



LIVING THE ESG VALUES

# Closing the Knowing-Doing Gap

WRITTEN BY

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We appreciate that knowing “what” to do and actually “doing it” are two very different things, both in life and when it comes to sustainable action. In their book *The Knowing-Doing Gap*, authors Jeffrey Pfeffer and Robert I. Sutton discuss this disconnect as they unpack how to convert knowledge into action.

As we continue to develop goals and strategies around measuring and reducing our carbon footprint, Burgundy’s environmental vision will require focus and refinement in 2023. By building sustainability practices and habits into Burgundy’s business model and culture, we continue to slowly close the knowing-doing gap. Our approach, which is led by a small group of sustainable office champions, Burgundy’s Green Team, is focused on simple and practical ways to turn knowledge into practice. In this section, we highlight how Burgundy promotes individual eco-friendly action, both at home and at the office, with a summary of our initiatives over the past year.

## Education

It’s easy to forget that small changes still have a big impact. Formed in 2019, Burgundy’s Green Team works to establish environmental targets and sustainability priorities. The first step is educational. The Team’s efforts to educate and inform are showcased on the Burgundy Grapevine (our internal intranet), where we find helpful reminders on “bein’ green,” including tips for reducing holiday waste, conserving power at home and in the office, celebrating Earth Day, and even taking jack-o’-lantern repurposing to new heights. Reminders for composting and recycling are also seen tacked to the office kitchen and by the printers (on recycled paper, of course).

## Burgundy and the BOMA BEST® Sustainable Workplace Framework

Through our certification as a BOMA BEST® workplace, we continue to track our results and activities.<sup>1</sup> Please find highlights below, which include our efforts in sustainable commuting, electronic waste recycling, and indoor air quality.

<sup>1</sup> In June 2020, Burgundy was certified as a BOMA BEST® Sustainable Workplace by adopting a framework to better measure, track, and reduce our environmental footprint. For more information, refer to our [2021 Corporate Sustainability Report](#).



View of Brookfield Place, Burgundy's primary office, in downtown Toronto.



## Show & Tell Campaign

In 2022, the Green Team encouraged Burgundy members to share their own sustainability efforts by asking them to submit short videos and photos of their environmental endeavours. This photo album is a testament that each of us can make a difference in determining what our future looks like. Please find two of our eco-friendly entries below, which focus on sustainable travel and commuting.

### “Fueling” Up

*“Moving outside of Toronto, my family and I made the switch to an electric vehicle. When travelling to and from the office, we reduce approximately 33.4 kilograms of carbon emissions versus a gas-powered vehicle driving the same route. Plus, it only costs a few dollars to ‘fuel up.’”*

**EMILY YETISIR, DIGITAL COMMUNICATIONS ASSOCIATE, CLIENT EXPERIENCE**



### Pedal Power

*“I’ve been a big fan of Toronto’s Bike Sharing program. It’s an eco-friendly way of getting around the city, and their memberships are super affordable. Burgundy reimburses the bike parking fee at Brookfield Place in Toronto for any employees biking to work.”*

**VLAD DOLGOCHEEV, ASSOCIATE, PRIVATE CLIENT GROUP**



## Watch What You Toss

Often tethered to our smart phones, we are all constantly using electronic devices and generating a lot of waste as we upgrade or replace items that no longer work. Burgundy’s Green Team campaign on electronic e-waste emphasizes the importance of disposing of our devices responsibly to protect the environment and re-use the valuable materials they are made of. The campaign also shares tips on where to drop off your items locally. In 2022, to further increase Burgundy’s understanding, March 7<sup>th</sup> to 11<sup>th</sup> was dubbed “Bring Your E-Waste to Work Week.”

### E-Waste Not, Want Not

In 2022, Burgundy donated some of our older computers to a nearby school that a Burgundy employee was in contact with. We also donated some telephones and gear to a company we heard was looking for equipment. Finally, we have donated a few iPads and laptops to a behaviour therapy centre.

When it comes to basic equipment such as cables, computer mice, and keyboards, we disposed of these through Brookfield Place’s e-waste bin, where they took care of the disposal and recycling.



## The Air We Breathe

In the last few years, indoor air quality has been brought to the forefront of safety measures, and we understand its effects on the health, comfort, wellbeing and productivity of our employees. Pursuant to our BOMA BEST® commitments, we completed an independent indoor air quality assessment

of our Toronto offices. This assessment was done to ensure optimum indoor air quality, to support the health and safety of employees, and to address any potential indoor air quality issues, if present. The assessment was completed in April 2022 with positive results, and our findings were reviewed by the Green Team. We believe such practices can make a big difference in the vitality of our people.



## Partnering with Tree Canada

On a wet afternoon in October of 2022, the Green Team took several other Burgundy members along with them for a tree-planting session at Markham's Milne Dam Conservation Park. In partnership with Tree Canada, an organization sponsored by several Burgundy clients, we plunged our hands into the dirt following a quick planting tutorial. Undeterred by the rainy weather, we planted 125 trees in all.

Tree Canada's mission is to inspire, educate, and enable Canadians to plant and nurture trees to improve lives and address climate change. Together with its partners and sponsors, this national non-profit has planted more than 84 million trees. In addition to the restoration of forests and wildlife habitat, trees planted through the National Greening Program contribute to cleaner air, cleaner soil, and cleaner waterways.



## Looking Ahead

Burgundy’s green initiatives are an extension of the long-term perspective we apply to everything we do. As with our Show & Tell campaign, these programs intend to galvanize and celebrate our people for their efforts, regardless of how small they may appear. These incremental changes can lead to a collective difference that is long lasting.

Looking ahead, as stewards of our clients’ capital, we believe asset managers can help create a greener future. At Burgundy, we aspire to do our part, though we recognize that every opportunity is also met with challenges. As an organization that is continuing to think through our goals and strategies around our environmental impact, we look forward to sharing our ongoing efforts on our sustainability journey. **B**



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**VICE PRESIDENT, CHIEF ADMINISTRATIVE OFFICER AND GENERAL COUNSEL**

Julie has 20 years of experience working in the investment management industry as a lawyer, advocate and regulator. As Chief Administrative Officer and General Counsel, she oversees the general operations of the firm, including Legal & Compliance, Business Systems & Information Technology, Finance, Operations, Trading, Communications and Employee Relations. Julie does not hesitate to challenge the status quo and strives to lead innovation and execute the firm’s strategic priorities to ensure Burgundy’s client and business needs are met.



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