

Change the Equation



SUSTAINABILITY REPORTING CONTEST

Document Your Sustainability Journey

Congratulations on making the Living Planet @ Work commitment! This is the first of many steps you'll take on your journey up 'Mount Sustainability'. Now we challenge you to take another step – enter the *Change the Equation* competition and write your company's very own sustainability report! The value of entering the competition is more than just your chance to win great HP prizes – it's the worth you'll get from the sustainability report you create. Here's how we'll help:

- Provide access to free online tools and support;
- The first three companies to sign up will have 40 hours of free student consulting from the University of Waterloo's [Environment & Business](#) program, which leads Corporate Knight's national ranking of sustainable business programs¹;
- [HP's Sustainability Reporting Tool](#) which provides small/medium businesses with a step-by-step guide to develop their own sustainability report

The winning report will be judged by a team of industry experts including Dr. Dirk Matten, professor at the top ranked *Schulich School of Business* at York University and the HP Chair in Corporate Social Responsibility. See the [judging guidelines](#) and [contest details](#).

How to Participate

1. *SIGN UP* for WWF's Living Planet @ Work program online at <http://atwork.wwf.ca/>
2. *REGISTER* for the contest by emailing ALo@wwfcanada.org
3. Last day to register is April 30th, 2012

Remember, only the first three companies to register will have access to free consulting support!

**Please note, you may choose to keep this report confidential for internal purposes, or, you can receive increased publicity for your report by having HP & WWF post it to our websites.*



LIVING PLANET
@WORK *championed by*



HP is proud to be the champion of Living Planet @ Work, providing the funding and helping to build the capacity to bring this program to you.

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¹ High scores among sustainability leaders leave the majority of business schools in the dust
<http://www.corporateknights.ca/in-the-press/72-press-releases/600-high-scores-among-sustainability-leaders.html>