



Small and Medium-sized Enterprise Sustainability

Date: March 20, 2025

File: 0300-011 Small and Medium-sized Enterprise Sustainability - SustainTech 2025

Objective

- Demonstrate the unique perspective of prairie businesses regarding sustainability.
- Identify means to support small and medium-sized enterprise (SME) sustainability.



TRACE
ASSOCIATES

Sustainability in Canada

Canadian Drivers

92% of buying organizations require supplier disclosure

33% suppliers not yet reporting will in next three years

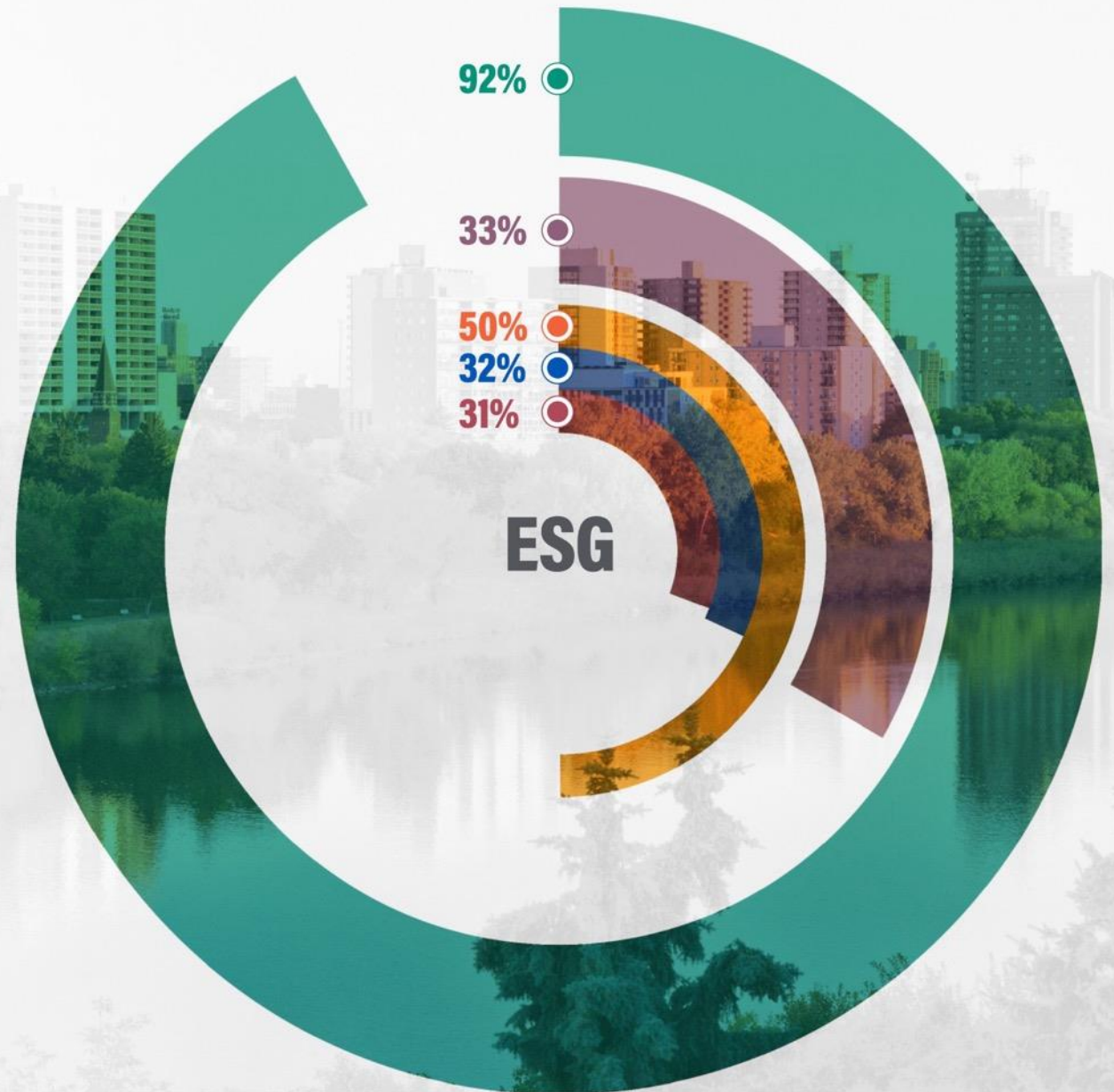
50% lead to new business

32% improves recruiting and retention

31% improved access to financing

BDC (Business Development Canada). (2023).

Small business left out of big contracts without ESG reporting: BDC study.





Prairie Research Methodology

Reaching Prairie SMEs

Based on Canadian Standards
Association Guidance Document

21 Associations

1,400 Business Members

Research funded by Trace

Canadian Standards Association, 2023. SPE-16:23
Environmental, social, and governance (ESG) and sustainable
development goals (SDGs) guidance for associations.



Discovering Member Expectations

Objective



Format



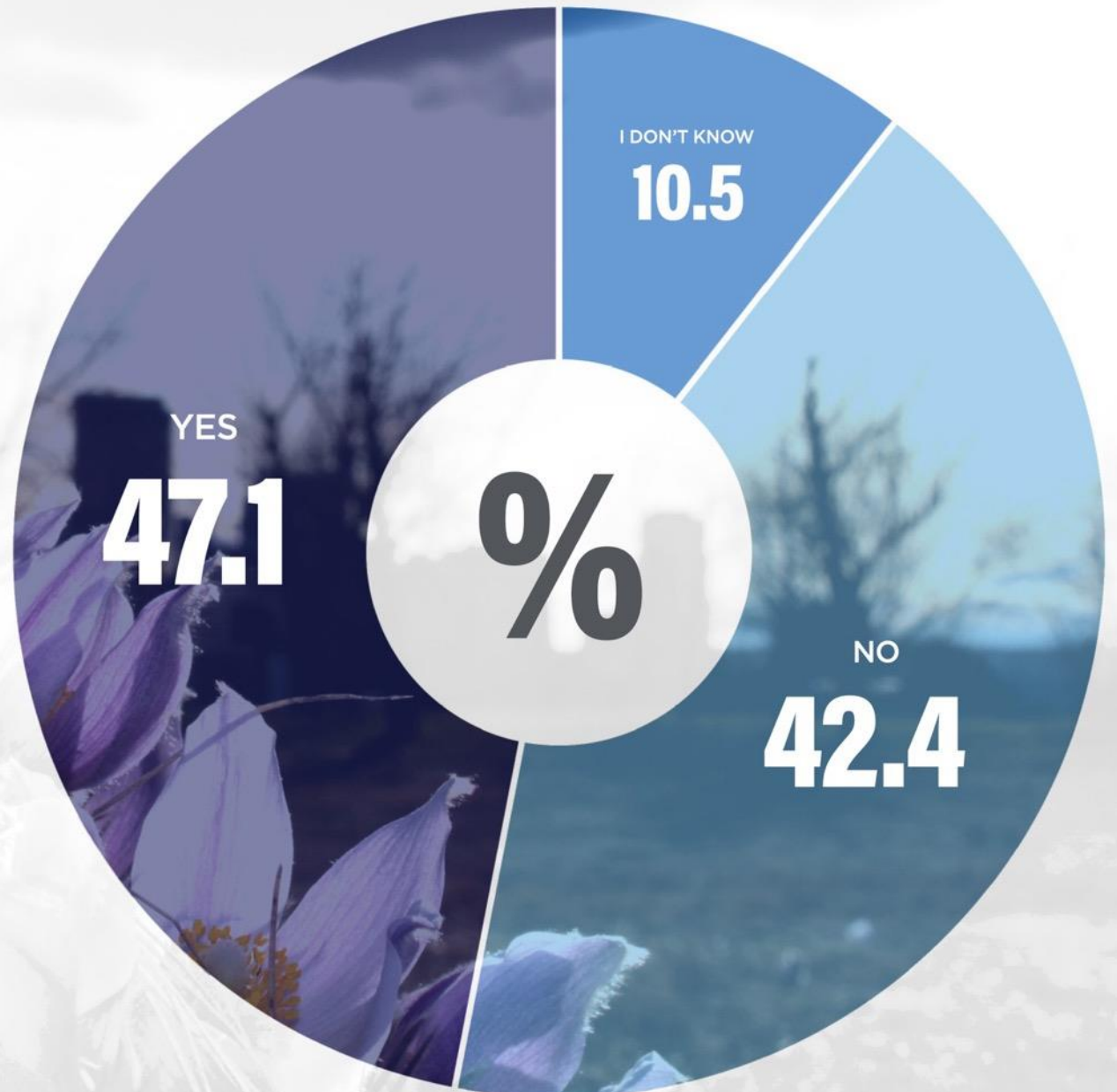
Content



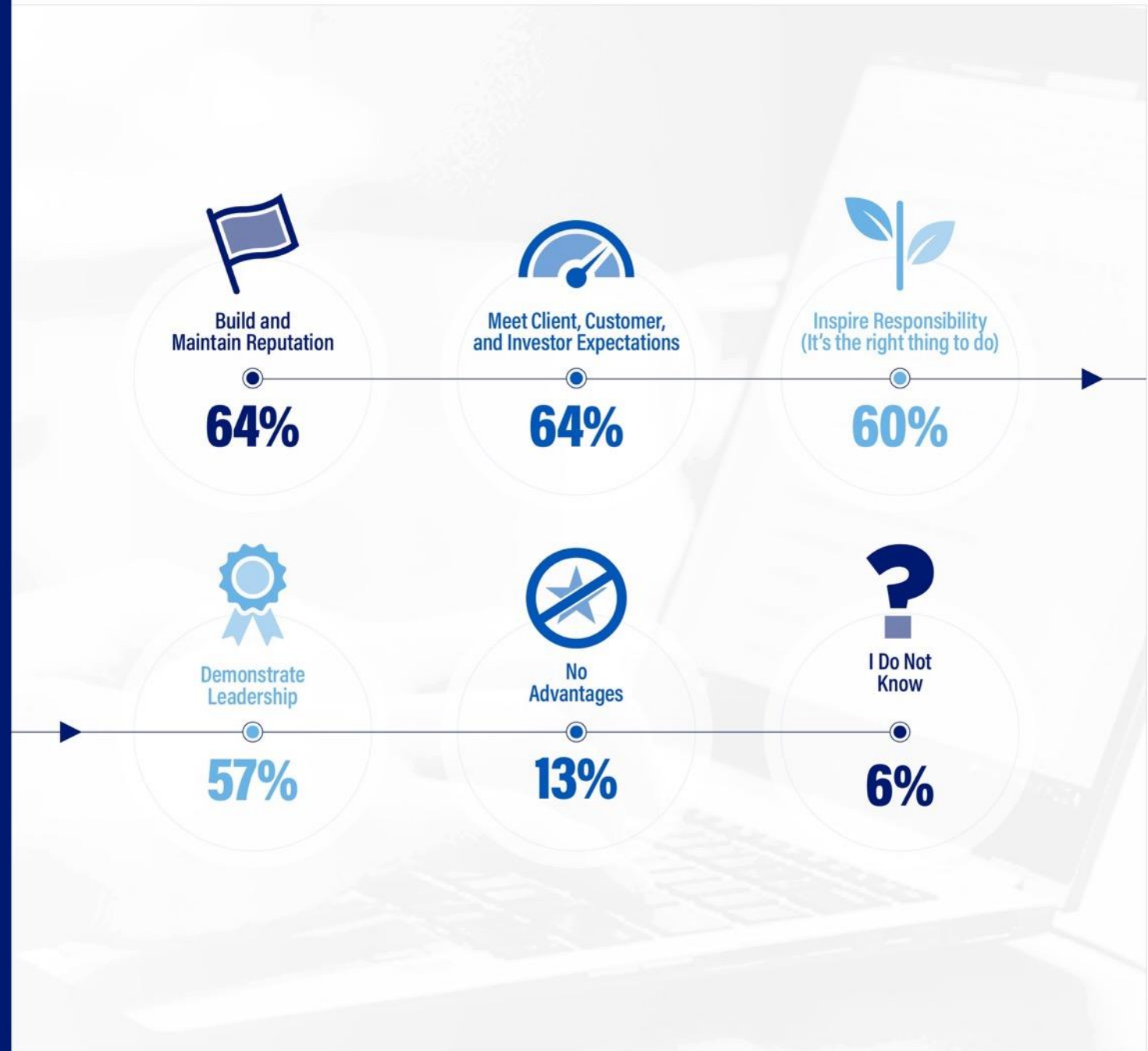


Research Results

Existing Western Canadian Participation in Sustainability Programs



Prairie Business Advantages of Operating Sustainably



Prairie Sustainability Training

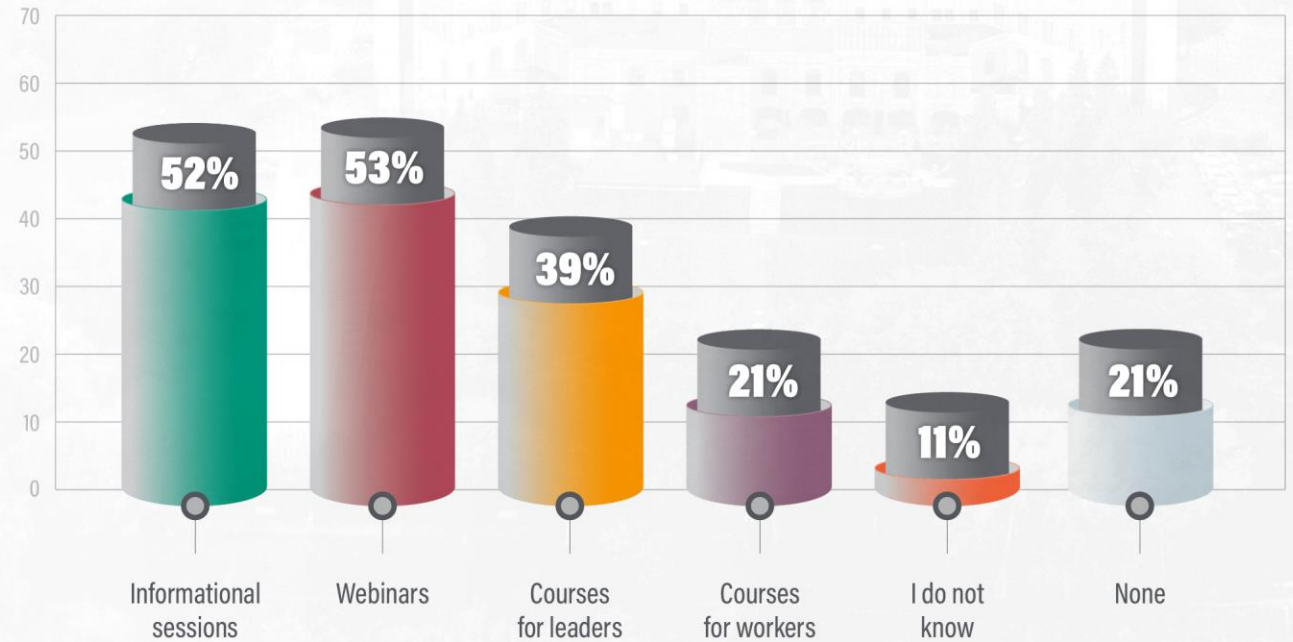
Seeking tool kits,
guidelines, and metrics

Application to their business

How to develop
a sustainability program

Preferred learning styles

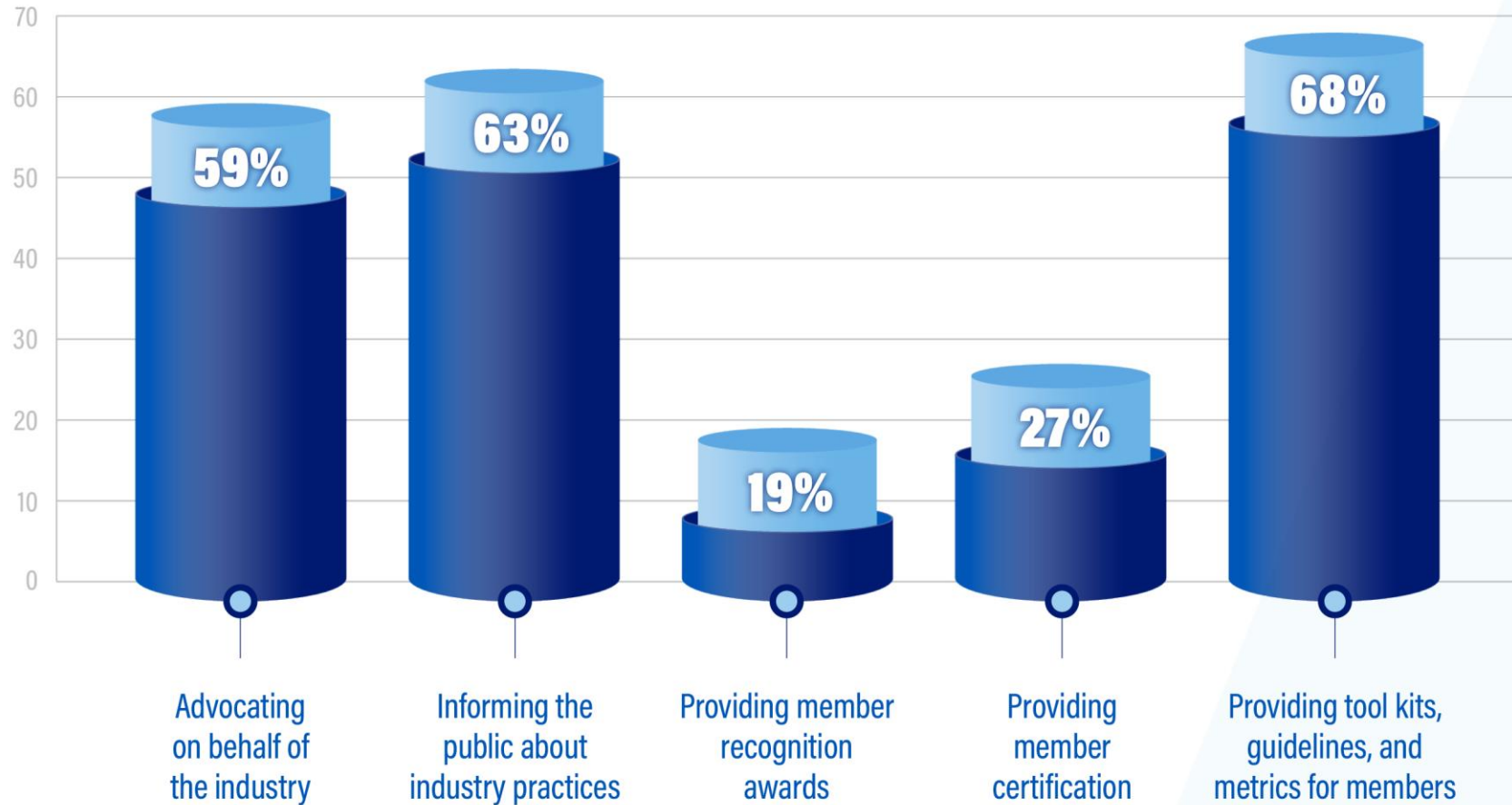
Would any of the following be of interest to your organization?





Interpretation and Recommendations

How can our association help advance sustainability within the industry?





Management of ESG risks and opportunities can positively impact SME prospects if business fundamentals are well managed, too.



Less than half of prairie respondents have sustainability programs in place, even though 83% of respondents believe there are advantages to operating sustainably.



SMEs are asked to provide a growing volume of sustainability metrics to buyers, consumers, and government.



SMEs are seeking support for their leaders through training and tools to learn more about sustainability and to support the development of sustainability programs.

Research Dissemination

White Paper

Over 60 Points of Contact

49 Associations and
Chambers of Commerce

Canadian Sustainability
Standards Board



It's an excellent piece
of research, and has some
rich insights... [the] work
deserves wide attention!

YVONNE JEFFRY, M.Sc., SASB FSA Credential Holder
CSSB Board Member



QUESTIONS?

We're Here to Help.

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