



The New Innovators 2022

Deadline to apply: September 17, 2021

Note: This document is for *reference purposes only*. Please submit your answers on the registration page.

Thank you for your interest in applying to the New Innovators 2022.

Please begin your application by entering your response to the first question below. There are a total of 61 questions, some requiring additional responses. Fields marked with an asterisk (*) are required. Click "Next" at the bottom of each page to continue, or select "Save and Resume Later" if you require more time. Your information will be stored securely.

If you have any questions about your application process or eligibility, please review our [Frequently Asked Questions](#) or email newinnovators@canadianbusiness.com.

*asterisk indicates question is mandatory.

Survey questions

1. Please tell us why your company should be recognized on this list?
(short answer)
2. Business Number*
3. Organization Name*
4. Country*
5. Address*
6. Contact Person*

7. Contact Phone*

8. Contact Email*

9. Web Address*

10. Legal Form*

- Corporation
- Cooperative
- Subsidiary of a Corporation/CooperativePartnership
- Sole Proprietorship
- Other:

11. What year was your company founded? *

(We require companies to have completed at least 2 financial years)

12. Which of the following best describes your industry? *

- Accommodation and food services
- Administrative and support, waste management and remediation services
- Agriculture, forestry, fishing and hunting
- Arts, Entertainment and recreation
- Construction
- Educational services
- Finance and insurance
- Health care and social assistance
- Information and cultural industries
- Management of companies and enterprises
- Manufacturing
- Mining, quarrying, and oil and gas extraction
- Professional, scientific and technical services
- Public administration
- Real estate, and rental and leasing
- Retail trade
- Transportation and warehousing
- Utilities, Wholesale, and trade
- Other

13. Please indicate if 10% or more of your Total Revenue is derived as a supplier to or direct involvement in any of the following industry areas: *

- Nuclear Power
- Arctic Drilling
- Thermal Coal
- Shale Energy
- Oil Sands
- Oil and Gas
- Palm Oil

- Pesticides
- Genetically Modified Plants & Seeds
- Tobacco
- Adult Entertainment
- Gambling
- Riot Control
- Controversial Weapons
- Military Contracting
- Small Arms
- Predatory Lending
- None of the above
- Other

Note that involvement may not preclude you from being selected for the list, but we may follow-up with additional questions.

If yes, please explain:

(short answer)

14. Please indicate if your supply chain or your own R&D or production process has material exposure to any of the following issue areas: *

- Toxic materials or Emissions
- Hazardous Waste By-product
- Indentured or Prison Labour
- Palm Oil
- Pesticides
- Genetically Modified Plants & Seeds
- Animal Testing
- None of the above

Note that involvement may not preclude you from being selected for the list, but we may follow-up with additional questions.

If yes, please explain:

(short answer)

15. Declaration: To the best of your knowledge, is your company currently the subject of a regulatory or criminal investigation? *

(Yes/No)

If yes, please explain:

(short answer)

16. What was the total number of people employed by your organisation (including senior management, excluding contractors), on the following three dates:

June 30, 2021*

June 30, 2020*

June 30, 2019

For the following questions, please enter the data for June 30, 2021.

17. Of those employees (including senior management, excluding contractors), how many identify as:

(Fields left blank will be recorded as 'Unknown'.)

Women
LGBTQ2S+
People of Colour
Indigenous
Black
Religious Minority
People with Disabilities
Refugees
Newcomers

18. Total number of employees who are part of the Senior Management team: *

19. Of those Senior Managers, how many identify as:

(Fields left blank will be recorded as 'Unknown'.)

Women
LGBTQ2S+
People of Colour
Indigenous
Black
Religious Minority
People with Disabilities
Refugees
Newcomers

20. Total number of people on the Board of Directors: *

21. Of those Board Members, how many identify as:

(Fields left blank will be recorded as 'Unknown'.)

Women
LGBTQ2S+
People of Colour
Indigenous
Black
Religious Minority
People with Disabilities
Refugees
Newcomers

22. What is the start date of your current financial year? *

Please provide the following financial information (if available):

Note: (audited) Financial Statements may be requested as part of our evaluation process.

23. What was your Gross Revenue at the end of the most recent financial year? (in millions) *

- <1
- 1-2
- 2-5
- 5-10
- 10-20
- 20-50
- 50-100
- 100-200
- 200-500
- 500-1000
- 1000-1500
- 1500+

24. What was the percentage change in your Gross Revenue over the following periods? (FY1 refers to your most recent financial year as declared in Question 22; FY2 refers to the previous year, and so on.) *

FY2 to FY1 (required):

FY3 to FY2 (optional):

FY4 to FY3 (optional):

25. Please explain how the Covid-19 pandemic affected your revenue: *
(short answer)

26. Are you a certified B corp? *
(Yes/No)

If you are unsure, please refer to our [Frequently Asked Questions](#).

If yes, please provide:

- Score
- Link to profile

27. Please provide your mission statement: *
(short answer)

28. How does the mission statement provide value to your organization? *

- It defines the organization's core aims, what it hopes to change and achieve. The mission statement is key to the organization's coherence and direction.
- It encapsulates the organization's vision. It is not simply a summary of what it does nor (in the case of a charity) its legal objects. Instead, it looks to the difference the organization seeks to make, and the purpose of its activities.
- It clearly establishes the organization's area of focus and particular approach. It is explicit and specific, giving direction to the organization as to what it does and does not do.

- o It is valid and meaningful in relation to the organization's activities, outputs and outcomes. The organization's impacts tangibly further its stated mission, and the mission guides and informs the medium to long term strategy.
- o Staff, volunteers, and trustees are aware of the mission statement and are guided by it. The mission statement is further articulated to funders, investors and the public. It is reviewed regularly (e.g. annually) to ensure it remains relevant and representative as the organization develops.
- o None of the above

29. Would you describe the market for your product or service as: *

- o Local
- o Regional
- o Provincial/State
- o National/Multinational
- o Global

30. Please describe the region(s) served: *
(short answer)

Innovation

For the purpose of the questions below we define innovation as the development, diffusion, or implementation of new or improved products, services, and processes that generate economic and/or social value for individuals, firms, communities, and/or economies. Innovation does not have to be new to the world—it can include products, services, or processes that are new to a particular firm, organization, or sector.

31. Roughly what portion of your total FTE hours is explicitly designated to working on innovation development? *

32. Roughly what portion of your executive team's time is explicitly designated to implementing, or developing employee innovations or working on their own innovation ideation? *

33. Roughly what portion of your budget this year was spent on pursuing innovation development, diffusion or implementation? *

34. In the last 2 years has your Business/Organization created any of the following types of intellectual property? *

- o Registered trade-marks
- o Patents
- o Registered industrial designs
- o Trade secrets
- o Non-disclosure agreements
- o None of the above
- o Unknown
- o Other

35. What was the share of revenue from the most recent financial year from innovations made within the past 2 years?

(Response as a %) Leave blank if unknown

36. Has your innovation resulted in gaining market share, either in a new market or an existing market? *

(Yes/No/Unknown)

If yes, please explain:

(Short answer)

37. Have you created a new product, service, or process in the past two years? *

(Yes/No/Unknown)

If yes, please explain:

(Short answer)

38. Has your product increased customer satisfaction in comparison to other options available on the market, or in comparison to previous versions of your own product? *

(Yes/No/Unknown)

If yes, please explain:

(Short answer)

39. Which of the following practices and processes do you use to foster innovation and creative problem-solving within your organization? *

- Operate formal processes for reviewing, iterating and commercializing new ideas.
- Employ a chief innovation officer (or equivalent) that is a senior executive whose principle job is to pursue new ideas and processes.
- Offer regular "hack days" (in which employees step away from daily work to pursue new ideas).
- Tie employee compensation to the successful development of new ideas.
- Conduct regular brainstorming sessions with employees at ALL LEVELS.
- Have staff member(s) whose time and effort is at least 50% dedicated to the development of new ideas.
- None of the above

40. Describe how you include all perspectives of those who would be affected by your product in the design, decision making and promotion: *

(short answer)

Impact Intentionality

41. Do your product(s) or service(s) support any of the following populations?

Please describe in your own words, then select from the options below: *

(short answer)

Options*

- Official Language Minority Communities
- Indigenous
- Black
- Women and Girls

- o Children and Youth
- o Low Income
- o Living with Mental Illness/Addiction
- o Seniors
- o LGBTQ2S+
- o Racialized (All)
- o Rural, Remote or Northern Community
- o People with Disabilities
- o Refugees
- o Newcomers
- o None of the above

42. What is the primary social or environmental benefit of your business? *
(short answer)

43. What Sustainable Development Goal(s) does your business primarily advance? *

- o Goal 1: End poverty in all its forms everywhere
- o Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- o Goal 3: Ensure healthy lives and promote well-being for all at all ages
- o Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- o Goal 5: Achieve gender equality and empower all women and girls
- o Goal 6: Ensure availability and sustainable management of water and sanitation for all
- o Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all
- o Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- o Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- o Goal 10: Reduce inequality within and among countries
- o Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable
- o Goal 12: Ensure sustainable consumption and production patterns
- o Goal 13: Take urgent action to combat climate change and its impacts
- o Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- o Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- o Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- o Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development
- o None of the above

44. If your primary benefit is social, how many people did you reach in:

2020*

- More than 1 billion individuals (Large scale)
- 100 million to 999,999,999 individuals
- 10 million to 99,999,999 individuals
- 1 million to 9,999,999 individuals
- 100,000 to 999,999 individuals
- 10,000 to 99,999 individuals
- 1,000 to 9.999 individuals
- 100 to 999 individuals
- 10 to 99 individuals
- 1 to 9 individuals (Small scale)
- N/A because the stakeholder is the Environment
- Unknown

2019*

- More than 1 billion individuals (Large scale)
- 100 million to 999,999,999 individuals
- 10 million to 99,999,999 individuals
- 1 million to 9,999,999 individuals
- 100,000 to 999,999 individuals
- 10,000 to 99,999 individuals
- 1,000 to 9.999 individuals
- 100 to 999 individuals
- 10 to 99 individuals
- 1 to 9 individuals (Small scale)
- N/A because the stakeholder is the Environment
- Unknown

2018

- More than 1 billion individuals (Large scale)
- 100 million to 999,999,999 individuals
- 10 million to 99,999,999 individuals
- 1 million to 9,999,999 individuals
- 100,000 to 999,999 individuals
- 10,000 to 99,999 individuals
- 1,000 to 9.999 individuals
- 100 to 999 individuals
- 10 to 99 individuals
- 1 to 9 individuals (Small scale)
- N/A because the stakeholder is the Environment
- Unknown

45. How long does the effect of the primary benefit of your business endure? *

- Less than 1 year
- 1 to 5 years
- 5 to 10 years
- 10 to 25 years
- More than 25 years
- Unknown

46. Do you account for and seek to mitigate the negative social or environmental impacts of your business (energy, water, waste, pollution, people, communities)? *
(short answer)

People

47. What measures have you implemented to attract, retain and/or promote people who identify as part of any group who has faced systemic barriers? *

- The organization conducts regular evaluations of recruiting practices to ensure that candidates from different groups and identities are given equitable opportunities. Performance, pay, bonuses, and promotions are tied to a variety of Diversity, Equity, and Inclusion (DEI) measures.
- There are clear measures of success throughout the recruitment process, such as the percentage of diverse and underrepresented applicants at each stage.
- The pool of candidates in the organization's succession plan is diverse along multiple dimensions and prioritizes underrepresented groups.
- Turnover is at an acceptable rate. Adverse impact, unfairness, and discrimination are not the primary cause of turnover.
- The onboarding process results in all new employees feeling valued and included.
- The organization's reputation for quality DEI initiatives enhances its ability to retain and advance diverse employees.
- Diverse employees hold positions at all levels and functions to ensure equitable representation.
- The organization's talent management, advancement, and retention processes result in equitable treatment of employees.
- None of the above
- Other (please indicate)

48. Do you have a non-discrimination/anti-harassment policy? *
(Yes/No)

If yes, please describe.
(short answer)

If yes, was this policy in place 2 years ago?
(Yes/No)

49. Please select which of the following describes your organization in regards to its non-discrimination and anti-harassment efforts? *

- The organization is known for its high-quality DEI initiatives that are regularly communicated internally and externally enhancing the organization's reputation.
- DEI content is easily and quickly located on the organization's websites. Information is thorough, regularly updated, and fully accessible.
- The organization has made and communicated a policy on the use of inclusive language on race and ethnicity, gender, gender identity, and gender expression, sexual orientation, disability, and other dimensions.
- The organization uses bold and transparent communication in naming and dealing with challenging issues such as racism, sexism, homophobia, privilege, toxic masculinity, and white supremacy.

- o The organization uses live and accurate translation services to ensure accessibility and linguistic inclusion.
- o None of the above

50. Please select which of the following describes your organization in regards to achieving a diverse and inclusive workplace? *

- o The organization's strategy includes numerical goals resulting in equitable representation of underrepresented groups across functions and levels.
- o The organization has addressed and atoned for any past behaviours and policies with regard to the mistreatment of people.
- o A large majority of employees across a wide array of diversity dimensions rate their leaders as trustworthy, citing equitable and inclusive treatment.
- o Diversity is reflected equitably in all levels and functions.
- o Leaders take accountability for DEI, help create both a psychologically and physically safe workplace, and accept consequences for their actions.
- o Leaders and board members publicly support DEI-related initiatives, even if they are perceived to be controversial or come with personal risk.
- o The organization takes bold stands in word and action on societal issues related to achieving equity and justice for marginalized people.
- o None of the above.

51. Does your organisation do any of the following with regards to paying workers an equitable living wage? *

- o We have a company commitment to provide workers with a living wage sufficient to meet basic food, clothing and housing needs and provide some discretionary income for themselves and their dependents.
- o We have benchmarked our wages, including legal minimum wages in the jurisdictions where we operate, to living wage calculations developed by third parties or on our own.
- o Based on calculations above, all workers including independent contractors are paid at least a living wage calculated for a single individual.
- o Based on calculations above, all workers including independent contractors are paid at least a living wage calculated for a family.
- o Regular reviews of pay differentials are conducted and discrepancies between underrepresented groups and dominant groups are eliminated.
- o The organization maintains equitable job design, classification, and compensation practices.
- o None of the above
- o Other:

52. Do you have a workplace culture that prioritizes team well-being? *

- o The organization's policies and practices regarding benefits, work-life integration and flexibility meet the organization's commitment to decent work, psychological safety, and respect for human rights.
- o A comprehensive range of flexible benefits and services, including education, counselling, and physical and mental health services are provided equitably to all employees whether permanent or temporary.
- o The organization gives benefits to part-time and temporary employees.
- o All leaders model and encourage work-life integration.

- Working part-time, job sharing, working remotely, and other flexible work arrangements are available for all appropriate positions and levels.
- None of the above

53. Does your management team receive on-going training on Diversity, Equity and Inclusion (DEI) topics and issues? *
(Yes/No)

If yes, please select:

- DEI is integrated into all learning offered internally and externally.
- DEI learning programs result in behaviour change that advances the organization's strategy and enhances inclusion and equity.
- Learning and education addresses racism, anti-racism, sexism, white supremacy, privilege, internalized oppression, classism/casteism, homophobia, transphobia, religious bias, disabilities, mental health awareness, and other issues.
- Development through involvement in high-profile projects is transparent and encouraged for underrepresented groups.

If yes, was this training in place 2 years ago?
(Yes/No)

54. Pandemic Response: please describe what your company did to ensure employee health and safety and support their wellbeing throughout the pandemic. If some employees were working from home and/or were required to work in-person, please describe measures for all situations. *
(short answer)

Environmental Impact

55. Have you made a commitment to achieve carbon neutrality? *
(Yes/No)

If yes, please describe your target and timeline, including the scope of emissions covered (operations, embodied carbon, lifecycle):
(short answer)

If yes, was this commitment in place 2 years ago?
(Yes/No)

56. Do you have the capacity to measure your GHG emissions across: *

- Scope 1 emissions
- Scope 2 emissions
- Scope 3 emissions
- None of the above

If yes, please disclose for the past 3 years or for the periods for which you have data available:
(short answer)

57. Have you made a commitment to eliminate all avoidable waste to landfill? *
(Yes/No)

If yes, please describe your target and timeline:
(short answer)

58. Have you made a commitment to eliminate all operational emissions that could cause harm to people or the environment? *
(Yes/No)

If yes, please describe your target and timeline:
(short answer)

59. Does your company have an environmental management system (EMS) covering waste generation, energy usage, water usage, and carbon emissions that includes any of the following? *

- Policy statement documenting our organization's commitment to the environment.
- Assessment undertaken of the environmental impact of our organization's business activities.
- Stated objectives and quantifiable targets for environmental aspects of our organization's operations.
- Programming designed, with allocated resources, to achieve these targets.
- Periodic compliance and auditing to evaluate programs conducted.
- We have no environmental management system
- Other:

60. Does your organization have any of the following practices for encouraging the development and use of environmentally friendly technologies? *

- We have water efficient technologies / equipment in our facilities (e.g. low flow faucets).
- We have energy efficient technologies / equipment in our facilities (e.g. Energy Star appliances).
- We have worked with our landlord to adopt environmentally efficient technology / equipment.
- We have processes in place to regularly evaluate products, processes and technologies to identify more environmentally friendly alternatives (e.g., by using life cycle assessments) (LCA), circular economy principles, design for sustainability or a cradle-to-cradle approach.
- We have a preference for suppliers who use resource-efficient materials and/or technologies in our supply chain.
- None of the above
- Other:

61. Which of the following are true regarding how your organisation manages your procurement and supply chain impact? *

- Our company is a service company and does not produce goods requiring supply chain management.

- o We consider the social and environmental performance of products and services procured for business operations.
- o We embed social and environmental supplier performance into selection process for suppliers of our product (or components thereof).
- o We embed social and environmental supplier performance into contracts with significant suppliers of our product (or components thereof).
- o We review the results of supply chain social and environmental assessments to identify and report on trends in performance and breaches internally.
- o We use trends in supply chain performance to identify and remediate root causes of supply chain performance issues and breaches.
- o We prioritize procurement of products and services that are offered by businesses owned and/or led by people from equity-deserving communities.
- o We seek and prioritize procurement of products that are manufactured in Canada.
- o None of the above
- o Other: