



## **SUSTAINABILITY RESEARCH INITIATIVE FACT SHEET**

**March 31, 2006**

### **McAllister Opinion Research survey**

The survey by McAllister Opinion Research of Vancouver was conducted in all provinces except Quebec, between February 14 and 21, 2006. The random sample of 2,500 Canadians would yield a margin of error of plus or minus 2 per cent 19 times out of 20.

Fifty per cent of respondents reside in Ontario, 18 per cent in British Columbia, 13 per cent in Alberta, 10 per cent in the Maritimes and 9 per cent in Saskatchewan and Manitoba. Forty per cent of respondents were between the ages of 35 and 54, with 29 per cent under 35 and 28 per cent over 54. Twenty-six per cent of respondents have some college or university education, 24 per cent are university graduates, 24 per cent have trades or college or vocational training, 14 per cent have some high school education and 9 per cent have a post-graduate degree. Fifty-three per cent of respondents have full-time employment, 16 per cent have part-time employment, 12 per cent are retired, 11 per cent are students or are unemployed and 8 per cent are homemakers.

### **The Sustainability Research Initiative**

In addition to the survey of 2,500 randomly-selected members of the Canadian public, McAllister Opinion Research surveyed 500 Canadian "Thought Leaders" (senior executives and bureaucrats, politicians, media, academics and senior members of non-governmental organizations).

The Sustainability Research Initiative also comprised four full-day ChoiceDialogue™ workshops in which a representative sample of 200 British Columbians worked together to develop a shared vision of the future they wanted to see to define the choices they are prepared to make and the policies they are prepared to support to get there.

Five Storytellings™ sessions were conducted with 100 British Columbians, including thought leaders and the general public, to explore the archetypal images and myths which shape our views about sustainability. These sessions provide insights into how Canadians make sense of the issues and how that affects their behaviour.

### **The Sponsors**

Sponsors include BC Hydro, University of British Columbia, Greater Vancouver Regional District, Canadian Pacific Railway, Concord Pacific, David Suzuki Foundation, The Ethical Funds Company, Lefebvre Foundation, Fraser Basin Council, International Centre for Sustainable Cities, Alcan Inc. and the Port of Vancouver.

## **James Hoggan and Associates**

James Hoggan and Associates (Hoggan) is one of Canada's leading public relations agencies for environmental and industry organizations involved in sustainability issues. Hoggan provides counsel for organizations that work in the alternative energy sector, including the California Fuel Cell Partnership, the Hydrogen Highway and NaiKun Wind Development Inc. Established in 1983, Hoggan specializes in public issues management, strategic communications counseling and crisis communications.

Hoggan's clients include some of Canada's best-known companies. Past and current clients include Ballard Power Systems, QLT Inc., NorskeCanada, Intrawest and Canadian Pacific Railway. Hoggan is also working with organizations highly committed to sustainability practices, including BC Hydro, the University of British Columbia, Ethical Funds and the International Centre for Sustainable Cities.

Hoggan was recognized internationally for its work during a Hepatitis A outbreak with Nasdaq-listed Wild Oats Markets Inc. and its Vancouver subsidiary Capers Community Markets in 2002. For this project, Hoggan was awarded the public relations industry's most prestigious prize – the Silver Anvil Award – given annually by the Public Relations Society of America for the best strategic public relations campaign in North America.

## **The GLOBE Foundation**

The GLOBE Foundation is Canada's most-recognized portal to the rapidly expanding and highly competitive international environmental marketplace – now estimated at over \$1.1 trillion per annum. Established in 1992 to manage a Vancouver-based GLOBE Series of international trade fairs and conferences, the GLOBE Foundation has a distinguished record of promoting the business of the environment – that is, in turning environmental problems into business opportunities through the application of financial and technological resources. Its worldwide network, established through managing the ongoing GLOBE Series of conferences and trade fairs, has made GLOBE Canada's premier window on the global environment industry and a major force in promoting the spread of sustainable development principles throughout government and industry. The GLOBE Series has generated more than \$2 billion in new business activity and has returned an estimated \$100 million to the local economy.

Recent projects include: The Urban Environmental Management Network, a joint initiative with the United Nations Environment Programme International Environmental Technology Centre, The EXCEL Partnership (Excellence in Corporate Environmental Leadership) a unique learning partnership of major Canadian corporations who are committed to environmental leadership and continuous improvement of environmental performance. GLOBE has also prepared several industry reports including "State Of British Columbia's Environment Industry: Positioning For Growth In The 21st Century."

## **McAllister Opinion Research**

McAllister Opinion Research is a leading market research company specializing in issues management, marketing, communications testing and development, corporate reputation and strategy. Using advanced research tools, McAllister works with local and global organizations to help clients understand their key audiences. Their extensive work

with Fortune 500 companies, governments and the not-for-profit sector in sectors such as forestry, the environment, energy and agriculture, provides McAllister with a deep understanding of social trends and public engagement.

McAllister brings two research components to the project. The first is the Environmental Monitor, Canada's longest running nationally syndicated poll on environmental and sustainability issues. While most polling research provides "snapshots" of opinion, the Environmental Monitor database provides a 17-year record of British Columbia public opinion and what has driven it since the last "green wave" in the late 1980s. In the second component, McAllister assesses the views of key influencers and opinion leaders in British Columbia politics. The survey provided a clear picture of the values, views and visions these thought leaders bring to the table.

Recent clients include: Shell Oil, DuPont, BASF, Cargill, Monsanto, Sarah Lee Bakery Group, International Council on Mining and Metals, British Columbia Securities Commission, Environment Canada, University of British Columbia, North Carolina State University, David Suzuki Foundation, Nisga'a First Nations and the Pew Charitable Trusts.

Principal Angus McAllister has more than 15 years experience in the market research industry. Before establishing his own company, Angus served as Vice President with two leading international research firms.

McAllister Opinion Research completed two concurrent research pieces, including a major provincial and national survey of public opinion and a second national survey specifically directed at thought leaders.

## **StoryTellings™**

StoryTellings™ is a projective research technique, used successfully by major brands as a means of understanding the deep and often difficult-to-articulate emotions that drive consumer behaviour.

StoryTellings™ differs from other qualitative research in several significant ways. First and foremost is its emphasis on stories. Stories are an age-old means of addressing the world's most fundamental issues of the human condition: life and death, love and war, trust and betrayal. By collecting stories and analyzing them from the perspectives of three distinct disciplines – mythology, depth psychology and symbology – it is possible to identify the patterns, themes, words, phrases and symbols that connect these everyday stories to ancient and emotionally powerful myths and archetypes.

StoryTellings™ founder, Edward Wachtman, has developed numerous methodologies based on stories and story telling as a means to go beyond traditional, qualitative research: to understand not only what consumers need and want, but to understand why. Edward's extensive experience as a management consultant and ongoing work with Fortune 500 and multinational organizations provides him with a unique insight for understanding the public's deep feelings about sustainability, to identify points of conflict and synergy and to interpret opportunities to influence change.

Past and current clients include: Ford Motor Company, TD/Canada Trust, The Loyalty Group (AirMiles), Intrawest, Nestle Purina, Centex Homes, TDBFG and Master Foods.

StoryTellings™ sessions include 16 to 18 participants per session for a total participation of 80 to 90 participants.

### **Viewpoint Learning**

Viewpoint Learning develops dialogue-based tools and learning techniques for leaders in all sectors. If the goal of debate is winning, the goal of dialogue is learning – gaining higher levels of insight and understanding in areas of complexity or conflict.

To this end, Viewpoint has developed ChoiceDialogues™. Designed to go far beyond polls and focus groups, this innovative methodology provides a deeper understanding of how public opinion is likely to shift on gridlock issues, what choices the public is prepared to make and under what conditions. This insight provides an invaluable roadmap both for policy makers and for business leaders as they work to find long-term solutions (including policies, products and services) to our most complex challenges. Viewpoint has conducted more than 75 ChoiceDialogue™ on subjects including urban growth, health care, environment, aging, social policy, housing, land use and transportation.

Viewpoint Learning was founded in 1999, by Daniel Yankelovich, a world-leader in public opinion research and tracking social trends, and Steven Rosell, an internationally recognized authority on governance, leadership and learning. In developing the ChoiceDialogue™ methodology, they built upon many years of experience with other methods, including Yankelovich's groundbreaking work on highly sophisticated polls and focus groups and the in-depth Issues Forums of the Kettering Foundation and Public Agenda, as well as Rosell's work on scenarios, group and societal learning, and learning-based approaches to governance.

Recent clients include the Government of Canada (the Romanow Commission and several departments and agencies), Procter and Gamble, U.S. Congress, Toyota, The William and Flora Hewlett Foundation and Royal Dutch Shell.