



## Working Group on Embedding Sustainability in Corporate Culture

This project builds on the “culture wheel” developed by Dr. Stephanie Bertels in the “Embedding Sustainability into Corporate Culture” report published by NBS. This research was received enthusiastically, resulting in many firms requesting more information and seeking guidance on how to implement the culture wheel in their organizations. In response to this demand, NBS has launched a working group on Embedding Sustainability in Corporate Culture.

We are inviting up to 10 organizations to join this working group, which will be led by Dr. Bertels. The purpose of the working group is to study the impact of applying the culture wheel practices and for participants to share knowledge among other participants as they apply the wheel in their own organization. This study will contribute new knowledge to our understanding of embedding sustainability including which practices are most effective and how best to implement them.

### Research and Learning Process

This project will take place over a three-year period and include research activities specific to each organization. Working group members will participate in annual meetings and interim calls to share their discoveries and draw on research team insights. The yearly research and working group activities are outlined below.

	Year 1 Fall 2012 to Fall 2013	Year 2 Fall 2013 to Fall 2014	Year 3 Fall 2014 to Spring 2015
Working Group Activities	<ul style="list-style-type: none"> <li>• Launch Meeting: Introductions, gather input on the research process, identify priorities</li> <li>• Group check in calls: Research team update, share learning, address questions</li> </ul>	<ul style="list-style-type: none"> <li>• Interim Meeting: Share aggregated findings, identification of action plan items, peer learning</li> <li>• Group check in calls: Support implementation of action plans, answer questions</li> </ul>	<ul style="list-style-type: none"> <li>• Final Meeting: Share follow-up research results, discuss implications for future work, conclude working group</li> <li>• Group check in calls: Support implementation of action plans, answer questions</li> </ul>
Research Team Activities	<ul style="list-style-type: none"> <li>• Baseline data gathering</li> <li>• Prepare data summaries</li> <li>• Generate insights</li> <li>• Report back culture wheel for each firm</li> </ul>	<ul style="list-style-type: none"> <li>• Aggregate findings of baseline assessments</li> <li>• Support identification of action plan items</li> </ul>	<ul style="list-style-type: none"> <li>• Reassess to evaluate shifts from baseline and implementation of action plan</li> </ul>



Note: Confidentiality will be respected during the research process and working group meetings.

### Why Participate?

Participation in this research project will be a unique learning experience. Working group members will have the opportunity to engage with the research team and Dr. Bertels throughout the research process and during working group meetings. Participants will learn from and with each other based on their organizational culture assessment and aggregated findings from across the group.

### Why work with NBS?

Organizations tell us they work with NBS because we're:

- **Rigorous.** Only the best, evidence based research is included in our projects.
- **Relevant.** NBS builds new ideas by bridging research and industry.
- **Trusted.** NBS adheres to the highest academic standards.
- **Connected.** Our global network exceeds 900 researchers and 1,600 managers.
- **Unbiased.** We ground our approach in the best available science.

### Commitments:

Each firm is expected to participate fully in the research process and working group activities. Timely access to company personnel and documents is required. The cost to participate is \$10,000 per year for three years.

### Contact:

For more information or to reserve your organization's place in this working group please contact:

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