

Sustainability + Safety: Safe Companies are Sustainable Companies

By: Peter Sturm

Introduction to Sustainability and Safety:

The CSSE has undertaken a new and exciting initiative in the area of sustainability and where safety fit into the discussion. Our members are actively engaged, excited and enthusiastic about the topic of sustainability, and our practice and profession are aligned with the three core pillars of sustainability: people, profit and planet. These are linked to the “triple bottom line” accounting framework, which consists of three parts: social, environmental and financial. These terms have been coined for decades in the sustainability world.

This initiative was highlighted at the CSSE Professional Development Conference (PDC) in Calgary in September 2014.

CSSE Professional Development Conference:

The CSSE PDC had three distinct, different and challenging events for the participants and included a three-hour workshop titled Sustainability - The New Frontier in OH&S Metrics & Reporting; a plenary session titled: Overview of Sustainability and OH&S Metrics (GRI Review); and a “by-invitation-only” “Business Leaders Summit” for 20+ senior business leaders”. Prior to the conference, successful webinars were held with over 100 participants at each event in July and August to brief CSSE members on sustainability.

Centre for Safety and Health Sustainability:

During the conference, the entire Board of the Centre for Safety and Health Sustainability (Centre) www.centershhs.org met in Calgary for its annual board meeting. The meeting participants included:

Tom Cecich, Chair

Dennis Hudson, Centre Executive Staff

Laura Clements, Centre Executive Staff

Steve Granger, Director

Zack Mansdorf, Director and Chair Advisory Council

Peter Sturm, Director and Advisory Council Member

Vicky Yobp, American Industrial Hygiene Association (AIHA)

Kathy Seabrook, Advisor to the Centre

The Centre met with the CSSE Board members and the CSSE National Leadership Team and enjoyed informal discussions on the Centre and how its work is of value to the CSSE and our membership across the country.

CSSE Professional Development Conference:

Sustainability - The New Frontier in OH&S Metrics & Reporting:

Over 200 individuals and a full house of delegates participated in a three-hour session on sustainability. Over 180 delegates participated at the conference and 124 took advantage of our Live Streaming opportunity from the comforts of their office. I had the privilege to participate and moderate the session, which was an opportunity for each of us to communicate our perspectives and share how each of our professional and personal sustainability practices integrate health and safety in our interactions with our clients and stakeholders. Short presentations were made by:

Peter Sturm, Moderator, Board Member for the Centre for Safety and Health Sustainability and Advisory Council member

Tom Ceicich, President, Centre for Safety and Health Sustainability

Zack Mansdorf, Centre Board Member and Chair Advisory Council

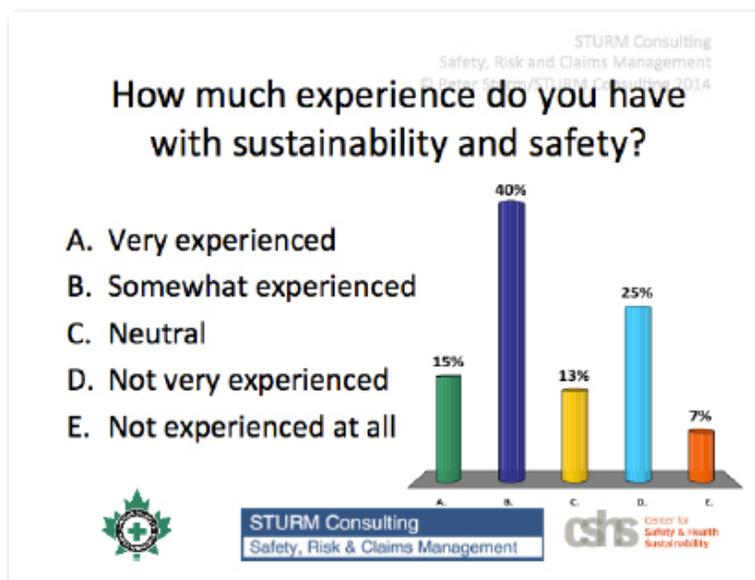
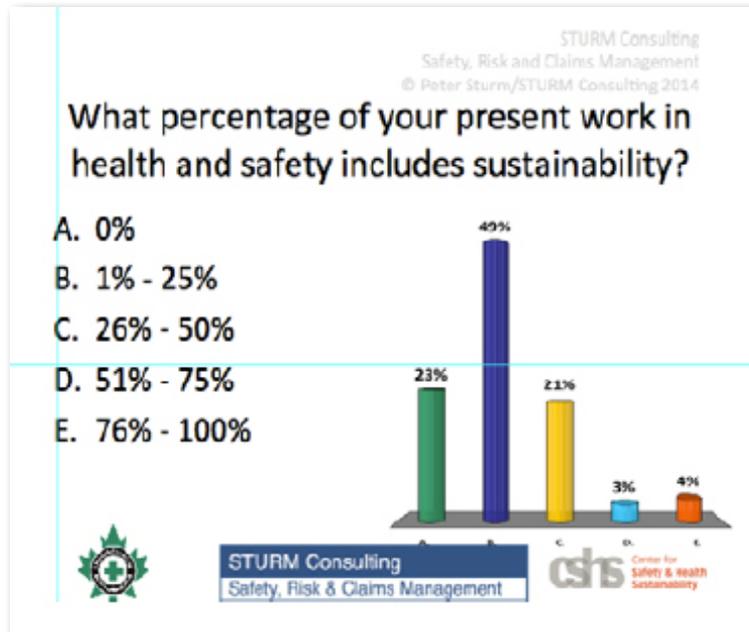
Kevin Thomas, SHARE (Shareholder Research Association for Research and Education)

Gordon Lambert, Suncor, Senior Vice President Sustainability

During the workshop, participants were able to use real time polling tools provided by Turning Point Technologies to provide their input, and more importantly to see what others are thinking about sustainability and to become better informed on emerging global trends.

Delegate Polling Highlights:

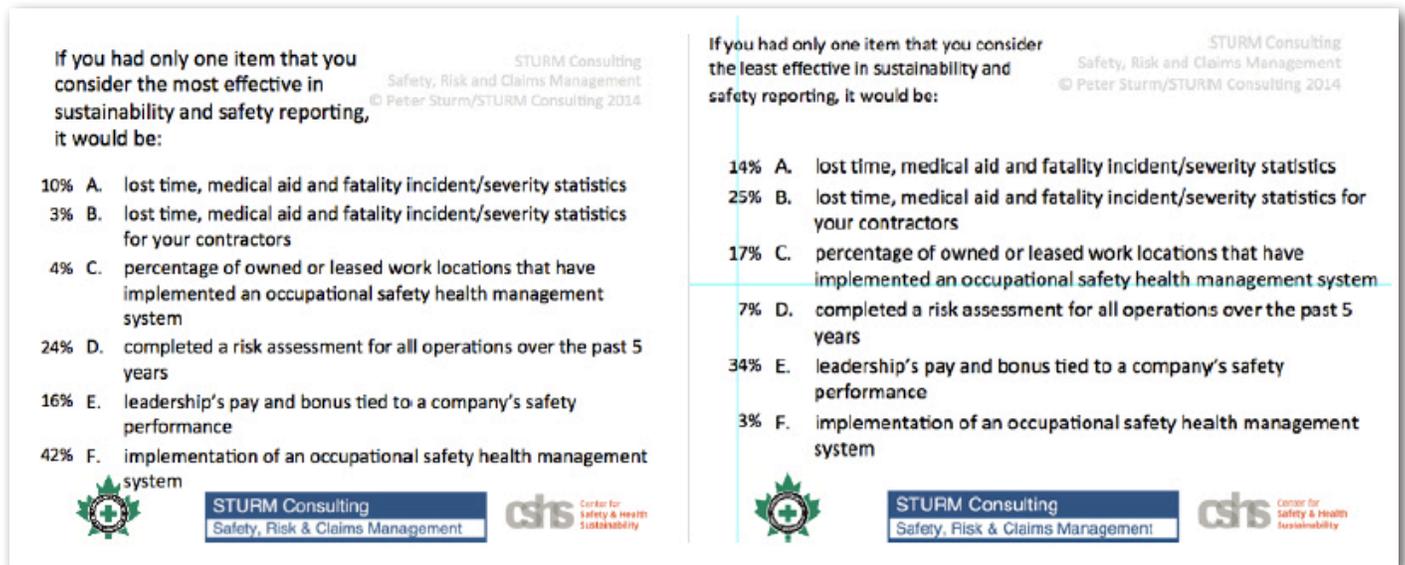
- 85% of the participants were Baby Boomers (43%) and Generation X (42%)
- 64% were male
- 43% have 10-19 years experience in health and safety; 28% more than 20 years
- 70% had 2-49 safety people at the company, 17% were self-employed
- 55% were very (15%) or had somewhat (40%) experienced with sustainability and safety
- 49% reported 1%-15% of their work was sustainability and 23% had 0%, and 21% had 26-50% sustainability work in their health and safety practice



The results of the interesting discussion on the Global Reporting Index - Health and safety metrics and the Centre for Safety and Health Sustainability's proposed metrics will be provided to CSSE members in the near future.

The delegates' opinions on the "most effective in sustainability and safety reporting":

- 42% felt that the implementation of an occupational safety / health management system was the most effective
- 24% felt that a completed risk assessment of all operations over the past 5 years was the most effective,
- 16% felt that leadership pay and bonus tied to the company's safety performance was the most effective in sustainability and safety reporting



The delegates' opinions on the "least effective in sustainability and safety reporting indices":

- 34% felt that leadership pay and bonus tied to a company's safety performance was the least effective
- 25% felt that lost time, medical aid and fatality incident/severity statistics for **contractors** was the least effective for sustainability and safety metrics reporting

Of special note is the very positive feedback and Twitter chat at "**#sustainablelive**":

- Debbie Rouleau ([click here](#))
- Great Discussions Today! ([click here](#))
- Paul M. Westcott ([click here](#))
- Great Conversation, Great Discussion ([click here](#))

Business Leaders Summit

The "Business Leaders Summit" yielded information on what senior business leaders need from their safety practitioners to address sustainability in their companies. Open discussion provided feedback on how the safety profession can become more relevant for business leaders in leading their companies to be successful and profitable.

The input will be analyzed and participants and shared with CSSE members.

Next Steps:

Follow the discussions and outcomes in **Contact** and take advantage of real-time data and information to help you be a better-informed safety professional.

Peter Sturm is the Past President of CSSE, a Board member of the Centre for Safety and Health Sustainability and a member of the Centres Advisory Council. His senior health and safety consulting practice works with companies to assist his clients in managing their safety and health risks and integrating their safety and health management