

# Discovering Sustainability

Guiding Businesses, Inspiring Change.

*“Sustainable development means to meet the needs of the present without compromising the ability for future generations to meet their own needs.”*

- Gro Harlem Brundtland

*“While SMEs make up more than 98% of businesses in Canada, it is estimated that as of 2020, SMEs accounted for about 52% of corporate Canada’s greenhouse gas (GHG) emissions.”*

- Business Development Bank of Canada (BDC)

*“Every company in every industry will be transformed by the transition to a net-zero world. The question is will you lead, or will you be led.”*

- Larry Fink, BlackRock



## Let’s Get to Know the Basics

**Environmental, Social, and Governance (ESG)** provides a set of criteria for sustainability that companies can measure and report against, involving the disclosing and benchmarking of information and data. It refers to a business strategy that encompasses an environmental cause, social cause, and self-governing body in leadership that holds the company accountable.

**Climate Disclosure** refers to the documentation of a company’s carbon footprint and its exposures to climate risks.

**Net Zero** means lowering emissions to as close to zero as possible, with any remaining emissions offset by absorbing the equivalent, with forestry for instance, or through cap-and-trade systems (carbon credits).

## Why Invest in Sustainability?

- ESG frameworks and climate disclosures are becoming part of regular operations.
- Banks and boardrooms are factoring in ESG.
- Consumers are demanding ESG responsible businesses and products.
- Companies are now looking to their supply chain to implement environmental improvements.
- Climate disclosures and net-zero plans could become the norm.

# A Sustainable Approach for Long-Term Success

- SMEs can help New Brunswick further position itself as a leader in the emerging sustainable economy by leveraging sustainability as a strategic imperative.
- Businesses of all sizes and sectors are facing internal and external pressures to demonstrate how their practices are aligned with the global transition to an inclusive, low-carbon future, and will need to begin adopting business models to remain resilient and competitive.
- Businesses are being held accountable, not just for their financial bottom line, but also for their transparency regarding their environmental and social performance. Investors are recognizing that businesses that measure and act on ESG are better positioned to manage risk, seize business opportunities, and generate long-term value.

Adopting ESG best-practices could help a business benefit by:



*Enhancing its brand and customer loyalty*



*Mitigating business risks*



*Driving new product and market opportunities*



*Improving energy efficiency*



*Increasing workforce engagement and productivity*



*Securing capital investment and insurance*



*Strengthening and maintaining supply chains*

## Here's How ONB Can Support You

- Tailored business development supports
- Sharing education and training opportunities
- Promoting your sustainability journey
- Sharing sustainability resources and programs

## DID YOU KNOW?

ONB is leading the development of a provincial Sustainable Economic Development Plan to address opportunities and barriers within New Brunswick.

Visit our website to learn more:  
[onbcanada.ca/for-business/sustainability](https://onbcanada.ca/for-business/sustainability)