

# 2007/08 Knowledge Priorities

This page describes the knowledge priorities identified in 2007-08 by the Leadership Council at its inaugural meeting.

- 1. What are the business tools with which managers can value the business case for sustainability?**  
The Network funded a systematic review of the research related to this question. The project was led by Dr. John Peloza of Simon Fraser University and Mr. Ron Yachnin of Yachnin & Associates. Their findings can be found [here](#) as of Fall 2008.
- 2. What are the best practices in community engagement?**  
The Network funded a systematic review of the research related to this question. The project was led by Dr. Frances Bowen of the University of Calgary. Her findings can be found [here](#) as of Fall 2008.
- 3. What are the elements of a successful sustainability culture, in which sustainability becomes an enduring part of the firm's identity among employees, the board, and management?**
- 4. What public policy measures exist to engage capital markets (e.g., amendments to the Canada Pension Plan Act)?**
- 5. What are the minimum acceptable standards for ethical sourcing? How far down the supply chain should a firm apply its standards? What information should be available from suppliers regarding products and processes?**
- 6. What data are reported and how has that changed over time? What metrics or reporting schemes are most effective and efficient, especially for financial analysts?**
- 7. How can the risk and opportunity to the firm's brand(s) be measured and managed within the context of sustainability?**