

TSA Leaders in Sustainability Forum

The second *TSA Leaders in Sustainability Forum* was highlighted by a keynote address and energetic discussion with *MLA Donna Kennedy-Glans*



Authentic Leadership

Associate Minister for Renewable Energy, Donna Kennedy-Glans recently stepped down from her post with the PC party, a surprising move in many eyes. She held nothing back as she addressed the 20+ strong leaders in sustainability; what became very apparent was her commitment to change, responsible, sustainable change that will benefit Alberta's economy, environment and its people. Her decision was not made lightly and came on the back of consistent failure by the PC party to deliver on its mandate and promises. In short the party was "no longer walking its own talk".

Ms. Kennedy-Glans' openness, honesty and commitment to responsible change demonstrated authentic leadership. It reminds us that people who follow their values and passion are authentic leaders and have the ability to inspire and bring about change for the greater benefit of society.

Quote of the Day.

"The POWER is in the Network..."

Donna Kennedy-Glans, MLA



Round-table Discussion Highlights

The roundtable discussion was highlighted by the development of an Alternative and Renewable Energy Strategy for Alberta *Read on...*

Change is Coming: *Alternative and Renewable Energy Strategy for Alberta*

Ms Kennedy-Glans is currently working hard to deliver an Alternative and Renewable Energy Strategy (ARES) in Alberta, a strategy that would help diversify the energy mix and maximize the all of Alberta's energy resources. The end goal in mind is to continued support of economic development Alberta through incentivized lower environmental impact power generation – all the while continuing to provide

low cost energy to Albertans and empowering consumer choice (not currently being delivered). All elements of sustainability – long-term economic, environmental and social solutions, are desired pieces of this strategy.

Ms Kennedy-Glans was quick to point out the strategy has been in development for years and has been a challenge for government.

She needs help. The government needs help. Our panel came to her aid. Valuable input was made, from Rob Medley of Worley

Parsons, of the need to perhaps frame the strategy in a different light to avoid picking winners. Alberta's Fair Efficient and Open Competition regulation promotes open competition and is designed to negate picking winners.

Ms Kennedy-Glans offered to share the draft of the regulation with forum participants, an opportunity no one turned down. If you missed the forum and would like to be a part of the consultation process, please contact a member of TSA.



Network and Collaboration

One theme that evolved during the discussion was the **power of the network**, a forum such as the TSA forum to help share challenges and build best practice sustainability for the future.

There is no map to connect all stakeholders, but the challenge for all organisations is to start this roadmap. Certainly with the proposed Alternative and Renewable Energy Strategy, a better solution will be developed if the right network is built.

Building Sustainability

Forum participants grappled with the challenge of how to build

sustainability into an organization. Lively discussion surrounded the long-term vs short term approach of sustainability. Consensus around the table was that sustainability must be long-term, but in order to get have a vision short-term goals must be set, such as capture low hanging fruit (energy efficiency initiatives, community engagement, safety etc).

The long-term challenge also begged the question, how do we build long-term value? Michael Porter's shared value was presented by Scott Meakin of CAPP – if we solve the problems of society then in turn business will benefit. A collaborative or 'shared' approach. There is merit to the shared value approach, when we

meet challenges of social licence to operate should companies implement bandaid solutions, i.e. quick fixes, or embrace long-term solutions, working with the community to fix problems? The answer seems intuitive, but most companies adopt a bandaid approach, perhaps a shared value approach will help companies build social licence to operate, ultimately benefiting their bottom line as well. Look no further than Keystone XL as a classic example.



“We need your help...” – Think you can be off assistance in designing the ARES? Please contact a TSA member and will make sure you are part of the consultation process.

Where do we go next - as a group?

Ideas for sustainability discussions in the future.

How do you articulate sustainability as a concept that resonates with enough people?

How do people define sustainability or think about it? Hear the word and you either like it or you don't, but you form an opinion ... How do we educate?

How do we move to human centric models?

How do we engage people?

How do we engage and educate people within the community?

How do we involve aboriginal communities within this conversation?

Getting people together. People worried about perception, but not based in reality?

Returns on investment from sustainability?

Lets hear about sustainability and failure?

Sustainability low hanging fruit... Sustainable projects?

How do we make collaboration easier?

How do we engage CAPP, IPPSA, COSIA, PSAC and EPAC to make sustainability more prominent?

How do we turn this into a conversation that builds every day (a virtual Forum, webinar, blog...)?

Who wishes to host the next TSA Leaders in Sustainability Forum?

We'd welcome your feedback:

As a small enterprise, committed to helping meet the challenge of Sustainability in western Canada, we are relying on collaboration to do so. Please help us on our path by sharing your feedback, challenges, issues around sustainability and **TSA**.

TSA provides high-level sustainability guidance for companies throughout western Canada. Our collaborative team can evaluate sustainability with your organisation, help guide sustainability strategy in-line with culture and help with the challenge of sustainability reporting. Please contact any one of our team members to learn more.



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Next TSA Forum September 17, 2014 Calgary