

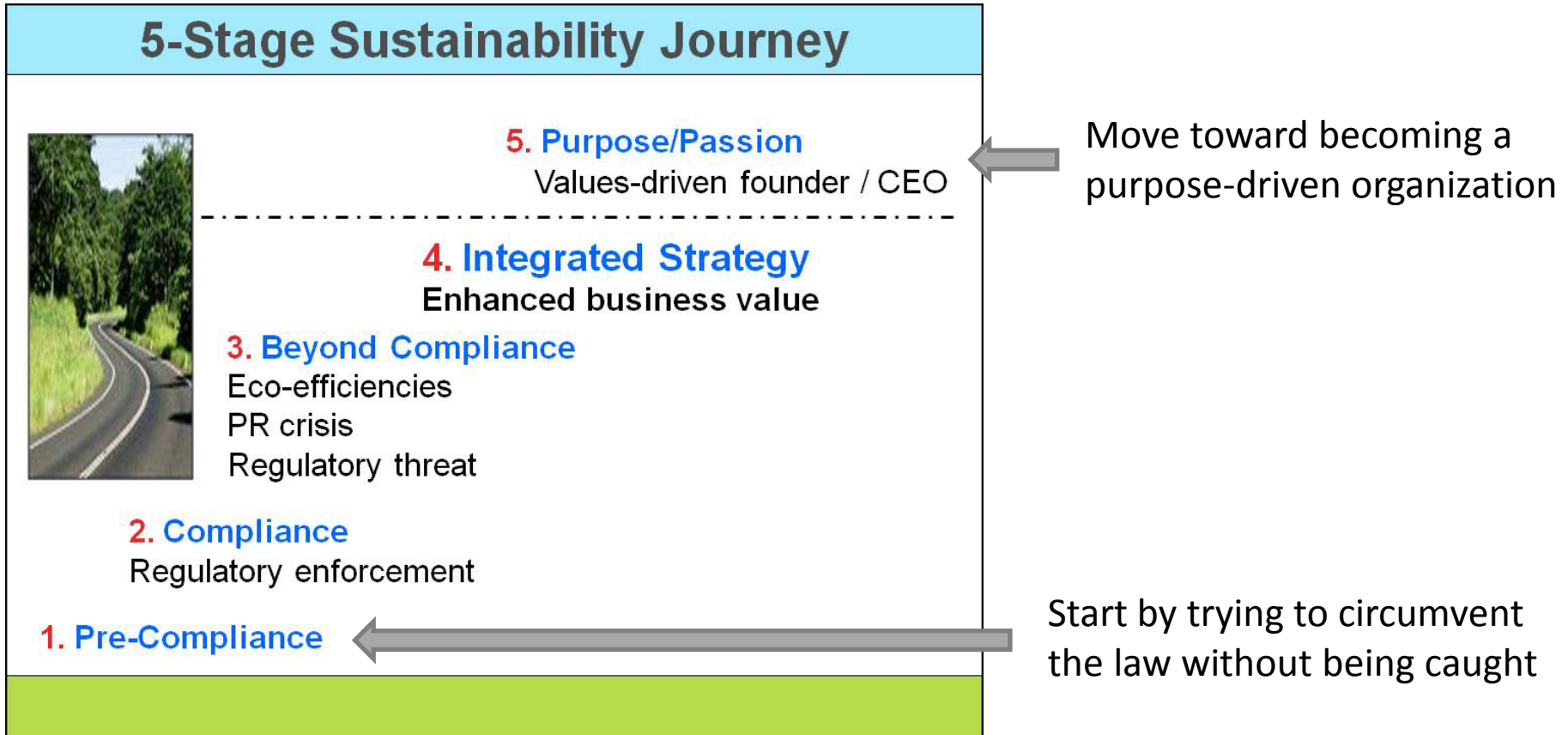


## **Ontario Climate Symposium**

York University

***- May 12<sup>th</sup>, 2017 -***

# THE SUSTAINABILITY MOVEMENT: A 5-STAGE JOURNEY



# THE SUSTAINABILITY MOVEMENT: THE ECO-EFFICIENCY PLATEAU

## 5-Stage Sustainability Journey



### 5. Purpose/Passion

Values-driven founder / CEO

### 4. Integrated Strategy

Enhanced business value

### 3. Beyond Compliance

Eco-efficiencies  
PR crisis  
Regulatory threat

### 2. Compliance

Regulatory enforcement

### 1. Pre-Compliance

The sustainability movement  
has plateaued at Stage #3

## Measurement & Reporting



## Performance Management



# THE SUSTAINABILITY MOVEMENT: NEED FOR TRANSFORMATIONAL CHANGE



# THE REFOCUS SOLUTION: SUSTAINABILITY PROGRAM MODEL



**REFOCUS is a non-profit co-operative that enables organizations to perform better by smartly addressing sustainability. Our unique model and educational program helps professionals to generate transformational change and establish sustainability as a strategic priority.**

# THE REFOCUS SOLUTION: FOUNDING PARTNERS

 **Harbourfront centre**

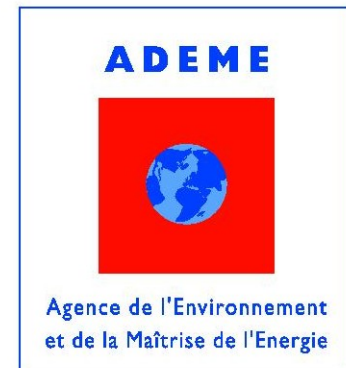
Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario



 **TORONTO**



 **TORONTO  
ATMOSPHERIC  
FUND**



**YORK**  
UNIVERSITÉ  
UNIVERSITY 

# THE REFOCUS SOLUTION: EDUCATIONAL PROGRAMMING MODEL

**Participants must first complete :**

**1. THE REFOCUS PROFESSIONAL  
CERTIFICATION WORKSHOP**



A REFOCUS-led, daylong session that familiarizes participants with our methodology, the inspiring HFC story and concludes with a program self-assessment.

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**Once certified, they can access :**

**2. THE REFOCUS GUIDEBOOK  
& E-LIBRARY OF RESOURCES**



A REFOCUS-managed online platform that features interactive content and hundreds of useful resources profiled to support deeper learning and application.

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**They can also participate in:**

**3. THE REFOCUS APPLIED  
CERTIFICATION PROGRAM**



A yearlong process led by our partners and repeated annually to help participants work toward developing a transformational program by applying REFOCUS.



# THE REFOCUS SOLUTION: EDUCATIONAL DELIVERY PARTNERS

## NGOs

- Ontario Ministry of the Environment
- Clean Air Partnership
- Strongly Sustainable Business Model Group
- Sustainable Waterloo Region
- Sustainable Hamilton Burlington
- Centre for Social Innovation Sustainability Corps
- Waterloo Region Environmental Network
- Association of Change Management Professionals
- Sustainability Prof. Resource & Networking Group

## Government

- Ontario Ministry of the Environment – Green Office
- Federation of Canadian Municipalities
- City of Toronto – Energy Efficiency Office

## Universities

- York University
- University of Waterloo
- Wilfrid Laurier University
- Ryerson University
- University of Toronto
- McMaster University

## Conferences

- Canadian Institute of Theatre Technology Rendez-Vous
- Sustainability Exchange
- Sustainatopia
- Staging Sustainability
- Assoc. for the Advancement of Sustainability in Higher Ed.

# THE REFOCUS SOLUTION: APPLIED CERTIFICATION PROGRAM

In Nov 2015, we launched a pilot designed to test a yearlong **Applied Certification Program** with the following organizations participating:



# THE REFOCUS SOLUTION: FOUNDING MEMBERS



Climate-KIC



THANK YOU!

**Randy Sa'd**

*Founder & Executive Director*  
REFOCUS

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

# THE REFOCUS SOLUTION: A COOPERATIVE OPERATING MODEL

## REFOCUS, Non-Profit Cooperative

### Education

- Develop strategic partnerships with NGOs and license REFOCUS platform for their use
- Deliver Professional Certification Workshops to audience of NGOs
- Continuously advance REFOCUS online platform and learning materials

### Academic

- Work with academic institutions to develop advanced curriculum
- Collaborate on academic research focused on addressing sustainability within organizations and learning from the application of REFOCUS

### Consulting

- Deliver advisory services to organizations that are using REFOCUS through a partner or otherwise.
- Develop strategic partnerships with consultancies and license REFOCUS model for use with their clients.

\* *NGOs committed to sharing REFOCUS with their audience will make up the membership.*