

ABOUT

- Quinn+Partners is a leading management consultancy specializing in corporate sustainability, sustainable finance, climate change and ESG advisory services. Their vision is to be clients' trusted advisor in all matters relating to sustainability and ESG, and their mission is to advance sustainability integration in business and capital markets. Clients include TSX listed companies and some of N.A.'s largest investors and pensions

MAIN PROJECTS

Client work

Designed 3 industry specific **ESG toolkits** for a banking client to share with their **real estate, agri-food, & transportation** small and medium enterprise (**SME**) customers

- Conducted industry analysis and understood the decarbonization priorities of the bank by meeting the client
- Drafted the toolkits with guidance for account managers on how to convey the ESG impacts on the bottom-line

Internal work

Submitted assessment for recertifying **B-Corp** status of Q&P

- B-Corp certification is awarded to businesses for meeting the highest standards of accountability when it comes to their social and environmental impact

Coordinated certification with '**Great Place to Work 2022-23**'



CHALLENGES FACED BY THE INDUSTRY

- Communicating **severity of ESG risks** posed to of client's business
- Supporting clients in navigating a **sea of environmental regulations** and alphabet soup of industry standards
- Screening clients for **green washing** by ensuring materiality of ESG ambition
- Emphasizing industry leadership and **retain talent**



People embody the mission
Q&P's healthy work culture and team bonding is pivotal to working together and finding solutions to the most challenging sustainability problems



Work hard and play hard
Q&P's offsite trip facilitates spending time in nature and participating in fun team building activities



KEY TAKEAWAYS: LIGHT BULB MOMENTS

- "Consulting is not rocket science"**- Clients often know what they are supposed to theoretically do. Driving sustainability is validating their thoughts, understanding their motivations, helping them plan for and navigate change, and compelling them to drive action
- "You will never have complete data"**- Be comfortable in taking educated guesses and assumptions when the data is insufficient. The required data for a thorough analysis will almost never be available. One must be confident enough to provide final recommendations based on explicit assumptions
- "Align the big picture"**- While communicating an idea, provide information necessary to put things into perspective. Context is fundamental for sustainability. Take a step back, understand the big picture and connect the idea to the background and future vision
- "Passion pays"**- Delivering quality work is the key to customer retention. Being passionate about sustainability helps to connect personal interest . Great work gets done when it feels relatively effortless and enjoyable



KEY FACTS AND FIGURES

- Small enterprises make up **97.9%** of all businesses in Canada¹
- Despite 66% of SMEs having a positive perception of sustainability, **merely 25%** are prioritizing investments²
- Together real estate(13%), agriculture (10%) and transportation (24%) contribute to **47%** of Canadian GHG emissions³
- Canada has only **323** certified B-Corp companies⁴

SOURCES

- Government of Canada, Key Small Business Statistics
- Distribution of greenhouse gas emissions in Canada in 2020, by economic sector
- Canadian SMEs Leading the Way in Sustainability, But Limited by Capacity
- The most popular eco-friendly businesses in the world