



ANNUAL REPORT

April 2007 - March 2008



Canadian Centre for Ethics in Public Affairs

CCEPA is a joint venture of the Atlantic School
of Theology and Saint Mary's University.



CCEPA provides an arena
for critical thinking, public
discussion and research into
current ethical challenges
in our society.

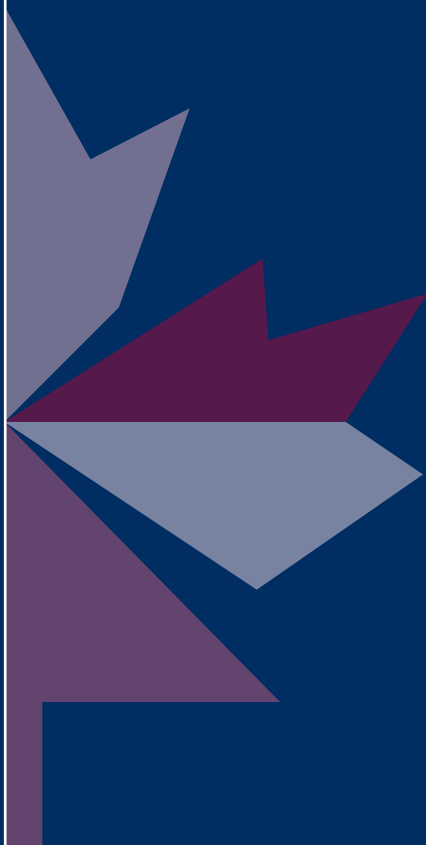
Ethics in Public Affairs
is about how the values of
individuals and organizations
interact and evolve to enable
us to live and work together
more effectively.

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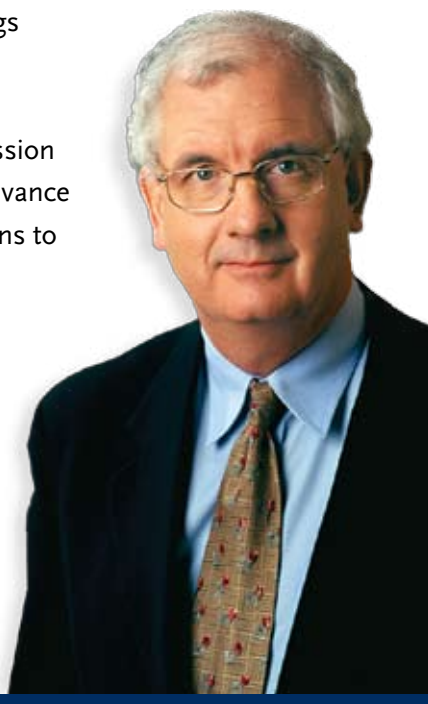
MESSAGE FROM THE CHAIR

It is a unique opportunity to sit as the Chair of the Board for the Canadian Centre for Ethics in Public Affairs because what CCEPA does is unique. The Centre brings contemporary issues to the public in a protected space for discussion. Our presentations endeavour to bridge the gap between the academic and public spheres providing the grist for the hard questions, the exploration and discussion rather than simple knowledge transfer. In addition, CCEPA is motivated to advance the level and type of discussion that may enhance the capacity of organizations to address ethical challenges.

None of this can occur without an actively engaged and committed Board. This group generates and debates ideas, monitors progress and continually pushes us to do better and reach higher. In addition, we continue to benefit from the support and encouragement of our two founding institutions, the Atlantic School of Theology and Saint Mary's University. Finally, we have the financial support from committed individual, institutional and corporate supporters. Our sincere thanks are extended to all three groups. We could not have achieved our success to date without all of you and this level of commitment is extremely motivating.

CCEPA is definitely fulfilling a need. As public awareness of the type and quality of our programs spreads, our audience and influence will undoubtedly grow into something of which we can all be very proud.

The Board does not do the heavy lifting. We contribute ideas, energy, and enthusiasm but the actual results are delivered by our dynamic duo of Executive Director Frank Schwartz and General Manager Chris Stover. As an embryonic organization we are extraordinarily fortunate to have retained these two talented individuals. They have provided a worthy response to the opportunity and challenge that CCEPA provides.



Bill Black
Chair

MESSAGE FROM THE EXECUTIVE DIRECTOR

I am pleased to report on another productive, successful and challenging year for CCEPA. We have demonstrated sustained success in program quality, and created a further challenge of continued growth with quality programming, provocative and meaningful dialogue.

In research, this year saw the appointment of our first Scholar in Residence, Dr. Cathy Driscoll, Associate Professor of Business at Saint Mary's University. We joined the Canadian Business Ethics Research Network as partner and host of the Atlantic hub. We facilitated the conduct of an intriguing research assignment by the SMU Business Ethics MBA class.

This year's **Trust In** series was a four part dialogue on freedoms – Trust in Freedom of Speech, Academic Freedom, Freedom of Artistic Expression and Freedom to Express Belief. This series of panel sessions questioned the extent to which our society supports some of our most highly valued freedoms.

We scheduled six **Ethics in Business** sessions, with keen and accomplished commentators. The key lesson from this series is that business and ethics can mix, but it can be hard work.

Consultative support has been provided to several organizations, including the development of an ethical framework for a nursing home and advice and support on organizational and curriculum development matters.

We elevated our public awareness efforts by improving the web site, establishing the web discussion forum "Ethical Voices" and distributing DVDs of our programs to libraries. Many of CCEPA's programs have been posted on our website and broadcast on local cable television.

As the programming year comes to a close, I am highly optimistic about our potential for the next year, and beyond.



Frank Schwartz
Executive Director



CCEPA'S MISSION

From its base in Atlantic Canada, the Centre will undertake collaborative research and education in ethics. This collaboration will involve partnerships with the major shapers of public life including government, the business community, non-government organizations and public service agencies. Through the sponsorship of research, public discussion and education, the Centre will assist our partners as they seek to integrate ethics into their public practices and policies.



*Rev. Canon Eric Beresford
CCEPA Board Member*

CCEPA'S VALUES

CCEPA promotes the public good through the cultivation and dissemination of knowledge about ethical issues to help generate new insights, provide greater awareness, and heal misunderstandings.

We promote open and respectful debate on contemporary public issues by:

- Providing a forum for communities to identify and discuss their ethical concerns.
- Clarifying the underlying sources of ethical problems and disagreements.
- Facilitating access to resources.
- Mediating through a process of critical listening.
- Encouraging the inclusion of all affected parties in discussion and decision making.

We enhance the capacity of organizations to address ethical challenges by:

- Helping to develop and articulate sound value statements.
- Helping to recognize, confront, and respond to ethical questions, dilemmas, and conflicts.
- Providing leading ethics-based research and programs.
- Grounding our teaching and research in real world situations.

We conduct our activities in a transparent and self-critical manner:

- With participatory and inclusive collaboration.
- With mutual accountability and shared responsibility for the public good.
- Acknowledging and learning from our mistakes.
- Working with those who respect the values of CCEPA.

WE SAID WE WOULD...

WE DID...

RESEARCH

Develop collaborative research projects with community members.

Facilitated research at Saint Mary's University for Credit Union Atlantic on ethical lending policies. Became the Atlantic hub for the Canadian Business Ethics Research Network (CBERN)

EDUCATION

Mount a *Trust in Freedom* and a *Trust in Business* series.

Mounted a four-part *Trust in Freedoms* series. Folded a *Trust in Business* series into six *Ethics in Business* presentations.

RESOURCE ACCESS

Provide CCEPA facilities for use by organizations working on public issues and matters related to ethics.

Provided CCEPA facilities for use for a number of like minded organizations.

CONSULTATION

Provide support to a number of organizations in areas of ethical frameworks and practices.

Provided support to several organizations in the areas of values statements development and ethical frameworks.

PUBLIC AWARENESS

Promote brand recognition, media attention and public dialogue. Evaluate our programs.

Increased media attention. Established *Ethical Voices*, a web based forum for idea exchange on ethical issues. Streamlined website and added features. Produced and distributed DVD productions of all our presentations. Evaluated our programs.



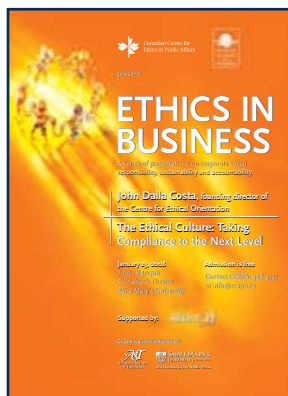
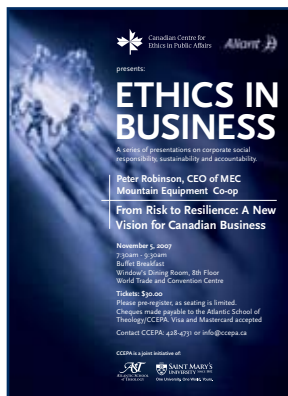
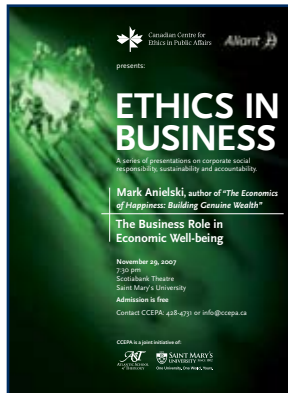
*Dr. Paul Bowlby
CCEPA Board Member
Chair, Research and Education Committee*

RESEARCH

CCEPA's collaborative research efforts help identify and respond to issues facing organizations. The Centre's role is to assist in framing the issue, identifying potential researchers, preparing terms of reference and supporting the research effort. A first example of this approach involved a request by the United Way of Halifax Region for research support in the development of a gift acceptance policy. CCEPA engaged Saint Mary's University Professor Cathy Driscoll's MBA Business Ethics class on options for developing a gift receiving policy. That effort was completed early in the year. This year's effort, which is nearing completion, is another intriguing collaborative research effort, with Credit Union Atlantic, on developing ethically oriented lending policies.

In the fall of 2007, CCEPA appointed its first Scholar in Residence, Dr. Cathy Driscoll, Associate Professor of Management at Saint Mary's Sobey School of Business. Dr. Driscoll had use of CCEPA facilities during her appointment, was available for discussions and took advantage of the opportunity to write and deepen her involvement with the Canadian Business Ethics Research Network (CBERN).

During that period, CCEPA became a collaborating organization for CBERN, a \$2.1 million dollar Social Sciences Humanities Research Council (SSHRC) funded program directed at research and dialogue in support of ethical business practices, economic, environmental and social sustainability. CCEPA operates as the CBERN Atlantic hub; hosting the Atlantic CBERN office; sitting on the three person advisory group, participating in supervising its' research assistant, hosting meetings, facilitating sessions and undertaking joint efforts. In addition, CCEPA has hosted and facilitated the opening CBERN Atlantic Provinces networking meeting (Nov. 29, 2007) which attracted almost 40 attendees from across the region. At that time a number of possible co-sponsored events were discussed and CCEPA agreed



to host and facilitate a second regional conference in May 2008. Some recorded segments of CCEPA programming have been forwarded to CBERN for broadcast on its national website, which is an exciting opportunity to gain national exposure for CCEPA programming.

Research projects on civility and corporate greenwashing, funded by CCEPA in 2006, will be concluded in 2009.

Benet Davetian of UPEI has produced a professional documentary film as part of his civility project. It has been shown to hundreds of high school students in PEI and has received extensive media attention. Dr. Davetian is monitoring the effects of the viewings and the resulting tabulations in the study will be published in both education journals and his forthcoming book entitled 'Civility and Culture.'

Chris MacDonald of SMU has papers submitted for publication and in revision on his research into "greenwashing," a practice in advertising that promotes environmental achievements of companies with poor environmental track-records. Dr. MacDonald examined the extent to which charges of greenwashing can fit within the framework of ethical evaluation. He also looked at why greenwashing can be more harshly criticised than other kinds of advertising that are similar in truthfulness. His work in this area will be completed by mid-summer 2008.

EDUCATION

Trust in Freedom and **Ethics in Business** have been our two dominant educational themes this year. We completed a highly successful four-part Trust in Freedom series and hosted six Ethics in Business sessions. Planning is complete for the CCEPA inaugural **Annual Lecture**. This will feature Preston Manning, whose talk will focus on Re-engaging Canadians in Democracy. (May 2008) We also completed the initial design phase of our **High School Ethics Award Program**.



*CCEPA Board Member Dr. Terry Murphy
Vice President Academic and Research
Saint Mary's University*

TRUST IN FREEDOM

Trust in Freedom of Speech: What is Freedom of Speech Good For? featured a keynote address by A. Alan Borovoy, General Counsel to the Canadian Civil Liberties Association. A panel including Halifax lawyer Ross Haynes and Inglis Professor of Journalism Bruce Wark was deftly moderated by Halifax lawyer and journalist, Lisa Taylor.

Trust in Academic Freedom: Does Academic Freedom Serve Democracy? was headlined by James Turk of the Canadian Association of University Teachers. His elaboration on the tenets of academic freedom were

argued by Dan Leger of the Halifax Chronicle Herald and Wayne MacKay of the Dalhousie Law School.

Trust in Freedom of Artistic Expression: Is Art Free? provided the view from Ottawa with Robert Sirman, Director of the Canada Council on the Arts. He was ably engaged by Kyle Shaw, editor of The Coast and Halifax playwright, Jackie Torrens.

Trust in Freedom to Express Belief: Where Does Belief Belong? was led by theologian Dr. David Deane of the Atlantic School of Theology. His thought provoking discussion on the limits to our expression of spirituality initiated a sharp contrast of views by philosophy professor Dr. Mark Mercer of Saint Mary's University and Dr. Jamal Badawi, the Imam of the local Halifax Muslim community.

ETHICS IN BUSINESS - a series of presentations on corporate social responsibility, sustainability and accountability.

- **Peter Robinson**, CEO of Mountain Equipment Co-op, **From Risk to Resilience: A New Vision for Canadian Business**
- **Mark Anielski**, author of "The Economics of Happiness: Building Genuine Wealth", **The Business Role in Economic Well-being**
- **John Dalla Costa**, founding director of the Centre for

Ethical Orientation, **The Ethical Culture: Taking Compliance to the Next Level**



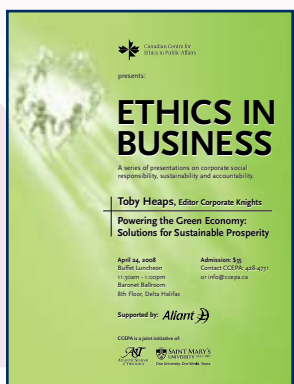
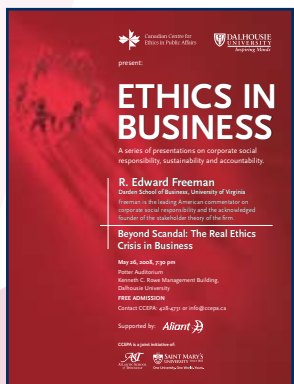
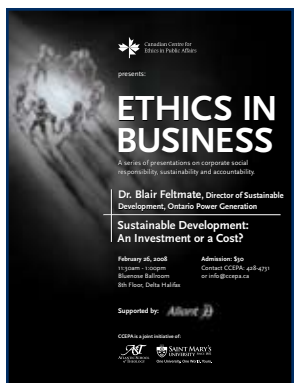
Trust in Freedom of Artistic Expression: Is Art Free? Jackie Torrens, Halifax playwright; Kyle Shaw, Editor, *The Coast*; Robert Sirman, Director, Canada Council on the Arts

- **Blair Feltmate**, Director of Sustainable Development, Ontario Power Generation, **Sustainable Development: An Investment or a Cost?**
- **Toby Heaps**, Editor of Corporate Knights, **Powering the Green Economy: Solutions for Sustainable Prosperity**
- **R. Edward Freeman**, Darden School of Business, University of Virginia, **Beyond Scandal: The Real Ethics Crisis in Business (May 26, 2008)**

We completed the design of a High School Ethics Awards program directed at increasing awareness of ethical issues and inspiring

students to become more knowledgeable about the challenges we face in dealing with our differences. A sampling of educators see this as a worthwhile effort.

The initial sketch of a Young Managers group is beginning to take shape. A first meeting has been scheduled with a small group of young people in supervisory or managerial positions who range in age from 25-35. The purpose of the meeting will be to establish whether there is interest in CCEPA facilitating a series of informal dialogues and discussion on topics related to dealing ethically in work situations. These might include developing and expressing organizational values, or dealing with trying to have the organization live out those values.



CCEPA AS A COMMUNITY RESOURCE

CCEPA's facilities continue to be used by a wide variety of groups and organizations dealing with issues that fall within our mandate. Bookings are reserved at a nominal fee in exchange for responsible use and care of the facility. In the past year we have accommodated:

- Capital Health Learning and Development Team
- CBERN
- Conversations in Health Core Group
- Dalhousie University Financial Group
- School of Health Administration
- Ecology Action Centre
- Department of Energy
- Elizabeth Fry Society
- Family Mediation Nova Scotia
- IWK Nursing Forum
- IWK on the Move
- IWK Poison Control
- Metro Community Housing Association
- Nova Scotia Environmental Network
- Nova Scotia Sea School
- Nova Scotia Youth Conservation Corp.
- Pine Hill Advisory Committee
- Roman Catholic Formation Program
- St. Matthew's Church
- Tumbleweed Entertainment
- United Way of Halifax Region

CONSULTATION

The most significant consultative support effort this year has been provided to the Windsor Elms Nursing Home in the development of an ethical framework. The process for developing this has involved staff, residents and their families. A draft ethical framework paper has been distributed and further discussions and refinement will be undertaken in spring 2008.



Trust in Freedom to Express Belief

Dr. Mark Mercer, SMU; Dr. Jamal Badawi, SMU; Dr. David Deane, AST; Reverend Jody Clarke, AST



*Allan Shaw, CCEPA Board Member
Bill Black, CCEPA Board Chair*



Dr. Gordon Fullerton, CCEPA Board Member

A proposal has been presented to the provincial government on facilitating sessions for exploring the Province's new Code of Conduct for Public Servants. CCEPA provides advice and support, on a modest basis, to the Provincial official responsible for developing this code.

CCEPA is part of a small group of interested parties who participate in monthly "Conversations in Health Care." The aim of this group is to identify if scope exists for a major undertaking in helping to reform the health care system. CCEPA provides the venue for these conversations, but our role could expand should there be sufficient interest to proceed.

We serve on an advisory panel to the Nova Scotia Barristers Society's (NSBS) Lawyers Learning Initiative (LLI). The NSBS recently undertook a significant project related to the preparation and development of lawyers. The LLI has been created as a new initiative of the Society charged with the mandate to implement a major transformation in the way the profession might engage the support of its members.

Other efforts include facilitating a session for a Chamber of Commerce sub-committee, providing advice and resources for the development of a high school ethics curriculum in Manitoba, as well as support to Class Afloat, an internationally oriented high school program on integrating ethics into the curriculum.

PUBLIC AWARENESS

We have come a long way over the past year, as evidenced by the growing recognition of CCEPA as an institution, and an increased public sense of the shape of our activities. This has been achieved largely through the success of our public events within the **Trust In** and **Ethics in Business** series. Our public exposure growth is due in large part to the rippling effect of word of mouth advertising.



The CCEPA community of interest, with whom we maintain regular electronic contact, continues to grow and is well over six hundred at last count. This is the primary way we connect with the public to encourage participation in our events.

This past year brought us our first unpaid appearance in our local Halifax newspaper. An article summarizing the message delivered by Toby Heaps during an Ethics in Business presentation was featured in the business section of the Halifax Chronicle Herald. We have also had some success with interest in our programming selections from local morning radio shows.



*Chris Stover, CCEPA General Manager;
Dan Leger, Manager of News Content,
Halifax Chronicle Herald; Bill Black,
CCEPA Board Chair*

We have enjoyed a growing interest and level of contribution to the 'Ethical Voices' feature on the CCEPA website. This forum invites written material on ethical issues and provides an opportunity for the exchange of ideas.

The website has been significantly streamlined and now also serves as a venue for information about other related events of interest to our constituents. We are amassing quite a library of professionally produced DVDs of all our public presentations. This knowledge is disseminated to university libraries and the general public on request. The presentations can also be viewed on our website and some components of the lectures are also downloadable.

CCEPA has forged new alliances for cooperation and collaboration with several groups and institutions. This type of relationship building achieves an exponential expansion of public awareness of our initiatives.

While there has been some recognition of the challenges we have faced in 'getting the audience out there' this may have allowed for the somewhat quiet perfecting of our product.



*Dr. J. Colin Dodds
President - Saint Mary's University*



*Dr. Blair Feltmate, Director of Sustainable
Development, Ontario Power Generation*



*Trust in Freedom of Speech
A. Alan Borovoy, Canadian Civil
Liberties Association*

FINANCES

As of March 31, 2008, CCEPA has a cash balance of over \$27,000 resulting from revenues of \$157,500 and expenditures of \$129,870. We are always mindful of ensuring we do not operate in a deficit position.

Our fundraising target for the fiscal year was \$200,000. We were well on the way to achieving the target, thanks to the efforts of a small but dedicated group. However, a review by the Canada Revenue Agency regarding CCEPA's HST status under the Income Tax Act halted fundraising efforts. The matter was resolved in May 2008.

The \$157,500 transferred to CCEPA included direct support from AST and SMU, designated contributions to each university for CCEPA, as well as four single-year donations and six multi-year donations.

We gratefully acknowledge the generous support of businesses and individuals who have made gifts to the Atlantic School of Theology or Saint Mary's University, earmarked for CCEPA.



CANADIAN CENTRE FOR ETHICS AND PUBLIC AFFAIRS RECEIPTS, EXPENSES, AND CASH BALANCE STATEMENT TO MARCH 31, 2008

| | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 |
|---------------------------------------|------------------|------------------|-------------------|--------------------|-------------------|
| RECEIPTS: | | | | | |
| Atlantic School of Theology | 10,000.00 | | 12,500.00 | 12,500.00 | 12,500.00 |
| Saint Mary's University | 10,000.00 | 10,000.00 | 50,000.00 | 20,000.00 | 40,000.00 |
| Designated through AST & SMU | | | | | |
| Aliant | | | 37,500.00 | | 50,000.00 |
| Anonymous | | | 28,635.12 | | |
| Bill & Lorraine Black | | | | | 5,000.00 |
| Deloitte | | | | | 5,000.00 |
| Emera | | | | | 10,000.00 |
| Estate of Patrick Power | | | 25,000.00 | 25,000.00 | 10,000.00 |
| The O'Regan Group | | | | | 5,000.00 |
| RBC Foundation | | | 25,000.00 | | 5,000.00 |
| Eric Schibler Jr. | | | | | 5,000.00 |
| Shaw Group | | | | | 5,000.00 |
| Steele Auto Group | | | | | 5,000.00 |
| Sundry: | | 1,308.34 | 3,457.18 | 3,482.84 | 25.00 |
| TOTAL RECEIPTS | 20,000.00 | 36,308.34 | 182,092.30 | 35,982.84 | 157,525.00 |
| EXPENSES: | | | | | |
| Administration | | | | | |
| 1 Salaries & Wages | | | 87,815.49 | 90,858.93 | 99,138.29 |
| 2 Board Meeting expenses | 457.82 | 1,127.72 | 3,224.16 | 1,070.24 | 688.24 |
| 3 Communications | 11,939.15 | 3,838.04 | 6,272.87 | 7,069.45 | 6,929.95 |
| 4 Office Supplies | 109.76 | 175.27 | 912.47 | 2,337.38 | 1,240.82 |
| 5 Travel | 333.73 | 273.77 | | | |
| 6 Furniture & Equipment | | | 10,322.42 | 313.79 | 994.49 |
| 7 Occupancy | | | 2,781.26 | 3,893.87 | 5,304.00 |
| 8 Telephone & Internet | | | 1,461.06 | 2,490.49 | 2,779.99 |
| 9 Events | 3,133.71 | | 2,585.57 | 4,876.10 | 11,782.89 |
| 10 Miscellaneous | | 500.00 | 2,312.97 | 534.25 | 1,011.41 |
| Research Activities | | | | | |
| 11 Researcher (Amaratunga) | | 5,000.00 | | | |
| 12 Research Grants | | | | 16,576.27 | |
| TOTAL EXPENSES | 15,974.17 | 10,914.80 | 117,688.27 | 130,020.77 | 129,870.08 |
| Receipts over (under) Expenses | 4,025.83 | 25,393.54 | 64,404.03 | (94,037.93) | 27,654.92 |
| CASH BALANCE | | | | (214.53) | 27,440.39 |

SUPPORTERS

We gratefully acknowledge the support of businesses and individuals that have made gifts to the Atlantic School of Theology or Saint Mary's University, earmarked for CCEPA. Without these gifts our work could not be accomplished.

CORPORATE SUPPORTERS



SUPPORTERS

William and Lorraine Black

Eric Jr. and Kirsten Schibler

The Estate of Patrick Power

IN-KIND SUPPORT





Frank Schwartz - CCEPA Executive Director

Chris Stover - CCEPA General Manager

LOOKING FORWARD

This past year we have pushed the bar even higher, and learned that we can do so for some time to come. Moving through a very successful programming year we have enjoyed positive, motivating and encouraging feedback gleaned through a newly implemented evaluation process.

In the next programming year the inaugural Annual Lecture will be instituted. The Preston Manning presentation will focus on Re-engaging Canadians in Democracy (May 20).

The High School Awards program will be implemented with an eye to engaging the youth. A multi-part **Trust in Education** series will span the fall and spring seasons, and some exciting presenters will be lined-up for the Ethics in Business series. CCEPA attracts substantial collaborators and presenters with relative ease, which goes a long way toward building continued success.

CCEPA faces four challenges in the coming year which include extending our reach, engaging more communities, increasing collaborative research and fundraising for sustainability. It is our goal to increase the catchment area, attract more participation from organizations and communities already involved, and engage groups and people that aren't. We want to increase our collaborative research efforts. There is need for this type of study and we've developed a practical model that works. And finally, we need to ramp-up fundraising efforts to meet our stated mission.

As this programming year comes to a close, we are ever more optimistic about our role, our potential contribution and our niche. This organization is evolving in very interesting directions, and with an increased focus on younger people, we may be able to parlay our current success to a demographic with the potential to impact our future.

THE CCEPA BOARD OF DIRECTORS

The CCEPA Board has 18 members. Five members are nominated by Saint Mary's University, five by the Atlantic School of Theology and seven by the Board. The five nominees from each university generally include a senior official, two academics, one graduate student and one from the community.

Anthony Austin

Graduate Student Atlantic School of Theology

* **Eric Beresford**

President, Atlantic School of Theology

* **William A. Black, Chair**

Retired Business Executive

Paul Bowlby

Chair Religious Studies
Saint Mary's University

Jody Clarke

Pastoral Studies & Supervised Field Education Director
Atlantic School of Theology

Fred Crooks

Executive Vice-President, Corporate Services and
Chief Legal Officer, Bell Aliant

* **Arthur Donahoe**

Retired lawyer and politician

Gordon Fullerton

Associate Dean, Masters Program
Sobey School of Business

Paul Gurr

MBA Candidate, Sobey School of Business

Terry Murphy

Vice President Academic & Research
Saint Mary's University

Richard Nurse (Retired Sept. 2007)

Crowsnest Consulting

* **Valerie Payn**

President, Halifax Chamber of Commerce

Jamie W. S. Saunders

Judge, Nova Scotia Court of Appeal

Allan Shaw

Chairman, The Shaw Group

Eric Schibler

Financial and Management Consultant

* **Frank Schwartz**

Executive Director

Catherine J. Woodman

CEO and President, United Way of Halifax Region

* *Executive committee member*



CCEPA is a joint venture of the Atlantic School of
Theology and Saint Mary's University.



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