

There are a number of ways that your company can partner with EWB to meet your unique corporate interests and goals



engineers without borders
ingénieurs sans frontières
Canada

Over the past eight years, **leading Canadian companies have, together with Engineers Without Borders, made important contributions to sustainable development worldwide.** Through these partnerships between EWB and corporate leaders, we have been able to expand the critical work of Canadian engineers in impoverished countries, implementing sustainable solutions to the challenges of poverty.

We are currently inviting **best-in-class companies to join us in our efforts.** When you invest in EWB, you can be confident that our rigorous approach, combined with a focus on impact, is driving effective change in impoverished countries. We have been recognized for this approach by a number of prestigious national and international awards, building our reputation as a organisation that is reducing poverty and putting a caring face on the Canadian engineering profession.

By investing in EWB's work you will send an important message to your employees, clients, customers and investors, along with the general public, that your company is committed to contributing to sustainable change. **Throughout this package we outline the five ways** that your company can partner with EWB to meet your corporate goals, all the while strengthening your brand and connecting with your employees.

"Companies who invest in EWB are investing in a better future."

- Patrick Pichette
Google CFO & Chair of EWB Canada

A reputation for excellence

Engineers Without Borders has a proven track record as a rigorous and high-impact organisation. When your company invests in EWB, you can be confident that you are helping to drive sustainable and effective change.

- » EWB's leadership was recognized as among Canada's **Top 40 Under 40** (2005)
- » EWB was awarded the **Public Policy Forum's prestigious Future Award** (2007), along with half a dozen other prestigious international and national awards
- » EWB has provided the keynote address at prominent events such as the **World Bank's Technology, Science and Innovation Conference** (2007) and the **State of the Planet Summit** (2006)
- » EWB's co-CEOs were among the nine person **delegation to accompany Canada's Governor General, Michaëlle Jean** on her state visit to Africa (2006)



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Engineers Without Borders' Sustainable Partners are a group of likeminded companies from the engineering sector and beyond who have made a commitment to sustainable development and are contributing core funding to EWB's operations overseas.

Sustainable Partners of EWB include some of **Canada's top companies** such as Bell Canada, Halsall and Hatch who have developed multi-year partnerships with EWB. In joining this growing network, you will send a **clear message to your employees, customers and clients, investors, and the public**, of your corporate values and ambitions to contribute to a better world.

As the Canadian public grows more aware and supportive of **corporate social responsibility**, partnership with EWB provides a valuable mechanism to demonstrate these values, strengthening your public image. In addition, EWB is a credible partner to work with as you enhance and deepen your company's socially responsible initiatives.



"Halsall has a five year agreement EWB that was launched in commemoration of our company's 50th anniversary. We believe in EWB's work and are proud to be a Sustaining Partner."
-Mike Peddle
Manager, Career Development, Halsall

Sustaining Partners of EWB also enjoy the opportunities to



Attend EWB events to connect with our members and partners, such as our annual gala that draws over 1,000 people from across Canada



Expand your profile and enhance your brand within the Canadian engineering community through listings and profiles in EWB's Annual Report and website



Promote your socially responsible values through profiling your partnership with EWB by sharing co-branded materials, such as your annual report or website

Sustainable Partners make a three to five year commitment to EWB and pay an annual membership fee of:

Medium and large companies of 100 or more employees

\$ 15 000



Small companies of less than 100 employees

\$ 5 000



national conference sponsorship

In January of each year, Engineers Without Borders hosts Canada's premier annual conference on engineering and sustainable development. The EWB National Conference draws **Canada's top engineering students** whose academic, community involvement, and leadership credentials are unparalleled, along with engineering professionals who are helping to shift the reputation of our profession, revealing the more caring side of the Canadian engineering sector.

These 800 members of EWB, together with expert development practitioners and academics, leaders of Canadian engineering companies, and governmental officials engage in three days of speeches, workshops and debates.

As a Sponsor of EWB's National Conference, you will gain unique opportunities to take part in our conference, share your socially responsible practices with our delegates, and **recruit from this pool of remarkable leaders and future leaders.**

Your company will also be represented in our promotional materials and communications with the press, **contributing to your external brand** image within the development and engineering sectors. In addition, key sponsors will gain profile by hosting award presentations, meals or the Closing Gala, an event that attracts prominent keynote speakers such as General Roméo Dallaire and the Right Honourable Michaëlle Jean.

In addition, EWB invites those sponsors who are leaders in their respective fields for their **sustainable practices**, to **discuss global issues** on a panel of corporate representatives, providing unique exposure to your values and practices.

"Bombardier Aerospace is proud to have been a Platinum Sponsor of the 2008 Engineers Without Borders National Conference in Montreal. EWB attracts top leaders – students and young professionals alike – who, through their commitment to share their knowledge, talent and passion, demonstrate a high level of community involvement."

- Hélène Gagnon
VP Public Affairs and Communication, Bombardier Aerospace



For more information about sponsorship opportunities, please contact us: budsambasivam@ewb.ca

Hosting an EWB Workplace Campaign is a unique opportunity to combine your support for EWB while also engaging your employees in sustainable development. Companies such as Accenture and CH2M Hill have hosted campaigns in their offices across the country, each with uniquely designed campaigns to meet the interests of their employees and to compliment their organisational culture and size.

Often **coordinated by employees in partnership with a local EWB**

Professional Chapter, campaigns combine fundraising activities and educational events, and are a great opportunity to get your employees involved. These campaigns last anywhere from a week to a month.

The **educational component** will have your employees learning about EWB and appropriate technology. This can include innovative and interactive workshops run by EWB Professional Chapters for your employees about everyday changes they can make to contribute to a sustainable future, or a presentation from a returned EWB overseas volunteer who can share their personal experiences.

development partners

Development Partners play a critical role in supporting the work of Engineers Without Borders volunteers working in sub-Saharan Africa, while also gaining a unique opportunity for your employees to connect with this volunteer. These companies **partner with an EWB long-term overseas volunteer** and provide a financial contribution to fund the costs of a volunteer working overseas for one year.

“2008 saw Accenture’s third annual workplace campaign for EWB where we raised 1,000,000 Aeroplan Miles in partnership with Aeroplan. During the campaign, our employees were able to take advantage of the EWB network, inviting past overseas volunteers to our Accenture offices in Montreal, Ottawa, Toronto, Calgary and Vancouver where we learned more about the impact of our contributions.”

-Charmaine D’Silva
Manager - Media & Analyst Relations, Accenture

Development Partners

Engage your employees in your company’s investment

\$ 15 000

Workplace Campaigns

Engage your employees in sustainable development

\$ 5 000 - \$10 000

When you become a Development Partner, you will receive a profile of your partner volunteer’s work to share throughout your office or company. Throughout the year you will also receive three impact reports outlining their achievements and upon the volunteer’s return to Canada, a presentation to your employees in your office. The reports and profiles are great resources to share with your employees so they can take pride in the work you are supporting and connect more deeply to your corporate values.

As a Development Partner you can be **confident that your investment is helping to change lives in impoverished communities**. Our low-cost model for sending volunteers overseas ensures that your dollars go a long way, supporting an EWB volunteer’s work for a full year—enough time for them to have impact and affect sustainable change for those struggling to work their way out of poverty.



In addition, campaigns also involve a **fundraising element**. This can include fundraising events in your office such as pancake breakfasts, raffles and golf tournaments – all of which can serve to build moral and a stronger community in your offices. Proceeds from these events are then typically matched by the company, providing even greater incentive for your employees to contribute.

In hosting a workplace campaign you will make an important step in sharing your support for EWB with your entire company and garnering pride within your company for your contributions to a better world.



“I first contributed to EWB

because it is the best social investment per dollar anywhere. Now as a member of the Circle of Opportunity I am able to further contribute to building this organisation and helping them realize their vision.”

- Shayne Smith
CEO, Wardrop Engineering

The **Circle of Opportunity** is a group of select business leaders

who have come together to form a high-impact network

that makes important contributions to

Engineers Without Borders' work. The

Circle of Opportunity is for **senior**

executives from Canada's premier

companies who share a common passion

for, and a desire to contribute to, **global sustainability.**

Coming together a few times a year, these individuals play a

critical role in EWB, increasing our influence and profile, as well

as our capacity to carry out our mission.

EWB is seeking a dedicated group

of leaders from Canada's leading

companies in their respective fields to

help us in building the inaugural Circle of

Opportunity. Nominations for the 2008 Circle are now open.

