you?
- Would you be interested in partnering with NRTEE on a PILOT PROJECT to develop a workshop or?

APPENDIX B

Original List of Possible Associations to be Contacted

Note: This list was the original source list from which selections for contact were made. See Appendix C for list of associations selected for contact. Associations where attempts to obtain contact information were unsuccessful are indicated.

Public

Canadian Institute of Planners
Public Service Alliance of Canada
Canadian Association of Chiefs of Police
Canadian Association of Social Workers
Canadian Association for Adult Education - unsuccessful

Media

Association of Canadian Advertisers
Canadian Association of Broadcast Representatives
Canadian Association of Broadcasters
Canadian Daily Newspaper Association
Canadian Association of Journalists - unsuccessful
National Broadcasters Association

Resource

Canadian Lumberman's Association - unsuccessful
Mining Association of Canada
Canadian Pulp & Paper Association

Business

Canadian Business Telecommunications Alliance
Alliance of Independent Business
Canadian Federation of Independent Business
Canadian Organization of Small Business
Better Business Bureau
Canadian Business For Social Responsibility
International Association of Business Communicators
Canadian Association of Business Education Teachers - unsuccessful
Association of Collegiate Entrepreneurs & Young Business Owners
Canadian Association of Women Executives & Entrepreneurs - unsuccessful
Canadian Chamber of Commerce
Canadian Association for Business Economics
Canadian Association for Corporate Growth
Canadian Importers Association
Canadian Exporters Association
Canadian Institute of Marketing
Retail Council of Canada
Young President's Organization
Canadian Federation of Ethno-Business and Professionals
Federation of Human Resource Development Associations of Canada

Large Industry/Business

Aerospace Industries Association of Canada
Association of International Automobile Manufacturers of Canada
Canadian Association of Energy Service Companies - unsuccessful
Canadian Industrial Relations Society

Health/Medical

Canadian Nurse Administrators
Canadian Medical Association
Canadian College of Health Service Executives
Canadian Drug Manufacturers Association

Financial

Canadian Bankers Association
Canadian Law & Economics Association
Canadian Institute of Chartered Accountants
Canadian Institute of Chartered Life Underwriters and Chartered Financial Consultants

Food

Canadian Agriculture Economics and Farm Management
Canadian Council of Grocery Distributors
Canadian Federation of Independent Grocers
Canadian Food Service Executives
Canadian Agri-Marketing Association - unsuccessful
Canadian Organic Growers Inc.
Canadian Restaurant & Food Services Association

Professions

Canadian Institute of Certified Administrative Managers
Canadian Bar Association
Canadian Society for Professional Engineers
National Society of Fund Raising Executives
Canadian Association of Human Resource Systems Professionals
Insurance Brokers of Canada - unsuccessful
Ontario Association of Architecture

Trades

Canadian Construction Association
Canadian Institute of Plumbing & Heating
Mechanical Contractors Association - unsuccessful
Canadian Home Builders Association
Energy Pipeline Association

APPENDIX C

List of Associations Selected for Interview

****** Includes original contact and follow-up contact information ******

X = contact unsuccessful

BUSINESS

Canadian Association for Business Economics

George Pederson, President at 604-583-6988

Tel: 613-238-4831

Follow up contact (Professional Development Pilot Project in B.C.):

John de Wolf, President of B.C. Association of Professional Economists

604 687 0933

Canadian Association for Corporate Growth

Barbara Corder, Administrator and

Mark Borkowski, President at 416-924-9564 (M&A Corporation)

Tel: 416-365-2932

Canadian Business For Social Responsibility

Nancy Bradshaw, President

Tel: 604-323-2714

Canadian Chamber of Commerce

Scott Campbell, Policy Analyst and Environment Committee

Tel: 416-868-6415 extension 228

Canadian Exporters Association

Jim Moore, VP of Policy

Tel: 613-238-8888

Canadian Federation of Independent Business

Garth Whyte, Legislative Affairs

Tel: 416-222-8022

Canadian Institute of Marketing

John Harte, President at 613-726-1622

Tel: 613-727-0954

Canadian Organization of Small Business

Don Eastcott, Managing Director

Tel: 403-423-2672

FINANCIAL

Canadian Bankers Association

Nada Martel, Advisor of Financial Affairs

Christine Cutchen, Communication Group at extension 336

Tel: 416-362-6092

Follow-up contact (workshop possibilities):

Tom Anderson, VP of Special Projects & Coordinator of Educational Programs

416 362 6092

Canadian Institute of Chartered Accountants

Allan Willis, Consultant to the CICA on sustainable development at 204-3400 Ext 519

Tel: 416-977-3222

Follow-up contact (further exploration of working relationship):

Alan Willis, Head of Environmental Portfolio

416 977 3222

X Canadian Institute of Chartered Life Underwriters & Financial Consultants

X Clifford Sandgrove, VP Manager or Damien Borges, Director of Institute Services

X Tel: 416-444-5251

FOOD

Canadian Agriculture Economics and Farm Management
Roy Carver, Executive Director
Tel: 613-232-9459

Canadian Council of Grocery Distributors
Bryan Walton, VP Western Region, Environmental Committee Representative at
403-250-6608
Tel: Head Office at 514-982-0267

Canadian Federation of Independent Grocers
Mary Davies, Director of Government and Industry Relations
Tel: 416-492-2311

Canadian Organic Growers Inc.
Jeff Johnston, President at 902-461-4614
Tel: 705-444-0923

HEALTH

Canadian Drug Manufacturers Association
Brenda Drinkwalter, President
Tel: 416-223-2333

X Canadian Medical Association
X Lucian Blair, Director of Public Affairs at extension 2269
X Tel: 613-731-9331

X LARGE INDUSTRY

X Aerospace Industries Association of Canada
X Ray Windsor, Public Relations Representative at 613-253-8124
X Tel: 613-232-4297

MEDIA

Association of Canadian Advertisers
Joan Kern, VP Marketing
Tel: 1-800-565-0109

Canadian Association of Broadcast Representatives
Lee Kelk, Member
Tel: (416) 482-6200

OTHER

Canadian Importers Association and the Association of International Automobile
Manufacturers of Canada (a committee within the Importer's Association)
Adrian Bradford, Associate Executive Director
Tel: 416-595-5333

PROFESSIONS

Canadian Bar Association
Marshall Burgess, Chair of National Environmental Law Section at 902-424-5300 and
Hannah Burstein, Director of Publishing and Information Services
Tel: 613-237-2925

Canadian Institute of Planners
Rachel Corbett, Executive Director
Tel: (613) 562-4646
Follow-up contact (seminars or publications):
Neil Munro, Environment Committee Chair
416 968 3522

Ontario Association of Architecture
Gary Pask, Environment Committee
Tel: 905-839-1151 extension 4072

X Canadian Institute of Certified Administrative Managers
X Albert Valentine, President
X Tel: 416-921-7962

X Canadian Society for Professional Engineers
X Contact Person:
X Tel: 416-598-0520

RESOURCE

Canadian Energy Pipeline Association
Brian Curtis, VP Regulation and Policy, and
Bonnie Stowkowski, Coordinator Environmental Issues
Tel: 403-221-8777

X Canadian Pulp & Paper Association
X Esther Sincarsky, VP Communications
X Tel: 514-866-6621

Mining Association of Canada
Justyna Laurie-Lean, for the Environment Committee
Tel: 613-233-9391

TRADES

Canadian Construction Association
Pierre Boucher, Senior Director
Tel: 613-236-9455

X Canadian Home Builders' Association
X Bob Sloat, Director of Technical Research or
X Paul Gravelle, National Coordinator of Education and Training,
X Tel: 613-230-3060

APPENDIX D

Table 1: TABLE OF SELECTED RESULTS

The following table abstracts selected results from the interviews. Results included focus topic areas captured by the following interview questions:

Table Pages 1-3

Question 1	Mandate
Question 2	Membership size
Question 6	Publications
Questions 8-12	AGM information

Table Pages 4-6

Question 17	Issues & Involvement
Question 18	Concern, Challenges & Debates
Questions 22-23	Interest Areas
Questions 24-27	Possibilities for involvement with the NRTEE.

The final column includes a rating code which reflects our rating of the potential for positive outcomes of further exploration with associations. An explanation of the code is provided below.

- 0: not involved with sustainability issues; not interested in further exploration
- 1: the Association needs more information and/or relationship would be limited to information exchange
- 2: further exploration is warranted; nothing specific but potential exists
- 3: strong possibility of partnered working relationship and/or pilot project

	NRTEE: ASSOCIATIONS SCOPING SURVEY: TABLE OF SELECTED RESULTS						
	1	2	6	8	9	11	12
Organization	Mandate	Members	Publications	AGM			
				usually	next	1st	length
BUSINESS							
Cdn Asscn for Business Economics	Promote the bus econ profession & increase awareness of bus reqts & their influence on corps.	900 indivs	CABE News-quarterly	Apr/May	960501: Ottawa	120-130	1 day
Cdn Asscn for Corp Growth	Provide forum for speakers on various topics; also a networking group	3 city chapters	ACG Network (Chicago) - every 6 weeks	June	? Toronto	14	1 eve
Cdn Business for Social Responsibility	...defining, supporting, advocating & promoting responsible bus policies & practices; seeks to reshap ebus to better address business & societal challenges	20 orgns	events calendar (aprox 2x/yr); update bulletins (aprox 1/mo)	1st one	9701 in Vancouver	min 1 rep/orgn	1 day
Cdn Chamber of Commerce	Try to tell fed govt what CDN bus thinks about their policies	2000 corps; 500 local chambers; 75-80 local assocns	Communique - quarterly	Sept	960915-17: - St. John's	500-800	3 days
Cdn Exporters Asscn	Promote Canadian export	1000 cos	Export News -- 2-4 wks		961006-08: Winnipeg	500-800	2.5 days
Cdn Fedn of Indep Bus	mainly a lobby group						
Cdn Institute of Marketing	Upgrade CDN marketing & mgt to international standards	400-500	bimonthly newsletter	Feb	Feb in ?Vancouver	very few	<1day
Cdn Orgn of Small Business	Provide link betw small business & govt through consultation & advocacy	6000 (most cos)	newsletter -- not regular -- aprox 6/yr	none			
FINANCIAL							
Cdn Bankers Asscn	Contribute to the development & public policies which effect our members	57	"Banker" -- bimonthly	June	<<<<<<< confidential >>>>>>>		
Cdn Institute of Chartered Accountants	To enhance decision-making & improve organizational performance through financial management, assurance & other spec'd expertise	58000	CA Magazine -- 10x/yr	June	960618: Toronto	150-250	.5 day

	1	2	6	8	9	11	12
Organization	Mandate	Members	Publications	AGM			
				usually	next	fls	length
FOOD & DRUG							
Cdn Agriculture Economics & Farm Management	To serve the needs of mbr orgns . . . maximize their contribution to agriculture, the agri-food industry & society	18 orgns representing 6500 indivs	National Report (newsletter) – 10x/yr; 4 Scientific JmIs ea produces 4/yr	July	960707-11: Lethridge	800	3-4 days
Cdn Council of Grocery Distributors	promotion of mbrs' econ well-being & delivering best val to consumers & serving cmty needs w/ integrity	46	PRACIS – quarterly; envt brochure; State of Indus report; ann report; consumer survey; in-house cmn	May	May: Victoria	AGM: 35; Conference - 1000	3 days
Cdn Drug Manufacturers Association	ensure the prosperity of our industry in the effort to produce affordable drugs; represent interest of Cdn-owned sector	12 orgns	Drug News & Views – quarterly	Fall	n/a	100	1 day
Cdn Federation of Independent Grocers	non-profit trade assoc; furthering the interests of CDN owned & operated full-service supermarkets	3600 cos	2 newsletters: Independent Grocer (2x/mo) & Internal newsletter; Practical Grocer (quarterly)	October	961027: Toronto	AGM-300; Tradeshow - 7500	AGM-2hrs; Tradeshow - 3 days
Cdn Organic Growers Inc	Leading organic info & networking rsc for promoting the methods & techniques of organic growing along w/ the assoc'd envt, social & health benefits	1600 indivs	local chapters produce newsletters; national body produces magazine – Cognition – quarterly	January – Guelph	January: Guelph	AGM -60; conference -400-500	2 days
MEDIA							
Assocn of Cdn Advertisers	Voice of advertisers to provide a collective voice & advocacy w/ govt, media, talent unions & other indus assocns & promote benefits of advertising through education & effectiveness audits	100 cos	monthly newsletter	Oct/Nov	n/a/	100	.5 day
Cdn Assocn of Broadcast Reps							

	1	2	6	8	9	11	12
Organization	Mandate	Members	Publications	AGM			
				usually	next	its	length
PROFESSIONS							
Cdn Bar Association	Improve the law, the administration of justice & the knowledge, skills, ethical stds & well-being of mbrs of profn; promote access to justice, equality in the profnal & justice system; represent legal profn nationally & internat; promote mbr interests	34000	The National – mag 7x/yr; Canadian Bar Review – quarterly jmt; various areas of law have their own journals & pubns	August	Vancouver	3000	3-4 days
Cdn Institute of Planners	planning that meets the challenge of a changing world & that supports planners in their profnal practice to help create healthy, sustainable & liveable communities	4600 indivs inclg 800 students	Plan Canada Magazine – bimonthly	late May – mid Jul	960602: Saskatoon	AGM - 5; conference 200-400	AGM-2hrs; conf 2.5 days
Ontario Asscn of Architecture	Regulates architects through Ont Architecture Act; guarantees public a degree of regulation & legal responsibility that architects assume	3500 indivs incl'g interns & grad students	Buletin – bimonthly newsletter; Profnal magazine; public documents	April NB: aprox 6 regional mtgs/yr	960426: Toronto	300	2 days
RESOURCE							
Cdn Energy Pipeline Asscn	Represent interests of Cdn major oil & nat gas pipeline cos ... To promote greater understanding of the contribution pipeline cos make to econ viability of country; communicate interests & concerns to key stakeholders	11 board mbrs; 30 associates & tech mbrs	The Pipeline newsletter -6x/yr	May	960509: Calgary	400	1 day
Mining Asscn. of Canada	Promote through collective action of members, the growth & development of Canada's mining & mineral processing industry...	30 organizations; 30 assoc mbrs	Annual Report	n/a	n/a	n/a	n/a
TRADES							
Cdn Construction Asscn	Serve the interests of the construction industry	20000 contracting firms	CCA National (8-8x/yr); several other documents	Feb or Mar	9703: Florida	400-500	2 days
OTHER							
Asscn of International Automobile Manufacturers of Canada	Represent vehicle cos outside N.Amer before federal & provincial government; mainly a lobby group	25	International Auto Manufacturer Update – monthly newsletter	April	confidential	16 - exec board & committee only	2 days

	17	18	22-23	24-27	
Organization	Issues & Involvement	Concerns, Challenges, Debate	Interest Areas	Possibilities	
BUSINESS					
Cdn Asscn for Business Economics	none	job security; direction of profession; full cost accounting		(1) NRTEE involve't in Internat'l Fed of Bus Econ Conf (late May/early Jun); (2) BC chap Pro-D seminars -- interest in discussing a pilot project w/ NRTEE	3
Cdn Asscn for Corp Growth	**** contact person not available ****				?
Cdn Business for Social Responsibility	devg set of social & envtl guidelines	defining SD & corp soc responsibility & where it fits in tradnl acctg	green procurement	would like to facilitate & promote events targeted for main stream bus cmty	2
Cdn Chamber of Commerce	envt issues; CEPA revision; Climate Change; national packaging protocol; envtl regulation impact; endangered species	CEPA for the past several months	uncertain; mainly look for mbrs to assist in advocacy efforts	probably none; interest in participating in RT as a member	0-1
Cdn Exporters Asscn	devt aid as top priority; infrastructure	1001+: Env'tl Assesst Act; transportation; envtl reqts as non-tariff trade barrier; envtl reqts related to process vs eco-labelling	*Hear little about RT & little evidence of their work; wonder if they are active in our areas of concern	not without some reason to believe NRTEE has something to offer to the field	0
Cdn Fedn of Indep Bus				SD not part of their focus	0
Cdn Institute of Marketing	none; "resist thinking globally & about anything but their day-to-day work"	<see raw data for "shoulds">		"don't address [SD] because we have no funding to provide any services than the bare min"	0
Cdn Orgn of Small Business	SD not an issue w/ lge interest among mbrs; did work w/ govt re: Green Plan	banking	would like to create a relationship w/ the RT but action shouldn't go back to govt	would like to bring to the RT what they have to offer; distribute info to and gage response from members	1
FINANCIAL					
Cdn Bankers Asscn	devt of envtl stds; prov.legislation on contaminated sites; creditation of site assessors & auditors; lender liability	lender liability	members are interested; what are the legal restrictions & initiatives;	explore possibility of workshops	2
Cdn Institute of Chartered Accountants	published reports on envtl auditing and on envtl cost & liability; envtl reporting; partnered w/ orgns inclg IISD on envtl perf booklet; several others; WWW on envtl matters	specialization in the profession; recognition of envtl auditors	SD definitely part of their strategic process	past chair of NRTEE sits on their advisory cmte; may be some possibilities	1-2

	17	18	22-23	24-27	
Organization	Issues & Involvement	Concerns, Challenges, Debate	Interest Areas	Possibilities	
FOOD & DRUG					
Cdn Agriculture Economics & Farm Management	involved w/ CCHREI; involved w/ devt of Cdn Envtl Certification & Creditation Board; various envtally related discussion papers	restructuring of research, agriculture & agrifood in Canada	SD basis of everything but don't address it head on; interest in concise & factual info about SD of interest of members	would pursue/support an NRTEE initiative; agreeable to partnership approach; ready for anything of common interest	2
Cdn Council of Grocery Distributors	envt cmte; internal composting & recycling; bottle depots; enhancing bottle recovery through stores; NB: they don't approve of reverse distribution	household hazardous waste; threat of reverse distribution (returning packaging to stores); brand owner responsibilities; envt taxes, levies;	don't know what the NRTEE could do for them; need to know more about what NRTEE could offer	guides & egs for our members would be helpful	1
Cdn Drug Manufacturers Association	indiv cos responsible for own envt issues; mbrs operate in highly regulated envt; emission subject to control	devt of envt stewardship pgm	not sure if NRTEE could help in devt of the stewardship pgm;	Assocn rces stretched	1
Cdn Federation of Independent Grocers	not active in SD issues on behalf of mbrs; indiv mbrs involved in packaging pgms & organic issues	competitive issues; pricing practices, pricing discrimination; abuse of dominant position waste management	must be targeted to the industry; waste mgt an issue – how it impacts the retailer (e.g., landfill costs vs recycling); what can be done to meet reqts & help bottom line; defining what is envtally friendly	working with info exchange; partnership for meetings; speakers & model programs & reporting; perhaps build a workshop into regional meetings	2
Cdn Organic Growers Inc	all initiatives directly tied to SD; conservation; biodiversity	internal issues w/in the organic movement; regional agriculture & bioregionalism; exporting organic food	regional food systems & food security; move away from importing food	interested but can't pinpoint exact area; one secn in magazine is good location for NRTEE info; would like to include a workshop at ann conf & perhaps w/ local chapters	2-3
MEDIA					
Assocn of Cdn Advertisers					0
Cdn Assocn of Broadcast Reps				no work in field of SD; don't feel their issues have anything to do with SD	0

	17	18	22-23	24-27	
Organization	Issues & Involvement	Concerns, Challenges, Debate	Interest Areas	Possibilities	
PROFESSIONS					
Cdn Bar Association	**** information available from envtl law committee; contact person not available ****				?
Cdn Institute of Planners	alternative devt stds (w/ CMHC); urban sprawl; SD issues built into all programs & central to appropriate planning	urban sprawl; municipal restructuring; scale issues	reform current model of urban devt; econ incentives for changing consumer demand; innovative housing	very interested in ongoing relationship; opportunity to build on SD stream at conference	3
Ontario Assocn of Architecture	Ontario Eco.Architecture book; developing WWW page; provide SD seminars as issues arise	choosing materials & keeping up-to-date w/ materials for sustainable buildings	energy efficiency & sustainability re: materials; building; marketing SD practices and materials to consumers; communicating the language of SD & full cost acctg; blg on buyer beware for all topics of SD	depends on how specific to industry; interest in exploring possibility of seminar or publication which would be saleable to mbrship (seminar turnout of 40 considered success)	2-3
RESOURCE					
Cdn Energy Pipeline Assocn	best practice workshops – change mgt, envt, health & safety; sponsored international pipeline conference for 4500 delegates	**** information available from environment committee; contact person not available ****			?
Mining Assocn. of Canada	voluntary emissions pubn; envtl policy	resource allowance, tax issues & mine reclamation	would like their views known	don't need medlates; NRTEE doesn't have high credibility in the industry	0
TRADES					
Cdn Construction Assocn	released guides on waste mgt, Cdn Env'tal Assessment Act, Env'tal Mgt systems. Need a person to keep us up-to-date on growing issues but don't have the rescs	eco-fees & tax policy on waste reduc'n mgt; use of std documents; tendering processes; SD concern for industry as a whole; PCB export prohibition	studies on issues necess & tangible to them e.g., infrastructure to support waste mgt;	want more up-to-date info; consultn before policy decision; want to know how to get together w/ other industry stakeholders to deal w/ SD issues	1-2
OTHER					
Assocn of International Automobile Manufacturers of Canada	emissions standards; ozone depletion from mobile air conditioners; fuel econ issues; waste disposal (packaging & vehicle waste); parts recycling; voluntary stds	emission stds in next years; adoption of US stds or our own stds; fuel compatibility; inspection mtce pgms (e.g., Air Care)	intense involvement of mbrs – issues are "hot topics";	primary concern is compliance w/ emission stds – fuel industry needs to participate. RT doesn't appear to deal w/ specifics of situation; didn't find NRTEE conference useful or interesting	1

APPENDIX E

Key to Interview Questions List of Interview Questions by Question Number

(Reference for Appendix F)

1. Could you tell me a little about your Associations mandate/main purpose(s)?
What is it your Association aims to do/achieve?
2. How many members do you have?
3. Do non-members also draw on your services?
4. What kinds of activities do you engage in order to do this?
5. What kind of services do you provide to members?
6. Do you have a journal, newsletter or bulletin that you send out to mbrs?
7. [If yes] How often? What is the main focus?
8. When do you usually hold your AGM?
9. What is the date and location of the next AGM?
10. What kinds of things do you do at your AGM? [e.g. workshops, lectures etc.]
11. How many people usually attend?
12. How long is the AGM?
13. Do you hold or sponsor conferences, regional meetings, trainings, workshops?
14. [If yes] For what purpose and when?
15. What kind of committees or task forces do you have within your organization?
And what is their purpose or mandate? If not, have they talked about it?
16. Who would I contact to get more information about _____ ?
17. What kind of SD, environmental and consultative issues are you
addressing/involved with?
18. What issues, if any, are sources of debate within your membership?
19. What kind of response have you had from members about your SD initiatives?
20. What are your biggest concerns, needs, or challenges in addressing SD?
21. CHECKPOINT 1: GO NO FURTHER
22. Would any of the areas the NRTEE has already worked in be of interest ...
23. What other areas would be helpful to you/your members?
24. Do you see possibilities of working with the NRTEE?
25. How?
26. What does this look like to you?
27. Would you be interested in partnering with NRTEE on a PILOT PROJECT ...

APPENDIX F

Interview Data

Please note: Responses of each interviewee are numbered to correspond to questions on the Interview Guide.

Please refer to Appendix E for Key to Questions.

1. Promote the business economic profession and increase the awareness of business requirements and their influence on corporations.
2. 900 individuals
3. yes
4. some of our events are open to non-members
5. newsletter, conferences, networking, education
6. yes - CAFE News
7. quarterly; main focus: economic issues by experts; review the processes of Association events report on local chapter activities
8. April/May
9. May 1st, 1996 in Ottawa
10. Used to hold a policy conference, not this year
11. 120 - 130
12. one day
13. most events are coordinated at the local chapters; National body coordinates the AGM, one meeting in the summer and the newsletter
14. local chapters create agendas of interest to their regional membership
15. used to , but not any more: the committees used to be: Economic Council of Canada International Development; Senior Business Economist Group; Conferences Committee (this committee still meets and will be on-going)
16. see below
17. none
18. job security; the direction of their profession; full cost accounting has come up in some local areas - i.e. BC Chapter
19. not aware of the response in BC
- 20.
- 21.
22. see below
23. see below
24. yes - we are coordinating an International Federation of Bus Economists to be attended by delegates from around the world; currently working on the agenda. It would be appropriate to have portions of the conference addressing sustainable development late May or early June 1997
25. would be interested in discussing NRTEE partnering a portion of that conference
- 26.
27. BC chapter is putting together a series of professional development seminars would be interested in discussing a pilot project with NRTEE; please contact: John de Wolf 604-687-0933, President of BC Assoc. of Professional Economists

BUSINESS: Canadian Association for Corporate Growth
Contact Person: Barbara Corder, Administrator
Mark Borkowski, President (M&A Corporation at 416-924-9564)
Tel: 416-365-2932

INT #18

[Mar 27 - Barbara answered the Basic Data questions but wanted me to get in touch with Mark Borkowski for the questions dealing with SD]

[April 1st - left two messages for Mr Borkowski but no response]

1. provide forum for speakers to deliver speeches on the topic of mergers and acquisitions, corporate finance, and strategy for growth; we are also a networking group
2. Vancouver, T.O. and Montreal - Vancouver and Montreal are new chapters; 125 - Toronto only we are closely affiliated with the US Assoc. for Corporate Growth, our head office is in Chicago
3. yes
4. meetings are open to non members
5. meetings, networking, panel discussions, workshops, membership directory
6. yes - "ACG Network" produced in Chicago (head office)
7. every 6 weeks; upcoming chapter events; stories of interests; synopsis of speaker events; current deals in the news
8. June
9. Toronto, no date yet
10. just a social event other than the meeting itself
11. 14
12. one evening session
13. see above, number 5
- 14.
15. no
16. Mark Borkowski, President
17. Barbara was uncomfortable answering specific questions about SD, and did not really see a connection with SD and their organization. Mr. Borkowski would be the appropriate person to speak with but he is very hard to reach and has not responded to messages.
18. [Barbara did not want to answer any more questions, but I have been unable to contact the person she wants me to speak with]

BUSINESS: Canadian Business For Social Responsibility

INT # 3

Contact Person: Janet Wadham or Nancy Bradshaw (Volunteer President)

Tel: 604-323-2714

1. Mandate: to be the most influential business organization in Canada defining, supporting, advocating, and promoting responsible business policies and practices that benefit our companies, our employees, our communities, our economy and our environment. CBSR seeks to reshape the way business does business so that members and other companies can better address the many challenges that face both business and society.
2. 20 organizations
3. yes
4. workshops and speaker engagements open to the public and targeted to the business community, social events,
5. social and environmental guidelines; networking opportunities; workshops; events linking members with the community; speaking events addressing issues they are concerned with; affiliation by our relationship with BSR USA
6. yes, we have an events calendar and unscheduled membership update bulletins
7. unscheduled, but at least twice annually for the calendar; the bulletins are circulated approximately once per month; the focus is on events and issues surrounding the challenges and successes of operating a socially responsible business
9. Our first annual AGM is in January, 1997 Vancouver, BC
10. It is our first, and we have not finalized a plan
11. At least one representative from each organization
12. One day - undetermined
13. yes
14. In most cases, we are trying to reach the mainstream business community through partnerships and supporting events which address topical issues. This year we are sponsoring the Ethics In Action Awards hosted by VanCity (Credit Union) and the Workplace Ministry
15. Community Events; Membership; Special Events; Advocacy
16. Adine Day of Citizens Trust is the Chair of the S&E Committee She can be reached at 604-682-7171
17. Developing a set of social & environmental guidelines. The guidelines will be available for members and non members to "measure up" how they do business. Categories measured include the environment and full cost accounting. The first set of guidelines will be quite basic. It is our goal to further develop levels which will challenge companies to change the way they do business.
18. sources of debate: Defining sustainability and corporate social responsibility and where it fits in with traditional accounting; Reaching out to main stream business
19. Members were very interested in developing the guidelines
22. green procurement
24. yes.
25. we would like to facilitate and promote events which are targeted for the main stream business community; most of our members are already initiated in the process - we would like to reach those not already initiated
27. yes.

1. The voice of Canadian business in Ottawa, we try to tell the federal government what Canadian business thinks about their policies. All sectors are represented, large and small business, plus we are an umbrella organization for all members of local Chambers, and we have direct corporate members.
2. 2000 direct corporate members; 500 local chambers; 75-80 local associations
3. non members get carnet (see number 5 for explanation if needed); general inquiries
4. see number 3
5. advocacy; international services, act as a liaison with business in other countries; carnet - customs documents allowing the import and reexport of goods in and out of other countries
6. newsletter called "Communique" - sent to corporate members
7. quarterly, it is an update on the organization's activities
8. September
9. September 15-17, St. John's Newfoundland, 67th Annual
10. policy day to vote on Chamber policies
11. 500-800
12. 3 days
13. not generally
- 14.
15. environment committee; economic policy; taxation; transportation; ad hoc on specific issues
16. Scott is the contact for the Environment Committee
17. environment issues; Canadian Environment Protection Act (CEPA) - we are participating with the process as it continues - we have a few concerns with the draft policy revision; Climate Change; national packaging protocol; harmonization of environmental regulation; impact of environmental legislation; endangered species
18. CEPA - for the past few months
19. the members are not directly active on these issues, there is no negative response; some members are more directly active; CEPA - response from the membership says it is a very important issue
- 20.
- 21.
22. I can't generally say it would not interest anyone, we have such a broad membership, it might interest some - we don't usually get involved in training our members; we mainly look for input from our members to assist us in our advocacy efforts
- 23.
24. probably not - but it depends on exactly what they have to offer; professional development, seminars and workshops is not generally what we do; we would be more interested in participating at the RT
- 25.
- 26.
- 27.

1. To promote Canadian export in the economy.
 2. 1000 - companies
 3. yes
 4. for educational events and seminars are open to non-members too; We also respond to approximately 6 calls per day like this one
 5. advocacy; education; problem solving
 6. Newsletter - "Export News"
 7. circulates usually every 2-4 weeks; keeps members apprised of what they are getting for their membership; policy issues; marketing; trade barriers etc...
 8. October 6-8 in Winnipeg; we are in the middle of organizational change, by October we may have merging with another organization and hold the meeting under a new name; the next AGM, if this proceeds, will be much larger
 9. see above, number 8
 10. convention - with workshops seminars etc.
 11. 500-800, depending on location
 12. 2 1/2 days including all the meetings
 13. yes
 14. committees meet regularly; regional chapters meet regularly; cross-country seminars with no regular pattern - covering issues relating to Canadian exports; e.g. transportation to markets
 15. no environmental or SD committed committees are organized by function...e.g. environmental issues come up in export financing and development aid
 16. Mr. Moore is the contact on these issues
 17. believe that development aid is a top priority - in order to have sustainable export business, partners have to have the infrastructure in order to create an environment that is sustainable; our definition of SD - development which is sustainable, creates opportunities for the future and creates growth
 18. there are 1001; Canadian Environmental Assessment Act - we feel it has been written without consideration of the impact on companies operating outside of Canada - it doesn't address all the issues, does not create a level playing field; we see a host of problems to discuss in relation to export and environmental regulations environmental conventions which create dispute settlement vehicles outside of the normal international barriers; transportation; ...could go on till the cows go home; speaking in broader terms... the deliberate use and design of environmental requirements as a non-tariff trade barrier; environmental requirements related to process rather than product eco labelling
 19. members are facing these issues every day so the response when we address them is very high - Canadian requirements are incompatible with co-financing partners, including International Financing Institution
 22. I hear very little about the Round Table - see very little evidence of their work; I wonder if they are active in the areas of our exact concerns; I only know of their work in very broad terms
 24. I would need to know a lot more than I do now; we are not an environmental organization ourselves, although many of our members are very active in environmental areas; as an organization, we create niches, we filter through a lot of environmental information, too much for us to comment on every piece; our strongest niche? we are the leaders in the organization for Projects Outside Canadian Regulation (POCR)
- [Mr. Moore did not seem interested in 'partnership' because he did not see what the NRTEE had to offer that would be specific enough for his field]
27. [Mr. Moore will be sending some CEA background information with a note to Carla Doucet. He wants to be sure the NRTEE is updated on what they are doing. I gave him Carla's address.]

BUSINESS: Canadian Federation of Independent Business
Contact Person: Garth Whyte, Legislative Affairs
Tel: 416-222-8022

INT #17

[April 1st - I spoke with Ted Mallet who is Director of Research]

1. The Federation is mainly a lobby group, providing members with a voice for the issues they are facing. The person I spoke with said that SD is not part of their focus (they mainly work on tax issues and the members are not asking about SD issues) and nobody had the time to walk through the questions with me. We are welcome to keep Garth Whyte's name as a contact, should there need to be further contact. The Federation does not provide any professional development for their members

BUSINESS: Canadian Institute of Marketing
Contact Person: President, John Harte at 613-726-1622
Tel: 613-727-0954

INT # 5

1. Upgrade Canadian marketing and management to international standards.
2. 400-500
3. no
4. N/A
5. keep them up-to-date on marketing throughout the world; provide information on the education of marketing and management
6. bi-monthly newsletter
7. for example, our latest newsletter covers the following topics: trying to come to terms with World Wide Webb; marketing - innovation of products and branding; improving customer satisfaction, quality and service; simplifying what marketing is - get down to basic facts and definition; how will the world economies shape themselves towards the next century; information services all have an international focus
8. February
9. Vancouver(?)
10. Only what is necessary, we do not build anything around our AGM
11. very few
12. 1 day, if not less
13. no, conferences are out of date; electronic conferences and communication instead
- 14.
15. none - we don't have the funding or the time for any structure or task forces
- 16.
17. none - although they should be concerned with the state of our natural resources and how it is affecting our economy, they resist thinking globally and about anything but their day to day work
18. what they need to know to be more effective in their work; looking for information on marketing and management. Here is what the members should be concerned with: our marketing and management practices are 10 years behind the rest of the world; our entire economy is based on natural resources and their sustainability resources are not unlimited, manufacturing industry has declined and there are fewer jobs; business has resorted to making money in easiest possible way; American market has captured our market as we export over the border
19. none - we don't address it because we have no funding to provide any services other than the bare minimum
20. N/A

1. Provide a link between small business & government through consultation and advocacy.
2. 6000 - primarily companies
3. yes
4. general advice and direction services, general information
5. advisory service (member to member); intervention service; advocacy; insurance benefit Plans; not a large degree of professional development - small business people are not very good at picking up professional development
6. newsletter
7. not regular - usually 6 issues / year; focuses on issues that we are working on i.e. banks and insurance; relates to topical issues of concern to small business
8. we don't have an AGM - most functions are done by mail
13. sometimes
14. co-sponsorship; events generally focus on governmental issues; more recently, events around education and training
15. committees and task forces are developed when there is an interest; our organization is entirely volunteer; some examples of committees are: taxation, banking, insurance benefits, burden of government, paper reduction, workers compensation board
17. SD is not an issue that has developed as a large interest amongst members; most of our members have an environmental conscience; difficult to get into the dialogue of SD on a national basis; as an organization, we worked with the government when they were developing the Green Plan; some issues we have dealt with: waste management, commercial waste, water quality, green procurement - has not been a huge issue I've heard from the members full cost accounting - doesn't have a big response - tends to be more of an issue for larger companies
18. banking - small business is not happy with the way banks do business
19. as an organization, we have a mandate for our membership, we react to their concerns every time there is an environmental initiative, it seems the small business community pays for it; small business seems to be the easiest point to find money; too many environmental/SD programs start without enough thought on the impact it will have on the various sectors, e.g. client-user initiatives - collected at the small business level, there is a significant cost to collecting
20. there is not a strong attitude for SD amongst the general population from all the sectors; there is a general feeling that it is too bad we can't get everyone working in the same direction; "people that messed up the most are governments" - the environmental issues end up going back to the government for action and I don't think they are effective or efficient
23. We would like to create a relationship with the Round Table (the business community tends to like the concept of RT) But, the responsibility for action on initiatives should not go back to government - the people at the RT should be able to inspire responsibility and action from within their sectors; we (Organization of Small Business) would like to bring to the Round Table what we have to offer, distribute information to and gage response from our members
24. yes
25. first thing I'd do is let the members know we are potentially working with the NRTEE and gage their response; but first, we would need clear perimeters of what the organization is all about.
26. general information from NRTEE would be helpful; programs and services for the individuals? We don't try and impose on our membership; the next step beyond information distribution is up to the individual; there are many things we can endorse as an organization - we would organize an event but we would have to go to the members first; our members are not huge readers or seminar attendees - prefer things that fit into their own time slots; they would be interested general information related directly to their issues

Contact Person: Nada Martel, Advisor of Financial Affairs

Communications Group, Christine Cutchen (ext. 336)

Tel: 416-362-6092

Mar 26 - I spoke with Nada Martel

1. Contribute to the development and public policies which effect our members (banks, which are required under Canadian legislation to be members)
2. 57
3. expanded to non-banks such as Canada Trust, Quebec Credit Unions
4. N/A
5. advocacy; research; public form to dialogue with government
6. magazine - "Banker"; we provide information for members to include in their publications i.e. RRSP, personal finances etc.
7. Banker Magazine is bi-monthly
8. June
9. Information about the AGM is confidential.
10. see above
11. see above
12. see above
13. yes, we hosted one last year, but we feel it did not achieve our goals
- 14.
15. there are many pages listing committees and task forces; environment and SD committee, Nada sits on this committee
- 16.
17. development of environmental standards; provincial legislation on contaminated sites
creditation of site assessors and auditors; lender liability;
18. lender liability
19. members are interested
20. does it address the issue of lender liability? what are the legislative restrictions and initiatives; concerned there is a public opinion that their member lender have eternally deep pockets, they don't; providing service to small business clients;
22. yes - definitely of interest and worth looking into; Some of our members participate on the NRTEE work with the NRTEE already to exchange information perhaps more involvement would duplicate our efforts?
23. can't think of any specific areas
24. there could be value in working with the NRTEE, but would have to take a look at it internally
27. yes - we would be interested in exploring the possibility of workshops - our educational programs are coordinated by Tom Anderson, VP of Special Projects 416-362-6092; perhaps something addressing the issue of providing service to members' small business clients

	17	18	22-23	24-27	
Organization	Issues & Involvement	Concerns, Challenges, Debate	Interest Areas	Possibilities	
PROFESSIONS					
Cdn Bar Association	**** information available from envtl law committee; contact person not available ****				?
Cdn Institute of Planners	alternative devt stds (w/ CMHC); urban sprawl; SD issues built into all programs & central to appropriate planning	urban sprawl; municipal restructuring; scale issues	reform current model of urban devt; econ incentives for changing consumer demand; innovative housing	very interested in ongoing relationship; opportunity to build on SD stream at conference	3
Ontario Asscn of Architecture	Ontario Eco.Architecture book; developing WWW page; provide SD seminars as issues arise	choosing materials & keeping up-to-date w/ materials for sustainable buildings	energy efficiency & sustainability re: materials; building; marketing SD practices and materials to consumers; communicating the language of SD & full cost acctg; big on buyer beware for all topics of SD	depends on how specific to industry; interest in exploring possibility of seminar or publication which would be saleable to mbrship (seminar turnout of 40 considered success)	2-3
RESOURCE					
Cdn Energy Pipeline Asscn	best practice workshops – change mgt, envt, health & safety; sponsored international pipeline conference for 4500 delegates	**** information available from environment committee; contact person not available ****			?
Mining Asscn. of Canada	voluntary emissions pubn; envtl policy	resource allowance, tax issues & mine reclamation	would like their views known	don't need mediates; NRTEE doesn't have high credibility in the industry	0
TRADES					
Cdn Construction Asscn	released guides on waste mgt, Cdn Env'tal Assessment Act, Env'tal Mgt systems. Need a person to keep us up-to-date on growing issues but don't have the rescs	eco-fees & tax policy on waste reduc'n mgt; use of std documents; tendering processes; SD concern for industry as a whole; PCB export prohibition	studies on issues necess & tangible to them e.g., infrastructure to support waste mgt;	want more up-to-date info; consultn before policy decision; want to know how to get together w/ other industry stakeholders to deal w/ SD issues	1-2
OTHER					
Asscn of International Automobile Manufacturers of Canada	emissions standards; ozone depletion from mobile air conditioners; fuel econ issues; waste disposal (packaging & vehicle waste); parts recycling; voluntary stds	emission stds in next years; adoption of US stds or our own stds; fuel compatibility; inspection mtce pgms (e.g., Air Care)	intense involvement of mbrs – issues are "hot topics";	primary concern is compliance w/ emission stds – fuel industry needs to participate. RT doesn't appear to deal w/ specifics of situation; didn't find NRTEE conference useful or interesting	1

	17	18	22-23	24-27	
Organization	Issues & Involvement	Concerns, Challenges, Debate	Interest Areas	Possibilities	
FOOD & DRUG					
Cdn Agriculture Economics & Farm Management	Involved w/ CCHREI; involved w/ devt of Cdn Envtl Certification & Creditation Board; various envtally related discussion papers	restructuring of research, agriculture & agrifood in Canada	SD basis of everything but don't address it head on; interest in concse & factual info about SD of interest of members	would pursue/support an NRTEE initiative; agreeable to partnership approach; ready for anything of common interest	2
Cdn Council of Grocery Distributors	envt cmte; internal composting & recycling; bottle depots; enhancing bottle recovery through stores; NB: they don't approve of reverse distribution	household hazardous waste; threat of reverse distribution (returning packaging to stores); brand owner responsibilities; envt taxes, levies;	don't know what the NRTEE could do for them; need to know more about what NRTEE could offer	guides & egs for our members would be helpful	1
Cdn Drug Manufacturers Association	indiv cos responsible for own envt issues; mbrs operate in highly regulated envt; emission subject to control	devt of envt stewardship pgm	not sure if NRTEE could help in devt of the stewardship pgm;	Assocn rscs stretched	1
Cdn Federation of Independent Grocers	not active in SD issues on behalf of mbrs; indiv mbrs involved in packaging pams & organic issues	competitive issues; pricing practices, pricing discrimination; abuse of dominant position waste management	must be targeted to the industry; waste mgt an issue - how it impacts the retailer (e.g., landfill costs vs recycling); what can be done to meet reqts & help bottom line; defining what is envtally friendly	working with info exchange; partnership for meetings; speakers & model programs & reporting; perhaps build a workshop into regional meetings	2
Cdn Organic Growers Inc	all initiatives directly tied to SD; conservation; biodiversity	internal issues w/in the organic movement; regional agriculture & bioregionalism; exporting organic food	regional food systems & food security; move away from importing food	interested but can't pinpoint exact area; one secn in magazine is good location for NRTEE info; would like to include a workshop at ann conf & perhaps w/ local chapters	2-3
MEDIA					
Assocn of Cdn Advertisers					
Cdn Assocn of Broadcast Reps				no work in field of SD; don't feel their issues have anything to do with SD	0

FINANCIAL: Canadian Institute of Chartered Accountants

INT # 7

Contact Person: Allan Willis, works on SD project and Margaret Nieminen,

PR person who will research someone I can speak with before Friday

Tel: 416-977-3222 (main number) or 416-204-3314

[Mar 26 - Allan Willis is not available until Monday, April 1st. Margaret will try and get the person working on full cost accounting to call me by Friday. Allan Willis should be the main contact.]

1. Canada's Chartered Accountants mission is: to enhance decision making , and improve organizational; performance, through financial management, assurance, and other specialized expertise.
2. 58,000
3. yes, indirectly
- 4.
5. standard setting; GAAP - Generally accepted accounting principles; standards for public sector bodies; accounting and auditing standards; criteria of control - i.e. environmental controls, what kind of controls should be in place to make sure people are complying; textbook services; reference services; technical support service; training programs
6. Journal - CA Magazine
7. 10 time / year ; current issue has a general theme of professionalism; one issue per year deals with information technology; 2 years ago - an issue focused on the environment
8. June
9. June 18, 1996 in Toronto
10. nothing outside what is required at an AGM
11. 150-250
12. 1/2 day
13. technical conferences
14. 4-5 per year; 2 1/2 - 4 days in length; themes include an annual conference on new issues in GST; this August, auditing and computer technology
15. research group on full cost accounting; advisory committee on SD
16. see below
17. have published research report on environmental auditing; published report on environmental cost and liability; accounting and liability issues; conducted a survey in 1993 corporate reports; environmental reporting in Canada; Partnered with CSA, FEI (Financial Executive Institution) and the IISD (International Institute of SD) to publish a report on environmental performance booklet called; Audits and Financial Statements Effected by Environmental Matters; publication; The Environmental Manual for Business and Professionals; WWW - best page of reference on environmental matters from around the world Address: <cica.ca\cica\pa\environ\envires.htm>
18. specialization in the profession; recognition of environmental auditors
19. hard to say; sectoral response; i.e. resource, utility or petro chemical companies are more responsive; west coast gets more of a response; i.e. BC Hydro are world leaders; has not impacted the local person
22. At this point, the interviewee had to hurry up and finish...see below
24. SD is definitely part of our strategic process
26. George Connel, past chair of the NRTEE sits on their advisory committee we already have some relationship with the NRTEE; pushing for internationally participation in SD initiatives; conducted survey of all CEO's in North America focused on environmental concerns; their concerns were not measurable - not part of their agenda; our response to this survey? we will wait and see
27. for in-depth insight and to explore the possibility of working together call, Alan Willis who heads the Environmental Portfolio at 416-977-3222

1. To serve the needs of the member organizations so that they, and their members, can maximize their contribution to agriculture, the agri-food industry and society.
2. recently changed structure, we are now a federation of organizations; 18 organizations representing 6500 individuals
3. not specifically except under our external relations and awareness function as an information resource
5. Our structure is: Provincial Institutes of agrologists - representing 9 of our member organizations; Agricultural related scientific societies representing the other 9 member organizations; networking; conferences and electronic communication; external relations and awareness; provide informed opinion on agriculture and agri-food matters including; related environmental issues; raising the profile of profession agrologists and of the agriculture institution of Canada; internal communication and coordination; promote communication among AIC member organizations; membership directory - every two years; news service national report; hard copy and electronic
6. "National Report" - newsletter 10X per year; Four different Scientific Journals for members and non members by subscription - each one produces 4 per year
7. see above for circulation frequency; National Report - provide member organizations with national news and perspective (government activities and what other national organizations are doing)
8. July
9. July 7-11, 1996 in Lethbridge Alberta
10. many member organ hold their AGM's at the same time; Scientific Societies usually host a symposium related to developments and issues (research) plus a general plenary program;
11. 800
12. 3-4 days
13. yes. participate as a sponsor with Agriculture Canada, Agriculture Institute of Canada, Alberta Agriculture, and Canadian Society of Soil Science i.e. international workshop on SD land management in 1993; in 1997 we will be one of four founding members of 18th International Grassland Congress - one meeting for 7 or 8 days
15. External Relations and Awareness Committee looks after environmental issues
17. involved with Canadian Council for Human Resources in the Environment Industry - trying to sort out who needs to be involved in working in the environment, skill sets and general background requirements; produced the "Professional Agrologist and the Environment" discussion paper; we are involved with the development of the Canadian Environmental Certification and Creditation Board; we are interested in professional agrologists being well qualified and involved in environmental assessment and audit procedures; wrote a discussion paper on rural development called; Rural Community Development in Canada; reviewed Code of Environmentally Sound Practices for Canadian Pork Council; review agricultural component of 1996 State of the Environment Report - Environment Canada; this year's conference theme is; Water Resources - Protecting Our Future
18. restructuring of the research, agriculture and agrifood Canada
19. SD seems to be the basis of everything these days, it is a necessary component & it is on our minds
20. don't address it straight on-they are aware of the need for SD in everything they do
22. yes
23. anything that has concise and factual information about SD is of interest of all of our members
24. yes
25. Would like to pursue/support an NRTEE initiative i.e. if they are looking for expertise in a certain area, we can draw on our membership. Agreeable to partnership approach; we're open and ready to pursue anything which is of common interest we are quite

informed about the NRTEE because one of our members who sat on our environmental committee was involved in the NRTEE secretariat - he's not with us any more and as a result, we don't hear as much about what the NRTEE is doing.

27. yes - depending what it is; would be happy to explore follow-up

FOOD & DRUG: Canadian Council of Grocery Distributors

INT #12

Contact Person: VP Western Region, Environmental Committee Representative, VP Bryan Walton in Calgary at 403-250-6608

Tel: Head Office at 514-982-0267

1. dedicated to the act of promotion of its members economic well-being and delivering the best value to consumers and serving community needs with integrity
2. 46
3. yes - conferences open to non members
4. conferences and coalitions
5. public policy; trade relations; business development
6. newsletter - "PRACIS"; environment brochure; state of the industry report; annual report; consumer survey with US; in-house communication called "Bullet" for members only
7. newsletter is quarterly - focus is varied & relates to current and relevant issues
8. May
9. May in Victoria
10. AGM is in conjunction with our annual conference
11. AGM - 35; Conference - 1000
12. conference - 3 days
13. yes - this is a general question, hard to answer
14. meeting and workshop topic: senior level management workshops; efficient consumer response (ECR); food sanitation training; how to draw costs out of the system
15. National Environment Committee representative is Bryan Walton
17. our environment committee is forum for members to address common issues; our individual members/companies look after their own environmental programs; internal composting; recycling; operation; Public policy - each region involved in their own initiatives; is it appropriate to use reusable shipping containers, modular packaging BC - shareholder in Encore Pacific aimed at setting up bottle depots throughout BC and enhancing the recovery of bottles through stores; support recycling programs and non deposit environment and we need alternatives; don't approve of reverse distribution but we do support other more efficient systems
18. household hazardous waste; deposits - threat of reverse distribution (take packaging back to store who send it back to manufacturer); brand owner responsibility
19. more awareness of environmental issues in the last 5 years; programs are now more incorporated in the corporate thinking of the companies; has to be measured against consumer acceptance and cost
20. taxes, levies etc.; not supportive of the environment being used for generating income for the government; there is a lack of harmonization of policy in this country and inability of CCME to drive that forward
22. so much information floats around that we see already - not really sure what exactly the NRTEE can do for us specifically
24. not really - but I would need to know more about what they can offer us
27. guides and examples would be helpful for us to provide to our members, but specific programs are the responsibility of the members themselves; composting and recycling programs - education and development has been explored in partnership with private companies who have come to the table and worked with the members.

[Mr. Walton would like to know if he can have access to the survey findings. If not, he would like to withhold his comments and contact an NRTEE representative to follow-up.]

1. insure the prosperity of our industry in their effort to produce affordable drugs; represent the interest of the Canadian owned sector, primarily for the development and sales of generic drugs
2. 12 organizations -- manufacturers, distributors of pharmaceuticals and fine chemicals
3. no - but they do call for information and advice
4. general information source
5. advocacy; education - work with govt to sponsor a forum on certain issues when necessary
6. yes - newsletter called "Drug News and Views"; circulation is external - available to a list of stakeholders (domestic and international, media, other trade publications, MP's etc.)
7. quarterly
8. Fall
9. No - private and members only; this year the meeting will be more external, but we have not set a date yet
10. hold a one day meeting to profile issues at hand. last year - 4-5 speakers senior bureaucrat from Quebec - market penetration; Health Canada; Minister of Health - Ontario
11. 100
12. one day
13. no - industry focused mainly in central Canada; most issues and responsibilities are dealt with by each individual company/member
15. Pharmacy affairs; Scientific affairs; "Managecare" - mechanisms to control cost
17. individual companies are responsible for their own environmental issues; very clean business; members operate in a highly regulated environment; packaging - very aware and adherent to the 3 R's; their emissions are subject to control; fund brown bag initiatives at pharmacies across the country; feel we are doing as much as we have to
18. the development of an environmental stewardship program for environmental waste - cabinet clean out from the community and pharmacies; we have been peripheral players to the chemical group - they were developing a stewardship program (under hazardous households waste) in response to the feeling that industry; should take a leadership role rather than be regulated - not sure where that program is at this point
19. emissions (Nova Farm) - very prompt in addressing it and meeting the standards
21. I can't really say if the NRTEE could be of help in the development of this stewardship program. It is too early - I have just heard that it is back on the agenda we operate mainly as an advocacy group and generally it is up to our members to manage their own environmental (SD) issues i.e. take their own responsibility to accept waste back from the community and dispose of it; too early to tell what they are going to do with the stewardship program; waste is now disposed of by pharmacy programs - sponsored by the individual members; most of the responsibility and expertise is carried by the members themselves; Association resources are stretched - although there is value in collective action for some things, most issues for them are better dealt with individually.

[Brenda was not very familiar with the term SD]

1. non-profit trade assoc. founded in 1952; furthering the unique interests of Canadian individually owned and operated full-service supermarkets. Canadian retail members represent 27.8% or 13 billion dollars of Canadian retail food sales.
2. 3600 companies
3. yes
4. 2 trade shows and conventions are open to industry
5. advocacy; value added programs - training, library, award programs, trade shows
6. 2 newsletters - "Independent Grocer" is bi-monthly and an internal info newsletter about the association's activities; "Practical Grocer" is quarterly and an info piece with hands-on articles focused on improving business
7. See above
8. October
9. October 27th, 1996 in T.O.
10. AGM takes place in conjunction with our tradeshow, Grocery Showcase Canada (national and international focus)
11. AGM - 300; Tradeshow - 7500
12. AGM - two hours; Tradeshow - 3 days
13. spring seminar series - speaker on particular topic who travels across Canada for a one day training session at each stop (region?); classroom style and hands on; Grocery Showcase West - trade show in April (focuses on Western marketplace)
15. regional committees - they get into the specifics
17. association has not been active in SD initiatives on behalf of the members individual members have been involved in packaging programs and organic issues; their initiatives are in response to their own particular market place
18. competitive issues - relating back to Competition Act in Ottawa; pricing practices, predatory pricing, pricing discrimination, abuse of dominant position waste management
19. individual members response depends on their market - it is very much consumer driven i.e. Vancouver Island demands more organic produce; Ontario grocers have been experimenting with reusable grocery bags in effort to reduce operation costs
20. Demand is consumer driven and region specific; Surveys have found that consumers are not willing to pay for organic food and green products
22. Perhaps - but has to be specifically targeted to our own industry
23. waste management is an issue - how it impacts the retailer i.e. costs of land fill Vs recycling; what else can be done to meet requirements and help the bottom line defining what is environmentally friendly - survey found that price dictated consumer demand i.e. reluctant to pay the price for organic or green products
24. yes
25. working with information exchange; partnership for meetings; speakers and model programs and reporting
27. perhaps build a workshop into regional meetings

Contact Person: President, Jeff Johnston at 902-461-4614 and Past President, Ann Macey at 613-259-2967 (referred by Tomas Nimmo)
Tel: 705-444-0923

[Mar 26 - I spoke with Ann Macey]

1. Leading organic information and networking resource for promoting the methods and techniques of organic growing along with the associated environmental, social and health benefits.
2. 1600 individuals
3. yes - general inquiries
4. information source, workshops, conferences and publications; scholarship \$1000 to research student
5. mail order library; 1/4ly magazine; local chapter services and contact
6. local chapters produce newsletters; national body produces the magazine - "Cognition"
7. Cognition is 1/4ly; newsletters - depends on the local chapter
8. Last weekend in January
9. University of Guelph - every year
10. coordinated in conjunction with other organic groups in Ontario; basic reporting of past years activities; strategic planning for next year
11. conference; 400-500; AGM 60
12. 2 day format
13. AGM is held in conjunction with a conference; individual chapters sponsor their own events; national body concentrates on publications - handbook, directory and videos
15. committee working on bio technology issues; used to be a committee dealing with pesticide issues; there are on-going working committees for particular projects and publications
17. all our initiative are directly tied to SD because we know that organic agriculture is a good model for sustainable agriculture; organic growing goes a long way toward protecting the environment; organic growing provides conservation - biodiversity within the farm systems
18. internal issues within the organic movement; regional agriculture and bio regionalism exporting organic food - is it sustainable?
19. positive - it's what we are all about
22. yes - can't pinpoint an exact area of interest; there is a section in the magazine called, For Your Information - good location for NRTEE information and input
24. yes - we want to focus on regional food systems and food security; we want to get away from importing food - it's not sustainable; if there is information around those issues, we'd be interested in looking at it.
25. workshops - at the annual conference and perhaps with the local chapters
27. yes - I will put forward a suggestion to include a workshop involving NRTEE (surrounding the issues of regional food systems?) in the agenda of the next AGM and conference. Ann took Carla's name and telephone number in Ottawa. Suggestions for agenda items are due April 1st

MEDIA: Association of Canadian Advertisers
Contact Person: Joan Kern, VP Marketing
Tel: 1-800-565-0109

INT #21

1. ACA acts as the voice of advertisers [companies that advertise] in Canada, to provide a collective voice and advocacy for advertisers with government, media, talent unions and other industry associations and to promote the benefits of advertising through education and active support audits for advertising effectiveness
2. 100 - companies
3. some get our newsletter; because we are a voice, all those who advertise benefit
- 4.
5. voice on issues; professional development
6. monthly newsletter
7. the newsletter updates members on the current issues
8. October/ November
9. we don't know yet
10. one speaker who addresses a topical issue
11. 100
12. one morning
13. professional development courses - advertising management
14. held usually in the fall for 12 weeks, one evening per week
15. new media; broadcast; print and out of home; strategic planning
- 16.
17. nothing; our focus is on advertising; we represent companies from all sectors that advertise; they don't use us to address their environmental and SD issues

MEDIA: Canadian Association of Broadcast Representatives
Contact Person: Lee Kelk, Member
Tel: (416) 482-6200 Fax:

INT # 2

[Note: Lee said right off the bat that he felt it was "quite a stretch" to be calling them. They do no work in the field of SD and deal only with their reps' current business issues. He did not feel their business issues have anything to do with SD.]

PROFESSIONS: Canadian Bar Association

INT #24

Contact Person: Chair of National Environmental Law Section: Marshall Burgess in Halifax
at 902-424-5300 available on Monday April 1st;
Hannah Burstein, Director of Publishing and Information Services
Tel: 613-237-2925

[Hannah was able to answer general questions but Mr. Burgess will be able to answer more specific questions as the Environmental Law representative]

[April 1 - not available until Tuesday, Apr. 2nd]

[April 2nd - left message]

1. Purpose: to improve the law; to improve the administration of justice; to promote access to justice; to promote equality in the professional and justice system; to improve the knowledge, skills, ethical standards and well-being of members of the legal profession; to represent the legal profession nationally and internationally; to promote the interests of members of the CBA.
2. 34000
3. no
5. legislative monitoring and liaison; membership; continuing legal education; translation; meeting coordination; accounting; data processing; group insurance; communications and printing; professional services
6. Yes - 2: "The National" Magazine distributed 7 times/year; "Canadian Bar Review" - Journal distributed 1/4ly. Each "Section" (organized by areas of law) have their own journals and publications
7. see above
8. August
9. Vancouver
10. Usually in conjunction with our International Conference
11. we are expecting 3000 people in Vancouver
12. usually 3 days - Vancouver will be 4 days
13. continuing legal education department; 12 branches in each province/territory, they run their own programs
14. continuing education i.e. environmental law for environmental lawyers; recruitment; reporting;
15. environmental law section committee; communications; legislation
16. see above for Environmental Law contact.
17. Was not able to get in touch with the environmental contact

1. To become the national advocate for effective planning that meets the challenge of a changing world and that supports planners in their professional practice to help create healthy, sustainable and livable communities.
2. 4600 individuals including 800 students
3. yes
4. Plan Canada Magazine has a separate subscription base for non-members general public information calls we host public associates but they are non-voting
5. Plan Canada Magazine - bi monthly; national awards program for planning excellence; annual national conference; professional standards, stewardship, portership; we formally recognize certain university programs giving fast track to professional positions; student programs, awards, scholarships; coordinate professional development - affiliates coordinate this at a regional level; communication initiative - web page; publish directories and membership reports - as issues come up; annual membership directory - good research and communications tool; networking; focus on international issues, foreign affairs, sponsor overseas events, all to help members get ready to export their services
6. see above
7. bi-monthly
8. late May to mid July
9. June 2nd, Saskatoon
10. built around our National Conference AGM - 50 depends on what's controversial
11. 200-400 attend the conference
12. AGM two hours; conference - 2 1/2 days
13. our affiliates from each major province coordinate workshops and educational forums other than what we do as described above; each province has a chapter and if the area is large enough, there are chapters within one province i.e. BC and Ontario
15. moving away from this type of structure but we do have committees for: urban sprawl; water resource conservation - has become inactive because our focus is moving away from detailed papers like those this committee worked on SD
16. Nigel Richardson (wrote SD paper for the Assoc.) 416-482-2713, Consultant.
17. alternative development standards with CMHC (Canada Mortgaging Housing Corporation) i.e. house size in relation to lot size contributing to the cost of urban sprawl; SD issues built into all our programs; all issues of Plan magazine contain SD articles; SD issues are central to notion of appropriate planing
18. urban sprawl; municipal restructuring - are cities cost efficient for people living in them; inefficiency of scale; new interest in exporting services outside Canada as trade barriers fall down
19. planners as a rule have already bought in to the concept of SD - it is very much part of their every day work
20. professional planners would like to be at forefront to reform our current model of urban development economic incentives for the consumer to change their demands; consumer driven - find ways to influence market demand for more sustainable growth; consumer group is growing to demand more innovative housing
22. yes - very interested. we already have a relationship with the NRTEE
24. yes - at affiliate level where they develop and coordinate more hands-on events and initiatives
25. work with the affiliates
27. National conference has SD stream to it opportunity to build on that with the NRTEE

[Referred by Susan Reid Tanaka (heard about her from Carla Doucet) who has written a paper on SD for the Assoc. of Architecture.]

1. Regulates the architects through using the Ontario Architecture Act; guarantees the public a degree of regulation and legal responsibility that architectures will take on and assume.
2. 3500 includes interns and graduate students
3. no
5. licensing authority; seminars for professional development; practice advisory; professional documents for PR; Professional liability insurance program; annual awards programs to recognize excellence
6. bi-monthly newsletter called "Bulletin" from association to members on association news and information; Magazine (oops didn't get the name) about the profession in Ontario which is directed to the public, developers, govt agencies, corporations, libraries etc. Publish documents for the public - i.e. how to select an architect and building a new home documents for corporations on quality selection process, fees and services
8. April
9. April 26th, Toronto
10. professional development seminar on copyright and takeover procedures; seminar on our own on-line system; members forum to discuss alternative licensing and a forum on design build - that's when a customer goes to the builder 1st rather than the architect first and of course the AGM meeting itself
11. 300 - remember this is just Ontario
12. 2 days including all the events
13. approximately 6 throughout the year
14. topics are reactive to what the members want to know about; we don't try and manufacture needs; we don't hold them to make money - just covering costs
15. Environmental Committee; Public Information Committee - to the general public
16. Neil Munro, Environment Committee Chair (Young and Wright, 172 St. Georges Street, T.O. M5R 2M7) at 416-968-3522
17. specific SD topic interesting to architects; choosing sustainable wood and materials to build with sustainable communities; educational SD issues; philosophical SD issues have an annual enviro fest, entire day with trade show booths, manufacturers, information and suppliers for sustainable issues and materials; also, 12-14 presentations in one event with writers of the "Ontario Eco. Architecture" sell the book for \$20 and it sells very well (sold close to 500 last year); students contribute to the book too issue bulletins throughout the year on hot issues i.e. sustainable forests and choosing wood, 3 R's regulation etc.; developing an Internet WWW page but we are also on-line with a bulletin board for members to communicate during the year we provide topical SD seminars as the issues come up e.g. this year on Photo Voltaic
18. most difficult issue is choosing materials and keeping up-to-date with materials for sustainable buildings; best source for us is the Environmental Resource Guide which comes from the US (American Institute of Architectures and US Environmental Protection Agency)
19. response is low to minimal; architects are more interested in making a living-construction industry is in bad shape; environmental issues are not even close to being no. 1
20. see no. 19
22. hard to say - depends on how specific it is to our industry; don't want it to be too general; membership interest level is difficult to gage right now; specific information and work shops would be most useful start through the Environmental Committee, see contact name and tel below
23. all areas of SD are interesting to our membership; energy efficiency is big and sustainability as it relates to materials, building; marketing SD practices and materials to customers; communicating the language of SD (including full cost accounting); we

find it difficult to determine if information we get is accurate and reliable; we are big on buyer beware for all topics of SD

27. Yes but it depends what you have to offer - yes there'd be interest in exploring the possibility of a seminar or publication which would be sellable to our membership (a turnout of 40 at a seminar is what we consider a success). When you would like to explore further, please call, Neil Munro, Environment Committee Chair (Young and Wright, 172 St. Georges Street, T.O. M5R 2M7) at 416-968-3522

Contact Person: Brian Curtis VP Regulatory and Policy gave the initial background

Bonnie Stowkowy coordinates the environmental issues

Tel: 403-221-8777

[** Mar29 - Jay Corder at the Pipe Line Contractors Association of Canada at 905-673-0544 suggested I contact the Canadian Energy Pipeline Association, their function is more relevant to the objective of our survey]

[Mar 29 - Miron not in until Monday, left a message for Brian Curtis; Brian called back, answered the general questions but I will call Bonnie on Monday]

[April 1st - left message]

1. Represent the interests of Canadian major oil and natural gas pipeline companies. Our member companies are responsible for transporting more than 95% of the crude oil and natural gas produced in Canada. To promote greater understanding of the contribution pipeline companies make to the economic viability of this country. As the voice of the can pipeline industry we actively and effectively communicate the interests and concerns to key stakeholders.
2. 11 board members plus 30 associates and technical members
3. no - may be evolving towards that in the future
- 4.
5. we advance the issues that are common amongst all members; advocacy; prepare position papers and present them to stakeholder groups including government and regulators; no professional development; our members do their own in-house training; we are not a big information source for our embers
6. "The Pipeline" newsletter - six times per year
7. the newsletter informs and keeps members up-to-date on the issues we are working on; available to non-members i.e. other industry people
8. May
9. May 9th in Calgary
10. just a dinner and speaker - this is a public event for the industry; board and committee meetings scheduled along with AGM
11. 400
12. 1 day event
13. best practice workshops - change management, environment, health and safety, international pipeline conference sponsor this spring for 4500 international delegates; co-sponsor regulator training course with Can. Gas Assoc.
- 14.
15. environmental committee and others, but not relevant to this survey
16. see above
17. I was unable to contact the Environmental Committee Coordinator, Bonnie (see above for contact information)

Contact Person 1: Rachel, Communications Officer

Contact Person 2: Justyna Laurie-Lean for the Environment Committee

Tel: 613-233-9391

1. Promote through the collective action of members the growth and development of Canada's mining and mineral processing industry, for the benefit of all Canadians.
2. 30 members and 30 associate members - organizations
3. somewhat but it is not our priority
4. organize conferences; educate on management of industry issues, both national and international; facilitate the development of industry positions and attitudes; coordinate action by involving parties and tracking progress
5. education and information sharing; conferences; opportunities for company experts to work together on common problems; organize meetings, conferences and seminars; distribute industry reports and publications; joint development of industry capabilities; promote self regulation; public communications - survey and tracking of public opinion and attitudes
6. Annual Report - very comprehensive and available annually in June
7. The report informs our members what we're doing
8. [Rachel wasn't sure and Justyna was in a real rush so I got to the meat of our survey and skipped the AGM stuff]
- 9.
- 10.
- 11.
- 12.
13. yes
14. organized to surround issues as they come up; topics under the direction of the Board and the committees
15. Board; Executive committee; customs and sales tax; environment - aquatic sub committee, hazardous waste, metals working group; health; gold; human resources; public relations; taxation; trade policies; transportation
16. VP Environment and Health, Justyna Laurie-Lean at the Assoc. number
17. 1995 submitted brief on SD to House of Commons Standing Committee produced a publication for members on voluntary emissions reduction - called, Aret Program. It is an annual update reporting how much members have reduced their emissions and their goals; environmental committee has just completed a revision of our environmental policy the policy commits us to SD and environmental development - ongoing; last policy was 1989 - a lot in the field of SD has developed since then; now the policy deals less with the balance of the environment and the economy and more with the protection of social, environment and the economy which are mutually reinforcing
18. resource allowance, tax issues and mine reclamation
19. concerned with SD issues and would like to have their views known
20. Justyna would know better - see below
22. not sure - we're not looking for sponsorship or help in moving forward; we're not lost on any issues right now - i.e. not looking for information; NRTEE does not have high credibility with our industry - initially representatives from our industry were sitting on the NRTEE but when it was re-appointed, there lacked credible colleague representation. since then, our involvement has died off; NRTEE would have to get back to it's original representation of our industry; we would be interested if there was/is a particular initiative that would catch the imagination of our members; we outreach ourselves directly to other industries, academia and environmental groups don't need mediates for this process; we have so much on our plate, we are reluctant to start any new initiatives

1. Serve the interests of the construction industry.
2. 20,000 contracting firms
3. perhaps, but for information only
5. human resources; industry practices; professional development; taxation economics; lobbying; liaison with federal government
6. we publish a number of documents; 6-8 times per year, "CCA National"; each of our sections produce documents from time to time, as issues arise
7. CCA National informs the members of the associations work
8. Feb. or March
9. March 1997, Florida
10. build 7 day conference around the AGM; learning opportunities; council meetings; board meetings; general information sessions; technical information sessions; policy and position strategy meetings; information on specific issues; tendering etc.
11. 400-500
12. Saturday - Saturday
13. board meetings accompanied by committee and task force meetings sponsored workshops; i.e. GST, training issues, international markets; labour relations conference annually in November; corporate member conference
15. Environmental - SD part of this committee
17. released a guide on waste management in the industry; released a guide on the Canadian Environmental Assessment Act; released a guide on environmental management systems for the construction industry; don't have the resources to dedicate a full-time person on these issues; we need a person to keep us up-to-date on these growing issues but we don't have the resources
18. ? eco fees and tax policy on waste reduction management; use of standard documents; tendering processes; SD is a concern for the industry as a whole rather than just our component; environmental assessment done for a project before we are hired - at the drawing and development stage; it is a team effort - we are not developers; apply SD issues where it makes sense i.e. waste management
19. Green Plan launched studies in some areas, but lacked studies on issues that are necessary and tangible for us right now - i.e. infrastructure to support the waste management; what are the tangible results of the Green Plan - I don't see any
20. new regulation says we can't export PCB to the US, we find this ridiculous because the environment is a Global issue, the shortest distance you travel with waste the more sustainable it is; now we have to transport it PCB's to Alberta which is further and the process is less sustainable; decisions are made without enough knowledge and thought like how will it impact our competitiveness? we want the government to do things in a way which are workable; we support SD initiatives as long as they are truly sustainable
22. more up-to-date information
23. consult with us and all the stakeholders before you make decisions on policy and regulation; i.e. conduct a poll with our members
27. we would like to work with the NRTEE but not necessarily to address our membership although we are happy to facilitate any information and potential workshop ideas they have for our membership. what we'd like to do is work out how we can get together with the other stakeholders in our industry to efficiently effectively on the issues of SD; we would like to see more consultation with us prior to decision making on issues which will effect us

OTHER: Association of International Automobile Manufacturers of Canada
[A committee within the Canadian Importers Association]
Contact Person: Adrien Bradford, Associate Executive Director
Tel: 416-595-5333

INT #10

1. Represent vehicle companies outside North America before federal and provincial government - we are mainly a lobby group
2. 25
3. non-members can use us as an information resource i.e. statistics
- 4.
5. statistics on sales in the Canadian market; representation/lobbying with government information on government policy;
6. monthly newsletter - "International Auto Manufacturer Update"
7. provide information on current government initiatives including sales figures
8. April
9. private information
10. strictly the AGM
11. 16 - executive board and committee only
12. 2 days
13. our structure is made up of sub committees, they host their own meetings— 3 technical sub-committee meetings per year; discuss issues about environmental emissions regulations; policy discussion
17. emissions standards; ozone depletion from mobile air conditioners; fuel economy issues; waste disposal - packaging and vehicle waste; recyclability of vehicle parts; participate in government sponsored forum where these issues are addressed; we were working through a program with BC government on voluntary standards but they decided to go with regulated standards instead
18. emission standards in the next couple of years; adoption of US standards or our own unique standards compatible with those in California ; are fuels compatible with those standards? BC - will it go ahead with their own unique set of standards? inspection maintenance programs i.e. air Care Program
19. intense involvement from the members on these issues (hot topics)
21. my impression is that the NRTEE deals mainly with voluntary type agreement issues. our primary concern is compliance with emission standards as they get stricter and stricter fuels aren't good enough to allow us to do this - fuel industry will have to play too. Round Table does not deal with the specifics of our particular situation. I attended an NRTEE conference but I didn't particularly find it interesting or useful.

APPENDIX G

Code Key to Interviews and Collations of Selected Responses List of Associations by Interview

(Reference for Appendix H)

Keywords

# 1: Mining Association of Canada	mining
# 2: Canadian Association of Broadcast representatives	broadcasters
# 3: Canadian Business for Social Responsibility	responsibility
# 4: Canadian Association for Business Economics	business economics
# 5: Canadian Institute of Marketing	marketing
# 6: Canadian Bankers Association	bankers
# 7: Canadian Institute of Chartered Accountants	accountants
# 8: Canadian Organic Growers Inc.	organic
# 9: Canadian Institute of Planners	planners
#10: Association of International Automobile Manufacturers	auto
#11: Canadian Drug Manufacturers Association	drug
#12: Canadian Council of Grocery Distributors	grocery distributors
#13: Canadian Federation of Independent Grocers	indep. grocers
#15: Ontario Association of Architecture	architecture
#16: Canadian Construction Association	construction
#17: Canadian Federation of Independent Business	indep. business
#18: Canadian Association for Corporate Growth	corp. growth
#19: Canadian Exporters Association	exporters
#20: Canadian Agriculture Economics and Farm Management	agri-business
#21: Association of Canadian Advertisers	advertisers
#22: Canadian Organization of Small Business	small business
#23: Canadian Chamber of Commerce	Chamber
#24: Canadian Bar Association	bar
#25: Canadian Energy Pipeline Association	pipeline

APPENDIX H

Collations of Selected Responses

In the process of preparing this document, Association responses were collated from the raw interview data by theme area. This appendix contains collated responses for the following:

Questions 4-5	Association activities and services
Questions 8-14	Meetings and conferences
Question 15	Committees and task forces
Questions 17-20	Involvement with sustainability issues
Questions 22-27	Possibilities for NRTEE working relationships

In the collations, Associations are identified by interview number.

Please refer to Appendix G for Key to Associations.

BUSINESS

#4: newsletter, conferences, networking, education

#18: meetings, networking, panel discussions, workshops, membership directory

#3: -workshops and speaker engagements open to the public and targeted to the business community, social events,

-social and environmental guidelines; networking opportunities; workshops; events linking members with the community; speaking events addressing issues they are concerned with; affiliation by our relationship with BSR USA

#23: advocacy; international services, act as a liaison with business in other countries; carnet - customs documents allowing the import and reexport of goods in and out of other countries

#19: -for educational events and seminars are open to non-members too; We also respond to approximately 6 calls per day like this one

-advocacy; education; problem solving

#5: keep them up-to-date on marketing throughout the world; provide information on the education of marketing and management

#22: -general advice and direction services, general information

- advisory service (member to member); intervention service; advocacy; insurance benefit Plans; not a large degree of professional development - small business people are not very good at picking up professional development

FINANCIAL

#6: advocacy; research; public form to dialogue with government

#7: standard setting; GAAP - Generally accepted accounting principles; standards for public sector bodies; accounting and auditing standards; criteria of control - i.e. environmental controls, what kind of controls should be in place to make sure people are complying; textbook services; reference services; technical support service; training programs

FOOD & DRUG

#20: Our structure is: Provincial Institutes of agrologists - representing 9 of our member organizations; Agricultural related scientific societies representing the other 9 member organizations; networking; conferences and electronic communication; external relations and awareness; provide informed opinion on agriculture and agri-food matters including; related environmental issues; raising the profile of profession agrologists and of the agriculture institution of Canada; internal communication and coordination; promote communication among AIC member organizations; membership directory - every two years; news service national report; hard copy and electronic

#12: -conferences and coalitions; public policy; trade relations; business development

#13: -2 trade shows and conventions are open to industry

-advocacy; value added programs - training, library, award programs, trade shows

#8: -information source, workshops, conferences and publications; scholarship \$1000 to research student

-mail order library; 1/4ly magazine; local chapter services and contact

#11: -general information source; -advocacy; education - work with govt to sponsor a forum on certain issues when necessary

MEDIA

#21: voice on issues; professional development

PROFESSIONS

#24: -legislative monitoring and liaison; membership; continuing legal education; translation; meeting coordination; accounting; data processing; group insurance; communications and printing; professional services

#9: -Plan Canada Magazine has a separate subscription base for non-members general public information calls we host public associates but they are non-voting

-Plan Canada Magazine - bi monthly; national awards program for planning excellence; annual national conference; professional standards, stewardship, portership; we formally recognize certain university programs giving fast track to professional positions; student programs, awards, scholarships; coordinate professional development - affiliates coordinate

this at a regional level; communication initiative - web page; publish directories and membership reports - as issues come up; annual membership directory - good research and communications tool; networking; focus on international issues, foreign affairs, sponsor overseas events, all to help members get ready to export their services

#15: -licensing authority; seminars for professional development; practice advisory; professional documents for PR; Professional liability insurance program; annual awards programs to recognize excellence

RESOURCE

#25: -we advance the issues that are common amongst all members; advocacy; prepare position papers and present them to stakeholder groups including government and regulators; no professional development; our members do their own in-house training; we are not a big information source for our members

#1/14: -organize conferences; educate on management of industry issues, both national and international; facilitate the development of industry positions and attitudes; coordinate action by involving parties and tracking progress

-education and information sharing; conferences; opportunities for company experts to work together on common problems; organize meetings, conferences and seminars; distribute industry reports and publications; joint development of industry capabilities; promote self regulation; public communications - survey and tracking of public opinion and attitudes

TRADES

#16:- human resources; industry practices; professional development; taxation economics; lobbying; liaison with federal government

OTHER

#10: statistics on sales in the Canadian market; representation/lobbying with government information on government policy;

Summary

newsletter/updating #4, #5

gen info/advice #22, #8, #11

communication #25 electronic cmn #20, #9

meetings #18/ trade shows #13

networking #4, #3, #20, #9, #1

mbr directory #18, #9

liason/link to cmty/stakeholders #3, #23, #25, #1

public forum to dialogue w/ govt: #6, #11,

liason w/govt #16

advocacy #23, #19, #22, #6, #13, #11, #21, #25, / lobbying #16, #10

external relations #20

provide informed opin #20

public policy #12

education/training/pro-D: #4, #19, #7, #11, #21, #9, #15, #1, #16

panel discussions #18

workshops/seminars #18, #3, #19, #8

speaker engagements #3

textbook services #7

business devt #12

developing guidelines/posn stmts #1

social/envtal #3

standard setting #7, #9, #15(licensing), #1

library/reference services #7, #13, #8(mailorder)

technical support services #7

international issues/services; trade relations #23, #12, #9

problem solving/intervention services #19, #22

insurance benefit plans #22, #15

research #6, #20, #1, #10 (stats)

award pgms #13, #15/ scholarships #8, #9

>> Meetings and Conferences (Q8-14)

- #1 orgd to surround issues as they come up
- #3 trying to reach mainstream bus cmtty
- #4 local chaps coordn as per interest
- #5 elec
- #7 tech confs; 4-5/yr 2.5-4 days in length
- #8 indiv chaps sponsor own events
- #9 affiliates coor wkshops/ed forums
- #10 subcmte have own meetings
- #11 indiv mbrs
- #12 various types
- #13 spring seminar series -- speaker on partic topic travels acorss Canada for 1 day trainings in ea area; clsrn style & hands on
- #15 various seminars/forums -- response to interests/needs; cost-recovery
- #19 cmtes & chaps meet regularly; xcountry seminars w/ no reg pattern
- #20 sci societies; co-sponsor w/ other institutes/societies
- #21 pro-d courses -- 1 eve/wk for 12 wks
- #22 co-sponsorship often -- govt issues; educn
- #24 contg legal educn; provincial/territorial branches run own pgms
- #25 best practice workshops

>> Committees and Task Forces (Q15)

- #3 Community Events; Membership; Special Events; Advocacy
- #4 used to , but not any more: the committees used to be: Economic Council of Canada International Development; Senior Business Economist Group; Conferences Committee (this committee still meets and will be on-going)
- #19 no environmental or SD committed committees are organized by function...e.g. environmental issues come up in export financing and development aid
- #22 committees and task forces are developed when there is an interest; our organization is entirely volunteer; some examples of committees are: taxation, banking, insurance benefits, burden of government, paper reduction, workers compensation board
- #23 environment committee; economic policy; taxation; transportation; ad hoc on specific issues
- #15 there are many pages listing committees and task forces; environment and SD committee, Nada sits on this committee
- #7 research group on full cost accounting; advisory committee on SD
- #20 External Relations and Awareness Committee looks after environmental issues
- #13 National Environment Committee representative is Bryan Walton
- #11 Pharmacy affairs; Scientific affairs; "Managecare" - mechanisms to control cost
- #13 regional committees - they get into the specifics
- #8 committee working on bio technology issues; used to be a committee dealing with pesticide issues; there are on-going working committees for particular projects and publications
- #21 new media; broadcast; print and out of home; strategic planning
- #24 environmental law section committee; communications; legislation
- #9 moving away from this type of structure but we do have committees for: urban sprawl; water resource conservation - has become inactive because our focus is moving away from detailed papers like those this committee worked on SD
- #15 Environmental Committee; Public Information Committee - to the general public
- #25 environmental committee and others, but not relevant to this survey
- #1 Board; Executive committee; customs and sales tax; environment - aquatic sub committee, hazardous waste, metals working group; health; gold; human resources; public relations; taxation; trade policies; transportation
- #16 Environmental - SD part of this committee
- #10 our structure is made up of sub committees, host own meetings-- 3 technical sub-cmte mtgs per year; discuss issues about envtal emissions regns; policy discussion

>> QUESTIONS 17-20

BUSINESS

#4

17. none

18. job security; the direction of their profession; full cost accounting has come up in some local areas - i.e. BC Chapter

19. not aware of the response in BC

#3

17. Developing a set of social & environmental guidelines. The guidelines will be available for members and non members to "measure up" how they do business. Categories measured include the environment and full cost accounting. The first set of guidelines will be quite basic. It is our goal to further develop levels which will challenge companies to change the way they do business.

18. sources of debate: Defining sustainability and corporate social responsibility and where it fits in with traditional accounting; Reaching out to main stream business

19. Members were very interested in developing the guidelines

#23

17. environment issues; Canadian Environment Protection Act (CEPA) - we are participating with the process as it continues - we have a few concerns with the draft policy revision; Climate Change; national packaging protocol; harmonization of environmental regulation; impact of environmental legislation; endangered species

18. CEPA - for the past few months

19. the members are not directly active on these issues, there is no negative response; some members are more directly active; CEPA - response from the membership says it is a very important issue

#19

17. believe that development aid is a top priority - in order to have sustainable export business, partners have to have the infrastructure in order to create an environment that is sustainable; our definition of SD - development which is sustainable, creates opportunities for the future and creates growth

18. there are 1001; Canadian Environmental Assessment Act - we feel it has been written without consideration of the impact on companies operating outside of Canada - it doesn't address all the issues, does not create a level playing field; we see a host of problems to discuss in relation to export and environmental regulations environmental conventions which create dispute settlement vehicles outside of the normal international barriers; transportation; ...could go on till the cows go home; speaking in broader terms... the deliberate use and design of environmental requirements as a non-tariff trade barrier; environmental requirements related to process rather than product eco labelling

19. members are facing these issues every day so the response when we address them is very high - Canadian requirements are incompatible with co-financing partners, including International Financing Institution

#5

17. none - although they should be concerned with the state of our natural resources and how it is affecting our economy, they resist thinking globally and about anything but their day to day work

18. what they need to know to be more effective in their work; looking for information on marketing and management. Here is what the members should be concerned with: our marketing and management practices are 10 years behind the rest of the world; our entire economy is based on natural resources and their sustainability resources are not unlimited, manufacturing industry has declined and there are fewer jobs; business has resorted to making money in easiest possible way; American market has captured our market as we export over the border

19. none - we don't address it because we have no funding to provide any services other than the bare minimum

#22

17. SD is not an issue that has developed as a large interest amongst members; most of our members have an environmental conscience; difficult to get into the dialogue of SD on a national basis; as an organization, we worked with the government when they were developing the Green Plan; some issues we have dealt with: waste management, commercial waste, water quality, green procurement - has not been a huge issue I've heard from the members full cost accounting - doesn't have a big response - tends to be more of an issue for larger companies
18. banking - small business is not happy with the way banks do business
19. as an organization, we have a mandate for our membership, we react to their concerns every time there is an environmental initiative, it seems the small business community pays for it; small business seems to be the easiest point to find money; too many environmental/SD programs start without enough thought on the impact it will have on the various sectors, e.g. client-user initiatives - collected at the small business level, there is a significant cost to collecting
20. there is not a strong attitude for SD amongst the general population from all the sectors; there is a general feeling that it is too bad we can't get everyone working in the same direction; "people that messed up the most are governments" - the environmental issues end up going back to the government for action and I don't think they are effective or efficient

FINANC

#6

17. development of environmental standards; provincial legislation on contaminated sites creditation of site assessors and auditors; lender liability;
18. lender liability
19. members are interested
20. does it address the issue of lender liability? what are the legislative restrictions and initiatives; concerned there is a public opinion that their member lender have eternally deep pockets, they don't; providing service to small business clients;

#7

17. have published research report on environmental auditing; published report on environmental cost and liability; accounting and liability issues; conducted a survey in 1993 corporate reports; environmental reporting in Canada; Partnered with CSA, FEI (Financial Executive Institution) and the IISD (International Institute of SD) to publish a report on environmental performance booklet called; Audits and Financial Statements Effected by Environmental Matters; publication; The Environmental Manual for Business and Professionals; WWW - best page of reference on environmental matters from around the world. Address: <cica.ca/cica/pa/environ/envires.htm>
18. specialization in the profession; recognition of environmental auditors
19. hard to say; sectoral response; i.e. resource, utility or petro chemical companies are more responsive; west coast gets more of a response; i.e. BC Hydro are world leaders; has not impacted the local person

FOOD & DRUG

#20

17. involved with Canadian Council for Human Resources in the Environment Industry - trying to sort out who needs to be involved in working in the environment, skill sets and general background requirements; produced the "Professional Agrologist and the Environment" discussion paper; we are involved with the development of the Canadian Environmental Certification and Creditation Board; we are interested in professional agrologists being well qualified and involved in environmental assessment and audit procedures; wrote a discussion paper on rural development called; Rural Community Development in Canada; reviewed Code of Environmentally Sound Practices for Canadian Pork Council; review agricultural component of 1996 State of the Environment Report - Environment Canada; this year's conference theme is; Water Resources - Protecting Our Future
18. restructuring of the research, agriculture and agrifood Canada

19. SD seems to be the basis of everything these days, it is a necessary component & it is on our minds

20. don't address it straight on-they are aware of the need for SD in everything they do

#12

17. our environment committee is forum for members to address common issues; our individual members/companies look after their own environmental programs; internal composting; recycling; operation; Public policy - each region involved in their own initiatives; is it appropriate to use reusable shipping containers, modular packaging BC - shareholder in Encore Pacific aimed at setting up bottle depots throughout BC and enhancing the recovery of bottles through stores; support recycling programs and non deposit environment and we need alternatives; don't approve of reverse distribution but we do support other more efficient systems

18. household hazardous waste; deposits - threat of reverse distribution (take packaging back to store who send it back to manufacturer); brand owner responsibility

19. more awareness of environmental issues in the last 5 years; programs are now more incorporated in the corporate thinking of the companies; has to be measured against consumer acceptance and cost

20. taxes, levies etc.; not supportive of the environment being used for generating income for the government; there is a lack of harmonization of policy in this country and inability of CCME to drive that forward

#11

17. individual companies are responsible for their own environmental issues; very clean business; members operate in a highly regulated environment; packaging - very aware and adherent to the 3 R's; their emissions are subject to control; fund brown bag initiatives at pharmacies across the country; feel we are doing as much as we have to

18. the development of an environmental stewardship program for environmental waste - cabinet clean out from the community and pharmacies; we have been peripheral players to the chemical group - they were developing a stewardship program (under hazardous households waste) in response to the feeling that industry; should take a leadership role rather than be regulated - not sure where that program is at this point

19. emissions (Nova Farm) - very prompt in addressing it and meeting the standards

#13

17. association has not been active in SD initiatives on behalf of the members individual members have been involved in packaging programs and organic issues; their initiatives are in response to their own particular market place

18. competitive issues - relating back to Competition Act in Ottawa; pricing practices, predatory pricing, pricing discrimination, abuse of dominant position waste management

19. individual members response depends on their market - it is very much consumer driven i.e. Vancouver Island demands more organic produce; Ontario grocers have been experimenting with reusable grocery bags in effort to reduce operation costs

20. Demand is consumer driven and region specific; Surveys have found that consumers are not willing to pay for organic food and green products

#8

17. all our initiative are directly tied to SD because we know that organic agriculture is a good model for sustainable agriculture; organic growing goes a long way toward protecting the environment; organic growing provides conservation - biodiversity within the farm systems

18. internal issues within the organic movement; regional agriculture and bio regionalism exporting organic food - is it sustainable?

19. positive - it's what we are all about

MEDIA

#21

17. nothing; our focus is on advertising; we represent companies from all sectors that advertise; they don't use us to address their environmental and SD issues

PROFESSIONS

#9

17. alternative development standards with CMHC (Canada Mortgaging Housing Corporation) i.e. house size in relation to lot size contributing to the cost of urban sprawl; SD issues built into all our programs; all issues of Plan magazine contain SD articles; SD issues are central to notion of appropriate planing
18. urban sprawl; municipal restructuring - are cities cost efficient for people living in them; inefficiency of scale; new interest in exporting services outside Canada as trade barriers fall down
19. planners as a rule have already bought in to the concept of SD - it is very much part of their every day work
20. professional planners would like to be at forefront to reform our current model of urban development economic incentives for the consumer to change their demands; consumer driven - find ways to influence market demand for more sustainable growth; consumer group is growing to demand more innovative housing

#15

17. specific SD topic interesting to architects; choosing sustainable wood and materials to build with sustainable communities; educational SD issues; philosophical SD issues have an annual enviro fest, entire day with trade show booths, manufacturers, information and suppliers for sustainable issues and materials; also, 12-14 presentations in one event with writers of the "Ontario Eco. Architecture" sell the book for \$20 and it sells very well (sold close to 500 last year); students contribute to the book too issue bulletins throughout the year on hot issues i.e. sustainable forests and choosing wood, 3 R's regulation etc.; developing an Internet WWW page but we are also on-line with a bulletin board for members to communicate during the year we provide topical SD seminars as the issues come up e.g. this year on Photo Voltaic
18. most difficult issue is choosing materials and keeping up-to-date with materials for sustainable buildings; best source for us is the Environmental Resource Guide which comes from the US (American Institute of Architectures and US Environmental Protection Agency)
19. response is low to minimal; architects are more interested in making a living-construction industry is in bad shape; environmental issues are not even close to being no. 1
20. see no. 19

RESOURCE

#1/14

17. 1995 submitted brief on SD to House of Commons Standing Committee produced a publication for members on voluntary emissions reduction - called, Aret Program. It is an annual update reporting how much members have reduced their emissions and their goals; environmental committee has just completed a revision of our environmental policy the policy commits us to SD and environmental development - ongoing; last policy was 1989 - a lot in the field of SD has developed since then; now the policy deals less with the balance of the environment and the economy and more with the protection of social, environment and the economy which are mutually reinforcing
18. resource allowance, tax issues and mine reclamation
19. concerned with SD issues and would like to have their views known
20. Justyna would know better - see below

TRADES

#16

17. released a guide on waste management in the industry; released a guide on the Canadian Environmental Assessment Act; released a guide on environmental management systems for the construction industry; don't have the resources to dedicate a full-time person on these issues; we need a person to keep us up-to-date on these growing issues but we don't have the resources
18. ? eco fees and tax policy on waste reduction management; use of standard documents; tendering processes; SD is a concern for the industry as a whole rather than just our component; environmental assessment done for a project before we are hired - at the

drawing and development stage; it is a team effort - we are not developers; apply SD issues where it makes sense i.e. waste management

19. Green Plan launched studies in some areas, but lacked studies on issues that are necessary and tangible for us right now - i.e. infrastructure to support the waste management; what are the tangible results of the Green Plan - I don't see any
20. new regulation says we can't export PCB to the US, we find this ridiculous because the environment is a Global issue, the shortest distance you travel with waste the more sustainable it is; now we have to transport it PCB's to Alberta which is further and the process is less sustainable; decisions are made without enough knowledge and thought like how will it impact our competitiveness? we want the government to do things in a way which are workable; we support SD initiatives as long as they are truly sustainable

OTHER

#10

17. emissions standards; ozone depletion from mobile air conditioners; fuel economy issues; waste disposal - packaging and vehicle waste; recyclability of vehicle parts; participate in government sponsored forum where these issues are addressed; we were working through a program with BC government on voluntary standards but they decided to go with regulated standards instead
 18. emission standards in the next couple of years; adoption of US standards or our own unique standards compatible with those in California ; are fuels compatible with those standards? BC - will it go ahead with their own unique set of standards? inspection maintenance programs i.e. air Care Program
 19. intense involvement from the members on these issues (hot topics)
-

Issues:

financing,
liability,
eco fees & tax policies
export and trade issues,
full cost accounting,
environmental assessment and auditing,
development of social or environmental guidelines and standards for practice;
green procurement,

endangered species,
water quality,
conservation,
biodiversity,

rural & urban development,
sustainable materials,
transportation,
waste management,
stewardship program for envtal waste,
packaging protocols,
recycling,
emissions,

environmental legislation,

- >food & drug: packaging & waste management
- >finance: liability & auditing

BUSINESS

#4

- 24. yes - we are coordinating an International Federation of Bus Economists to be attended by delegates from around the world; currently working on the agenda. It would be appropriate to have portions of the conference addressing sustainable development late May or early June 1997
- 25. would be interested in discussing NRTEE partnering a portion of that conference
- 27. BC chapter is putting together a series of professional development seminars would be interested in discussing a pilot project with NRTEE; please contact: John de Wolf 604-687-0933, President of BC Assoc. of Professional Economists

#3

- 22. green procurement
- 24. yes.
- 25. we would like to facilitate and promote events which are targeted for the main stream business community; most of our members are already initiated in the process - we would like to reach those not already initiated
- 27. yes.

#23

- 22. I can't generally say it would not interest anyone, we have such a broad membership, it might interest some - we don't usually get involved in training our members; we mainly look for input from our members to assist us in our advocacy efforts
- 23.
- 24. probably not - but it depends on exactly what they have to offer; professional development, seminars and workshops is not generally what we do; we would be more interested in participating at the RT

#19

- 22. I hear very little about the Round Table - see very little evidence of their work; I wonder is they are active in the areas of our exact concerns; I only know of their work in very broad terms
- 24. I would need to know a lot more than I do now; we are not an environmental organization ourselves, although many of our members are very active in environmental areas; as an organization, we create niches, we filter through a lot of environmental information, too much for us to comment on every piece; our strongest niche? we are the leaders in the organization for Projects Outside Canadian Regulation (POCR)
[Mr. Moore did not seem interested in 'partnership' because he did not see what the NRTEE had to offer that would be specific enough for his field]

#22

- 23. We would like to create a relationship with the Round Table (the business community tends to like the concept of RT) But, the responsibility for action on initiatives should not go back to government - the people at the RT should be able to inspire responsibility and action from within their sectors; we (Organization of Small Business) would like to bring to the Round Table what we have to offer, distribute information to and gage response from our members
- 24. yes
- 25. first thing I'd do is let the members know we are potentially working with the NRTEE and gage their response; but first, we would need clear perimeters of what the organization is all about.
- 26. general information from NRTEE would be helpful; programs and services for the individuals? We don't try and impose on our membership; the next step beyond information distribution is up to the individual; there are many things we can endorse as an organization - we would organize an event but we would have to go to the members first; our members are not huge readers or seminar attendees - prefer things that fit into their own time slots; they would be interested general information related directly to their issues

FINANC

#6

- 22. yes - definitely of interest and worth looking into; Some of our members participate on the NRTEE work with the NRTEE already to exchange information perhaps more involvement would duplicate our efforts?
- 23. can't think of any specific areas
- 24. there could be value in working with the NRTEE, but would have to take a look at it internally
- 27. yes - we would be interested in exploring the possibility of workshops - our educational programs are coordinated by Tom Anderson, VP of Special Projects 416-362-6092; perhaps something addressing the issue of providing service to members' small business clients

#7

- 22. At this point, the interviewee had to hurry up and finish...see below
- 24. SD is definitely part of our strategic process
- 26. George Connel, past chair of the NRTEE sits on their advisory committee we already have some relationship with the NRTEE; pushing for internationally participation in SD initiatives; conducted survey of all CEO's in North America focused on environmental concerns; their concerns were not measurable - not part of their agenda; our response to this survey? we will wait and see
- 27. for in-depth insight and to explore the possibility of working together call, Alan Willis who heads the Environmental Portfolio at 416-977-3222

FOOD & DRUG

#20

- 22. yes
- 23. anything that has concise and factual information about SD is of interest of all of our members
- 24. yes
- 25. Would like to pursue/support an NRTEE initiative i.e. if they are looking for expertise in a certain area, we can draw on our membership. Agreeable to partnership approach; we're open and ready to pursue anything which is of common interest we are quite informed about the NRTEE because one of our members who sat on our environmental committee was involved in the NRTEE secretariat - he's not with us any more and as a result, we don't hear as much about what the NRTEE is doing.
- 27. yes - depending what it is; would be happy to explore follow-up

#12

- 22. so much information floats around that we see already - not really sure what exactly the NRTEE can do for us specifically
- 24. not really - but I would need to know more about what they can offer us
- 27. guides and examples would be helpful for us to provide to our members, but specific programs are the responsibility of the members themselves; composting and recycling programs - education and development has been explored in partnership with private companies who have come to the table and worked with the members.

[Mr. Walton would like to know if he can have access to the survey findings. If not, he would like to withhold his comments and contact an NRTEE representative to follow-up.]

#11

- 21. I can't really say if the NRTEE could be of help in the development of this stewardship program. It is too early - I have just heard that it is back on the agenda we operate mainly as an advocacy group and generally it is up to our members to manage their own environmental (SD) issues i.e. take their own responsibility to accept waste back from the community and dispose of it; too early to tell what they are going to do with the stewardship program; waste is now disposed of by pharmacy programs - sponsored by the individual members; most of the responsibility and expertise is carried by the members themselves; Association resources are stretched - although there is value in

collective action for some things, most issues for them are better dealt with individually.
[Brenda was not very familiar with the term SD]

#13

- 22. Perhaps - but has to be specifically targeted to our own industry
- 23. waste management is an issue - how it impacts the retailer i.e. costs of land fill Vs recycling; what else can be done to meet requirements and help the bottom line defining what is environmentally friendly - survey found that price dictated consumer demand i.e. reluctant to pay the price for organic or green products
- 24. yes
- 25. working with information exchange; partnership for meetings; speakers and model programs and reporting
- 27. perhaps build a workshop into regional meetings

#8

- 22. yes - can't pinpoint an exact area of interest; there is a section in the magazine called, For Your Information - good location for NRTEE information and input
- 24. yes - we want to focus on regional food systems and food security; we want to get away from importing food - it's not sustainable; if there is information around those issues, we'd be interested in looking at it.
- 25. workshops - at the annual conference and perhaps with the local chapters
- 27. yes - I will put forward a suggestion to include a workshop involving NRTEE (surrounding the issues of regional food systems?) in the agenda of the next AGM and conference. Ann took Carla's name and telephone number in Ottawa. Suggestions for agenda items are due April 1st

MEDIA

PROFESSIONS

#9

- 22. yes - very interested. we already have a relationship with the NRTEE
- 24. yes - at affiliate level where they develop and coordinate more hands-on events and initiatives
- 25. work with the affiliates
- 27. National conference has SD stream to it opportunity to build on that with the NRTEE

#15

- 22. hard to say - depends on how specific it is to our industry; don't want it to be too general; membership interest level is difficult to gage right now; specific information and work shops would be most useful start through the Environmental Committee, see contact name and tel below
- 23. all areas of SD are interesting to our membership; energy efficiency is big and sustainability as it relates to materials, building; marketing SD practices and materials to customers; communicating the language of SD (including full cost accounting); we find it difficult to determine if information we get is accurate and reliable; we are big on buyer beware for all topics of SD
- 27. Yes but it depends what you have to offer - yes there'd be interest in exploring the possibility of a seminar or publication which would be sellable to our membership (a turnout of 40 at a seminar is what we consider a success). When you would like to explore further, please call, Neil Munro, Environment Committee Chair (Young and Wright, 172 St. Georges Street, T.O. M5R 2M7) at 416-968-3522

RESOURCE

#1/14

- 22. not sure - we're not looking for sponsorship or help in moving forward; we're not lost on any issues right now - i.e. not looking for information; NRTEE does not have high credibility with our industry - initially representatives from our industry were sitting on the NRTEE but when it was re-appointed, there lacked credible colleague representation. since then, our involvement has died off; NRTEE would have to get back to it's original representation of our industry; we would be interested if there was/is a particular initiative that would catch the imagination of our members; we outreach ourselves directly to other industries, academia and environmental groups don't need

mediates for this process; we have so much on our plate, we are reluctant to start any new initiatives

TRADES

#16

22. more up-to-date information

23. consult with us and all the stakeholders before you make decisions on policy and regulation; i.e. conduct a poll with our members

27. we would like to work with the NRTEE but not necessarily to address our membership although we are happy to facilitate any information and potential workshop ideas they have for our membership. what we'd like to do is work out how we can get together with the other stakeholders in our industry to efficiently effectively on the issues of SD; we would like to see more consultation with us prior to decision making on issues which will effect us

OTHER

#10

21. my impression is that the NRTEE deals mainly with voluntary type agreement issues. our primary concern is compliance with emission standards as they get stricter and stricter fuels aren't good enough to allow us to do this - fuel industry will have to play too. Round Table does not deal with the specifics of our particular situation. I attended an NRTEE conference but I didn't particularly find it interesting or useful.

involvement in conference #4, #9

pro-d #4

green procurement #3

would like to facilitate and promote events #3 #16

facilitate stakeholder get togethers #16

probably not (ed not done) #23

interest in being on RT #23

hear little about RT #19

would gage mbr response, distribute info #22

would like to provide RT w/ info #22

want more info #22 #12 (more specifics)

possible seminars/workshops (event orgn #22), #6, #13, #8, #15,

definit interest in building a relationship

... pursuing, supporting an initiative #6 #20

meetings partnerships #13

information exchange #22 #13 #8 #16 #20

>> many couldn't think of a specific area; need more specific info/need to be specific to mbr interests; depends on what have to offer

-association did not have any concrete, specific ideas of what might be done.

APPENDIX I

The Consulting Team: Dovetail Consulting Inc. and Associates

Project Manager and Study Design:

Julia Gardner
Principal
Dovetail Consulting Inc.

Design Advisor and Lead Writer:

Fiona Crofton
Principal
The ORCAD Group

Research Assistant/Interviewer:

Janet Wadham