



Business Council of  
British Columbia

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## **President Bill Clinton Joins BC Business Leaders at Business Council Summit on Corporate Social Responsibility**

**Vancouver, BC (August 14, 2008):** Former President Bill Clinton will be the keynote speaker at the Business Council of British Columbia's one-day conference, **Investing Today for Tomorrow: Corporate Responsibility in British Columbia**, October 17, 2008.

President Clinton and Vancouver philanthropist and mining financier, Frank Giustra will detail their Clinton Giustra Sustainable Growth Initiative which is working with the private sector, including the natural resource industries, to build sustainable economies in developing countries.

"Regardless of your industry, or where you might be doing business, good corporate citizenship is no longer an option," explained Graham MacLachlan, Regional President British Columbia, RBC Royal Bank, and Chair of the Business Council. "In fact, today, it's the only way to do business."

Pointing to a recent survey of Business Council members, MacLachlan said today 83 per cent of companies make corporate responsibility a priority, compared to 54 per cent just three years ago.

"When it comes to corporate responsibility, Business Council members are among the most innovative and successful anywhere in the world," added MacLachlan. "As a result, the conference will be an excellent opportunity for business leaders and their community partners to share lessons learned as we highlight the future of corporate responsibility and its influence and impact on companies and communities.

"We're also very pleased that President Clinton and Frank Giustra will be joining us to share their international perspective, and how the Clinton Giustra Initiative and Clinton Foundation might offer a template for other industry sectors looking to target a particular need either here at home or around the world."

A frequent visitor to British Columbia, President Clinton said the summit's agenda highlights the growing importance of corporate responsibility and the role business can play in finding solutions to social, environmental and community issues.

"Good corporate citizens know the importance of making a positive difference in the communities where they live and work," explained President Clinton. "I want to congratulate the Business Council for creating the kind of platform that will bring business leaders together to share their experiences and look at opportunities for the future. Working with Frank and other British Columbia business leaders, I'm always impressed by their willingness to roll up their sleeves and tackle important issues whether it's in BC, or around the world."

(more)



## Business Council of British Columbia

Among the summit's other topics and featured speakers:

### **Strategic Approaches to Corporate Responsibility: Emerging Trends**

- Dr James Tansey, Chair, Business Ethics, Centre for Sustainable Social Enterprise, Sauder School of Business, University of British Columbia

### **The Business of Corporate Responsibility: Choices, Challenges and Lessons Learned**

- Bob McFarlane, Executive Vice President and CFO, TELUS Corporation
- Don Lindsay, President and CEO, Teck Cominco Limited
- Jim Little, Chief Brand and Communications Officer, RBC
- Mike Graham, President, Canadian Foothills Division and Executive Vice President, EnCana Corporation

### **Improving our Communities: Business Tools for Corporate Social Responsibility**

- Tamara Vrooman, CEO, Vancity Credit Union
- Bob Elton, President and CEO, BC Hydro
- Mary Gordon, Founder and President, Roots of Empathy

### **BC and Canada: Innovations in Corporate Responsibility**

- Donald McInnes, Vice Chairman and CEO, Plutonic Power Corporation
- Kevin Hydes, Chair, World Green Building Council and Vice President, Sustainable Design, Stantec Consulting
- Eric Nonacs, Managing Director, Global Affairs, Endeavor Financial, and Senior Advisor, William J. Clinton Foundation

Summit registration information is available at [www.bcbc.com](http://www.bcbc.com). Established in 1966, the 210 members of the Business Council of British Columbia are drawn from every sector of the provincial economy and represent more than one-quarter of all the jobs in British Columbia.

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