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ENBRIDGE AND THE UNIVERSITY OF CALGARY PARTNER TO LAUNCH ENBRIDGE CENTRE FOR CORPORATE SUSTAINABILITY

Unique in Canada, independent centre will advance corporate responsibility practices nationally and internationally

March 27, 2012 (Calgary, Alberta) – Enbridge and the University of Calgary today launched the Enbridge Centre for Corporate Sustainability (ECCS) at the University of Calgary’s Haskayne School of Business.

The ECCS will advance the science and practice of achieving the triple bottom line in business and in policy. The triple bottom line refers to decisions aimed at balancing — in a meaningful and transparent way — environmental, social, and economic considerations. Rather than just looking at corporate sustainability through the lens of fostering goodwill in communities, this independent centre will draw on more than 60 years of research and practice related to the science of corporate sustainability.

“This first-of-its-kind Centre is a ground-breaking initiative for the University of Calgary and Enbridge,” said University of Calgary President Elizabeth Cannon. “The Enbridge Centre for Corporate Sustainability showcases the power of collaboration in fuelling innovation. We are tremendously grateful to be working with Enbridge to support research that will be widely shared, helping businesses develop and implement sustainable practices across many disciplines.”

The ECCS’ long-term objectives directly align with the Haskayne School of Business’ ongoing endeavours to become an internationally recognized centre of excellence for academic integrity, impartial research and community engagement in the areas that define Calgary and Alberta: ethical leadership, entrepreneurship and energy.

Enbridge has committed $2.25 million over 10 years to the ECCS, which will enable graduate student and faculty research, fund post-doctoral fellows, and support the Enbridge Research in Action Seminars. The Seminars will bring together influential researchers, practitioners, and industry experts to discuss and disseminate leading-edge sustainability research in Canada and abroad.

The ECCS will also sponsor two annual sustainability awards, recognizing student achievements in areas related to sustainability and the advancement of the triple bottom line. The ECCS’ activities will be guided by an external advisory board comprising leading scholars and practitioners of corporate sustainability drawn from across North America.

Enbridge CEO Pat Daniel said the international scope and focus on sustainable resource development set the ECCS apart and drew Enbridge to the project.

“We’re proud to partner with the University of Calgary’s Haskayne School of Business”, said Mr. Daniel. “The ECCS’ research will provide a foundation for new business practices and decision making processes needed to develop natural resources in a responsible and sustainable manner."
“In addition to important research, the ECCS will also be an incubator for the future business leaders. As a company focused on building a sustainable future, we are thrilled to contribute to this important initiative.”

For more information on the Enbridge Centre for Corporate Sustainability at the Haskayne School of Business, please visit www.haskayne.ucalgary.ca/research/research-centres/ECCS. For more information on Enbridge, please visit www.enbridge.com.

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About the Haskayne School of Business

The Haskayne School of Business was founded at the University of Calgary in 1967, and was named in honour of Richard F. Haskayne, OC, AOE, FCA, in 2002. The business school has approximately 3300 full- and part-time students enrolled in bachelor’s, master’s, doctorate, and executive education programs, and stays connected with its 20,000 alumni in 60 countries worldwide.

The vision of the Haskayne School of Business is to be an internationally recognized centre of excellence for business education, research, and community outreach, with a special emphasis on the distinct elements that define Calgary and Alberta: energy, entrepreneurship, and ethical leadership.

About Enbridge

Enbridge Inc., a Canadian company, is a North American leader in delivering energy and one of the Global 100 Most Sustainable Corporations. As a transporter of energy, Enbridge operates, in Canada and the U.S., the world’s longest crude oil and liquids transportation system. The Company also has a growing involvement in the natural gas transmission and midstream businesses, and an increasing involvement in power transmission. As a distributor of energy, Enbridge owns and operates Canada’s largest natural gas distribution company, and provides distribution services in Ontario, Quebec, New Brunswick and New York State. As a generator of energy, Enbridge has interests in close to 1,000 megawatts of renewable and alternative energy generating capacity and is expanding its interests in wind and solar energy, geothermal and hybrid fuel cells. Enbridge employs approximately 6,900 people, primarily in Canada and the U.S. and is ranked as one of Canada’s Greenest Employers, and one of the Top 100 Companies to Work for in Canada. Enbridge’s common shares trade on the Toronto and New York stock exchanges under the symbol ENB. For more information, visit enbridge.com
Backgrounder

The University of Calgary’s Haskayne School of Business (HSB) has partnered with Enbridge to create a best-in-class, Alberta-based sustainability centre, titled the Enbridge Centre for Corporate Sustainability (ECCS). In collaboration with academics, institutions and private sector organizations, the ECCS will provide a neutral ground for impactful and relevant research and education. The mandate of the ECCS is to inform business decisions that advance the triple bottom line: people, planet and prosperity.

The ECCS will be led by Executive Director Loren Falkenberg and its activities will be guided by an external advisory board comprising leading scholars and practitioners of corporate sustainability from across North America. The ECCS will draw on more than 60 years of research and practice related to the science of sustainability and decision making in a way that is meaningful for businesses, policymakers, and individuals.

The ECCS will operate as both a convener and thought leader, bringing together leading scholars, practitioners, and industry experts in the field of corporate sustainability from various institutions and organizations. Through the ECCS, these individuals and bodies will be encouraged to produce, translate, and disseminate leading-edge research on triple bottom line decision-making in Canada, across North America, and abroad and to share this work with emerging and current business leaders, ultimately changing the way businesses are run.

Enbridge has committed $2.25 million over 10 years to the ECCS, which will facilitate graduate student and faculty research, fund post-doctoral fellows, and support the ECCS’s ground-breaking initiatives. Two specific initiatives aimed at advancing corporate sustainability research include:

The Enbridge Research-in-Action Seminars

Held at least four times each year, the Enbridge Research-in-Action Seminars will bring together influential researchers, practitioners, and industry experts to discuss and disseminate leading-edge sustainability research in Canada and abroad. The timing of these seminars will coincide with the academic year at the University of Calgary with seminars occurring in the autumn and winter terms.

The Sustainability Awards

Each year, the ECCS will award two Enbridge Sustainability Awards, recognizing student achievements in areas related to sustainability and the advancement of the triple bottom line. One award will be granted for research or academic achievement by a graduate student (or students) based at a university in Canada or the U.S. The second award will be granted for community-level achievement by an undergraduate student (or students) based at a university in Canada or the U.S.
FAQ

What is the Enbridge Centre for Corporate Sustainability (ECCS)?

The ECCS will operate as both a convener and thought leader, bringing together leading scholars, practitioners, and industry experts in the field of corporate sustainability from various institutions and organizations to produce, translate, and disseminate leading-edge research on triple bottom line decision-making in Canada, across North America, and abroad. The ECCS will be an Alberta-based incubator for the research and development of new business practices while serving as a training ground for the leaders of tomorrow in the field of sustainability.

Why did the University of Calgary and Enbridge partner together on this initiative?

The University of Calgary’s Haskayne School of Business (HSB) has partnered with Enbridge Inc. to create a best-in-class, Alberta-based sustainability centre. Enbridge is a long standing partner of the University of Calgary and together they are committed to sustainable energy development.

What is Corporate Sustainability?

Corporate sustainability refers to a business approach that creates long-term value by, not only creating responsible strategies aimed at the natural environment, but also taking into consideration every dimension of how a business operates in the social, cultural, and economic environments.

What is the triple bottom line?

The triple bottom line aims to measure, in a more comprehensive and holistic sense, the financial, social and environmental performance of a corporation. Thus, to account for the full cost of doing business, a corporation must account for the three "P"s: People, planet and prosperity. In this way, the ECCS will be aimed at furthering business practices that advance—in a meaningful and transparent way—the care of people, the environment, and the economy.

How does this Centre differ from organizations such as the Institute for Sustainable Energy, Environment and Economy (ISEEE) and the International Industries and Sustainability Centre (IRIS)?

The Enbridge Centre is an expansion of IRIS which was founded by the University of Calgary in 1994. It will continue the research undertaken by that centre and expand it to focus on advancing the science and practice of triple bottom line decision-making for improved management practice.

The University of Calgary created ISEEE in 2003 to ensure that the University would be recognized internationally for its research, education and innovation in Energy and the Environment. ISEEE provides strategic leadership for initiatives that will contribute to the University’s academic priority of sustainability as articulated in its current academic plan. ISEEE works in partnership with and support of faculties and schools at the University of Calgary, including the Haskayne School of Business. Thus, the
ECCS, which will be housed at the Haskayne School of Business, will be an important collaborator with ISEE faculty partners.

**What is the research focus of the Centre?**

The ECCS will be Canada's hub for research and outreach regarding corporate sustainability and triple bottom line decision-making. To meet this objective, the ECCS will actively seek out opportunities within Alberta, Canada, and internationally to conduct research and scholarly outreach in this area which will inform business, policy-makers, and individuals.

**What is the organizational structure of the Centre?**

The day-to-day activities of the ECCS will be guided by an internal academic committee composed of faculty from within the Haskayne School of Business and the University of Calgary who work on the triple bottom line and corporate sustainability. This academic committee will be chaired by Dr. Loren Falkenberg who is the Associate Dean of Research at the Haskayne School of Business.

An external advisory board will provide guidance to the academic committee on the research direction, student support, and outreach activities of the ECCS. The advisory board is made up of a diverse team of business leaders, researchers, and policy-makers who were chosen because of their interest and expertise in corporate sustainability.

**How will the Centre conduct research that is relevant to business nationally and internationally?**

The ECCS is housed in the Downtown Campus location of the Haskayne School of Business. This location was chosen to facilitate collaboration and outreach between researchers, students, and the Calgary business community. The ECCS will also collaborate with Central Michigan University and other organizations to ensure that research and initiatives remain internationally relevant.

**Will the Centre partner and share research with other academic institutions?**

The ECCS will pursue opportunities for academic exchanges (e.g., students, faculty) around research that is of mutual interest to the ECCS and other institutions such as Central Michigan University.
Management

Dr. Loren Falkenberg, Interim Chair, Academic Advisory Committee and External Advisory Board

Dr. Falkenberg is the Associate Dean of Research at the Haskayne School of Business. She has been teaching business ethics and negotiations for over 20 years, and has developed teaching materials for these courses in the undergraduate, graduate and executive education programs. She has developed numerous executive negotiations programs for specific companies. Her particular research interests include developing cases examining ethical and social responsibility issues in companies and exploring the relationships between companies and not-for-profit organizations. She has consulted with different companies on corporate social responsibility programs and management of ethical issues. She has been a regular commentator on CBC on various issues in the Canadian business environment. She is currently an editor for the Journal of Business Ethics.

Dr. Falkenberg holds a Ph.D. from the University of Illinois, and an MBA from Queen’s University. She teaches in the Directors Education Program and is a member of the Board of Directors of Meals on Wheels. She Chairs the Human Resource Committee for Meals on Wheels, and volunteers with Inn from the Cold.

Victoria Campbell-Arvai, Associate Director

Dr. Campbell-Arvai is a Post Doctorate Fellow at the Haskayne School of Business at the University of Calgary. Dr. Campbell-Arvai’s research addresses the challenges faced by individuals, groups, and organizations in making decisions related to environmental sustainability. Her work also focuses on developing and testing decision support tools and techniques that can more effectively match individual, group, and organization decision outcomes with a range of environmental, social, and economic goals; i.e., the elusive triple-bottom line. These approaches, namely structured decision-making and asymmetric interventions (or nudges), have proven to be effective ways to meet the challenges of decision-making around sustainability concerns that must balance large amounts of sometimes conflicting scientific and technical information with social and economic values.

Dr. Campbell-Arvai holds a Bachelor of Science from Trent University, a Master of Science in Zoology from the University of British Columbia, and a PhD in Environmental Science and Policy from Michigan State University.

Advisory Board

Dr. Robin Gregory

Robin Gregory is a Senior Researcher at Decision Research, a non-profit research organization investigating human judgment, decision-making, and risk and Associate Director of the Eco-Risk Research Unit at the University of British Columbia. He also serves as the Director of Value Scope Research, a small consulting firm, and is an adjunct professor at the School of Environmental Studies at
the University of Victoria. Dr. Gregory leads research projects and workshops for government, private, and international groups on questions relating to risk management, the conduct of deliberative groups, and techniques for eliciting preferences and addressing difficult tradeoffs.

Dr. Gregory holds a Bachelor of Arts from Yale University and a master’s and PhD in environmental economics, both from the University of British Columbia. He is a member of the International Society for Ecological Economists and the Association of Environmental and Resource Economists.

Bonnie D. Dupont

Bonnie DuPont retired in 2010 from Enbridge Inc., where she served for 12 years as the senior executive responsible for information corporate social responsibility, technology, human resources, public and government affairs and corporate governance matters.

Ms. DuPont holds a bachelor’s degree from the University of Regina and a master’s degree from the University of Calgary. She is a member of the Institute of Corporate Directors and a 2006 graduate of the ICD Corporate Directors’ Education Program. She is also a Certified Human Resources Professional and is a member of the International Women’s Forum. Ms. DuPont was named to the Top 100 Most Powerful Women in Canada list each year from 2001 to 2006 and in 2007 was inducted into the Top 100 Hall of Fame. In 2008 she was presented with an Honorary Doctor of Laws from the University of Regina.

Dr. Joule Bergerson

Dr. Bergerson is an Assistant Professor in the Department of Chemical and Petroleum Engineering at the University of Calgary’s Schulich School of Engineering. Dr. Bergerson also serves as a core faculty member at the Institute for Sustainable Energy, Environment, and Economy (ISEEE). Dr. Bergerson’s primary research interests include systems-level analysis for policy and decision-making surrounding energy system investment and management. The focus of her work is on developing frameworks for the assessment of prospective technology options and their policy implications from a life cycle perspective. To date, her work has addressed fossil fuel derived electricity (PhD Thesis), oil sands development and carbon capture and storage.

Toby A.A. Heaps

Toby Heaps is the Co-founder and current President of Corporate Knights, Inc., a magazine aimed at promoting “clean capitalism”. The mission of Corporate Knights is to humanize the marketplace, making it easier for people to know the environmental and social impacts of their marketplace decisions and to showcase leaders and innovators. Before founding Corporate Knights, Toby was the managing editor of the Mutual Fund Review magazine and Planning for Profits magazine and has published articles in the Financial Times, Toronto Star, Globe and Mail and Investors Digest. He has worked for Conflict Resolution Catalysts in Bosnia, and for several international publications and social organizations in the former Yugoslavia including B-92 in Belgrade.
Mr. Heaps holds Bachelor of Arts degree from McGill University in Economics, with a minor in International Development. From 1997-98, he spent one year in the Belgrade Field Program (LLB in Management Studies) with the London School of Economics and Political Science.

**Paul Hunt**

Paul is the Corporate Director of Sustainability and Social Responsibility at Enbridge Inc., a Canadian-based pipeline and alternative energy company. He works closely with the company’s Departments and Business Units with respect to Enbridge’s non-financial performance (Ethics, Environment, Health & Safety, Community Relations and Business Development), to provide strategic direction and leadership on Sustainability and Corporate Social Responsibility issues. Before joining Enbridge, Paul was Vice President of Climate Change Central, where he planned and implemented strategy with respect to climate change risk mitigation in Alberta. Prior to this, he was Director of Environmental Affairs and Sustainable Development at EPCOR, an electricity generator.

Paul participates in a number of organizations addressing sustainability issues and was until recently on the Board of the Alberta Emerald Foundation, that he chaired, and which recognizes organizations and individuals for their environmental excellence. He is a former member of the National Advisory Committee that advised Canadian Federal and Provincial Ministers of the Environment on environmental matters relating to the North American Free Trade Agreement (NAFTA).

He earned his BSc. in Zoology (Honours), from MacDonald College of McGill University, and a MSc. from McGill in Ecology and Environmental Sciences.

**Lauren Rooney**

Lauren is a final year commerce student in the Haskayne School of Business at the University of Calgary. She is the current President of the Institute for Sustainable Energy, Environment and Economy Students’ Association (ISEESA), a student organization aimed at creating initiatives that reflect the growing movement to obtain a cleaner energy supply, healthy environment, and efficient economy. She has been a member of the ISEEESA team since 2007 and is also heavily involved in a number of other organizations. Lauren was a member of both the 2009 Alberta Solar Decathlon Team and the 2009 International Student Energy Summit. Lauren also enjoys participating in case competitions and has represented the Haskayne School of Business on numerous teams. She has competed at the Intercollegiate Business Competition for the last two years on the Ethics and Business Policy teams. Additionally, she was part of the first University of Calgary team at the Hult Global Case Challenge where the team placed second in their regional event.

In addition to her involvement in these initiatives, Lauren has also had the opportunity to work in industry throughout the duration of her degree in roles at Suncor Energy Inc., Kinder Morgan Canada and Accenture.
Dr. Tom Roher

Dr. Rohrer is an assistant professor and the founding director of the Great Lakes Institute for Sustainable Systems at Central Michigan University (CMU). Prior to this appointment, Dr. Rohrer was the Director of Environmental Studies at CMU from 2002-2009. Before joining the university, Dr. Rohrer was employed by the Michigan Department of Natural Resources and Environmental Quality. From 1991 to 2002 he was Chief of the Enforcement Unit of the Water Bureau in the Department of Environmental Quality (DEQ).

Dr. Rohrer received his Bachelor’s degree in Biology from the University of Michigan and his Master of Science degree in Aquatic Ecosystem Biology from Virginia Commonwealth University. He returned to Michigan State University for his doctoral studies in pesticide toxicology.

Dr. Joe Arvai

Dr. Arvai is an Associate Professor of Strategy and Global Management and is the Svare Chair in Applied Decision Research in the Haskayne School of Business, and the Institute for Sustainable Energy, Environment, and Economy (ISEEE). Prior to coming to the University of Calgary in 2011, he was on the faculties of Michigan State University (2006-2010) and The Ohio State University (2001-2005). Dr. Arvai’s research focuses on advancing understanding of how people process information and make decisions, both as individuals and in groups. His research is also aimed at developing and testing decision support tools that can be used by people to improve decision quality across a variety of social, environmental, and economic contexts.

He received his PhD in the decision sciences from the University of British Columbia and he also holds degrees in Ecology and Oceanography (BSc and MSc, respectively). In addition to his academic appointment at the University of Calgary, he is a member of the U.S. Environmental Protection Agency’s Science Advisory Board and the U.S. National Academies Board on Environmental Change and Society. He is also a Senior Scientist with the not-for-profit Decision Science Research Institute, which is based in Eugene, OR.