



Hello Friends:

I took this photo while visiting Iceland this summer. At every turn, the “land of fire and ice” offered up countless scenes of nature's beauty and power. Iceland is situated atop the North American and European plates which are continuously pulling apart, giving rise to a country of extremes: active volcanic springs cozy up to huge glaciers that melt and carve new landscapes. It's impossible not to be awestruck witnessing the powerful tectonic forces in motion.

Of course, I couldn't help but be struck by the metaphor of the geological upheaval in Iceland and the dynamic trends and tensions of social change forces challenging the status quo in our society. Sustainability mega-forces are at play here, forcing us all to reimagine and reengineer a new social landscape. I believe that social innovation lies at the intersection of upheaval and the unexpected. As in geology, change happens in business – and in society – where the old and new plates break apart.

To help organizations navigate the turbulent landscape and influence these forces, I share my discoveries at the fissure's edge. Read on for insights, trends, tools and tips that can have a measurable impact on your sustainability journey.

News

Catalyzing procurement: Sustainable Supply Chains

Supply chains are about to get a sustainability boost now that the ISO has adopted new international guidance on Sustainable Procurement ([ISO 20400](#)). I was honoured to be appointed to Canada's technical committee advising on the standard. I focused my input on social and circular procurement and supplier and peer collaborations — the essential requirements for a sustainable supply chain.



This past year I had the pleasure of collaborating with [Reeve Consulting](#) on a project to advise Mississauga, a large Canadian city neighbouring Toronto, on its sustainable procurement policy and plan. [Check it out](#) to see how this municipality is advancing towards its vision of using procurement as a catalyst for a low carbon, circular and inclusive economy.



Looking for a sustainable procurement benchmark? [Here's a tool](#) Reeve and I worked on together. Consider passing it on to your procurement department so they can assess their own practices for gaps and opportunities.



Governance rules: The Sustainable Board

Not only are organizations embedding sustainability into their supply chains, they are making it part of their governance practices. To this end, I've recently been advising [Governance Professionals of Canada](#) on their [award for sustainable boards](#), and helping a few companies develop their sustainability governance frameworks. [Here's a free benchmark tool](#)! I regularly update to help with this exercise. Your governance colleagues may find it useful to assess their own board practices.



Trend-spotting: The Social Purpose Business

Another trend I'm sure you've noticed is companies adopting a social purpose to steer their operations through turbulent times — while attracting and keeping top talent and customers. The United Way of the Lower Mainland (UWLM) is leveraging this trend. It is pivoting its conventional philanthropic business model towards engaging corporate donors and other companies to identify their social purpose and embed their social mandate into everything they do. I've been supporting UWLM with this transformation, and recently conducted a global scan to define a "[social purpose business](#)." Business leaders may be interested in this new research.



Changing roles: Universities and Colleges Get Social

Higher education is also undergoing a transformation. Universities and colleges are becoming more community-engaged, contributing assets well beyond teaching and research to address societal challenges at scale. McConnell Foundation and Simon Fraser University commissioned me to write [this investigative report](#) to better understand this trend. This well-received document includes a [tool](#) to help administrators identify gaps and opportunities in their social innovation models. I'm continuing to advise on this project, so watch this space!



Scaling solutions: Transformational Partnerships at Work

Any organization addressing the pressing issues of our time quickly realizes they cannot operate alone. Transformational companies (as described by [this research](#) I conducted for Canadian Business for Social Responsibility) lead and join multi-stakeholder collaborations, working across sectors to innovate and scale solutions.

This [case study](#) I wrote for WWF-Canada and HP Canada is an example of one such partnership. It profiles their ten-year transformational collaboration to engage businesses, and their leaders and employees, in conservation measures. [Check it out](#) if you seek inspiration and insights on how to take your partnership to the next level of impact.



Events

Strategy

Time to tune up your sustainability strategy? Here's a webinar for you!

Setting Sustainability Visions and Strategies to Address New Realities

November 9, 2017 at 11:00 a.m. PT / 2:00 p.m. ET

I'm hosting this webinar with Dow to introduce research into how leading companies are developing "[sustainability vision stories](#)." [More Information](#)

Human Resources

Want to mobilize your employees on sustainability? Attend this webinar with your HR colleagues.

Sustainability and the Role of Human Resources

January 30, 2018 at 10:00 a.m. PT / 1:00 pm ET

This free webinar will help you understand how to fully embed sustainability into Human Resources and foster a sustainable culture in your organization. Register for a [free account](#), then register for the webinar [here](#).

Transformation and Social Innovation: Mark Your Calendars!

Keen to scale and accelerate sustainability in your company or the marketplace? I'll be participating at these upcoming conferences. I hope you can join me.

GLOBE 2018, March 14 – 16, 2018, Vancouver

This must-attend event will include themes on the business of risk and opportunities, future-proofing communities, clean tech, resource productivity and the transition to a circular economy. I always go to GLOBE to stay on top of sustainability trends in the marketplace. I hope I'll see you here. [Check this link](#) for details.

Sustainable Brands, June 4 – 7, 2018, Vancouver

Join me at [Sustainable Brands' 2018 flagship conference](#) in Vancouver next June. Sustainable Brands is the largest peer community of global brand leaders advancing sustainability innovation. Learn how to "Redesign the Good Life" in a world of redefined societal values. [Sign up](#) to access the lowest-available price as it becomes available.

Like the tectonic plates that constantly shift and reshape Iceland, our societal landscape is shifting, too. No single player has all the answers; holistic thinking and collaboration is needed across all sectors to ensure a sustainable future. We are in this together.

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