

Mark Cannon



Mark Cannon, environmental sustainability consultant has over 25 years experience working primarily in the technology and media sectors within a variety of roles ranging from engineering to line management and environmental management. He brings international experience to projects having operated within the UK until relocating to BC, Canada in 2007.

Credentials

Mark is a Chartered Environmentalist, awarded by the UK based Society for the Environment and a long time member of the Institute of Environmental Management and Assessment a leading international membership-based organization dedicated to the promotion of sustainable development, and to the professional development of individuals involved in the environmental profession, whether they be in the public, private or non-governmental sectors.

Expertise includes:

- Development of environmental management strategy and facilitating implementation,
- Management of environmental performance reporting process; collecting, collating and interpreting data, aligning with the requirements of the Global Reporting Initiative,
- Advocating carbon management strategy and securing executive level support,
- Management of senior level environmental steering group,
- Representing employers at European level business sector bodies,
- Responding to potential investors with environmental and social information to encourage greater ethical investment from fund managers.

Mark understands the importance of a company's customer base, employees and brand reputation. He adds value to a company by helping identify sustainability risks and realizing opportunities to enhance brand reputation through targeted internal and external engagement.

Selected achievements

Mark's achievements have been based upon his sector knowledge and his ability to deliver results.

In '99 working with Cable & Wireless, Mark took the company in to the European Telecommunications Network Operators Association Environmental Charter in order to raise the company profile and contribute to the charter's development. Leading a strategy team new aspirations and priorities were developed. Mark also contributed to the task team that developed a climate change reporting methodology for charter signatories.

While working for British Sky Broadcasting in 2005, Mark advocated carbon management and the company became carbon-neutral the following year. Mark re-aligned the company environmental performance data with Global Reporting Initiative requirements, raising the profile of a company that was previously reticent about engaging with environmental issues.

In 2010, Mark worked with the BC Lottery Corporation, collecting and collating emissions data and writing a Carbon Neutral Action Report to meet the requirements of the provincial government.

Approach

By taking a business approach to 'greening' a company, Mark aims to achieve a win-win outcome where both organization, the environment and society benefit through enhanced brand reputation coupled with a lower sustainability footprint.

HELPING BUSINESS PROSPER FROM SUSTAINABILITY