




**CSR**  
**AWARDS**

**Presented by Atlantic Business Magazine  
in partnership with Dalhousie University's  
Faculty of Management**



**W**elcome to the first of what we promise to make an annual event: a made-in-Atlantic Canada awards program that recognizes regional companies and organizations making exceptional efforts towards corporate social responsibility and sustainable prosperity.

It's important to stress that there are no "giveaways" in these awards. As a baseline, nominees — particularly the large, complex organizations — were expected to have good CSR practices.

Winner status was only awarded where the judges found unique or distinctive add-ons that demonstrated the commitment of organizations to go beyond legal requirements and standard best practices in pursuit of innovative approaches.

To those who received honourable mention status, the judges commend you for your efforts while encouraging you to continue and expand your CSR programs. They also suggested you identify who is leading your CSR programs. If it is your employees more so than your organization, the judges suggest that stronger organizational efforts should be made to support and complement that employee commitment. Make those refinements, and you may well be one of next year's winners.

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**The process:** the awards were launched last January with a public call for nominations. Following the close of nominations, nominees were asked to complete a detailed information form outlining their organization's CSR activities. These forms were reviewed by the judges who each made their separate selections before finalizing their decisions unanimously via conference call. In rendering their decisions, judges looked for compelling evidence that the nominee went beyond "business as usual" to make a significant contribution to their community, had programs that were relevant to their stakeholders and that resulted in improvements to the environment or to the resolution of an important social issue. They also searched for evidence that the nominee is making a positive difference in Atlantic Canada and that at least some of their programs were specifically tailored to regional needs. Awards were presented in the areas of sustainability, human resources and philanthropy/community outreach.

### What stands out about this year's awards?

For starters, the encouraging number of candidates who took the time to complete the nomination materials. The judges were impressed by all 69 nominees who opted to be part of this first-time awards program and look forward to seeing that number rise incrementally in the years to come.

Secondly, it's important to note that no winners were named in either the sustainability or human resources categories for companies with less than 25 employees. This is a reflection, perhaps, of the low number of nominees who submitted for those particular categories. Commenting that "you don't have to be a large organization to make a big commitment – Energy Atlantica being a prime example," the judges hope to see more small organizations putting themselves forward in future years.

And finally, the judges want to recognize Bell Aliant — the only nominee to be recognized in all three categories. "Their profile as an excellent corporate citizen can serve as a role model for others."

The biggest winner, of course, is the entire Atlantic region for having such a strong, socially responsible corporate culture.

# CATEGORY: Sustainability

Recognizes significant improvements in operations, production processes, resource requirements, recycling, product design, buildings and other infrastructure that demonstrably improve sustainability.

**26 to 100 employees**

WINNER

## Southwest Properties

**Who are they:** privately-owned and operated developer of residential and commercial property, based in Halifax. **Why they stand out:** ongoing energy audits of residential and commercial properties; recycling and composting available to all residential tenants; residents encouraged to donate unwanted furniture to furniture bank; discarded Southwest appliances sent to furniture bank or appliance repair training facilities; award-winning initiatives to increase energy efficiency and reduce greenhouse gas emissions; making community enhancement inherent in all Southwest projects.



(Above right) Southwest's The Grainery Lofts, a 113-unit apartment building under construction in the south end of Halifax, is the first LEED-certified multi-unit apartment building east of Montreal. Many of its energy-saving technologies are not available in any other residential apartment buildings in Atlantic Canada.



Mount Allison's Wallace McCain Student Centre, opened in 2008, 'recycled' an old residence (c. 1944) that was no longer being used on campus, using the exterior of the building and renovating the inside to meet the needs of today's students outside the classroom. The result is an energy-efficient building that pays tribute to the historical importance of Mount Allison's campus. Open spaces and natural light are featured prominently.

**101 to 500 employees**

WINNER

## Mount Allison University

**Who are they:** Maclean's pick as Canada's top undergraduate university, located in Sackville, N.B. **Why they stand out:** campus-wide environmental audits conducted every two years, with results published online; recycled materials incorporated into new buildings/products whenever possible; carbon from campus heating emissions reduced 70 per cent; rainwater collected for use in Student Centre toilets; annual student-run climate change challenge; reduced energy consumption research initiatives; campus-wide recycling program; re-investment of cost savings from environmental initiatives into future energy-saving projects; student-run campus farm growing vegetables for the university's dining hall; trayless policy in dining hall to reduce food waste.

HONOURABLE MENTION

## Holland College

**Who are they:** Prince Edward Island's community college, based in Charlottetown. **Why they stand out:** innovative use of green technologies in new construction projects.

Beth Martin is Nova Scotia Liquor Corporation's corporate social responsibility specialist. She is responsible for overseeing all NSLC's CSR programs, including its Zero Waste program, launched in 2010.



**500-plus employees**

WINNER

## Nova Scotia Liquor Corporation

**Who are they:** Crown corporation responsible for all alcohol retail and distribution in Nova Scotia; based in Halifax. **Why they stand out:** formal adoption of sustainable business practices to ensure little or no environmental impact from NSLC operations; five-year \$500,000 sponsorship of Adopt-a-Stream water quality program; Zero Waste program instituted at head office and distribution centre; company-wide training on solid and liquid waste disposal; greenhouse gas inventories with published results; regular waste audits; all new construction is to LEED Silver standards; energy consumption reduced nine per cent in last two years; use of natural gas where available; commitment to reduce greenhouse gas emissions by 10 per cent by 2020; recovered ethanol from liquid waste used to produce biodiesel; preferential contracting policy for suppliers with sound environmental policies; elimination of plastic bags in all NSLC stores.

HONOURABLE MENTION

## Bell Aliant

**Who are they:** regional communications provider, headquartered in Halifax. **Why they stand out:** comprehensive company-wide awareness and implementation of sustainability practices.

HONOURABLE MENTION

## Clearwater Seafoods Limited Partnership

**Who are they:** global seafood company with fishing operations, land-based processing and retail and sales operations, based in Bedford. **Why they stand out:** corporate commitment to sustainable fisheries and Marine Stewardship Council certification.

A man with dark hair, smiling, is the central figure. He is wearing a dark blue suit jacket over a black tank top and a blue and white striped tie. He is holding a white rectangular sign with both hands. The background is a bright, sunny beach scene with people, umbrellas, and a blue ocean under a clear sky. To the left, there is a modern building with large glass windows and a circular sculpture with water. The overall image conveys a message of a well-rounded lifestyle.

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\*Statistics Canada Report on the Demographic Situation in Canada (July 2011)

\*\*KPMG Competitive Alternatives Study (2006, 2008, 2010)

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# CATEGORY: Human Resources

Recognizes significant initiatives to improve the working lives, safety, diversity and/or general well-being of employees.

## 26 to 100 employees

WINNER

### Doctors Nova Scotia

**Who are they:** professional association representing all physicians in Nova Scotia, based in Dartmouth. **Why they stand out:** broad range of flexible work options including alternate fixed schedules, flex time, work from home and compressed work weeks; proactive workplace safety policies and training; \$600 annual fitness benefits; 75 per cent employer-pay health and dental benefits, 100 per cent employer-pay life insurance; confidential physical and mental health assistance; harassment-free positive work environment, including formal complaint reporting mechanisms, protection against retaliation and mediation.



Every two weeks, the staff of Doctors N.S. gather for half-hour "coffee and conversation" sessions. The informal social gatherings promote a positive, collegial work environment.



Staff are integral to Holland College's success. (L-R): Patricia Doucette, 2011 Holland College leadership excellence award winner; Derek White, 2011 Holland College facilities excellence award winner; Ryan Johnston, director of human resources; Brian McMillan, president of Holland College; Robert Morrison, 2011 Holland College teaching excellence award winner; and Lynn Car, winner of the 2011 staff excellence award.

## 101 to 500 employees

WINNER

### Holland College

**Who are they:** Prince Edward Island's community college, based in Charlottetown. **Why they stand out:** on-site daycare that doubles as teaching and learning environment for students; flexible work options including flex time and telecommuting; comprehensive employee and family assistance programs that include counseling on financial issues, legal issues and healthy eating; positive labour relations with no labour disputes/strikes in past five years; safe work environments with few lost time incidents; written code of ethics; ethics ombudsperson; regular ethics and social audits; comprehensive anti-harassment policy.

HONOURABLE MENTION

### Newfoundland and Labrador Credit Union

**Who are they:** full-service financial institution, based in St. John's. **Why they stand out:** over 90 per cent of employees, including the CEO, are women; corporate support of employee volunteerism.

HONOURABLE MENTION

### CBCL Limited

**Who are they:** engineering and environmental design and consulting company, headquartered in Halifax. **Why they stand out:** promotion of workplace diversity; it's a 100 per cent employee-owned firm and over 20 per cent of employees are shareholders.



Heather Purcell (Irving Oil's Wellness coordinator) and employee Vicki Woods participating in a noon-hour yoga session. Other classes offered at the on-site corporate gym include strength training, zumba, bellydancing, kickboxing, hip-hop, Tai Chi, crossfit, boxing and a bootcamp, along with fitness and nutrition classes.

## 500-plus employees

WINNER

### Irving Oil

**Who are they:** family-owned and privately-held regional energy processing, transporting and marketing company, headquartered in Saint John. **Why they stand out:** Women Leading Women leadership development; E3 Women's Forum to assist professional development of female employees; performance-based salary incentives ranging up to 150 per cent; comprehensive safety policies and procedures; recently updated code of ethics; confidential reporting system for violations of respectful workplace policies; quarterly reviews of social and ethics performance; company support of employee volunteerism; LiveWell employee wellness program focused on health, physical activity and nutrition.

HONOURABLE MENTION

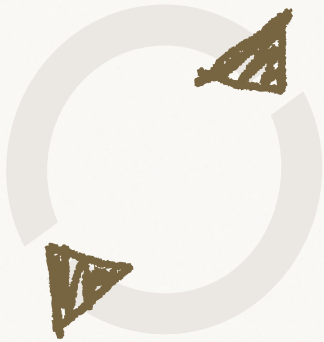
### Capital Health

**Who are they:** provides health services to Halifax Regional Municipality and parts of Hants County, headquartered in Halifax. **Why they stand out:** unique conflict resolution program combining personal coaching with alternative dispute resolution practices.

HONOURABLE MENTION

### Bell Aliant

**Who are they:** regional communications provider, headquartered in Halifax. **Why they stand out:** development of a Common Interest Forum to improve work-life balance and Action, an online program that rewards individuals for volunteering, being active and making a difference in the lives and health of their communities.



What goes around,  
comes around.



We're proud to be recognized for our Corporate Social Responsibility. But we're even prouder to support local organizations and the local economy. Because giving back makes Atlantic Canada a better place. And that benefits us all.

## CATEGORY: Philanthropy/ Community Outreach

Recognizes corporate support of social initiatives within the local community and/or on a national or international basis.



Energy Atlantica CEO Todd McDonald (centre) and employees Ashley Ward and Paul MacQueen at the finish line of a charity cycle from Halifax to Austin, Texas, in 2008. Sixty participants each raised \$5,000; funds raised were donated to Craig's Cause for pancreatic cancer, Ovarian Cancer Canada and Livestrong.

### 25 employees or less

WINNER

## Energy Atlantica

**Who are they:** energy needs service provider with clients throughout Atlantic Canada and northeastern United States. **Why they stand out:** they are the founder and chief sponsor of GIVETOLIVE, an all-volunteer organization dedicated to ending unnecessary disease and illness by inspiring people to lead healthy, happy lives through exercise and altruism; Energy Atlantica employees are required to volunteer with GIVETOLIVE during slow work periods; employees are allowed up to two paid weeks annually for volunteer work, unused time may be carried forward to a maximum of six weeks; over the past five years, they have contributed more than \$100,000/year to GIVETOLIVE. Since 2007, E.A. and G.T.L. have raised over \$1.5 million for cancer-related charities. They have also helped build a medical clinic in Angola and helped raise \$50,000 for Brigadoon Camp for Chronically Ill Children. This past August, owner Todd McDonald and two friends swam the Northumberland Strait to raise funds for pediatric cancer.

HONOURABLE MENTION

## GreenNexus

**Who they are:** developer of sustainability focused Software as a Service (SaaS) and web-based campaigns, based in Fredericton. **Why they stand out:** business is built on provision of community service software; significant cash and in-kind donations to local, national and international charities.

### 26 to 100 employees

WINNER

## Revolve

**Who they are:** full service branding agency, located in Bedford. **Why they stand out:** annual cash and in-kind charitable contributions in excess of \$250,000; support for staff volunteer work and fundraising efforts; recognized as an Outstanding Sponsorship Partner at the 2011 Maritime Philanthropy Awards; corporate citizenship included in operating budget; supports numerous charities and fundraising events throughout Atlantic Canada including Bust a Move for Breast Health, Monte Carlo Night in support of Nova Scotia Hearing & Speech, the IWK Great Big Dig, Red Cross Humanitarian dinner, and others; regularly identified as one of the top 10 corporate donors (as a percentage of corporate revenue) among the Top 50 CEOs in Atlantic Canada.



April 18, 2010: Revolve was a Jackpot Sponsor at the Nova Scotia Gaming Corporation's Monte Carlo Night in support of the Nova Scotia Hearing and Speech Foundation. Twelve "Revolvers" volunteered their time as dealers. The Nova Scotia Hearing and Speech Foundation is volunteer chaired by Revolve CEO Phil Otto (far left).

HONOURABLE MENTION

## Southwest Properties

**Who are they:** privately-owned and operated developer of residential and commercial property, based in Halifax. **Why they stand out:** encourages employee participation in team-based fundraisers, helped lead revitalization of Point Pleasant Park following Hurricane Juan.

HONOURABLE MENTION

## Knightsbridge Robertson Surette

**Who are they:** Atlantic Canada's leading recruitment and human resource consulting firm, headquartered in Halifax. **Why they stand out:** annually donate \$65,000 cash and more than 2,000 volunteer hours as well as in-kind expertise to Atlantic Canadian charities and worthy causes.

**Meet Sharon.** She is the Clinical Leader at the Children's Heart Centre and has been part of the IWK team for more than 25 years.

From the tiniest of patients, to those in their teens, the IWK's pediatric specialties and critical care units have touched generations of lives. Sharon is one of the many dedicated professionals who help make the IWK a world-class health centre for thousands of Maritime patients and families.



# I care

"I am honoured to work every day with such talented physicians, nurses and health care professionals. Together we have the opportunity to truly make a difference for children, youth, and their families, from every corner of PEI, New Brunswick and Nova Scotia. I love my job."

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**Sharon McIntyre, RN**  
Clinical leader, Children's Heart Centre





# CATEGORY: Philanthropy/ Community Outreach

Recognizes corporate support of social initiatives within the local community and/or on a national or international basis.



The Boyne Clarke Summer Student Program offers future articled clerks the opportunity to work with a local community-based organization at Boyne Clarke's expense. Participants in the 2011 summer program and the organizations they worked with (l-r): Geoffrey Franklin (Symphony N.S.), Hayley Smith (Saint Leonard's Society), Lisa Gillich (East Coast Environment Law Association), Gavin Leitch (Legal Information Society of N.S.) and Jodi Fraser (Phoenix Youth).

## 101 to 500 employees

CO-WINNER

### Boyne Clarke LLP

**Who they are:** One of Halifax Regional Municipality's largest law firms, located in Dartmouth. **Why they stand out:** significant cash and in-kind contributions for numerous causes; paid leave granted to employees for volunteer activities; monthly in-house fundraisers; staff-led community outreach and volunteer activities; sponsorship of a summer student program that allows law students articling at Boyne Clarke the opportunity to work with a community-based non-profit organization while continuing to be paid by Boyne Clarke.

CO-WINNER

### Halifax International Airport Authority

**Who they are:** non-share capital corporation responsible for managing Halifax Stanfield International Airport, located in Enfield. **Why they stand out:** supports more than 300 charitable organizations annually with cash donations, display space and promotional items; three-year partnership commitment to Habitat for Humanity HRM that includes \$100,000 of financial support, in-kind promotional support and volunteers; corporate support for employee-championed volunteer work and fundraising; employees encouraged to volunteer during working hours during the Christmas season; promotion of supported organizations via social media channels.



The Spitfires, Halifax International Airport Authority's team in the 2010 Manulife Dragon Boat Festival, raised \$3,800 in support of Sport Nova Scotia (placing sixth out of 49 teams in corporate fundraising).



Hundreds of Bell Aliant employees and retirees laced up their sneakers and raised more than \$50,000 in support of the 2010 Walk for Kids Help Phone. Breaking the silence on mental health and eliminating the stigma around mental illness was the focus of this year's event.

## 500-plus employees

WINNER

### Bell Aliant

**Who are they:** regional communications provider, headquartered in Halifax. **Why they stand out:** \$1.9 million in corporate contributions in 2010; community investment program supports hundreds of charities and not-for-profit organizations; Bell Aliant Pioneers (now in its 100<sup>th</sup> year) is a company-sponsored volunteer program that includes 6,500 current and retired employees, donating more than 120,000 volunteer hours and raising more than \$200,000 for charitable organizations; commitment to several long-term charitable projects including the donation of 15,000 backpacks filled with school supplies to school children throughout Atlantic Canada, Ontario and Quebec, and a five-year mental illness awareness initiative; consultation with community stakeholders in discussions regarding charitable contributions.

HONOURABLE MENTION

### Irving Oil

**Who are they:** family-owned and privately-held regional energy processing, transporting and marketing company, headquartered in Saint John. **Why they stand out:** extensive history of corporate philanthropy as well as company-initiated programs including Community Fuel Grants, Tutoring Program and Fuel the Care.

HONOURABLE MENTION

### Sobeys Inc.

**Who are they:** national grocery retailer with over 1,300 stores, headquartered in Stellarton. **Why they stand out:** contributed or raised more than \$17 million last year for charitable donations; deliberately supports as many causes as possible rather than a single signature cause.

## Tough crowd

Special thanks is owed to the following for accepting the responsibility of judging the CSR awards. It was a responsibility they took very seriously, bestowing winner and honourable mention status to only the most worthy candidates. In other words, it took a lot to impress these judges, which makes inclusion on the list all the more impressive.



Dr. Sheila Brown is executive director of the Canadian Centre for Ethics in Public Affairs and a former president and vice-chancellor of Mount Saint Vincent University. She served two terms on the board of Nova Scotia Business Inc. and is currently a member of the board of the Canada Foundation for Innovation.



Dr. Peggy Cunningham was named dean of the Faculty of Management at Dalhousie University on April 2010. Her goal is to help the faculty more fully realize its mission of educating future

leaders who manage with integrity, focus on sustainability, and have exceptional functional and managerial skills rooted in practice.



Robbie Shaw is a graduate of Queen's University and Dalhousie Law School. Over the last 44 years, he has held senior executive positions in a number of Atlantic Canadian corporations and public

sector organizations and been a director for eight Canadian firms, including TSX and NYSE companies. Named one of the Top 50 CEOs in Atlantic Canada for the past three years, he currently serves as executive advisor to the Dalhousie University Faculty of Management. | ABM



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