



A Sustainability Blueprint

An Introductory Guide to Sustainability for CIFFA Members

June 2023

CIFFA 

Foreward

For all CIFFA Members,

CIFFA's Sustainability Committee has been through a discovery process, learning about the origins of sustainability, various tools, reference materials and networks, with an interest in raising awareness for members and to explore opportunities for CIFFA. These findings have been outlined in the following: [Sustainability Blueprint – An Introductory Guide to Sustainability for CIFFA Members](#).

This blueprint is intended to provide members with foundational knowledge, greater awareness, and action steps based on three key sustainability pillars: environmental, social and economic. It also outlines key terms, concepts, resources and related sustainability networks.

Today, we're moving into a green transition – a shift towards sustainable economic growth with increased awareness of environmental impacts. There are opportunities to incorporate climate solutions, advance business development, apply tools, adapt to new regulatory requirements, and align on *global sustainability goals and principles*. The latter is part of a *2030 Agenda for Sustainable Development*, where 190 countries have committed to achieving specific goals by the year 2030, outlined in a universal blueprint by the United Nations and reflected in our mandate.

While there is a need for action at all levels – individual and corporate – the focus of this document is about what CIFFA members can do to get started with sustainability. Plans to strengthen the sustainability of a business and its workplace are critical for long term success, in remaining competitive, profitable, and the ability to attract and retain talent. In light of supply chain challenges, the pandemic, countries at war, and the climate crisis, sustainability has become a critical global priority.

I'm excited about the opportunities presented, and look forward to further discussions and member engagement on this important topic.

Sincerely,
Christina Fisker
Sustainability Chair

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Introduction

CIFFA is working: to create greater understanding among its members of the global impact of our industry; and to advance our participation in solutions. Our primary goal is to minimize shipping-specific environmental impact. While some of the world’s best logistical minds are making great strides on how to do this, the solutions are likely yet to be revealed. But there is a lot we can do right now, and this document outlines how to get started on creating more sustainable businesses.

Following is a high-level list of the most important actions each member group can do right away:

Calculate the carbon impact of all of our business activities (within our offices, warehouses and other facilities).	<ul style="list-style-type: none"> This is relevant to all CIFFA member groups - Freight Forwarders, Drayage Operators, 3PL Load Brokers, Licensed Customs Brokers and Warehouse companies.
Calculate the carbon impact of the movement of goods conducted on behalf of our customers – including road, rail, air and ocean.	<ul style="list-style-type: none"> This is particularly relevant to freight forwarders, freight brokers, and drayage companies.
Learn about the options available to lower the emissions in all aspects of our businesses	<ul style="list-style-type: none"> Office-based changes are relevant to all. Drayage companies are in a position to make significant reductions through greening their fleets, as well as bringing a critical eye to improving trip efficiencies. Freight Forwarders can reduce the impact of their business by using the least impactful modes, and choosing vendors/partners who use greener fuels and bring attention to trip efficiencies.
Get informed about the purchase of carbon offsets to make your business activities “carbon neutral.”	<ul style="list-style-type: none"> Relevant to all.
Join industry-specific sustainability networks, be part of the discussion and bring new ideas into your practices.	<ul style="list-style-type: none"> Particularly important for Freight Forwarders, where the logistics and technology are moving quickly to meet climate commitments.
Stay abreast of who is making headway – and either partner with them or learn from them.	<ul style="list-style-type: none"> Also of particular importance for Freight Forwarders, as they have the greatest dependence on the transportation network.
Communicate with and educate staff, customers and others about why this is important.	<ul style="list-style-type: none"> Relevant to all – particularly if changes result in cost increases or changes in the speed of delivery.

The first part of the document provides context for how to bring sustainability principles into your business decisions (big and small). The second part provides an action plan to help you get started.

Note: A glossary of terms is included at the end of this document for your easy reference.

What is Sustainability?

Sustainability is defined as meeting our own needs without compromising the ability of future generations to meet their own needs. (United Nations Brundtland Commission, 1987). It is recognized that, in addition to protecting our environmental resources, we need to address the health of our social and economic resources. Altogether, these make up the three pillars of sustainability.

Environment and, specifically, climate change has associated urgency and often takes centre stage in sustainability strategies. But the fact is, living sustainably means making responsible decisions every day, in almost all aspects of our life.

Participating in the sharing of ideas and knowledge will increase our understanding of the connectedness of ecological, social and economic issues.

Three Pillars of Sustainability

1. Environmental

The environmental pillar is founded on a commitment to protect the environment by reducing risks and measuring the environmental impacts of companies' activities, with attention to:

- Assessing their carbon footprint and reducing total greenhouse gas emissions
- Reducing overall air, ocean and land pollution and waste for current and future generations
- Preventing water scarcity
- Saving and preserving natural or agricultural resources.

2. Social

The Brundtland report, from which sustainable development gets its name – delineated the development of human resources in the form of extreme poverty reduction, global gender equity, and wealth redistribution.

The social pillar of a company's sustainable development refers to values that promote equality and respect for individual rights. The social consequences of a company's activity are then assessed in accordance with these issues, such as:

- applying global social rights such as accommodating workers of different cultures, ages, levels of ability (in Canada, these and other characteristics are governed by the Charter of Rights and Freedoms)
- applying principles of diversity, equity and inclusion, including addressing gender exclusion, discrimination, and the gender pay gap.
- bringing attention to the importance of a living wage and fair trade.

3. Economic

The Economic pillar refers to companies' ability to contribute to positive economic development and growth in a way that incorporates and strengthens its environmental and social performance. This pillar is interpreted in a couple of ways:

First, Governance refers to the interaction of the company's business activities with its community, employees, value chains, customers, and other stakeholder/shareholder interests. It governs the way a company conducts its business affairs and focuses on ethical practices such as compliance, risk management, and transparent accounting practices. This is part of the Environmental, Social and Governance (ESG) accounting which has become a regular practice for publicly traded companies.

Second, Economic sustainability was originally focused on the economic advantages resulting from: improved energy performance and reduction in energy consumption, the reuse and recycling of products, and the use of renewable energy.

A "wedding cake" graphic shows the dependencies of the environment (big base layer), society (mid-layer) and the economy (top layer). Sustainability of the base layer is critical to the success of the other two. In fact, the social and economic layers cannot survive the collapse of the base layer. (See diagram and associated UN Sustainable Development Goals in Appendix 4.)

Many governments and large corporations are taking on the dual commitment of: reducing emissions to mitigate global warming; and developing adaptation strategies which aim to forecast and mitigate the risks of effects of global warming. These strategies are focused on the base Environmental layer in order to protect the continued functioning – the sustainability – of the Social and Economic layers.

Environmental Impacts of the Freight Industry

The shipping industry provides significant economic benefits to Canada and efforts are being made to mitigate their environmental impacts through regulations, sustainable practices, and technology advancements.

Protecting the environment is today's biggest sustainability challenge for the shipping industry. The activities of the transport industry release several million tons of greenhouse gases each year into the atmosphere. According to research conducted at the Massachusetts Institute of Technology (MIT), freight transportation makes up 8% of global greenhouse gas emissions, and as much as 11% if warehouses and ports are included.

The freight and logistics industry is a significant contributor to the environmental impact of global trade. Here are some of the primary ways in which this industry affects the environment.

- **Greenhouse gas emissions.** The emissions are the result of burning fossil fuels in trucks, ocean carriers, cargo planes, and other transport (rail, pipelines, etc.)

Mode	Weighting factor	% of total freight GHG*
Trucks	Highly polluting, highly used	65%
Air cargo	Highly polluting, least used	5%
Ocean carriers*	Lower polluting, highly used	24%
Other (rail, pipelines)	Lower polluting, least used	6%

** Drawn from the Climate Portal, Massachusetts Institute of Technology*

** According to S&P Global Platts Analytics, ocean shipping alone accounts for between 2% and 3% of global CO₂ emissions (940 million tonnes of CO₂e) and could be 17% by 2050 if left unregulated.*

- **Air pollution.** The emissions from transport also cause air pollution, including sulfur oxides and nitrogen oxides, which contribute to smog and acid rain.
- **Ballast water and marine pollution.** Ships often discharge ballast water, which can introduce invasive species to new areas and disrupt local ecosystems. Additionally, ships can accidentally spill oil and other hazardous materials into the ocean, leading to marine pollution.
- **Noise pollution.** The noise from ocean carriers can disrupt marine life, including whales and dolphins, which rely on sound for communication and navigation.
- **Land use.** The shipping and logistics industry requires extensive infrastructure, including ports and distribution centres, which can lead to the destruction of natural habitats and displacement of local communities.

Relevance to CIFFA Members

The transportation of goods has been identified as a part of the global warming problem; globally, transportation providers and their associations are responding to the call through growing awareness and planet-positive choices of fuel types, mode shifts, route optimization and consolidation.

There are expectations that stakeholders in the movement of goods grow their knowledge in the measurement and mitigation of emissions and material impacts. Below is a list of reasons that sustainability planning is a priority for CIFFA members:

- **Right thing to do.** We have a responsibility in this and all industries to be aware of the impact of our activities. Our current levels of industrial activity and modern conveniences (extraction, emissions, production, waste) are contributing to a change in the earth's temperature and affecting the climate. All over the world, we are experiencing more frequent and more intense weather events and collapsing ecosystems – upon which all life depends.
- **Part of the solution.** Attention to sustainability shows your stakeholders that you're willing to make the investment to be part of the solution. Demonstrating action will make you a preferred supplier to some customers, and it may not be long before inactivity would be seen as a competitive liability.
- **Preferred vendor and preferred employer.** In addition to being the right thing to do, sustainability-focused companies reap the benefits of improved talent attraction and retention, as well as customer attraction and retention.
- CIFFA members are in an **influential position as vendor selectors**. Shifting business to like-minded partners creates a cumulative benefit and puts pressure on sustainability laggards.
- **Supply chain impacts.** Climate change has and will continue to have an impact on the supply chain. Risks of storms (air, land and sea), inability to access flooded ports, scarcity of resources needed to make goods, to name a few.
- **Added costs for non-compliance.** Governments are introducing emissions regulations and carbon pricing. For example, the European Union has approved the world's first carbon tax on imports. It's designed to make certain products a lot more expensive if they come from manufacturers that aren't paying for their greenhouse gas emissions. In addition, Brazil, India, Mexico and the Philippines all employ GHG Protocol-based systems to collect emissions data.
- **Increased interest in vendor reporting.** Publicly traded companies are being pressured by stockholders and the market in general to set sustainability goals, such as reducing their environmental footprints and conserving resources.

Businesses and governments are implementing Environment, Social and Governance (ESG) plans to measure and manage their impacts. This change in the business landscape will have a trickle-down effect as direct and indirect suppliers are asked to provide data to be included in ESG reports. More often RFPs (request for

proposals) include sustainability sections, where they assess vendors on evidence of accounting for and reporting on efforts to reduce negative environmental and social impacts.

The nature of questions in vendor assessments follows:

1. What steps have you taken to reduce your environmental impact?
2. Do you have any sustainability certifications or accreditations?
3. How do you measure and report on your sustainability performance?
4. How do you manage your supply chain sustainability? (Note: all potential vendors are being asked this question, not just those in the supply chain industry.)
5. What steps are you taking to reduce emissions and promote renewable energy?
6. How do you manage waste and promote circularity?
7. How do you engage with stakeholders on sustainability issues?

Check these commonly used assessments for more information:

- A Sustainability Scorecard
- A Supplier Sustainability Assessment
- A Sustainable Procurement Scorecard
- The EcoVadis Assessment, and
- The Carbon Disclosure Project (CDP) Supply Chain Assessment.

Risks (for businesses who choose not to adopt sustainability initiatives)

- Regulatory risks, and restricted access to particular jurisdictions
- Reputational risks (risks to the brand) if customers or stakeholders view their practices as harmful to the environment
- Financial risks, such as loss of business, or competitive disadvantage
- Operational risks, such as higher fuel costs
- Legal risks, if they are found to be responsible for environmental damage or pollution

Getting Started: Building a Strategy

A strategy is simply a snapshot of where you are, where you want to be, and a plan for getting from here to there. Strategies typically involve:

- **Assessment of the current situation.** If quantifiable, calculate baseline measurements.
- **Goals and objectives for improvement.** Such as setting targets for reducing greenhouse gas emissions, increasing diversity and inclusion, or improving supply chain transparency.
- **The input of others.** Identify key players and engage them in solutions. This could include staff, clients, as well as local and global networks – industry specific or goal specific. Train staff, and illustrate the relevance of their work to the strategic direction.
- **A detailed plan.** Identify actions that will move your business towards its goals. For each activity ask, will this get us closer to our goal and how will we know. Include which metrics to track and measure change (performance indicators), and the best way to collect data; assignment of responsibilities; and realistic timelines.
- **Strategy embedded.** Update company policies, and operational processes to support change. Add strategic lens to decision-making processes.
- **An accountability framework.** To keep work on track, establish reporting mechanisms such as renewals on certifications, regular reporting on your website, updates in pitch decks, regular review with staff to celebrate successes and make adjustments in challenging areas. Update strategy as per your business's planning cycle.

Plan development for both aspects of your business

In this section of the Blueprint, you will find action steps. This collection is not intended to be exhaustive but rather to seed ideas for how to measure and manage different aspects of your business's impact. Taking the first step will open the door to a world of resources for how to, when to, why to, and with whom.

Following are two sections which provide you with steps you can take:

- at the **business operations level** – what you do at your office and facilities; and
- at the **business service level** – what you offer your customers.

This treatment aligns more or less with the three scopes of emissions captured by carbon calculators and reported. All carbon calculator services measure impact of all three scopes.

Scopes 1 and 2 emissions are those owned or controlled by the company (business operations level). The distinction between scope 1 and scope 2 is how much you are able to control the output. For example, you can definitely control how much paper you use. But, while you can reduce how much electricity you use, you have no control over what kinds of fuels power the electrical grid from which you draw your energy.

Scope 3 emissions are a consequence of the activities of the company but occur from sources not owned or controlled by it (service delivery).

Environmental Sustainability at the Freight Service Level

While action in one area can serve to benefit another, typically aspects of environmental protection are managed separately from social and economic factors. There are three parts to this collection of actions:

- Climate Change and Greenhouse Gas Emissions
- Pollution & Waste Reduction
- Water Use & Protection

i. Climate Change and Greenhouse Gas Emissions

Background

Greenhouse gases (GHGs)

There are three main greenhouse gases:

- carbon dioxide (76%): burning fossil fuels, chemical reactions and leaks from industrial processes
- methane (16% but more potent than CO₂): production and transport of coal, natural gas and oil; livestock and agricultural practices, land use and decay of organic waste in landfills
- nitrous oxide (6%): fertilizers, manure management, wastewater treatment, burning of agricultural residues.

Because carbon dioxide contributes most to the total GHG emissions, GHGs are often referred to as simply carbon or, for the sake of accurate carbon accounting where GHGs are naturalized to a carbon base, CO₂e (carbon dioxide equivalencies). GHG weights are expressed in carbon tonnes, which are abbreviated as tCO₂e.

The Greenhouse Gas (GHG) effect

Scientists have determined that particular gases, when released into the atmosphere in large volumes, create a shield just above the earth's surface. Similar to the way a greenhouse works, the heat from the sun penetrates the shield and is trapped in the earth's lower atmosphere. The result is the warming of the environment.

These gases occur naturally in low, manageable volumes. But industrial and technological advances in the last century have created gases in unabsorbable volumes which resulted in an anthropogenic (caused by human activity) greenhouse effect.

The greenhouse effect is the cause of global warming (or climate change) which is affecting weather patterns and the livability of the earth due to:

- melting of the polar ice caps
- rises in sea levels affecting populations living on coastlines
- heightened intensity and frequency of extreme weather events
- heatwaves and warming oceans
- wildfires, floods and droughts
- collapsing ecosystems, water supplies and food sources.

Sources of GHG emissions

(Reference: International Panel on Climate Change)

Three main sources of greenhouse gas emissions are:

- **Burning fossil fuels** (for energy)
 - Buildings: heating, cooling and electricity account for 28% of the world’s GHGs; another 11% come from the manufacture of materials for building construction (cement, steel, and aluminum)
 - Transportation: 28% for all transportation – personal vehicles, vessels for travel, public transit, and cargo transportation. Shipping accounts for 2.5% of the world’s GHGs.
 - Industrial processes: 23% of GHGs come from burning fossil fuels for electricity.
 - Agriculture: 10% of GHGs derive from agricultural practices and food production.
- **Deforestation.** Trees absorb carbon dioxide and return oxygen to the atmosphere (a valuable form of carbon sequestration – the process of capturing and storing atmospheric carbon dioxide). In fact, rainforests are often referred to as the planet’s lungs.
- **Modern agricultural practices.** Hard to digest feed and compounds used in fertilizer cause the atmospheric release of high concentrations of methane and nitrous oxide.

Emission Reductions: Principles and Practices

There’s a hierarchy in the way to address our environmental sustainability improvements:

Do 1 st	Use less. Reduce consumption however and wherever possible... reusable containers, less printing, less electricity, less heating and cooling, etc.
Do 2 nd	Use cleaner. That means cleaner, greener sources – like electric vehicles, green cleaning supplies, recycled paper products. Support policies focused on using clean energy sources for provincial electrical grids.
Do 3 rd	Purchase carbon offsets to address whatever CO2e you can’t reduce. Carbon offsets compensate for the emission of carbon dioxide into the atmosphere as a result of industrial or other human activity, especially when quantified and traded as part of a commercial program. There are many organizations which sell carbon offsets or carbon credits. Review the nature of the projects they finance and choose one that is right for your business. Note: it’s important to choose an organization certified by Puro Standards, Verified Carbon Standard, Gold Standard or the Climate Action Reserve.

Actions

Focus on Impact Calculations

- Learn how to calculate the carbon impact of cargo trips. Almost all air, rail, ocean, and transport companies are doing their part to calculate the carbon impact of their trips. The data they provide offers insight into preferred modes and preferred fuels when you are working to reduce the impact of your customers' shipping. Remember: what gets measured, gets managed.
- Emissions are calculated based on the distance travelled, mode (air, ocean, road, rail), fuel source, and cargo weight. Return of empty cartons and containers is also factored in. All of these pieces of data are collected by you and entered into the tool you've chosen.
- Choose a tool to help you capture and calculate the emissions of the trips you create on behalf of your customers. It is important that whatever tool you use is certified by the Global Logistics Emissions Council (GLEC). Some GLEC approved tools include EcoTransIT World and Pledge. (See Resources in Appendix 2). The GLEC Framework, which specifically looks at shipping emissions, is now used as part of the GHG Protocol framework, the ISO emissions accounting and others.
- In the resources section of the CIFFA website, there is a repository of carbon calculators which have been verified by the Global Logistics Emissions Council.
- Added bonus, if a vendor/partner is offsetting the carbon on a trip, you don't have to. That can be an incentive for finding like-minded partners, and them finding you.
- Record emissions for a year-over-year comparison. Identify meaningful constants over which you show emissions. Changes will come as a result of mode choices, better route optimization, green partners, etc. Continue to challenge yourself to get the number lower.

Focus on Creating a Compendiums of Green Vendors

- Research and create list of green vendors and potential partners.
- Create your own assessment to qualify vendors for your green list with questions that reflect attention to:
 - Shifting to low-emission transport modes with new options in rail, barge, and sea transport, which have lower carbon emissions than road transport.
 - Optimizing and consolidating shipments to reduce the number of vehicles needed to transport goods, which can lower fuel consumption and emissions.
 - Using fuel-efficient vehicles like hybrid and electric trucks and vans, which emit less carbon than traditional diesel vehicles.

Focus on Technology

- Embracing technology. Stay abreast of technology being developed to reduce carbon emissions, such as using real-time tracking and predictive analytics to optimize routes and reduce fuel consumption.

Focus on Global Effort

- Join an industry network focused on sustainability and stay informed of advances.
- Stay abreast of who is making headway and bring new ideas into your practices.
- Share resources and identify progressive green shipping vendors and partner with companies which share your values.
- Be part of the discussion for change, learn from the leaders, and watch for the trends.

Focus on Offsetting

- Make your business “carbon neutral.” Learn about carbon offsets and carbon credits and purchase offsets to address any GHG emissions you can’t reduce any further.
- Carbon offsetting or carbon credits. Some CIFFA members are offsetting the carbon emissions produced by their operations by investing in renewable energy projects, such as wind or solar farms, or by supporting reforestation projects.
- Using green suppliers will reduce carbon emissions and ultimately cost you less in carbon offsets.
- It is once you reduce your emissions as low as you can, and purchase offsets for anything you can’t eliminate, that you can call your services carbon neutral.
- Carbon offsets are different prices for different types of projects.
- Often the same services that calculate emissions also arrange for you to purchase offsets through them.

Focus on Communication

- Communicate with and educate staff, customers and others about what you’re doing and why it’s important. The more involved your staff, the more they will innovate with you and bring diligence to the process.
- Earn a certification. And add it to your website and all your promotional materials.

ii. Pollution and Waste Reduction

Background

Solid waste comes from food, building construction (wood, glass, metal, etc.), paper/cardboard, plastics/packaging, and electronic waste.

Waste is a problem for a number of reasons, including land and water pollution, land-use issues, as well as over extraction and misuse of natural resources.

Reduce, reuse, recycle – in that order. Of these, the most effective way of managing waste and our precious natural resources is reducing how much we use, and how to reduce how much material waste ends up in our landfill. Recycling is at the end of this list of the amount of energy, water and other resources used to process materials. There are also issues with buyers for recycled goods leaving a lot of recyclable materials in landfills.

A circular economy is a model that aims to keep resources in use for as long as possible, by designing products and systems that prioritize reuse, repair, and recycling. This model seeks to minimize waste and create a closed-loop system where resources are continually cycled back into the economy.

Adding Recovery: Throughout the supply chain and logistics industry, there is increasing attention on what is called Reverse Logistics -- the process of managing the return and disposal of products, materials, and other resources after they have been used or consumed. It is a key component of a circular economy as it plays a crucial role in the management of used and discarded resources in an efficient and sustainable way. (See ReverseMi in the Resources section)

Actions

- Build knowledge of how to source recycled/recyclable packaging materials and share resources with your customers.
- Join a network of transportation providers focused on working together to apply principles of a circular economy and reverse logistics to reuse unwanted/abandoned goods, packaging and containers.

iii. Water Use and Protection

Background

Carrying approximately 90% of the world's manufactured goods, ships are key to international trade. It is considered the most environmentally friendly mode, as it has a lower GHG emission factor than the others, but it can have ill effects on water and marine life. Ballast can introduce invasive species which can negatively affect local ecosystems. Noise pollution can disrupt the communication and navigation of larger ocean mammals. And we have all witnessed the devastating effects of spills.

For those reasons and more, all are encouraged to bring focus to the way the freight industry affects the waters it uses as transportation.

Some great work is being done by ports to reduce the environmental impacts of freight shipping at the shore and lands required for related freight operations. Refer to the resources section to access information on the key Canadian Ports and their sustainability initiatives.

The World Wildlife Fund Canada has enhanced its marine activities in response to the increased dependency and increased volume of shipping. From their website: “We work closely with coastal communities, planners, government and other stakeholders to ensure new and existing shipping operations are thoughtfully developed, managed and monitored.”

Actions

- **Be part of a network of water-aware forwarders**, such as the Green Marine group, refer to Resources in Appendix 2.
- **Create your own vendor assessment** with questions that reflect attention to shipping impacts on ecosystems, invasive species, cargo residues, oily discharge, spill prevention and stormwater management, and underwater noise.
- **Stay abreast of what the activists are saying** about ports and waterways, and be part of the discussion about improved practices. (See Coastal First Nations’ Guardian Watchmen in Resources, and World Wildlife Fund: Ocean Conservation / Shipping)

Sustainability at the Business Operations Level

Pillar 1: Environmental Sustainability

i. Climate change and Greenhouse Gas Emissions

Carbon calculation tools – like the ones listed in CIFFA’s Repository of CO2 Emission Calculators, Radicle Climate Smart, Pledge and many others (see Resources) – walk you through baselining and measuring CO2e from each of the following areas:

Focus on Electricity

- Baseline electricity use. Depending on the nature of your office set-up, that could be information drawn from your utilities bill, or information provided by the building owner reconciled by square footage or number of staff.
- Replace halogen and incandescent bulbs with energy-efficient LEDs (look for Energy Star products)
- Install smart light devices such as timers, motion detectors, and dimmers as appropriate. Engage staff to identify what can be changed out and with what.
- Program computers to sleep/shut down when inactive. Always be on the lookout for technology and apps that can lessen electricity use.
- Look for other sources of phantom power – such as machinery and appliances that stay on when they’re not in use. Power cords with a global off switch make it easy to shut down at the end of the evening.
- Remote offices. Include home set-ups in the calculations.

Focus on Heat

- Keep temperatures consistent. Avoid varying the temperature during the day.
- Discourage staff from opening windows when the heat is on, or using portable heaters. Encourage people to wear warmer clothing during the winter months, rather than turning up the heat. Move desks closer to or further from sources of heat and cooling to accommodate individual preferences.
- Identify causes of drafts and address them with appropriate mitigation solutions (better blinds, blow-in insulation, repair seals around doors and windows).
- For business-owned facilities, regularly service heaters and boilers, insulate hot water tanks, boilers and pipes.

Focus on Vehicle Fuels

- Business travel. Be judicious about how often you need to be in person. If it’s unavoidable, use the tools and apps available through most airlines to offset carbon from transportation. IATA also has a tool.
- Fleet fuels. For company owned vehicles or equipment, invest in clean energy vehicles, such as electric.
- Courier users. Research and select suppliers who use clean energy vehicles.
- Provide incentives for commuting staff. To encourage travelling to and from the office on foot, by bike, carpooling or by public transit.

ii. Environment: Pollution and Waste Reduction

Focus on Landfill and Recycling

- Baseline how much landfill, recycling, compost your business creates.
- If you own your own facility, calculate size/number of bins, how full they are, frequency of pick-ups. If you don't own the facility, the property management company can provide this information and provided to tenants by square footage or number of employees.

Focus on Paper Consumption

- Baseline how much paper you purchase/use.
- Look at processes and habits around paper use. Determine what needs to be printed and what doesn't. As necessary, invest in new systems and set new protocols for online filing, billing, etc. to use the least amount of paper possible.
- Purchase paper with the least amount of virgin material – ideally 100% recycled.

Focus on your own supply chain

- Source suppliers who use environmentally friendly materials and practices, such as those that use recycled or biodegradable materials to reduce waste and minimize their environmental impact.

Focus on Kitchen / Lunchroom practices

- Assess how much unnecessary waste is coming from food purchases and food preparation.
- If people are using disposable packaging, invest in reusable materials and encourage staff to use them. (Remember reducing is a higher order than recycling.)
- Engage staff in identifying what can be changed and supporting them to make the changes.

iii. Environment: Water Use and Protection

Focus on Measuring and Managing

- Baseline how much water your business uses.
- If you own your own facility, your utilities bill will likely include water usage. If you don't own the facility, the property management company can provide this information, calculating tenant by square footage of your suite or by the number of employees.

Focus on Using Less Water

- Dishwashers take less water than washing by hand. Scrape dishes before loading them into the dishwasher; there is no need to rinse.
- If washing by hand, fill the sink to wash the dishes. When rinsing, turn off water between each dish.
- Install low-flow toilets.
- Remove garburators, as they take lots of water to operate. It also takes a lot of energy to remove solid waste from wastewater – especially oil/fat.

Pillar 2: Social Sustainability

Focus on Diversity, Equity and Inclusion (DEI)

- Bring attention to your business's potential barriers to full participation because of intentional or unintentional discrimination. Analyze the demographics of senior staff versus junior staff, salary levels, access to education and conferences, etc.

Focus on Supporting Healthy Working Environments

- Implementing workplace and employee wellness programs
- Develop and train staff in your company's code of ethics for internal and external conduct of your business.

Focus on Community Investment

- Create meaningful partnerships in underrepresented social groups.
- Identify areas to donate money or time to improve community livability.
- Engage employees to invite their ideas and passions and encourage them to get involved.
- Look at programs like One Percent for the Planet for ideas on how to make a difference. (See Resources)

Pillar 3: Economic Sustainability

Focus on being a Trusted and Ethical Supplier

- Make business decisions from a place of growing trust through transparency. Model ethical business practices for your employees.
- Develop internal policies for consistent, predictable treatment of employees and customers.

Focus on Well-Trained Staff

- Develop Standard Operating Procedures to increase employee confidence and support them in excellent customer service.

Focus on Strengths, Weakness, Opportunities and Threats

- Invest in the company with a view to sustainable business practices which will provide long-term employment.

As was said in the Introduction, this is by no means an exhaustive list but rather a great place to start and create a sustainability mindset. Add your own ideas and those of your staff to build out what is best for your business.

Good News! Local and Global Initiatives

The vision for environmentally responsible shipping in the future is one that is sustainable, efficient and low emission. There are several key trends and initiatives shaping this vision.

- **Low-emission fuels:** One of the most significant trends in environmentally responsible shipping is the move towards low-emission fuels, such as biofuels, hydrogen, and ammonia. These fuels produce significantly fewer greenhouse gas emissions than traditional fossil fuels, and are expected to play a major role in decarbonizing the shipping industry.
- **Electric and hybrid vessels:** Another trend is the development of electric and hybrid vessels, which can significantly reduce emissions and improve fuel efficiency. These vessels are becoming increasingly common in the ferry and passenger ship sectors, and are also being developed for use in other types of shipping.
- **Alternative propulsion systems:** In addition to electric and hybrid vessels, there are also other types of alternative propulsion systems being developed, such as wind-assisted propulsion and kite sails. These systems can help reduce emissions and fuel consumption, while also improving vessel performance.
- **Port electrification:** To support the use of electric and hybrid vessels, there is a growing trend towards port electrification. This involves providing shore power to vessels while they are docked, which allows them to use electricity instead of their engines for power.
- **Emissions regulations and carbon pricing:** Governments and international organizations are increasingly implementing regulations and carbon pricing schemes to incentivize the shipping industry to reduce emissions. These policies are expected to drive innovation and investment in low-emission technologies and practices.

How CIFFA is building resources for Member Sustainability Journeys

CIFFA has made a commitment to inform members about initiatives and tools that can help them with their sustainability initiatives and goals. It meets that commitment by:

- Actively building and participating with global networks
 - Member of UN Global Compact to support CIFFA's direction and accountability measures
 - Associate member of the SmartWay
 - Associate member of Smart Freight Centre
 - Associate member of the Global Logistics Emissions Council
 - Developing CIFFA Sustainability course, and sourcing other industry-specific options
 - Communicating related sustainability news, such as latest in logistics technology to reduce carbon emissions (for example, real-time tracking and predictive analytics to optimize routes and reduce fuel consumption)
 - Advocating for international freight forwarding and global logistics industry
- Developing glossary of terms and concepts
- Providing helpful resources to members
- Making available tools and resources created by FIATA (International Federation of Freight Forwarders Association) and, where beneficial, adapting for a Canadian context:

Appendix 1: Glossary of Terms and Concepts

Agenda for Sustainable Development (Agenda 2030)	In 2015, the United Nations developed the 2030 Agenda for Sustainable Development – outlines a universal a blueprint, incorporating global goals and principles, for peace and prosperity for people and the planet, now and into the future.
Belonging (DEI&B)	Diversity, Equity, Inclusion and Belonging (a variation of DEI). The feeling of security and support when there is a sense of acceptance, inclusion, and identity for a member of a certain group.
Biodegradable and Compostable	Biodegradable products break down into a few natural elements. Compostable products leave behind a single organic material called humus. All compostable materials are biodegradable but not all biodegradable materials are compostable. Compostable products are less harmful to the environment.
Carbon calculating	The calculation of carbon footprint is the standard way of measuring and reporting the environmental impact that a building, land, a structure, or a retail location has on the environment.
Carbon credits	Typically managed by the government, carbon credits allow a company or organization to produce a certain amount of carbon emissions, and which can be traded if the full allowance is not used.
Carbon neutral	Carbon neutrality means having a balance between emitting carbon and absorbing carbon from the atmosphere in carbon sinks and other sequestration activities. For example, companies can claim to be carbon neutral if they purchase carbon offsets equal to their carbon emissions.
Carbon offsetting	The action or process of compensating for CO ₂ e emissions arising from industrial or other human activity, by participating in programs designed to make equivalent reductions of carbon dioxide in the atmosphere.
Carbon sequestration	A natural or artificial process by which carbon dioxide is removed from the atmosphere and held in solid or liquid form. For example, carbon sinks are systems that absorb more carbon than they emit – such as forests. Carbon captures are technology-based systems that remove CO ₂ from the atmosphere and then store it.
Circular Economy	An economic system based on the reuse and regeneration of materials or products, especially as a means of continuing production in a sustainable or environmentally friendly way. The notion of a circular economy has gained traction, with many companies looking to operate in a way which minimizes waste.
Climate Change	Climate change refers to long-term shifts in temperatures and weather patterns. Such shifts can be natural, due to changes in the sun’s activity or large volcanic eruptions. But since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas.
Conference of the Parties (COP)	The main decision-making body of the UNFCCC. Assesses the effects of measures introduced by the Parties to limit climate change against the overall goals of the UNFCCC. 195 countries signed onto the Paris Agreement at COP 27 – committing to carbon neutrality by 2050.
Corporate social responsibility (CSR)	The idea that a company should play a positive role in the community and consider the environmental and social impact of business decisions. It is closely linked to sustainability – creating economic, social, and environmental value – and ESG, which stands for Environmental, Social, and Governance. All three focus on non-financial factors that

	companies, large and small, should consider when making business decisions. In recent years, there has been a shift from CSR to Social Purpose.
Cradle-to-cradle design	Cradle to cradle can be defined as the design and production of products of all types in such a way that at the end of their life, they can be truly recycled (upcycled), imitating nature's cycle with everything either recycled or returned to the earth, directly or indirectly through food, as a completely safe, nontoxic, and biodegradable nutrient.
Diversity, Equity & Inclusion (DEI) <ul style="list-style-type: none"> • Diversity • Equity • Inclusion See related terms <ul style="list-style-type: none"> • Belonging (DEI&B) • Justice (JEDI) 	DEI refers to organizational frameworks that seek to promote the fair treatment and full participation of all people, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability. <p>Diversity</p> the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc. <p>Equity</p> Equity means recognizing that we do not all start from the same place and must acknowledge and make adjustments to imbalances. This differs from equality which is providing the same to all. A taller person may only require a short stool to see over the fence, while a shorter person may require a tall stool to get the same line of sight. <p>Inclusion</p> The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized
Environment, Social & Governance (ESG)	Environmental, social, and governance investing is used to screen investments based on corporate policies and to encourage companies to act responsibly. Governments and publicly traded companies measure, manage and report on various aspects of their social impact, including: <ol style="list-style-type: none"> 1. addressing pollution, carbon emissions, reducing waste; 2. Creating and maintaining a diverse and inclusive workforce, at the entry-level and all the way up to the board of directors.
Ethical Supply Chain	A practice that focuses on the need for corporate social responsibility, working to produce products and services in a way that treats its workers and the environment ethically.
Five P's (key principles of the SDGs)	People, Prosperity, Planet, Peace and Partnership. The concept of sustainable development is often viewed through the lens of three core elements: social inclusion, economic growth, and environmental protection. Respectively these reflect key principles of people, prosperity and planet; the Five P's add two more critical elements of partnership and peace. The Five P's inform business and policy development decisions.
Forced labour See related terms <ul style="list-style-type: none"> • Human trafficking • Slave labour 	Work that is performed involuntarily and under the menace of any penalty. It refers to situations in which persons are coerced to work through the use of violence or intimidation, or by more subtle means such as manipulated debt, retention of identity papers or threats of denunciation to immigration authorities. New legislation is evolving in various countries, including Canada, to prevent and reduce risk of forced labour and child labour in supply chains. It requires businesses to enhance their due diligence, understand the source of materials and related work conditions contributing to production of goods, confirming it did not involve any forced labour.

Global warming	Global warming is the long-term heating of Earth's surface observed since the pre-industrial period (between 1850 and 1900) due to human activities, primarily fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth's atmosphere.
Greenhouse gas effect	Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures.
Greenhouse gas emissions (GHGs)	Energy, industry, transport, buildings, agriculture and land use are the main sectors causing greenhouse gas emissions. Carbon, methane and nitrous oxide are the big three (out of seven), with carbon making up 75% of all emissions although some of the others are more potent. GHGs are calculated as carbon equivalencies and are typically measured in carbon tonnes represented with the symbol tCO _{2e} .
Green shipping and green logistics	Green shipping is environmentally friendly and an efficient transportation and distribution system. Green logistics is supply chain management practices and strategies that reduce the environmental and energy footprint of freight distribution. It focuses on material handling, waste management, packaging, and transport
Human trafficking	This involves the recruitment, transportation, harbouring and/ or exercising control, direction or influence over the movements of a person in order to exploit that person, typically through sexual exploitation or forced labour. It is often described as a modern form of slavery.
Intergovernmental Panel on Climate Change (IPCC)	Established in 1988, the United Nations body for assessing the science related to climate change. Governments, scientists, and staff work together to authoritative scientific assessments on climate change and provide policymakers with regular assessments on the current state/knowledge. In order to limit global warming to 1.5 degrees Celsius – a threshold the IPCC suggests is safe – carbon neutrality by mid- 21st century is essential.
Just transition	A Just Transition means greening the economy in a way that is as fair and inclusive as possible to everyone concerned, creating decent work opportunities and leaving no one behind.
Justice (JEDI)	The activity of dismantling barriers to resources and opportunities in society so that all individuals & communities can live a full & dignified life. When justice is included, the DEI acronym becomes JEDI.
Living Wage	A living wage is the hourly wage a worker needs to earn to cover their basic expenses and participate in their community. It does not include extras such as benefits, perks, and paid time off.
Net positive	A new business approach in which a company puts back more into society, the environment and the global economy than it takes out. Organizations that take a Net Positive approach share an ambition to grow their brand, have strong financial performance and attract the brightest talent. A term coined by the authors of “Net Positive”, a book by Paul Polman (former CEO of Unilever) and Andrew Winston (Sustainability Strategist and Management Thinker)
Net zero	Net zero means that a company reduces all greenhouse gas emissions across its whole supply chain.
Reverse logistics or reverse distribution	Reverse logistics is the process of moving products and materials at least one step back in the supply chain. It's most often associated with returns and recalls, but it's also used for recycling programs, asset recovery and disposal.
Slave labour	Labour that is coerced and inadequately rewarded, or the people who perform such labour.

Social purpose	A business with a social purpose is a company whose enduring reason for being is to create a better world. It is an engine for good, creating societal benefits by the very act of conducting business. Its growth is a positive force in society.
Sustainability	Defined as fulfilling the needs of current generations without compromising the needs of future generations, while ensuring a balance between economic growth, environmental care and social well-being
Sustainable Development Goals (SDGs)	The SDGs, also known as the <i>Global Goals</i> , were adopted by the United Nations in 2015 as a universal call to action to achieve sustainable development; to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. The 17 SDGs are integrated – they recognize that action in one area will affect outcomes in others, and that development must balance environmental, social and economic sustainability. The 17 Sustainable Development Goals are listed on page 28 of this document.
Ten Principles of the UN Global Compact	Sustainability starts with a company’s value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. The Ten Principles of the UN Global Compact are derived from four UN Conventions: the <u>Universal Declaration of Human Rights</u> , the <u>International Labour Organization’s Declaration on Fundamental Principles and Rights at Work</u> , the <u>Rio Declaration on Environment and Development</u> , and the <u>United Nations Convention Against Corruption</u> The Ten Principles are listed on page 27 of this document.
Three Pillars of Sustainability	Environment, Social and Economic. Dependencies: Environment is the base layer upon which the other two are dependent. Social is the middle layer – the people on the planet and the rules created to live together successfully. Economy is the top layer and represents the system of trade between the natural world (environment) and the people.
Three Rs of waste reduction	Reduce, Reuse, Recycle – in that order. Reducing our consumption is by far the most impactful way to help our planet while recycling has a much lower benefit.
Triple Bottom Line	A business concept, coined in 1994, that posits firms should commit to measuring their social and environmental impact—in addition to their financial performance—rather than solely focusing on generating profit, or the standard “bottom line.” It can be broken down into “three Ps”: profit, people, and the planet.
Trust & transparency	Transparency is being honest and authentic and as open as is appropriate. Typically, trust comes from transparency. Transparency empowers businesses, and their partners, to gather the necessary information about their supply chains to implement changes and meet their sustainability goals.
United Nations Framework Convention on Climate Change (UNFCCC)	Established in 1994 as a result for a call-to-action at the Rio Earth Summit, the UNFCCC has near—universal membership with the ratification of 198 countries (Called the Conference of the Parties).
United Nations Global Compact (UN Global Compact)	The world’s largest corporate sustainability initiative. A call to companies to align strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, and take actions that advance societal goals. CIFFA is an active member of the UN Global Compact.

Appendix 2: Compendium of Resources

The following resources are referenced throughout this document

Carbon calculators specifically for freight:

- CIFFA's repository of carbon calculators <https://www.ciffa.com/wp-content/uploads/2022/11/Repository-of-CO2-Emission-Calculators.pdf>
- EcoTransIT (EU, GLEC certified) <https://www.ecotransit.org/en/>

Carbon calculators for all aspects of business (Scopes 1, 2 and 3)

- Pledge (GLEC certified, tool promoted by WCAworld) <https://www.pledge.io/>
- Radicle Climate Smart (Canadian) <https://radiclebalance.com/climate-smart>

Carbon offsets (there are a number of good ones in Canada)

- Wild + Pine <https://wildandpine.ca/>
- Great Bear Forest Carbon Project <https://ostromclimate.com/portfolio/great-bear-forest-carbon-project/>
- Radicle Climate Smart <https://radiclebalance.com/climate-smart>
- Less.ca <https://www.less.ca/en-ca/>

Carbon credits

- Government of Canada <https://www.canada.ca/en/environment-climate-change/services/climate-change/pricing-pollution-how-it-will-work/output-based-pricing-system/federal-greenhouse-gas-offset-system.html>
- BMO Radical Climate Smart <https://www.bmogam.com/ca-en/advisors/insights/introduction-to-carbon-credits/>

Waste and Recycling

- ReverseMi Forwarders Network <https://reversemi.com/>
- Circular Economy: Strandberg & Associates Circular Economy Business Toolkit (<https://corostrandberg.com/publication/circular-economy-business-toolkit/>)

Water

- Green Marine <https://green-marine.org/>
- Centre for Affordable Water and Technology: <https://www.cawst.org/>
- Coastal First Nations Coastal Guardian Watchmen <https://coastalfirstnations.ca/our-stewardship/coastal-guardian-watchmen/>
- Port of Halifax [SUSTAINABILITY - Port Of Halifax](#)
- Port of Montreal [Sustainable development \(port-montreal.com\)](#)
- Port of Prince Rupert [Environmental Stewardship : Prince Rupert Port Authority](#)
- Port of Saint John [SUSTAINABILITY REPORT — Port Saint John \(sjport.com\)](#)
- Port of Vancouver <https://www.portvancouver.com/environmental-protection-at-the-port-of-vancouver/>
- World Wildlife Fund Canada <https://wwf.ca/habitat/oceans/ocean-shipping/>

Networks and tools

- Smart Freight Centre <https://www.ccacoalition.org/en/partners/smart-freight-centre>
- SmartWay Network <https://natural-resources.canada.ca/energy-efficiency/transportation-alternative-fuels/greening-freight-programs/smartway-fuel-efficient-freight-transportation/smartway-partners/join-smartway/21056>
- WCAworld Eco Program <https://www.wcaworld.com/Benefits/ECOProgram>

Charitable Organizations

- One percent for the Planet <https://onepercentfortheplanet.org/>

Appendix 3: The United Nations Global Compact

CIFFA is a member of the United Nations Global Compact (UN Global Compact) – “the world’s largest corporate sustainability initiative.” It supports companies to:

- Do business responsibly by aligning their strategies and operations with 10 principles on human rights, labour, the environment and anti-corruption; and
- Take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

From the UN Global Compact website:

Corporate sustainability starts with a company’s value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption.

Responsible businesses enact the same values and principles wherever they have a presence and know that good practices in one area do not offset harm in another. By incorporating the Ten Principles of the UN Global Compact into strategies, policies and procedures, and establishing a culture of integrity, companies are not only upholding their basic responsibilities to people and planet, but also setting the stage for long-term success.

UNGC members are large and small companies, cities, academics, NGOs, business associations, and public-sector and labour organizations.

CIFFA joined the Global Compact in 2021, committing to report on its sustainability initiatives and progress, and gaining access to an online library of guides, checklists, case studies, reports and more, along with opportunities to work with local groups and to get involved in international efforts.

The Ten Global Principles in Four Focus Areas

1. Human Rights

- Principle 1: Business should support and respect the protection of internationally proclaimed human rights, and
- Principle 2: Make sure that they are not complicit in human rights abuses.

2. Labour

- Principle 3: Businesses should uphold the freedom and association and the effective recognition of the right to collective bargaining
- Principle 4: The elimination of all forms of forced and compulsory labour
- Principle 5: The effective abolition of child labour, and
- Principle 6: The elimination of discrimination in respect of employment and occupation.

3. Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges
- Principle 8: Undertake initiatives to promote greater environmental responsibility, and
- Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

4. Anti-corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The UN’s 2030 Agenda for Sustainable Development is a plan of action for people, planet and prosperity.

It is a plan for all countries and people, based on collaborative partnership. It includes 17 integrated Sustainable Development Goals and 169 targets that balance the three dimensions of sustainable development: the economic, the social and the environmental.

Together, the 17 Sustainable Development Goals and 10 Principles provide a framework for stakeholders to incorporate sustainability into their daily work and strategy planning.

UN Sustainable Development Goals

Goal 1. End poverty in all its forms everywhere

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 5. Achieve gender equality and empower all women and girls

Goal 6. Ensure availability and sustainable management of water and sanitation for all

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Goal 10. Reduce inequality within and among countries

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

Goal 12. Ensure sustainable consumption and production patterns

Goal 13. Take urgent action to combat climate change and its impacts

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

Appendix 4: Diagram of Relationship between the Environment, Society & the Economy (with SDGs)

Partnerships for the Goals (17) – strengthen the implementation and revitalize the global partnership for sustainable development.

Environment (Biosphere) – the natural world, upon which all life is dependent

Clean Water and Sanitation (6) * Climate Change (13) * Life Below Water (14) * Life on Land (15)

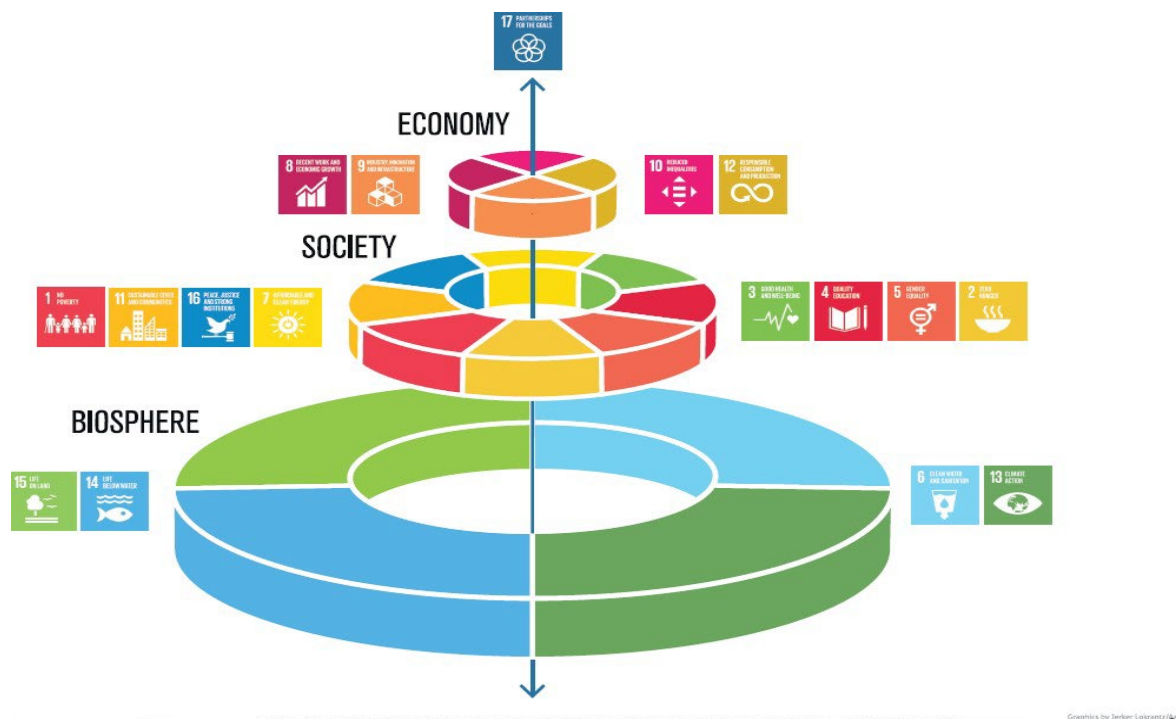
Society – how we organize ourselves to live together

No Poverty (1) * Zero Hunger (2) * Good Health and Well-Being (3) * Quality Education (4) * Gender Equality (5) * Affordable and Clean Energy (7) * Sustainable Cities and Communities (11) * Peace, Justice and Strong Institutions (16)

Economy – how we move goods between the environment and society

Decent Work and Economic Growth (8) * Industry, Innovation and Infrastructure (9) * Reduced Inequalities (10) * Responsible Consumption and Production (12)

Consider what would happen if the bottom layer collapsed?



Appendix 5: Tools, Networks and Further Reading

Following are some helpful resources to learn, get involved, build a network and foundation for strategic partnerships.

B Lab

B Lab is known for certifying *B Corporations (B Corp)*, companies that meet high standards of social and environmental performance, accountability and transparency. It also helps companies balance profit with purpose.

CIFFA's Repository of CO2 Emission Calculators

A listing of resources to measure direct and indirect emissions. The list has been validated by the Global Logistics Emissions Council (GLEC).

Circular Economy Business Toolkit

Commissioned by the National Zero Waste Council, the Circular Economy Business Toolkit is a how-to guide for businesses of all sizes and in all sectors to explore the opportunities of circular modes of design, production and service. The toolkit covers three key areas:

- Business strategy: how to develop a circular business strategy;
- Design innovation: steps to include circular concepts in the design process; and
- Stakeholder engagement: how to engage top stakeholders in the circular initiative.

Climate Pledge

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040 – 10 years ahead of the Paris Agreement. Amazon co-founded The Climate Pledge in 2019 with Global Optimism to build a cross-sector community of companies, organizations, individuals and partners working together to address the climate crisis and solve the challenges of decarbonizing our economy.

Net Positive

Book written for business and sustainability strategists, by Paul Polman and Andrew Winston. *“Runaway climate change and rampant inequality are ravaging the world and costing a fortune. Who will help lead us to a better future? Business.*

Smart Freight Centre

Smart Freight Centre is an international non-profit organization focused on reducing greenhouse gas emissions from freight transportation. It collaborates with global partners to quantify impacts, identify solutions and advocate logistics decarbonization strategies.

SmartWay

The SmartWay Transport Partnership is a free and voluntary program that helps businesses move goods efficiently while keeping fuel costs and environmental impact at a minimum. It helps carriers and shippers benchmark their operations, track fuel consumption, and improve their overall performance. SmartWay encourages best practices in freight supply chains, and has been run in Canada by Natural Resources Canada (NRCan) since 2012.

Stewards of the Future

Book written for boards and business professionals, by Helle Bank Jorgensen. *“This book demonstrates that, for long-term profits and sustainability, boards must have the insight to ask the right questions of management on complex issues such as climate change, ESG, corruption, cybersecurity, human trafficking, supply chain resilience and much more.*

United Nations Global Compact

The UN Global Compact provides a universal language for corporate responsibility and a framework to guide all businesses regardless of size, complexity or location. The Global Compact will help you commit to, assess, define, implement, measure and communicate your sustainability strategy.