



Accelerating Sustainable Development in Canada: A Financial/Capital Markets Perspective

Within Companies: practitioners of SD must be able to concisely state the business case for SD -- generally, there are 2-3 SD “value-drivers” applicable per industry sector. This Messaging must be conveyed to the Board, President/CEO, Senior Management, Employees.

Within the Investment Community: Companies must “bring the message” of SD value creation to the investment community -- i.e., analysts, brokers, mutual and pension fund managers, institutional money management consultants.

Corporate Sustainable Development/CSR Report: Value creation realized through SD must be stated “up front” in reports. Current SD Reports (even those written using GRI Guidelines) “miss the mark” from a capital markets perspective. Of the 120-150 Sustainable Development Reports produced in Canada, few make it to the desks of analysts, fund managers, etc.

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