



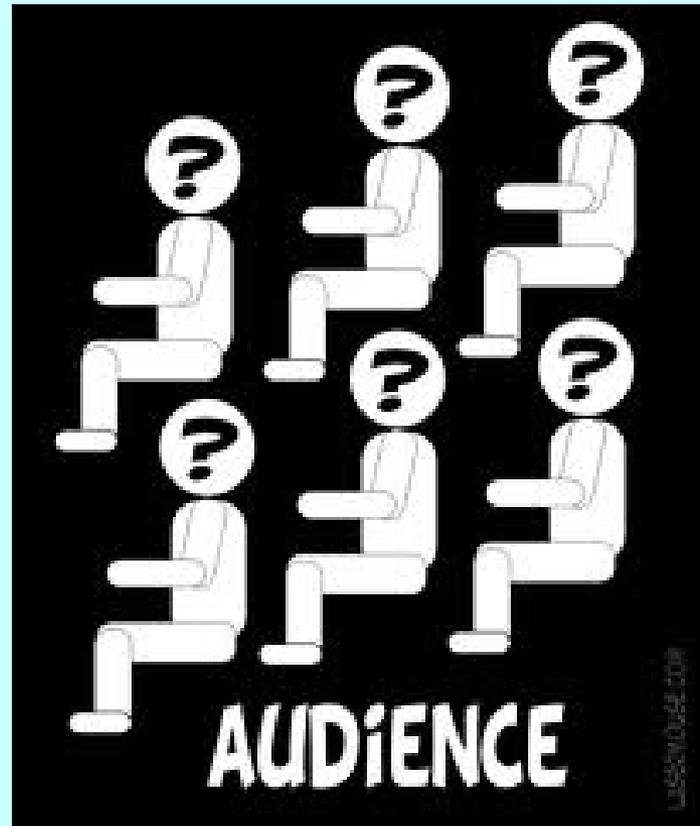
# FutureWatch: *Bridging to sustainability.*

**Thomas Esakin, *Ryerson University*: 22 Feb/12**

# Our intent today is to:

- ✓ Raise questions;
- ✓ Stimulate further discussion;
- ✓ Encourage you to *expand* your thinking on “Sustainability”; and
- ✓ Inspire you to consider that a “sustainability approach” to bridging programmes for Internationally Trained Professionals (IEPs) requires new ways of thinking.

**“A context without a subtext is a pretext”.**



First, two questions:

What is a... *green economy*?

What is... *Sustainability*  
*/ Sustainable*  
*Development*?

# *TOP 10 Myths about Sustainability (1)*

*(Scientific American 3.0, Michael D, Lemonick, 2009)*

***Myths 1 to 3, 5 & 10:***

***1. Nobody knows what  
sustainability really  
means.***

# ***UN World Commission on Environment and Development (1987):***

***“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”***

It contains within it two key concepts:

1. the concept of 'needs' ...; and
2. the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.”

# *TOP 10 Myths about Sustainability (2)*

*(Scientific American 3.0, Michael D, Lemonick, 2009)*

## *Myths 1 to 3, 5 & 10:*

*2. Sustainability is all about the environment.*

*3. “Sustainable” is a synonym for “green.”*

*5. Sustainability is too expensive.*

***In 2009, GE's  
Ecomagination  
stream  
(grounded in  
sustainability –  
principles)  
accounted for  
\$18 billion or  
10% of GE's  
global revenue.***

**ecomagination™**



# *TOP 10 Myths about Sustainability (3)*

*(Scientific American 3.0, Michael D, Lemonick, 2009)*

***Myths 1 to 3, 5 & 10:***

***10. Once you understand  
the concept, living  
sustainably is a breeze to  
figure out.***

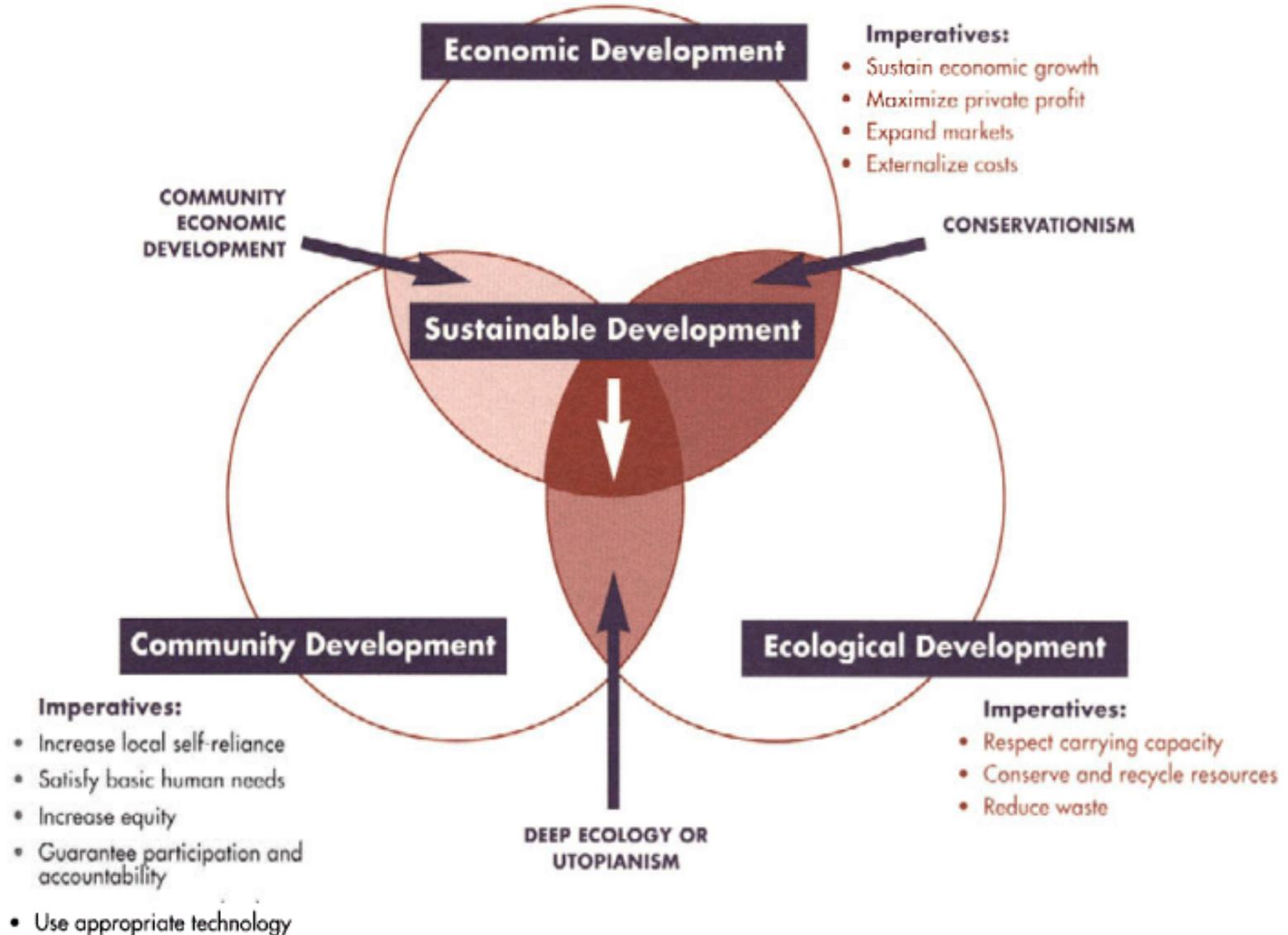
- *3-legged stool*
- *3BL = Triple-Bottom-Line*
- *PPP = People, Planet, Profits*
- *3E's = Economy, Environment, Equity*

*Collectively all equal:*

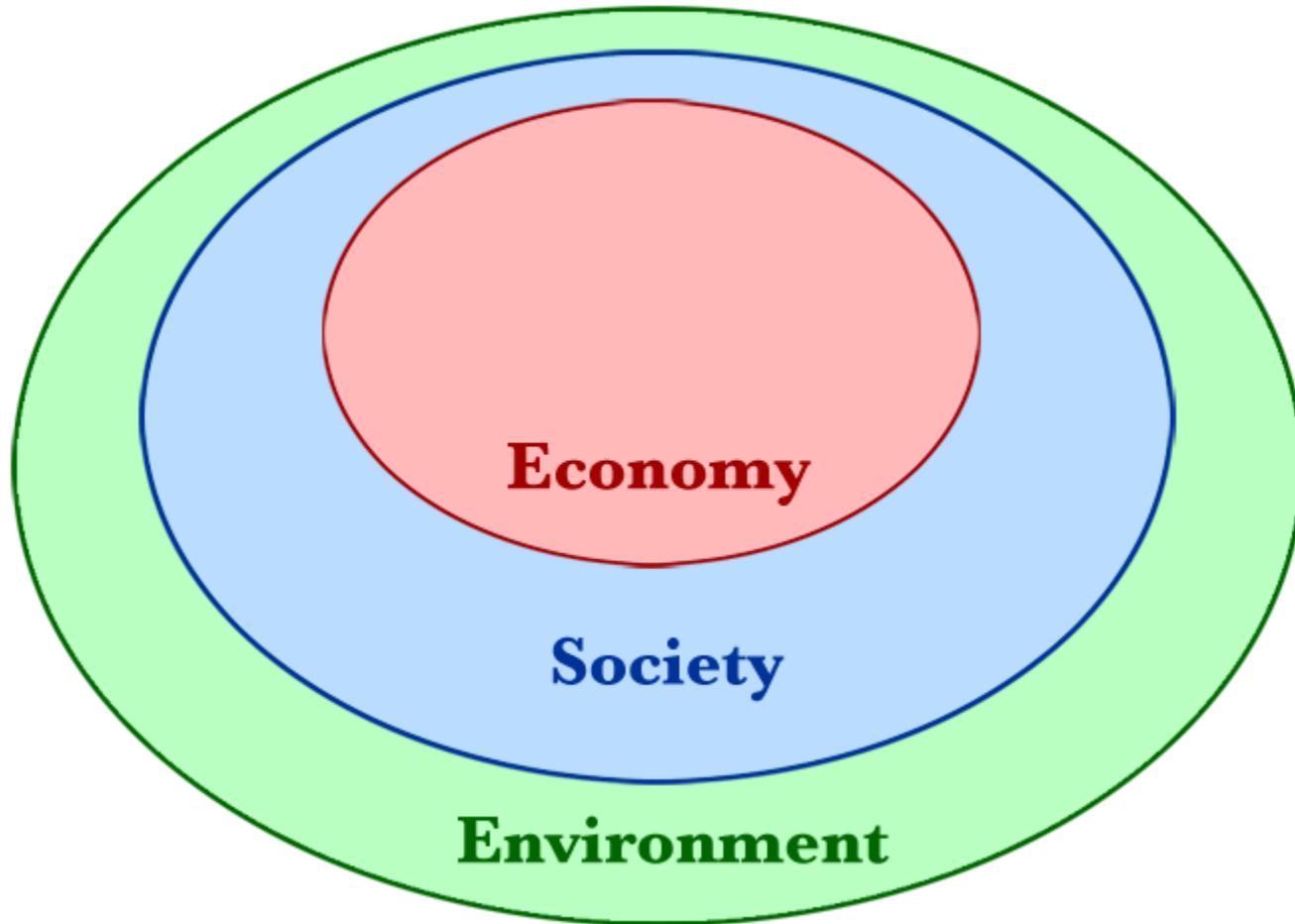
*The 3 mutually-reinforcing*  
*social, environmental, economic*  
*dimensions of sustainability.*

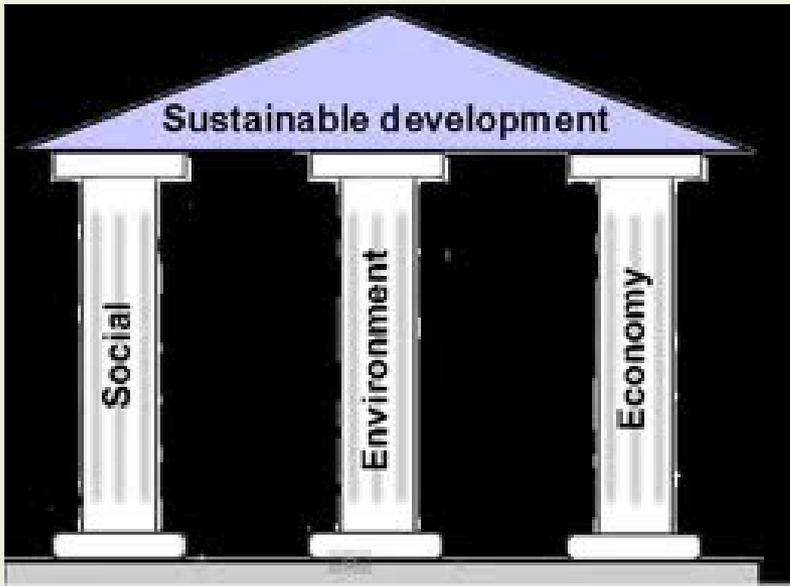
# Popular Sustainability Diagram (1)

FIGURE 1 THE SUSTAINABLE DEVELOPMENT CHALLENGE: (ICLEI: Chapter 1, Page 2).



# *Popular Sustainability Diagram (2)*





**It is much more common  
outside of North America  
for sustainability /  
sustainable development  
to be understood in its  
full 3 dimensions.**

## *Sustainable development / Sustainability*

### Being “dynamic” ...

**...is often referred to as a *journey*, for it will never have a destination if it is in practice.**

**...will look very differently at each level, time and scale and so one-size *does not* fit all in its practice.**

- *An Environmental approach* =  
environmental assessments /management,  
green economy (double bottom-line), etc.
  
- *An Economic approach* =  
business planning, profitability (single bottom-  
line).
  
- *A Social approach* =  
community development, CSR.
  
- ✓ *A integrated 3BL/PPP approach* =  
sustainability / sustainable development.

**While**

**Green**  $\neq$  **Sustainability,**

**Sustainability** = **Green.**

**Sustainability  
is...Nothing less than:**

***“...a profound  
rethinking of a  
dominant paradigm.”***

**(Berghofer & Schwartz, 2007; p.66.)**

# New Story

READY TO  
STEP  
New Economy

BEYOND GREEN



*Thinking in Systems: A web of interconnexions*

The Nuu-chul-nuth First Nations of B.C.:

***"Hishuk ish ts'awalk",***

**or**

***"everything is one and interconnected."***

The now-extinct Yamana People of Tierra del Fuego in Patagonia referred to this interconnectivity as:

***"Maia-ku".***

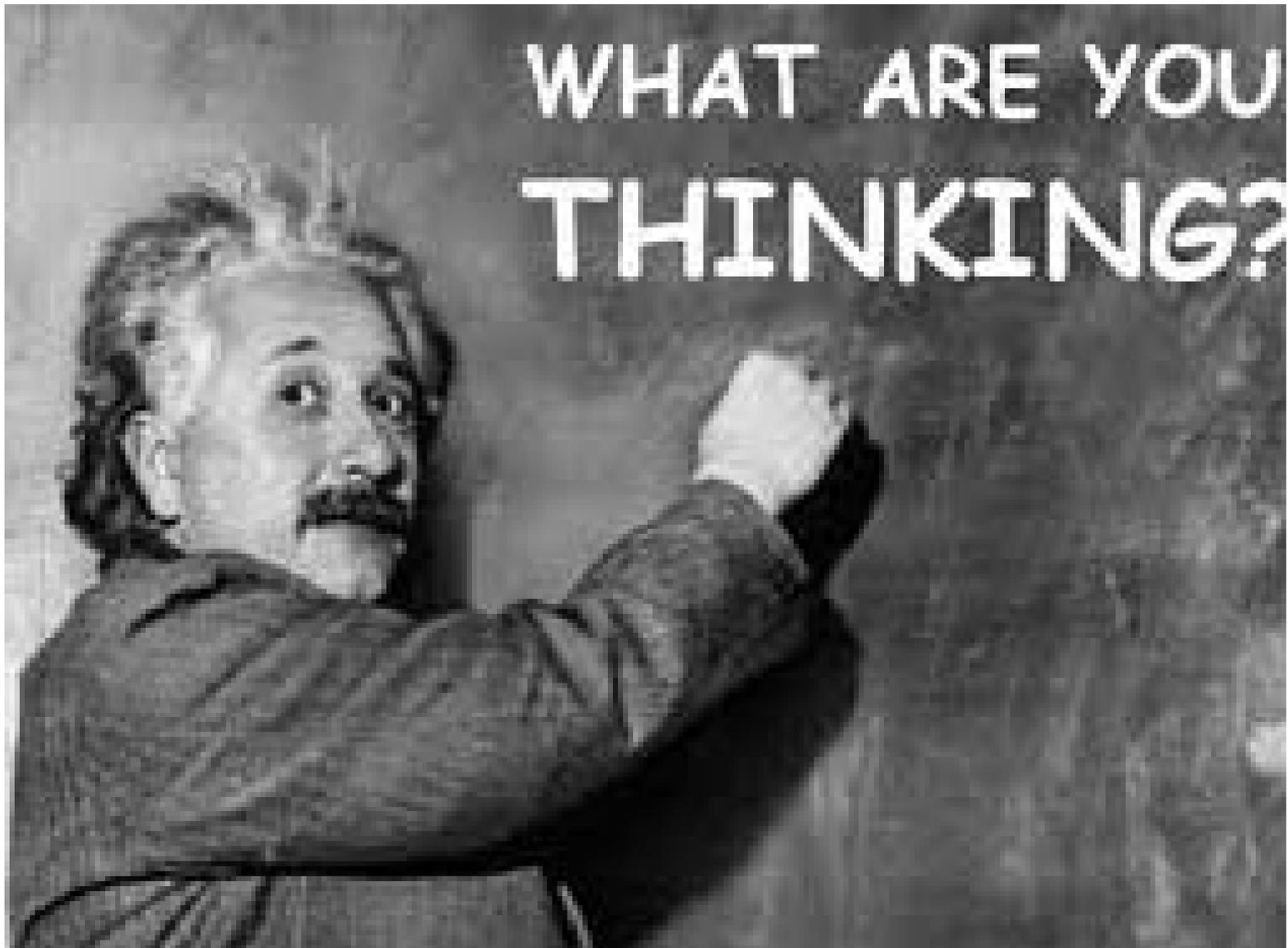


**For**

**If we don't look after  
our one,**

**Then we are none.**





***The “How” to think for sustainability***



# *Certificate in Sustainability*

<http://ce-online.ryerson.ca/ce/default.aspx?id=2913>



*“Green Economy”  
Employment Program*

<http://www.microskills.ca/green-economy/>

There is a difference between  
seeking employment in the “green  
economy”  
*and*  
pursuing a career in “sustainability”.

❖ And job opportunities are  
increasing in both areas.

“Debunk the myth that you need a sustainability title to work in sustainability.”

Tonya Lagrasta, Manager, Community  
Leadership, KPMG Canada  
Member, Program Advisory Council  
Certificate in Sustainability, Ryerson



FutureWatch, asked...  
...to address their 5  
“Critical Questions” of  
Session #1; and  
*... for reflexions on “the  
current structure of  
Bridge Training Programs  
and how they forward (or  
not) the needs /  
aspirations of foreign  
trained individuals.”*

***“Whereas Canada has always been dependant on immigrants, we are more dependent on them now than ever before....Yet we remain inept at managing immigration. The problems that have long-plagued the system continue to.”***

Haroon Siddiqui

*Editor Emeritus*

Toronto Star

Thursday February 9<sup>th</sup>, 2012, Opinion Page

***“Republicans write rules to thwart terrorists, which make flying in America an ordeal and prompt legions of brainy migrants to move to Canada instead.”***

The Economist (2012). United States' economy - Over Regulated America. *The Economist* – *economist.com*, Thursday February 16<sup>th</sup>, 2012 [online]. Available at:  
[http://www.economist.com/node/21547789?fsrc=nlw|hig|2-16-2012|editors\\_highlights](http://www.economist.com/node/21547789?fsrc=nlw|hig|2-16-2012|editors_highlights) [Accessed: 20 February 2012].

*OneTake-away for sustainability and ISSs:*

Use a 3BL/PPP “Systems Thinking” approach to both respond to challenges and identify solutions to settlement matters, including for IEPs.

# Observations on IEPs (1)

- ✓ Hold university degrees, professional trainings, and commonly possess one or more graduate degrees.
- ✓ Motivated, Knowledgeable, Self-confident, and Independently-minded.
- ✓ Sophisticated and Cosmopolitan (i.e. worldly-wise) with insights and understandings about life beyond those held by the average CDN who only holds CDN-life experience.
- ✓ Often highly-successful and had high-standards of living in the countries from which they come.
- ✓ As holders of university degrees, are often placed in the higher social-strata of their home country and so (unconsciously....?) possess related cultural socialisations around social position/status and related expectations.

# Observations on IEPs (2)

- ✓ Have highly differentiated job-support needs than technical workers / labourers;
- ✓ Based on differences in cultural understandings and the disjointed nature of Canadian immigration & settlement processes, arrive to Canada expecting to simply “slot-in” to a job in their profession. When that doesn’t happen, self-esteem can be more strongly affected than for technical workers and anger can arise toward Canada.
- ✓ As with all of us, they “Only know what they know” and so require active guidance in “understanding what they don’t know” about the CDN culture, including CDN values and the CDN business culture. And being intelligent, they are more open to learning. !However, *don’t assume* that IEPs (or anyone else for that matter) can easily fill these gaps on their own!
- ✓ Often have the hidden-strength of possessing a broader understanding about sustainability than socialised CDNs (i.e. Including often hold direct sustainability experience abroad).
  - Thus, they can use their knowledge and experience to benefit Canada in moving to new sustainability solutions and practices.

# Observations on our IEPs (3)

- ✓ **Many integration challenges experienced by IEPs appear related to matters almost completely outside of their immediate control and that require high-level resolution, these being a long-standing disconnect among all of:**
  - **federal immigration policies;**
  - **skill-sets required in the CDN workplace;**
  - **the accreditation policies of self-regulated professions;**
  - **CDN businesses and their expectation that employee-prospects have CDN employment experience; and**
  - **CDN cultural naivety that new immigrants will miraculously become aware of and act-out CDN values and ways upon their landing in this country.**

# ***Observations on Immigrant Service Societies (ISS)***

## ***(1)***

**Many formed when:**

- ✓ **Canada's immigration policy was focussed on attracting skilled immigrants (trades workers / labourers) and on family reunification.**
- ✓ **Ontario was the economic engine of Canada.**
- ✓ **The manufacturing sector of Ontario was Queen.**
- ✓ **Ontario was a jurisdictional example within Canada.**
- ✓ **Conservatively-minded Ontario fit-in with geo-politics.**
- ✓ ***Sustainability* was only a word heard at international meetings of heads-of-state or government officials.**

# *Observations on ISS (2)*

## **Today's reality is now very different...**

- **Canada is focussed on attracting professional migrants.**
- **Ontario is classified as a “have-not” province and The West is increasingly the economic engine of Canada.**
- **Manufacturing is less of a driving-force behind the Ontario economy.**
- **Ontario has much to learn about sustainability from other jurisdictions.**
- **Ontario's conservatism has “led to a well-documented lack of innovation, fewer startups and fewer entrepreneurs”. (Globe and Mail).**
- **Sustainability and its thinking now influences behaviour of governments, many corporations and NGOs, and civil society across our globe.**

## ***Observations on ISS (3)***

***Systems and patterns  
(economic/social/environmental)  
across Canada and the globe have  
changed.***

***Consider: Have ISSs themselves  
changed to reflect these new  
realities?***

# *Take-aways (1)*

- ✓ *Understand, embrace and reflect that the shift to a New Economy rooted in sustainability's 3BL principles has been actively underway globally since 1992 (the Rio Summit).*
- ✓ *Know the difference between “green” jobs and employment in “sustainability”.*
- ✓ *Know the difference between a “Green Economy” and an economy rooted in 3BL/PPP thinking.*
- ✓ *Be certain that (reflective of disappearing silos) a job need not have the word “sustainability” in it to be related to sustainable development.*

# *Take-aways (2)*

- ✓ *Know that an IEP can differentiate themselves in the marketplace if they can demonstrate that, on top of their existing professional training, they hold a specialty in sustainability.*
- ✓ *The importance of ‘Systems Thinking’ (the whole is more than the sum of the parts).*
- ✓ *A ‘sustainability approach’ is ‘dynamic’ (for sustainability is a journey within an increasingly fast-changing landscape).*

# *Take-aways (3)*

- ✓ *Be open to learn about sustainability from IEPs.*
  - *Many of your IEP clients know more about sustainability-thinking and sustainability-solutions than the average CDN, although they likely express their understandings through their own cultural lens.*
  
- ✓ *Recognise and build on the existing knowledge base of IEPs by “filling-in-the-gaps” of what “they don’t-yet-know-but-need-to-know” about CDN values and those required to succeed in the CDN business culture.*
  - *Accept that CDN values are generally foreign to IEPs raised in another cultural milieu, and so they can never know exactly “what” CDN values and approaches are until such time as these have been shared and instilled.*
  
- ✓ *Understand that a “1-size fits all” approach does not succeed with IEPs.*

# *Take-aways (4)*

- ✓ *PLEASE: Get to the roots of the challenges with the integration of IEPs and stop tinkering with consequences.*
- ✓ *The matter of the successful integration of IEPs appears to be a clear case of a “system failure”, where the system itself as designed is the problem.*
  - *ISSs need take the lead to find active ways to advocate and pressure the Government of Canada, provincial governments and self-regulating professions to act responsibly and urgently “implement” integration solutions beneficial to all parties.*
  - *Otherwise, we are inviting IEPs to give-up what can often be a better life for them elsewhere on earth to then come to Canada under the false pretense of available work and easy settling.*

*Consider:*

**How might you differently pursue  
the integration of IEPs through a  
3BL sustainability lens over a  
“Green Economy” lens...?**

*Thank-you....!*

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