



# Canadian Industry Association Sustainability Network

**Global sustainability issues and megatrends are rapidly changing the operating context in which businesses and industries can succeed and thrive.** In this dynamic context, the United Nations has endorsed a set of global Sustainable Development Goals which are a blueprint for governments and organizations to improve social, economic and environmental conditions in Canada and around the world.

Leading organizations (and the associations that represent them) understand the business risks and opportunities arising from these global social, economic and environmental trends and are developing sustainability initiatives and programs to guide their organizations towards success. These initiatives are becoming increasingly essential to build (and maintain) the social license industries need to operate and grow.

**In response to interest from associations, we propose to pilot a Canadian Industry Association Sustainability (IAS) Network.** This initiative will be led by Coro Strandberg, President of Strandberg Consulting and a national expert in corporate responsibility and sustainability practices, and Chris Lindberg, an Ottawa-based sustainable development consultant. Strandberg Consulting has developed tools and guides to assist industry associations on this journey so they don't have to reinvent the wheel and can build off of other best practices in Canada ([www.corostrandberg.com](http://www.corostrandberg.com)).

The Canadian IAS Network is aimed at Ottawa-based trade and industry associations interested in sustainability, including those just starting out and those which have established sustainability visions, initiatives and continuous improvement programs for their members. The Canadian IAS Network's focus and activities will be shaped by members' needs and priorities. We are seeking ten founding members to launch and pilot the Network.

**Purpose:** The purpose of the Network is to support IAs with the development and implementation of best practice sustainability programs that help their members and sectors manage their sustainability risks and improve their social and environmental performance.

**Services:** Proposed services include:

- 3 – 4 educational sessions on priority topics chosen by IA members (in-person and virtual)
- Annual analysis of member industry association sustainability programs to enable comparison & learning
- Regular communications, including bi-annual newsletter
- An allocation of free coaching or research per association
- Opportunity to engage in joint activities and research

**Benefit:** Associations will benefit from the peer network in a number of ways including ongoing education and information on best practice sustainability programs and advancing innovation, saving time and money.

**Cost:** An annual fee of \$3K + taxes is proposed, prorated to reflect IA budgeting cycles.

**For additional information please contact**

Coro Strandberg: [coro@corostrandberg.com](mailto:coro@corostrandberg.com) | (604) 433-7339

[www.corostrandberg.com](http://www.corostrandberg.com)