

SOUNDING BOARD



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The Impact of the Port Labour Dispute on the Economy

ADVOCACY | Recapping GVBOT's advocacy efforts during the labour dispute at the Port

The labour dispute at Canada's West Coast ports, initiated by the International Longshore and Warehouse Union (ILWU) Canada's strike on July 1, 2023, resulted in significant economic implications, particularly for Greater Vancouver. The Greater Vancouver Board of Trade (GVBOT) was very vocal in calling for a resolution and highlighting the strike's far-reaching consequences for the Canadian economy and businesses in the area.

Early Warnings and Calls for Stability

Before the strike, GVBOT warned about potential supply chain disruptions that could arise from the labour dispute. The strike action risked fueling inflation, increasing costs for businesses and consumers, and causing damage to the Canadian economy. With approximately 25 percent of Canada's total traded goods flowing through the ports in Western Canada, the impact of this dispute extended beyond isolated labour disruptions.

Together with business associations nationwide, GVBOT addressed a joint letter to the Prime Minister urging for a swift resolution to the labour dispute. Additionally, in collaboration with the Canadian Chamber of Commerce, GVBOT's Vice President, David van Hemmen, penned an op-ed during the early days of the strike, highlighting the significant impact of the strike on the livelihoods of Canadians and the health of Canadian businesses and calling for the federal government's action and support.

Launch of the Port Shutdown Calculator

On July 12, 2023, GVBOT introduced the Port Shutdown Calculator (boardoftrade.com/Port-ShutdownCalculator). Officially launching it during a joint press conference with other business associations, this real-time estimation tool provided insights into the immediate trade impact of the labour dispute taking place at Canada's west coast ports. The calculator

estimated disruptions of approximately \$800 million daily, highlighting the situation's severity and need for a timely resolution.

Impacts of Uncertainty

Amidst the continued disruptions and uncertainties, GVBOT renewed its call for the federal government and elected representatives to explore all available tools to find a lasting resolution. Reopening west coast ports permanently remained crucial to ensuring stability in national supply chains. A swift resolution was imperative to secure the future stability of Canada's economy and maintain its reputation as a reliable trading partner in the global economy. The Port Shutdown Calculator continued to count the escalating costs of the back-and-forth labour disruptions.

Ratification of the deal and looking forward

On August 4, businesses in the region were relieved to see the ratification of the revised deal by the parties involved. Operations at west



coast ports could return to normal.

The impact of this strike on our economy has been significant. The effects of the strike rippled across sectors nationwide, including manufacturing, retail, critical minerals and various sectors and services and sectors Canadians rely on. The resilience and stability of our domestic supply chains are critical for domestic businesses and our international trade relationships.

GVBOT's actions and advocacy

efforts during this labour dispute reflected our commitment to protecting the local economy. Going forward, Canada must rebuild its reputation as a reliable trading partner. GVBOT renewed its calls to the federal government to expand its options for addressing labour disputes that impact the national economy and supply chains so that disruption of this magnitude can be avoided in the future. ^{SB}

CN Launches New Tool to Help its Customers Calculate Greenhouse Gas Emissions

INNOVATION | Tool to provide detailed report on GHG emissions

CN has launched a new self-service sustainability tool called My Carbon Emissions. CN was first to launch the Carbon Calculator, 13 years ago, to give customers visibility into their estimated greenhouse gas (GHG) emissions and emissions savings using rail transportation. Now, this new tool, available on the CN One eBusiness platform, provides customers with a detailed report of their estimated GHG emissions based on all their loaded shipments moved on CN, as well as the emissions avoided by choosing rail over truck. These insights into the environmental benefits of shipping via CN's transcontinental network empowers customers to make data

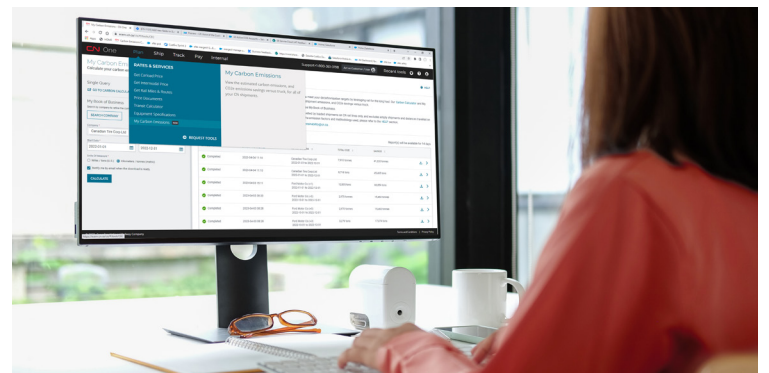
driven decisions that support their climate objectives.

As more companies are looking to quantify, and ultimately, lower their transportation GHG emissions, the information now available will allow customers to easily access and understand part of their Scope 3 emissions. It will also help identify opportunities for them to make more environmentally friendly transportation decisions. It demonstrates CN's commitment to innovate and offer solutions for its customers' evolving needs.

"Rail has a tremendous potential to reduce the environmental impact of transportation and we are

pleased to offer this enhanced tool to our customers, who are at the heart of what we do. Moving long-haul freight by train instead of truck can reduce GHG emissions by up to 75% and CN remains a leader in the North American rail industry, by consuming approximately 15% less locomotive fuel per gross ton mile." - Doug MacDonald, Executive Vice-President and Chief Marketing Officer at CN

CN is part of the climate solution and has set science-based targets to reduce its Scope 1 and 2 GHG emissions intensity by 43% and Scope 3 emissions intensity for fuel- and energy-related activities by 40%, by 2030 from a 2019 base



year. The Company is also committed to setting a net-zero 2050 carbon emission target aligned to a 1.5°C scenario. CN's sustainability leadership is recognized through the inclusion in the Dow Jones Sustainability World Index (DJSI) and

CDP's Climate Change A List. CN

CN is a world-class transportation leader and trade-enabler. Essential to the economy, to the customers, and to the communities it serves, CN safely transports more than 300 million tons of natural resources, manufactured products, and finished goods throughout North America every year.

Unleashing the Leader Within: A Journey of Growth

PROGRAMS | The Engaged Leadership Program Experience

In the world of sports and community engagement, my journey has been an incredibly fortunate one. What started as a two-year working holiday in Canada became a fulfilling career with the Vancouver Whitecaps. I had the privilege of being part of their business development team and now the Canucks as the Director of Premium Sales & Experience. I firmly believe that sports organizations should be pillars of their communities, using their influence to drive positive change. Reflecting on my professional growth, I can confidently attribute a part of my success to the transformative experience of GVBOT's Engaged Leadership Program.

When I completed high school, my aspirations gravitated toward healthcare. I had a genuine desire to help people. However, circumstances steered me away from that path. Nonetheless, my inclination to make a positive impact persisted, leading me to pursue opportunities where I could contribute to improving others' lives. The Engaged Leadership Program appealed to me as an opportunity to learn from some of the most exceptional leaders in

the province who have made careers, bettering their communities and exploring how they prioritized the well-being and success of their people.

One of the program's greatest benefits has been the resurgence of my passion for leadership. The Engaged Leadership Program rekindled my enthusiasm for leading others and instilled a renewed sense of confidence in my abilities. As leaders, there is always more to learn, and this program provided a platform for continuous growth and development. The connections I forged with like-minded individuals have also been invaluable, enriching my personal and professional network.

Among the program's enlightening sessions, a few stand out as my favourites. The private roundtable and online sessions with esteemed leaders such as Sue Paish and Keith Henry were an unparalleled experience in a competitive business landscape where time and attention are precious commodities; being able to interact with these accomplished individuals and listen to their stories, successes, failures, and invaluable lessons felt like re-

connecting with old friends. The authenticity of these exchanges and the wisdom shared during these sessions left an indelible mark on my leadership journey.

When reflecting on the most crucial lesson I gleaned from the Engaged Leadership Program, it undoubtedly revolves around introspection and personal growth. Before this program, I found myself in leadership positions almost inadvertently, without giving much thought to the nuances of effective leadership. This transformative course challenged me to delve deeper into what makes my leadership style unique and identify areas where I can continue evolving.

Now that I've completed the program, my perspective on great leadership has expanded. While numerous qualities contribute to exceptional leadership, the Engaged Leadership Program highlighted a few key attributes shared by the remarkable leaders I encountered:

Authenticity: Great leaders stay true to themselves, embracing their unique qualities and perspectives.

Genuine Care: They genuinely care about the people they work



Tom Dunn,
Director of Premium Hospitality
Sales & Experience,
Canucks Sports Entertainment

with and the impact they can create together.

Vulnerability: They understand the power of vulnerability, recognizing that openness and honesty foster trust and collaboration.

Optimism: They possess a remarkable ability to seek opportunities and positivity in every situation and individual.

Courageous Advocacy: Great leaders are not afraid to speak up when confronted with challenges or shortcomings, demonstrating their dedication to improvement.

The Engaged Leadership Program has been a transformative journey, propelling me toward a greater understanding of effective leadership and equipping me with the tools to make a lasting impact. It has reinforced my belief that

leadership is a choice, not merely a position and that every leader has the power to influence the lives of those they lead positively. As I continue to grow and navigate the dynamic landscape of my career, I am committed to embodying the qualities I have learned. I look forward to shaping a brighter future both within my organization and in the broader community.

Applications for the 2024 Engaged Leadership Program are now open at boardoftrade.com/engaged-leadership-application. TD

Tom Dunn is a graduate of the 2023 Engaged Leadership Program.

Meet the Finalists for 2023 Business Distinction Awards

EVENTS | Celebrating businesses in the Greater Vancouver region

The Greater Vancouver Board of Trade, in collaboration with Scale-up Centre for SMEs, is pleased to announce the 24 finalists for the 2023 Business Distinction Awards.

These awards recognize organizations that have gone above and beyond to set themselves apart in business growth, employee engagement, community impact, sustainability and more. Nominations were collected during the spring, reviewed, and shortlisted by GVBOT's Scale-up Centre for SMEs Advisory Committee.

Bridgitte Anderson, President and CEO, Greater Vancouver Board of Trade, stated, "The Greater Vancouver business community has showcased their entrepreneurial and community spirit by adapting, innovating and collaborating to thrive and create a better society. We're delighted to recognize just some of those businesses through our Business Distinction Awards, and our finalists are the best of what our community has to offer."

The winners will be announced at a special event on Wednesday, October 25, where

the business community will celebrate the finalists in front of colleagues, families, and friends.

Meet the nominees: Business Growth up to \$5M in revenue

- CSN Pharma
- Hypercharge Networks Corp
- Ideon Technologies

Business Growth over \$5M in revenue

- MatchBox Consulting Group
- Periphery Digital
- Tru Earth Environmental Products Inc.

Community Impact – For Profit Organizations

- Belmar Consulting
- Hudson Pacific Properties
- Turner Construction Company Ltd. (Canada)
- Wisebox

Community Impact – Non Profit Organizations

- BC Centre for Ability
- Canucks Autism Network
- Covenant House Vancouver
- Greater Vancouver Food Bank



Digital Transformation

- Fresh Prep
- Reotech Construction
- Sustainolight Corp

Employer of the Year

- Belmar Consulting
- Innovation Networks
- Mayfair Lakes Golf & Country Club

Sustainability Impact

- Conifer Homewares

- Fresh Prep
- Genus Capital Management
- Setsail Interactive

The Scale-up Centre for SMEs (SCS) is an initiative of the Greater Vancouver Board of Trade. The SCS works to understand the trends, forces, and issues impacting SME

growth, innovation, and competitiveness and develops programming and policy to address these issues. Based on the goals of helping companies to discover gaps, engage with experts, and create solutions to address obstacles to growth, the SCS connects, educates, and inspires SMEs in British Columbia. SB



Tickets to all of our upcoming events are available at boardoftrade.com/events.