

Connections

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May 2010

Policy Updates

The Canadian Chamber makes the case for a Canadian sustainable energy strategy

On May 4, Perrin Beatty, President and Chief Executive Officer of the Canadian Chamber of Commerce, and Shirley-Ann George, Senior Vice-President, Policy, appeared before the Standing Senate Committee on Energy, the Environment and Natural Resources.

In the CCC's [presentation](#), all levels of government were invited to work with businesses, energy providers, consumers, community groups and First Nations to develop and implement a *Canadian Sustainable Energy Strategy* in which all regions are equal partners.

Replacement workers legislation: update

Several weeks ago, the Canadian Chamber asked for your support in opposing a Bloc Québécois private member's bill that, if passed, would make it illegal for federally-regulated employers to use replacement workers during a labour dispute.

At that time, Bill C-386, *An Act to amend the Canada Labour Code* (replacement workers) was working its way up the Private Members' Order of Precedence and proceeding towards a vote in the House of Commons. The Chamber had asked if your chamber/board of trade would endorse an advertisement FETCO (Federally Regulated Employers - Transportation and Communications) was going to place in *The Hill Times* asking members of Parliament to vote to defeat the bill. A number of chambers indicated that they would be willing to do so and the CCC extends its thanks for that offer.

There have been developments on this bill since we sent our request that have delayed its progress and the requirement for the advertisement. For reasons that are not clear, the sponsoring MP (Mario Laframboise, Argenteuil-Papineau-Mirabel) has traded the bill down in the private member's Order of Precedence three times in the last few weeks. This means that, unless he trades it up again, it would not be voted upon until the House returns in September.

The CCC appreciates your support on this issue, as well as your patience, and promises to keep you updated as we move forward.

Consultations in online tracking, profiling and other potential privacy concerns

Privacy Commissioner of Canada Jennifer Stoddart has announced consultations to explore the privacy implications and the expectations of Canadians surrounding these issues and more.

An upcoming consultation will take place in Montreal on May 19 and will deal with the regulatory environment, the frontiers of data-mining and analytics. Another event will take place in June in Calgary and will look at the privacy of cloud computing.

Full consultation [details](#) are available on the Privacy Commissioner's website.

Canadian Chamber hosts the world

Representatives of the leading business organizations in the world joined Canadian business people, academics and government officials at the Canadian Chamber's Canada-EU Forum April 28 and G8/20 Business Summit April 29.

The meetings were particularly timely, coming as Canada negotiates a comprehensive trade and investment agreement with Europe and as our country prepares to host world leaders at the G8 and G20 meetings in June.

Prime Minister Stephen Harper, a keynote speaker at the G8/20 Business Summit, set out a clear agenda for the leaders' meetings and now has an opportunity to help steer the global economy away from recession and towards greater prosperity.

The heads of international business associations and

The Voice of Canadian Business™
connect!

Canadian CEOs like Rick George of Suncor and Bruce Ross of IBM Canada underscored how interconnected our economies have become and how we have to look for new technologies and new strategies to overcome the pressing challenges and take advantage of the opportunities that exist at this point in the world's development.

Quebec Premier Jean Charest was the keynote luncheon speaker at the Canada-EU Forum. He made a compelling case for Canadian and European leadership in negotiating a comprehensive agreement to help restore momentum to the effort to eliminate global trade barriers.

Business leaders issued a **joint declaration** at the conclusion of their meeting which iterated the urgent issues concerning the global economic agenda.

Resolutions 2010: June 3 deadline

A reminder to all members that the resolution deadline is quickly approaching. Resolutions that chambers hope to have considered at this year's AGM, must be submitted by June. All members by now will have received an invitation to participate in this year's policy resolution process.

CSR: making it easier for business

Canadian businesses know that responsible business conduct gives them a competitive advantage. Industry Canada has launched two new corporate social responsibility (CSR) management tools for business: *Governance of Sustainability* and *Marketing for Sustainability*. The Chamber shares this information in the hopes that it will prove useful for both your chamber and for your members; please feel free to include this information in your communications vehicles.

Governance for Sustainability is a practical tool which provides guidance to boards of directors and senior management on a best practice approach for CSR governance and integration into corporate structures. The guidelines are the result of consultations with board directors and senior management representatives, and international research into global trends and best practices. Use this link to download *Governance for Sustainability*.

Marketing for Sustainability is a practical tool to help Canadian retailers and producers of consumer products better understand, plan for and capitalize on sustainability communication at point of purchase. Based on the results of a study that investigated the sustainability practices of seven leading Canadian and international companies and how they communicate those practices to consumers, the tool provides practical advice and techniques to help companies determine the "why," the "what" and the "how" of sustainability communication. Access *Green Marketing Gets Real* for more information.

Canadian Chambers Competition

Do you have a great project that reaches out to young entrepreneurs in your community? The latest edition of the

Canadian Chambers Competition is out! Members have been asked to submit programs and practices that speak to this year's theme - *Engaging Young Entrepreneurs*.

As membership-based organizations, chambers realize that to keep moving forward, they need to constantly identify new membership segments. And, as we all know, what works to engage one segment of your membership will not always work to attract all others.

What we want to know for this year's competition is: How are you attracting young (under 40) entrepreneurs to your chamber? These entrepreneurs are frequently running a single office/home office (SOHO)-type business. How do you discover them and how are you making them a part of your chamber for the long haul?

If you've got a success story that you'd like to share with your chamber peers across the country, we'd like to hear about it - in fact, all your peers would like to hear about it!

An **outline** for the competition is available online as are the templates for submission. Finalists will present their projects at the Canadian Chamber of Commerce AGM in September - this year in the National Capital Region at Hilton Lac-Leamy.

Speaking of AGM...

Registration for AGM is now available on our website. Visit the **AGM section** of our website - to be updated regularly. **Please note** there is an early bird registration rate with significant savings, until July 1, 2010.

New chamber member

We welcome a new link in the cross-Canada chamber network this month:

Chilliwack Chamber of Commerce (BC), Lisa Caruth, Executive Director, lisa.caruth@chilliwackchamber.com.

Personnel changes

Tammy Logan, is the new Chamber Manager, at the Renfrew & Area Chamber of Commerce (ON), info@renfrewareachamber.ca.

Shirley-Ann George, Senior Vice President, Policy, at the Canadian Chamber will be leaving the CCC at the beginning of June. Shirley-Ann has been with the Canadian Chamber for five years. We wish her well in her future endeavours.

If you are a new manager or have changes that you would like the network to know about - let Stacey Roy know, sroy@chamber.ca.

Important notice regarding website access

In order to keep the website's best features accessible for our members only, shortly (within 2-3 weeks), we will be issuing updated login information - watch your email in-basket!