

## **Nina Winham, Principal bio and curriculum vitae**

A background in radio journalism and public broadcasting formed Nina's deep understanding of social and environmental issues, and how the public perceives and is moved by them. Coupling this with comprehensive business management, marketing experience and operational skills, Nina has strong expertise in sustainable business practices and a commitment to engaging and supporting business and organizations in leading positive change.

Nina's experience includes building the organizational capacity of the conservation group Ecotrust Canada as its Vice President, helping establish its work in sustainable community economic development. Under her management, the organization was chosen as one of Canada's Top 100 employers four years in a row, during a period of significant growth. At Citizens Bank of Canada, a socially responsible bank, Nina developed award-winning communications and branding materials for customer engagement. She developed and delivered media relations training programs for non-profits through the Institute for Media, Policy and Civil Society and is currently an instructor in SFU's Sustainable Community Development certificate program. She has contributed time to numerous organizations to advise on management, communications and sustainability issues, and shares her ideas through monthly columns in two Vancouver-based publications. A gifted public speaker, Nina is a strong believer in the power of story-telling for social change.



### Education

**Master of Business Administration**, Sauder School of Business and London Business School, UK

Specialization: Strategic management. Internship: BMO community relations.

**Bachelor of Journalism**, University of King's College (one-year program)

**Bachelor of Arts**, Bowdoin College with year at Université Laval. Government/French.

### Professional Experience

#### **Principal, New Climate Strategies – Current**

Consulting services in values-based marketing, employee engagement, collaborative management and sustainability shift to clients in all sectors.

Clients include: Novex Courier, Cadillac Fairview, City of Vancouver, City of Coquitlam, North Vancouver School District, Business Council of BC, West End Business Improvement Association, Boys and Girls Clubs of Kamloops, Crossroads Hospice Society, St. John Ambulance, Mountain Equipment Coop, Vancouver Foundation, Metro Vancouver, resource Rethinking Building.

#### **Principal, Junxion Strategy, Vancouver; 2006-2007**

Social marketing and communications for the shift to sustainability. Responsible for general staff management and operational oversight as well as business development and client service delivery.

#### **Vice President, Ecotrust Canada, Vancouver; 2000-2006**

Enterprising non-profit working to create a sustainable economy in coastal BC. Role equivalent to COO.

#### **Manager, Social Marketing and Member Development, Citizens Bank of Canada, 1998-2000**

Ethical on-line bank. Responsible for integration of corporate social responsibility with customer communications and brand. Experience with social auditing, community relations, branding, employee training.

#### **Journalist - Radio News and Morning Program Host, CBC Radio, 1988-1997**

Environment, fisheries, multicultural affairs, legislative reporting. Excellent communications skills; first-hand knowledge of social issues. Halifax and Vancouver.

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### Awards

For the *Citizens Statement* newsletter, the following were awarded by the International Association of Business Communicators (IABC):

- Blue Wave (BC region) - 1999
- Silver Leaf (Canada) - 1999
- Gold Quill (International level) - 2000

### Volunteer Appointments

Member, Sustainability Committee, Vancouver Board of Trade (2007-current)  
Director, Light House Sustainable Building Centre, (2007-current)  
Director, Whistler Centre for Sustainability, (current)  
Vice chair and treasurer, Forest Stewardship Council of Canada, 2004-2006  
Director, Canadian Business for Social Responsibility, 1998-2000  
Board chair, St. John's United Church, 1996-2002  
National Vice President / VP Women and Equity Issues, Canadian Media Guild union, 1993-1996

### Relevant Training and skills

Sustainability Practitioner Workshops, The Accountability Project, 2009  
Community Engagement in Sustainability, 2009  
Barrent Values Centre – Organizational Values workshop, 2009  
Social Change Institute, Social Venture Institute, 2006, 2007  
Rockwood Leadership Institute, 2002  
National conferences, Business for Social Responsibility (US) and CCSR (Canada)  
Basics of Social Auditing, 1999  
Strategic Corporate Social Responsibility, 1999  
Mission-based Marketing, 1999  
Competent French, conversational Spanish.

### Sample writing / journalism:

#### **Business In Vancouver weekly newspaper: Sustainable Business column**

On-line version available only to subscribers; please see samples below

#### **Shared Vision Magazine: "True Wealth" column – socially responsible investing / issues of social wealth**

All columns December 2007-current

<http://www.shared-vision.com/true-wealth>

#### **The Flav'r Sav'r Tomato – a report on genetically modified foods**

Broadcast on CBC Radio, July 4, 1994 – audio available at CBC Archives on-line

[http://archives.cbc.ca/IDC-1-75-1597-10980/science\\_technology/genetically\\_modified\\_food/clip1](http://archives.cbc.ca/IDC-1-75-1597-10980/science_technology/genetically_modified_food/clip1)

#### **Leading the Eco-revolution – a profile of Clayton Thomas-Muller**

Published on rabble.ca, September 4, 2007

[http://www.rabble.ca/news\\_full\\_story.shtml?x=61919](http://www.rabble.ca/news_full_story.shtml?x=61919)

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Business in Vancouver – monthly column: January 2008, Issue 953

Sustainable Business: Nina Winham

### **Harry Potter and the hall of the sustainable business wizards**

When a handful of Canadian forest activists met with JK Rowling in 2003, she was already one of the world's most famous authors. And even then, a few books shy of today's billionaire status, she was clearly on the way to becoming its richest.

But they didn't ask for money. They were after something far more valuable: her supply chain.

Due to JK's influence and a progressive publisher, the last three Harry Potter books in Canada have been printed on ancient-forest friendly (no old growth) paper. Other publishers have joined in; the most recent book was printed on eco-friendly paper in 16 countries, saving 197,000 trees (a forest twice the size of Stanley Park). Meanwhile, the impetus of Rowling's well-publicized choice helped tip 300 other publishers to adopt "green" paper policies worldwide.

There's magic in these numbers, and it's not just about trees. For sustainability activists, it's about targeting change where there's big impact – shifting the global flow of goods channeled by corporate buyers. For your business, it's another measure of value imposed by an increasingly environmentally aware society. If nutritionists tell us, "you are what you eat," businesses are now viewed, at least in part, as "you are what you buy."

As is usually the case with market-shaping forces, you have two choices. Ignore it, or get on with it. Either way, it will touch your business.

Neglecting this trend will not cause immediate hardship. But it will catch up with you – gently, through a shifting range of choices available when you purchase, with increasing information to decipher about the production process or content of your inputs. Or less gently, when customers start asking questions about your purchasing policies (because of their sustainability procurement program) and you risk losing business because you can't answer. It could be more jarring: a product you depend on is pulled suddenly from the market when it's discovered that it includes carcinogens or endangered plant material or that it was removed illegally from contested aboriginal land in Brazil. Worst case scenario: you wind up like Kathie Lee Gifford, the former TV host and promoter of eponymous name-branded clothing, splashed on the front pages because you didn't realize your product was made with child labour. She didn't know because it never occurred to her to ask.

Better to move now. You may capture benefits as a first-mover in your industry, or you may find, as sustainability purchasing advocates argue – that you'll get better quality, cost savings and stronger supplier relationships once you view your supply chain through a sustainability lens. At the least, you'll mitigate risk, and you won't face a too-steep learning curve when this trend really catches on (as it will). It's likely you're already partly in the game. Most companies have started to think about recycled content in their copy paper and toxin-free office carpet, and have fielded at least one request for fair-trade coffee in the lunchroom. Many are already well beyond this point.

As with many sustainability trends, there's a better-marked path than there was a few years ago. Check out the Sustainability Purchasing Network at [www.buysmartbc.com](http://www.buysmartbc.com). A project of the Fraser Basin Council, it holds free events and learning circles. Its website offers research, tips and presentations you can use to do your own learning or convince your managerial colleagues. Metro Vancouver also offers a sustainable purchasing guide through its SmartSteps website ([www.gvrd.bc.ca/smartsteps](http://www.gvrd.bc.ca/smartsteps)). For a sample purchasing policy, you'll find the City of Vancouver's ethical purchasing policy online.

And for some purchases, you can outsource the sustainability workload. From office products to company logowear, there's a new niche of suppliers who do the legwork and deliver an ethical glow bundled with your order. It won't magically make you a billionaire, but you can share a little of JK's market-shifting power. •

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Business in Vancouver – monthly Sustainability column: October 2008

### **Global meltdown: time to rethink the fundamentals**

It was an impossible question. Ridiculous! Naïve.

Someone at the Board of Trade luncheon had just asked an eminent speaker to “sum up sustainability in just one word.”

I rolled my eyes.

The speaker was John Elkington, founder of the London think tank SustainAbility, coiner of the term “triple bottom line,” author of a number of critical books, great granddaddy of sustainability thinking.

He paused, thoughtful, for just one beat.

His answer: “Trust.”

I stopped rolling my eyes. It was three years ago and I’ve been pondering Elkington’s answer ever since.

It’s hard to disagree that a lack of trust undermines sustainability. The financial meltdown of the past weeks (and year) has seriously shaken the sense of well-being and momentum that usually allows our economies to function. What, after all, is consumer confidence, if not trust? Trust that your job is safe, trust that contracts will be honoured, trust that currency holds the value you believe it holds.

So we see the strange scenarios of leaders assuring us that things will be fine, when we know they will only be fine if we believe they will be fine. Which makes it hard to believe what they say. Trust, once broken, is slow to rebuild.

The trouble with financial markets is that they do a poor job of measuring social value, such as the health of people or communities; the equitable distribution of well-being or access to opportunities; the long-term stability of relationships; the ability of a society to keep peace. Nor do they recognize true environmental costs, as we have seen watching global GDP boom while polar icecaps shrink. (What kind of cockamamie measure takes no account of its own future?)

Markets really only function well with things that can be commodified. Unfortunately, most of what makes life worth living doesn’t fit that frame. Until now though, for all of us who have had enough, it has been convenient to overlook this.

The market adjustment may be the beginning of a much larger adaptation of our economic system to one that more closely measures investments that lead to happiness, security and well-being, for more people, over longer terms. And this is where the bigger picture lies closer to Elkington’s one word answer than the prolix assurances of those who are deeply implicated in the system that was. Trust, says Wikipedia, is a relationship of reliance. If sustainability is trust, it is fundamentally a recognition of mutual reliance. But this is not what we have aimed for or measured. Leave it to others to assess the reasons for the crumbling of our economic system – but certainly, many see simple greed as a basic driver.

Our own visionaries already know this, and are adjusting their actions to suit. At a recent Metro Vancouver Sustainability Summit, Milton Wong described a series of epiphanies that led him to rethink a successful investment career that was based on the idea of unlimited growth. “It turns out you can’t have limitless growth without burning through all the resources on the earth,” he said. “There is no such thing as growth. Our earth is finite. What we use excessively here, we take from over there.”

This thinking had led him to a new focus, sustainability: “We owe it to one another to take care of our earth and of one another.” Wong is focusing his energy now on rejuvenating Vancouver’s downtown eastside. Similarly, this month’s summit on corporate responsibility hosted by the Business Council of BC heard stories of leading companies increasingly involved in building social value instead of providing old-fashioned cash handouts. Building solid relationships, it was stated more than once, is where building value lies.

What does it mean for you and your business? If you want to be around for the long term, ask yourself, are you sustainable? And try out this version: is your company worthy of trust? Does it think long term? Consider future impacts? Act as an honest

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broker? Build value for everyone involved? Trust, after all, is likely what will sustain you when times are tough. In that way, it really is money in the bank, a currency we need to generate more of if true well-being – not just material wealth – is our goal.

It's not the question anymore that deserves rolled eyes, but rather, how long we take – at what cost – to get to the answer. •

*Nina Winham is Principal of New Climate Strategies, helping clients build value through a shift to sustainability.*