

## Taking a Sector-based Approach to Sustainability

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Sustainability has become an important concept to help describe how industry intersects with economic, environmental and social systems.

Over the last 10 years, environmental issues alone have steadily encroached on businesses capacity to create value for customers, shareholders and other stakeholders. The tragic events of Lac-Mégantic have raised questions about the industry's licence to operate and its efforts to protect communities and the environment.

Industry associations are responding to similar pressures with sustainability programs and initiatives that aim to improve the social and environmental performance of their respective industry, communicate performance to stakeholders and complement the sustainability initiatives that may already be in place by member companies.

Michael Gullo will provide a cursory overview of the RAC's intentions to develop a sector-wide sustainability strategy as a means to strengthening the Canadian rail sector's position as a responsible carrier of goods and people.

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