



“The question of reaching sustainability is not about if we will have enough energy, food, or other resources... The question is: Will there be enough leaders in time?”

– **Dr. Karl-Henrik Robèrt, Founder,
The Natural Step International**

ENGAGING AND ENABLING SUSTAINABILITY LEADERS

Partnership Opportunities

For leading organizations that are building their sustainability brand and workforce, sponsorship opportunities are available to support The Natural Step Canada's Sustainability Learning programs. By supporting practical sustainability education, you will be investing in a sustainable future and will realize a number of opportunities for your organization, including:

- **PROMOTE SUSTAINABILITY EDUCATION:** Demonstrate your commitment to sustainability by aligning your business with The Natural Step Canada, a trusted leader in sustainability education and awareness.
- **GAIN RECOGNITION:** Capitalize on increased exposure nationally and internationally for your organization, your products and services, and your sustainability achievements. Recognition will be broad through our communication and promotion channels, as well as targeted through our learning program participants.
- **ENGAGE YOUR EMPLOYEES:** Support your own team's professional development by inviting them as course participants to enhance their sustainability learning.
- **ATTRACT TOP TALENT:** Increase your attractiveness as an employer and connect with high-calibre prospective employees.

Exceptional Benefits

Depending on the level of sponsorship provided, benefits may include:*

- Significant exposure of your brand among sustainability leaders and decision-makers in municipalities, government, and business.
- Business promotion (products and/or services) at numerous interactive touch points throughout the year, including hosting webinars and networking sessions during sustainability courses.
- Drive business revenue through concrete examples of your business' alignment with sustainability.
- Support employee engagement through complementary course registrations.
- Thousands of impressions and general exposure as a supporter of The Natural Step Canada to a network of over 6,000 consumers and decision-makers.

*See full recognition and benefits grid below.



Target Market

Our target market includes the same people you want to touch. The Natural Step Canada's Sustainability Learning program is geared toward experienced sustainability professionals, managers, analysts, academics, consultants, and young emerging leaders. We focus on passionate innovators and the decision-makers of both today and tomorrow. These people will see your contribution to this program and have the opportunity to learn more about your products and services.

By supporting our Sustainability Learning program, your organization will obtain meaningful exposure to hundreds of course participants—both in-person and online—as well as to members of The Natural Step Exchange, our network of mayors, municipal decision-makers, and business leaders. You will also gain impressions with thousands of sustainability practitioners and decision-makers reached through our targeted marketing and promotion efforts.

Sustainability Learning Program At-A-Glance

The Natural Step Canada's Sustainability Learning program is about more than gaining theoretical knowledge. It's about developing the practical skills, attitudes, and knowledge required to be effective sustainability change agents. With a more strategic, systemic perspective and a broader skill set, participants are better equipped to advance sustainability plans and activities in leading businesses, municipalities, and other organizations. The program involves the following deliverables.

Premiere in-person courses

Valued for their rich content, inspiring facilitators, and interactive design, our sustainability workshops are in demand by existing and emerging sustainability practitioners across the country. Each year, The Natural Step Canada offers our highly popular one-day *Level 1 Sustainability Course: Foundations in Strategy* and our three-day *Level 2 Sustainability Course: Deep Dive into Application and Practice* in several locations across the country. Significant opportunities exist for sponsor integration into the courses, as well as exposure to both participants and those targeted by our robust marketing efforts.

Award-winning online course

Over 25,000 people to date around the world have experienced this rich multimedia online educational experience. Designed by professional educators for maximum accessibility and learning, *Sustainability 101* takes people on a learning journey to understand the complexity of applying sustainability concepts to day-to-day business, community, and personal decision-making.

In addition to interested individuals and organizations that purchase the course from our web site and via our sustainability partners, employees and stakeholders of The Natural Step's client companies and municipalities in Canada and around the world experience the *Sustainability 101* online course.

The Natural Step Exchange

The Natural Step Exchange has established itself as an invaluable network for Canadian sustainability practitioners to seek support, advice, thought-provoking discussion, and inspiration. Using a collaborative approach and a dynamic service offering, The Exchange unites sustainability professionals across sectors and the country to expand their capacity as leaders. By facilitating interaction, The Exchange offers a strong and layered approach to professional development, networking, and continual learning in the field of sustainability.

The Natural Step Exchange features:

- **Exclusive events:** Hosted throughout the year across the country for members to meet sponsors and connect.
- **Online dialogues:** Featuring experts and sponsored guest speakers, these presentations explore dynamic sustainability topics, highlight best practices and challenges, and create space for engaging discussions.
- **Online platform:** A members-only hub for sustainability resources, including toolkits, articles, reports, presentation recordings, and events, with ample opportunities for sponsor recognition and co-branding.

Employee Engagement

Take this opportunity to engage your employees. In addition to your support, by choosing to have your employees participate in The Natural Step Canada's Sustainability Learning opportunities, you will gain:

- An understanding of how sustainability drives value creation and innovation for your organization.
- The ability to integrate sustainability into your core business, operations, governance, and stakeholder engagement.
- Leadership capacity to move sustainability forward internally and in your industry sector.
- An invigorated corporate culture around sustainable development and heightened employee engagement around a compelling vision.



Recognition and Benefits Grid

	Presenting Partners (\$7,500)	Major Partners (\$5,000)	Supporters (\$2,500)	Contributors (\$1,000)
Premiere in-person courses				
Sponsor presentation during pre- or post-course webinar (Level 2 course only)	✓			
Logo on recruitment materials (high number of impressions on web, social media, and at in-person events)	✓	✓		
Integration of a sponsor case study into the curriculum	✓ (2 courses)	✓ (1 course)		
Sponsored lunch (including keynote talk)	✓ (2 courses)	✓ (1 course)		
Opportunity to distribute sponsor materials to course participants	✓ (2 courses)	✓ (1 course)	✓ (1 course)	
Logo on course materials and workbook	✓ (large)	✓ (medium)	✓ (small)	
Free access for employees to be participants in course	✓ (4 employees)	✓ (2 employees)	✓ (2 employees)	✓ (1 employee)
Verbal recognition during courses	✓	✓	✓	✓
Logo on event signage and presentation slides	✓ (large)	✓ (medium)	✓ (small)	✓ (small)
Award-winning online course				
Logo on promotional materials (high number of impressions on web, social media, and at in-person events)	✓			
Sponsor logo on the welcome page	✓			
Free access to online course for your employees	✓ (up to 10 employees)	✓ (up to 7 employees)	✓ (up to 4 employees)	✓ (up to 2 employees)
The Natural Step Exchange				
Free organizational membership in The Natural Step Exchange	✓ (up to 5 employees)			
Host a webinar dialogue focused on sponsor organization, relevant topic of sponsor's choosing, or preferred guest speaker	✓	✓		
Logo in monthly member communications	✓	✓	✓	
5-minute sponsor presentation during webinar dialogue	✓	✓	✓	
Logo on webinar dialogue presentation slides	✓	✓	✓	
Logo on networking event signage	✓ (large)	✓ (medium)	✓ (small)	✓ (small)
Logo on online platform	✓	✓	✓	✓
General Recognition				
Industry/sector exclusivity	✓			
Partnership profile in Annual Report	✓			
Announcement in our newsletter (6,000+ recipients)	✓	✓		
Announcement on social media (Facebook, Twitter, LinkedIn)	✓ (multiple times)	✓	✓	
Logo in Annual Report	✓ (large)	✓ (medium)	✓ (small)	
Logo and link on our web site (225,000+ annual visits)	✓	✓	✓	✓

Customized Sponsorship Opportunity

Maximize your exposure and the return on investment associated with this opportunity by developing a custom sponsorship of our Sustainability Learning program.

Starting at \$20,000, a customized arrangement will be created to take full advantage of raising your profile in the sustainability sector and interact with our Sustainability Learning program participants. Here are some examples of customized exclusive opportunities:

- Integrating your organization as the comprehensive case study to our in-person courses.
- With a large reach, the *Sustainability 101* online course can be customised with multi-media content to present a sponsor's unique issues, success stories, and branding.
- Hosting a site visit to your office/facility to engage with your team and showcase your sustainability achievements first-hand.
- Complementary access for multiple employees to be participants in courses.
- Opportunity to host an in-person networking event.

About Us

The most important leadership challenge of our time is to shift from reactive responses and quick fixes on a symptoms level to generative responses that address the systemic root issues. The Natural Step Canada is a leader in raising awareness, providing education, and building capacity in sustainability. We are a dynamic non-profit organization and federally-registered charity with 15 years of experience helping youth, municipal, and business leaders understand and make meaningful progress toward sustainability. Through award-winning learning programs and advisory, coaching, and process facilitation services, we translate the fundamentals of sustainability into practical steps businesses and communities can take to achieve lasting change.

Please contact us to take advantage of this opportunity...

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“The Natural Step Framework for Strategic Sustainable Development has helped with the transition from the classroom to the workplace by acting as a practical tool for knowledge application.”

–Jennifer Ashley Reid,
past program participant



“The workshop was excellent. I have learned a great deal and have come away from it with a deep feeling of motivation and energy to move forward with sustainability in my organization.”

–Course graduate

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