

BMO Celebrating Women Sustainability Grant Program Video Transcript

Narrator: Since you've clicked on this video, we know this about you. You Care. You Care about making things better, but just what, why, and how, that's what we want to discover.

The BMO Celebrating Women Grant Program is looking to honour and celebrate women who are making an impact on the sustainability front with their business.

Tell us how your business is contributing to social, environmental or economic sustainability. It's your choice to tell us about one, two, or all three.

You've heard of sustainability. It's the big catch-all word for any company's efforts to "do better," or to put it another way, to meet the needs of today without compromising the ability of future generations to meet theirs.

Think about Social as decisions you make that promote the betterment of society, for example, giving back to your community.

Environment is the one most of us can easily see and understand. It's how our collective actions impact the environment, like waste reduction or a decrease in carbon emissions.

Economic sustainability, most people will think right away about profit. Profit is absolutely important, but as we know, the world can't have a "business as usual" type of attitude, especially at the detriment of the other two pillars.

Economic sustainability is about adapting strategies that use resources in a way that is responsible and efficient for your business.

Pam Fanjoy: I first started learning about sustainability; I had no idea that many of the things I was already doing in my business and my life was aligned with what sustainability is all about.

Narrator: We know you're likely wanting an exact list of sustainable measures so you can checkboxes.

We made a list, then realized sustainability is ever-evolving. You might be creating a positive impact or minimizing negative impacts.

They can be unique to your values, how you do business, so there is no magic formula.

Dionne Laslo-Baker: For us, sustainability means at multiple levels. So it might be at the farms where we source our ingredients from how do they treat their employees. So, for

example, we sourced from organic farms, which means that those farmers, and all the farm workers are not being exposed to pesticides and herbicides, which can decrease lifespan for all those exposed all the way through through sustainability features that we do in our own in our own company in terms of how we treat our employees, what we say is critical and important to the packaging that we use, and then all the way through to where we do our manufacturing, where we powered by solar energy.

Narrator: When you embrace sustainability, being able to measure proves that it isn't just lip service.

Let's go through some examples.

Did you know that if you hire from the LGBTQ community - that's in the social pillar - Measurement in this space is to provide the number of people that you've hired and the number of years they've been in your employment.

Did you know, if you improve the efficiency of the resources you use, that's the environmental pillar.

Take water reduction; you could measure the amount of water saved over a period of time.

Did you know equal pay for work of equal value is a target goal under economic sustainability.

To measure, you can tell us how you review employee compensation with a pay gap analysis.

Sustainability is good on so many fronts, externally and internally. It's good for the bottom line. It's setting you up for a stronger future and builds your company a better reputation – if you're already doing it, you might as well get credit for it.

More people want to know that they're buying from a business that believes in sustainability. In the near future, demonstrating that your business is sustainable will be expected by your customers and your employees.

It's time now to consider where you are with sustainability.

One way to bring potential sustainability measures to the surface is to map your value chain to identify impact from raw materials, suppliers, logistics, operations, distribution, product use and product end life.

You can look at your company's policies, practices, products, or services.

Think about your stakeholders, including customers, communities, employees, yourself or others.

Think about how you operate your business, contribute to your communities, and keep your business financially sustainable.

Look to other companies you know align with your values to see what they're doing.

This is a great exercise as it sets you up for the future, knowing that you can highlight all the awesome ways you're contributing to sustainability and, ultimately, the greater good.

We're cheering you on.

Thank you for all you do to make the world a better place for now and for the future.

**For more information and to find more resources,
come visit us at [BMOforWomen.com](https://www.bmo.com/en-ca/bmo-for-women)**