

Green Solutions, Profits in Motion!

# EMBRACING EARTH'S SYMPHONY: WHERE BUSINESS RHYMES WITH SUSTAINABILITY

OPEN GTA'S ANNUAL BUSINESS CONFERENCE

# THE BUSINESS OF CLIMATE



LIONHEAD GOLF CLUB AND CONFERENCE CENTRE  
BRAMPTON, ONTARIO

SATURDAY, NOVEMBER 11, 2023

[WWW.OPENTORONTO.ORG](http://WWW.OPENTORONTO.ORG)

From Challenge to Opportunity: The Business of Climate

Climate Innovation: Where Vision Meets Profitability

Climate Action: Inspiring Change, Fueling Growth



## THE BUSINESS OF CLIMATE

The discourse surrounding climate change is far from new, but the prevailing focus has primarily been on mitigation efforts. This initial phase is often prompted by the alarm bells rung by the media, epitomized by the groundbreaking documentary "An Inconvenient Truth" and amplified by inspiring speakers like Greta Thunberg, who champion social justice in the face of environmental challenges.

We now find ourselves in the second phase, where influential entities such as the UN COP, WEF, and national leaders are taking center stage. Europe has long been at the forefront of this movement, while President Biden recently introduced a remarkable \$2 trillion bill that sailed through Congress. In Canada, Prime Minister Justin Trudeau announced a significant \$9.1 billion investment as part of the country's Climate Action Plan, all in pursuit of the overarching goal of achieving NetZero by 2050.

What sets this era apart is the burgeoning business landscape surrounding climate change. While the scientific understanding of the issue has long been established, the exciting development lies in the adoption of scientific solutions. This shift encompasses not only governmental initiatives but also the deployment of private capital. According to estimates, corporations have the potential to unlock a staggering \$26 trillion in opportunities and generate 65 million new jobs by 2030 through climate change adaptation.

At OPEN, we firmly believe that responding to challenges holds greater power than merely reacting to them. Let us delve into the possibilities together.

The business opportunities arising from the climate change landscape are extensive and diverse:

### 1. Climate Diagnostic Businesses:

These enterprises collect and utilize climate change and weather data to support companies and governments in their decision-making processes. Examples include news agencies, specialized consulting firms, and software-as-a-service (SaaS) providers.

#### a) Data Collection:

Companies that sell climate and weather data or information, Start-ups such as Saildrone, VanderSat, and Ambee have actively embraced this model.

#### b) Data Analysis and Forecasting:

Entities that provide analyses and forecasts based on obtained data, such as weather forecasting apps, websites, and hardware/software providers like Ubimet.

#### c) Advanced Data Analysis:

Players like a Where, specializing in real-time weather data and crop optimization recommendations, empowering agricultural planning, and weather impact anticipation.

#### d) Data Utilization:

Companies that monetize climate data by offering products, services, and platforms built on data analytics, enhancing consumer environments, and providing risk analysis.

### 2. Resilience Solution Businesses:

These businesses offer preventive measures or compensation for adverse climate change impacts. They include insurance, security, disaster response, and companies relying on climate diagnostic data.

#### a) Prevention:

Utilizing technologies like early warning systems, satellite image processing, and geomorphic analysis to pre-empt and predict disasters, as exemplified by Kawasaki Geological Engineering in Japan.

#### b) Mitigation:

Process improvement businesses like Tractable, utilizing AI solutions for automatic post-disaster damage assessments, expediting claims appraisal for insurers.

#### c) Recovery:

Parametric insurance providers like Understory, settling claims based on weather triggers captured by proprietary weather sensors.

#### d) Compensation:

For-profit ecosystem restoration companies like Coral Vita, rehabilitating coral reefs and offering services to governments, tourism, and hospitality sectors.

### 3. Climate Response Businesses:

These entities address emerging needs and opportunities stemming from climate change, fostering new goods and services, revenue structures, and disruptive business models.

#### a) Reducing Negative Impacts on Existing Businesses:

For instance, TechnoAlpin extending ski seasons by manufacturing snow, benefiting European and US ski resorts. Similar opportunities exist in agriculture, forestry, fisheries, tourism, food, and energy sectors.

#### b) Creating New Opportunities in Existing Businesses:

Rapidly evolving "X-as-a-service" models, catering to changing customer needs influenced by climate change. For example, Reliable Heating & Air's "comfort-as-a-service" offering HVAC services and equipment with no upfront costs.

### 4. Renewable Energy Solutions:

With the increasing focus on transitioning to cleaner energy sources, businesses that specialize in renewable energy generation and distribution have a significant role to play. This includes companies involved in solar power, wind energy, hydropower, geothermal energy, and bioenergy. From installation and maintenance to innovative energy storage solutions, the renewable energy sector offers diverse business prospects.

### 5. Energy Efficiency and Conservation:

As energy consumption continues to rise, businesses that provide energy efficiency and conservation solutions have a crucial role in reducing carbon emissions. These include companies offering energy audits, smart home/building technologies, energy-efficient appliances, lighting systems, insulation, and HVAC (heating, ventilation, and air conditioning) solutions.

### 6. Sustainable Transportation:

The transportation sector is a significant contributor to greenhouse gas emissions. Businesses that focus on sustainable transportation options can help mitigate environmental impact. This includes electric vehicle manufacturers, charging infrastructure providers, car-sharing and ride-sharing platforms, public transportation solutions, and logistics companies that optimize routes and reduce emissions.

### 7. Circular Economy:

The concept of a circular economy promotes minimizing waste and maximizing resource efficiency. Businesses that contribute to the circular economy aim to reduce the use of finite resources and eliminate waste through recycling, upcycling, and repurposing materials. This includes companies involved in waste management, recycling technologies, sustainable packaging solutions, and product life cycle management.

### 8. Carbon Offsetting and Carbon Capture Technologies:

As organizations strive to achieve carbon neutrality, businesses that offer carbon offsetting services and carbon capture technologies have significant potential. Carbon offset companies help organizations compensate for their carbon emissions by investing in projects that reduce greenhouse gas emissions or sequester carbon. Carbon capture technologies involve capturing carbon dioxide emissions from industrial processes or directly from the atmosphere and storing or utilizing them to reduce overall emissions.

### 9. Sustainable Agriculture and Food Systems:

Agriculture is a sector deeply influenced by climate change. Businesses that focus on sustainable farming practices, precision agriculture technologies, organic food production, urban farming, and food waste reduction initiatives contribute to building resilient and environmentally friendly food systems.

### 10. Climate Education and Awareness:

With the increasing importance of climate change, there is a growing need for education and awareness initiatives. Businesses that provide climate education programs, workshops, consulting services, and communication strategies help raise awareness, foster sustainable behavior change, and support organizations in integrating climate considerations into their operations.

These business opportunities, like a magnificent orchestral composition, harmonize humanity's endeavors with the urgent call to address climate change. The business opportunities in the climate change sector continue to evolve as new technologies, policies, and consumer demands emerge. The key is to identify areas where your expertise, passion, and resources align with the broader goals of addressing climate change and creating a sustainable future.



## PRESIDENT'S CORNER

Dear fellow participant,

As we stand at the threshold of our annual business conference, centered around the vital theme of "The Business of Climate," I extend to you a warm welcome on behalf of Open Toronto. Today, we unite at the intersection of business and the environment, where the stakes are high, and the urgency is palpable. With resolute determination, we embark on a transformative journey to harmonize profitability with the well-being of our planet.

Here, in the crucible of this conference, we find ourselves at a pivotal juncture where the intricate dance between business and the environment unfolds. Together, we will navigate the intricacies of sustainable enterprise with astute insight and resolute purpose. Our gathering features an exceptional cohort of leaders, innovators, and visionaries from diverse industries, who share a common commitment to addressing the pressing challenges and opportunities presented by climate change.

In this critical moment, let us embrace the responsibility bestowed upon us to drive positive change. Together, we wield the power to shape a prosperous and sustainable future for generations to come.

I implore you to seize this remarkable opportunity, becoming catalysts for change and seeds of transformation. Let us forge a path that honors our moral obligation to our planet while unlocking boundless potential for economic prosperity.

With profound gratitude for your presence and contributions, I express my sincerest wishes for a fruitful and transcendent experience with a lasting resonance. Together, let us stand as pillars of progress and champions of the vital cause that unites us.

Wishing you a fruitful and inspiring conference.

Yours faithfully



Asif Zaidi  
President - Open Toronto



## NATURE'S WHISPERS: A BUSINESS ODYSSEY

In this blessed company, I welcome your presence,  
As we undertake a profound odyssey of consequence.  
"The Business of Climate" beckons us near,  
An arras laced with desires, ambitions, and sincere fear.

With hearts alight and minds aflame,  
We embark on a journey, not just in name,  
Together we'll delve into uncharted terrain,  
For the challenges we face, we shall not disdain.

With minds perched on the parchment of change,  
Let us forge a new narrative, bold and strange.  
For in this realm where business meets the skies,  
We discover the power to uplift, transform, and rise.

The symphony of ideas shall resound,  
As minds converge on fertile ground.  
From the chasms of doubt, let inspiration spring,  
Igniting the embers of innovation we bring.

For the delicate dance of business and Earth,  
In harmonious balance, we find our worth.  
With each conversation, a whisper of hope,  
As we cultivate a future where harmony can cope.

Together, let us unveil the treasures concealed,  
The sustainable practices, long since revealed.  
For in the alchemy of business and climate's sway,  
We craft the destiny of a brighter day.

In this gathering, let us strive,  
To ignite the spark that will revive.  
A future where profit meets sustainability,  
Where businesses thrive with conscious ability.

So let us embrace this timeless chance,  
To weave together dreams and advance.  
"The Business of Climate" unites us all,  
In this grand endeavor, we shall stand tall.

The whispers of nature call to us near,  
In the winds that whisper and waters that clear,  
A symphony of hope and urgency,  
Urging us to embrace our shared emergency.

Through the corridors of enterprise and trade,  
We weave a narrative of progress, unswayed,  
With every decision and strategy formed,  
May sustainability and profit be warmly adorned.

So let us engage with hearts open wide,  
In dialogue and collaboration side by side,  
Together we'll shape a sustainable domain,  
Where business and climate find common refrain.

Welcome, dear participants, to this noble quest,  
May our collective efforts bring forth the best,  
As we navigate this uncharted sea,  
May our actions today define our legacy.

(A Z)



## MEET THE SPEAKERS



### SABIR SAMI

Sabir Sami, appointed Global CEO of KFC Division in January 2022, holds global responsibility for KFC's brand strategy and performance. With a Yum! Brands tenure since 2009, Sami served as Managing Director for KFC Middle East, North Africa, Pakistan, and Turkey, playing a pivotal role in expanding KFC's presence. Earlier, he led KFC's Asia operations and served as General Manager for Yum! Canada, KFC Canada, and Turkey. Sami's career boasts leadership roles at Procter & Gamble, the Coca-Cola Company, and Reckitt Benckiser. He holds an MBA from the University of Karachi and enjoys travel, reading, fitness, and charitable endeavors in Pakistan.



### TREVOR MCPHERSON

Trevor became President and CEO of Mississauga Board of Trade (MBOT) in August 2021. In this role, he leads a dynamic team that is dedicated to advocating for MBOT business members and supporting their growth needs with valuable and relevant programs and services. With 15 years at Ontario Chamber of Commerce (OCC), he drove substantial membership growth as VP of Member Services, led successful Advocacy Day at Queen's Park, and directed Ontario Economic Summit (OES). He previously served in Ontario's Trade Development Division. A graduate of both Queen's University (Political Studies) and Seneca College (International Business Management), Trevor enjoys playing guitar and cherishing moments with his wife, Jennifer, and two daughters.



### FAISAL KAZI

Faisal Kazi is the President and CEO of Siemens Canada. With over three decades at Siemens, he has worked across the globe in many different roles. He is a Board Member of the Business Council of Canada, the Toronto Region Board of Trade and Canadian German Chamber of Industry and Commerce. Under his leadership Siemens Canada received the Best Siemens Country Award in 2019 and he was named 2023 "Executive of the Year" by Ascend Canada. He holds a bachelor's degree in Electrical Engineering, an MBA and a Diploma in Law. He is a strong advocate for Siemens corporate social responsibility programs.



### SANDRA ODENDAHL

Sandra Odendahl believes that businesses can and should be a force for good — contributing to economic prosperity, environmental stability, and vibrant, inclusive communities. She leads the bank's Corporate Sustainability strategy and programs, and oversees its strategic partnerships. Previously, Sandra led enterprise-wide sustainability, community investment and social finance programs at Scotiabank and RBC. She holds an MSc in Chemical Engineering from the University of Toronto, is a CFA charter holder, and serves on the Canadian Sustainability Standards Board.



### KEN TENCER

Ken Tencer, a seasoned CEO and innovation expert, draws upon three decades of diverse industry experience to drive sustainable growth for organizations, investors, and business families in uncertain times. As curator of "Say Hi to the Future," Ken connects a global community through podcasts, events, and Catalyst: The Human Ingenuity Game, celebrating human ingenuity. Leading Spyder Works as CEO, he blends traditional business strategy with human ingenuity to foster innovation and intrapreneurship. With a Doctor of Business Administration in progress, Ken has co-authored bestselling innovation books and remains committed to value creation and impactful problem-solving.

**0900**  
50 MINS

**CHECK-IN, BREAKFAST, NETWORKING:**  
Enjoy breakfast and network with fellow attendees before the conference

**0950**  
10 MINS

**TRANSITION TO CONFERENCE HALL:**  
Take your seats for an engaging day ahead – we start promptly at 10:00 AM

**FRAME THE DAY**

**1000**  
25 MINS

**Welcome: Setting the Climate for Business Success**

S. Asif Zaidi - President OPEN Toronto

**1025**  
20 MINS

**Opener: Uniting Businesses for Sustainability**

Trevor McPherson - President MBOT

**1045**  
45 MINS

**A Climate of Ingenuity**

Ken Tencer - Curator Say Hi to the Future

**90 MINS**

**1130**  
30 MINS

**REFRESHMENTS + NETWORKING BREAK**  
A moment to network and recharge before we delve deeper

**CONNECT THE DOTS**

**1200**  
45 MINS

**Shaping a Sustainable Future with the Industrial Metaverse**

Faisal Kazi - CEO Siemens Canada

**1245**  
45 MINS

**Banking on Entrepreneurial Success: BDC's Role**

BDC Workshop

**90 MINS**

**1330**  
60 MINS

**LUNCH + NETWORKING BREAK**  
A time for delectable cuisine, networking, and relaxation

**INSPIRE TO ACT**

**1430**  
45 MINS

**Fireside Chat: Climate Change - The Bad, the Good and how to Deal with it all**

Sandra Odendahl, SVP and Head, Sustainability and Diversity, BDC / Saquib Vali - Explorer Say Hi to the Future

**1515**  
45 MINS

**Leading from the Heart**

Sabir Sami - CEO KFC Global

**1600**  
10 MINS

**Closing Remarks: Shaping Tomorrow Together**

Shahan Farooq - Global Events Director OPEN

**100 MINS**

**1610**  
ONWARDS

**NETWORKING SOIREE (REFRESHMENTS + COFFEE & DRINKS)**  
Unwind and connect at our closing refreshments

# OPEN TORONTO ANNUAL BUSINESS CONFERENCE 2023

**SAT  
11  
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GOLF CLUB**

**PRESENTING  
SPONSOR**



**The Idea:**  
Seize the Opportunity  
in Challenge

**The Theme:**  
The Business of Climate

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### Unlocking Opportunities: Open Toronto - Connecting Entrepreneurs Globally

In today's interconnected business landscape, networking and collaboration reign supreme. With 17 chapters spanning five countries, OPEN unites accomplished entrepreneurs, including unicorn founders, across diverse industries to create a vibrant community fostering business growth and bridging gaps.



### OPEN Toronto: Your Gateway to Triumph

OPEN Toronto, a distinguished chapter of this global powerhouse, proudly serves as a dynamic platform offering an array of services and benefits to its members. Advocacy, networking opportunities, education, and resources converge here to ignite businesses and fuel their expansion.

Becoming a member of OPEN Toronto grants access to a vast global network of fellow entrepreneurs and professionals. Whether you helm a small enterprise or command an industry giant, OPEN Toronto delivers indispensable resources and support, cultivating a community of kindred professionals deeply invested in your success.

### The Beating Heart of Our Community

At its core, OPEN is a crucible for inspiration, empowerment, opportunity, and connectivity. By uniting entrepreneurs and premier professionals, OPEN Toronto furnishes an independent business network enriched with intelligence, wisdom, connections, and benevolence.



### Networking and Learning Galore

OPEN Toronto offers various platforms for networking and learning, including plenary meetings and roundtables. Plenary sessions cater to senior decision-makers and provide an ideal forum for networking and knowledge exchange. Roundtables offer a distinct forum for peer consultation, experiential learning, and one-on-one mentoring.

### Membership Advantages

Membership in OPEN Toronto opens doors to a wealth of benefits, including weekly networking breakfasts, monthly plenary meetings, educational seminars, and resources for small businesses.



### Annual Business Conference: A Gateway to Knowledge and Networking

OPEN's annual business conference unites professionals, entrepreneurs, and executives from diverse industries. It's a unique hub for connecting with like-minded peers, gaining fresh insights, and exploring emerging trends. Renowned speakers, panels, and expert-led workshops provide invaluable knowledge and inspiration.

**JOIN US**

OPEN Toronto isn't just an organization; it's a collaborative community. Join us to unlock opportunities, connect with a dynamic network, and let OPEN Toronto guide you to global success.

