

Sustainable Development Translated Into Financial Value

UNIVERSITY OF
WATERLOO
ENVIRONMENT



Corporate Sustainable Development

A GROWING NUMBER OF COMPANIES, SPANNING ALL SECTORS, PRACTICE SUSTAINABLE DEVELOPMENT (SOMETIMES REFERRED TO AS CORPORATE SOCIAL RESPONSIBILITY OR THE TRIPLE BOTTOM LINE) - THESE ARE COMPANIES THAT STRIVE TO MINIMIZE THE ENVIRONMENTAL FOOTPRINT OF THEIR OPERATIONS, WHILE SIMULTANEOUSLY CONTRIBUTING TO THE ECONOMIC AND SOCIAL ADVANCEMENT OF COMMUNITIES IN WHICH THEY OPERATE.

Date: July 15, 2010
Time: 8:00 am - 1:00 pm
Location: Marriott Toronto Downtown
Eaton Centre Hotel

The Problem and the Solution

A key reason that companies embrace sustainable development is to create financial value. However, translating seemingly “non financial” measures of sustainable development performance into impact on financial value proves challenging for many companies and for those in the financial community who assess corporate value.

This course addresses this challenge - by drawing upon a multitude of practical “real world” examples, participants will learn how sustainable development can be translated into impact on corporate value.

As a result of taking this course, participants will be better able to do the following:

- Articulate the business case for sustainable development relative to their company and industry sector,
- Calculate the impact of sustainable development performance on corporate financial value, and
- Identify the most important sustainable development measures to be profiled “up front” in sustainable development reports.

Course Characteristics

The course has been designed with attention to the following:

- A strong orientation towards the “practical application” of the subject matter, thus helping to ensure that participants can apply what they have learned to their organizations,
- Participation does not require knowledge of sustainable development and/or corporate finance, and
- There is substantial opportunity for Q&A.

Who Should Participate?

The course will be of particular interest to:

- Financial Analysts
- Retail/Mutual Fund Managers
- Institutional/Pension Fund Managers
- Presidents/CEOs
- Chief Financial Officers
- General Managers
- Vice President of Operations
- Treasurers
- Controllers
- Vice President/Director of Investor Relations
- Vice President/Director/Manager of Sustainable Development or Environment



The Agenda

- 8:00 am** Registration and Continental Breakfast
- 8:30** **Understanding Corporate Sustainable Development (Dr. Feltmate)**
- Why is sustainable development important to business?
 - Which industry sectors are embracing sustainable development?
 - Is sustainable development a trend or a fad?
 - What are the key evolving corporate sustainable development drivers?
 - What are the current limitations of corporate sustainable development reports from the perspective of the financial community?
- 9:30** Coffee Break
- 9:45** Techniques for Translating Corporate Sustainable Development into Financial Value – referencing various industry sectors (Dr. Weber)
- An introduction to the relation between sustainable development performance and financial performance
 - The relation between sustainable development performance indicators and EBITDA margin
 - Default risks – improving the credit risk prediction by integrating sustainable development indicators into risk rating processes
- 10:45** Coffee Break
- 11:00** Techniques for Translating Corporate Sustainable Development into Financial Value (continued - Dr. Weber)
- Option Pricing – examples applied to social performance
 - Rules of Thumb Valuation – examples applied to economic performance
- 12 noon** Sustainable Development Reports/Annual Reports (Drs. Weber and Feltmate)
- Presenting sustainable development performance to financial stakeholders
- 12:30 pm** Summary and Open Forum for Questions

The Presenters



Dr. Olaf Weber 

Dr. Weber, Professor, and Export Development Canada Chair in Environmental Finance in the School of Environment, Enterprise and Development (SEED), University of Waterloo.

Previously, Dr. Weber was managing partner of GOE Inc., providing consulting and solutions for sustainable credit management, socially responsible investment and sustainability rating of enterprises. Furthermore, he was head of the Sustainable Finance Group of the Swiss Federal Institute of Technology. Dr. Weber was a member of the Board of Directors of Alternative Bank, Olten, Switzerland, and a member of the Board of Directors of the Institute for Social Banking, Bochum, Germany. He has published many research articles on sustainable credit management, socially responsible investment and sustainability rating of enterprises.



Dr. Blair Feltmate

Dr. Feltmate, Professor, and Director, Sustainability Practice in the School of Environment, Enterprise and Development (SEED), University of Waterloo.

Previously, Dr. Feltmate was Director of Sustainable Development, Ontario Power Generation, and prior to that he was Vice President of Sustainable Development, Bank of Montreal/Jones Heward Investment Council. Before joining the Bank of Montreal, Dr. Feltmate spent ten years developing the sustainable development programs for two dozen multi-national corporations. Dr. Feltmate is Senior Advisor to the Sustainable Electricity Program, Canadian Electricity Association. He has published many papers on corporate sustainable development, the capital markets and environmental science.



An official receipt will be delivered electronically. Under the provisions of the Income Tax Act, tuition fees paid for professional/personal development seminars or courses are not tax deductible.

The School of Environment, Enterprise & Development Sustainability Practice reserves the right to: limit registration in any course; make changes to any printed or online information about programs, instructors and course information; and to cancel courses for which enrolment does not reach the required minimum, or for other unavoidable factors. You will be notified by telephone or email and a full refund issued in the event that a course is cancelled.

If you cannot attend a course, please email Shelley Knischewsky (slknisch@uwaterloo.ca) Executive Training Co-ordinator, Sustainability Practice.



For information contact: Shelley Knischewsky (slknisch@uwaterloo.ca), Executive Training Co-ordinator, Sustainability Practice, School of Environment, Enterprise & Development (SEED)

HOW TO REGISTER

ONLINE: [Click Here](#)

MAIL: Complete the registration form below. Make a cheque payable to the University of Waterloo and mail with registration to:

**Sustainability Practice
Faculty of Environment
University of Waterloo
200 University Avenue West
Waterloo, ON N2L 3G1**

**Course Cost: \$495
+ 13% HST = \$559.35**

Inclusion: Course hand-outs and continental breakfast

**HST Registration No.
119260685**

Call and ask about our group and/or in-house discounts.

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I have enclosed my cheque for \$559.35 including HST made payable to "The University of Waterloo"

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