LEEDS consultants and lifecycles of service work

Gustavson prof Jie Zhang often uses a sustainability lens when she’s setting up her courses and her research projects. On February 24, 2017, she presented research that examines lifecycles of service work provided by professionals like lawyers and accountants. For her study, she used the fairly new business of Leadership in Environmental Energy and Design (LEED) consultants.

During the past 20 years, there have been four generations of this type of work (as the standards are redefined), which makes it relatively easy to see the cycles of innovation, validation, diffusion, and commodification. Once those are identified and examined, practical strategies can be developed to help practitioners manage the transitions between stages within their own firms.

A key takeaway from this research, which was published in *Journal of Operations Management* in 2016, is that “professional service organizations need to align their operating model with the lifecycle stages, continuously analyze the workflow, and manage the transitions proactively to create value for society,” says Zhang.

Splitting water from energy

Denmark cracked ‘secret code’ in water-energy nexus, official claims, according to an article on Euractiv.com.

Thanks to determined policies, Denmark has broken the seemingly inextricable linkage between water and energy use.

Katrine Rafn, director for water resources at the Danish environment ministry says that over the last 30 years, Denmark has “succeeded in cracking the code” when it comes to combining economic growth with energy-efficient water management.

Clean energy’s dirty secret

Photovoltaic cells and wind turbines are growing faster than any other energy source – and their success could work against them.

In the Feb 25, 2017 issue, *The Economist* offers its take on how policy and innovation can overcome the snags.

How can inclusive business contribute to the achievement of the SDGs

This webinar from the Academy of Business in Society will reflect on the business case for inclusive business - what basic pillars underpin the logic of inclusive business - and the moral case - what principles should be adopted to have a responsible and ethical attitude to dealing with the base of the pyramid.

Mar 21, 2017
1500-1545 Central European Time
Details and registration for this free webinar.

How climate change battles are increasingly being fought, and won, in court

South Africa’s government is just the latest to lose a groundbreaking climate lawsuit as judges rule against its plans for a new coal-fired power station, according to *The Guardian* on March 8, 2017.

The cases range from Austria only last month to the US, New Zealand, the Netherlands...a truly international trend for a global issue.

**M and 007**

A video about gender equity in the UK. It’s Judi Dench being brilliant and Daniel Craig in a dress: how can you not watch?

**UVic Research videos**

These videos offer a few glimpses into what amazing students and profs are doing to change the world:

- On creating a Marine Protected Area in the Philippines
- On UVic’s unique Holocaust Studies Stream
- On figuring out where and how people lived on our coast 15,000 years ago.

PETER B. GUSTAVSON
School of Business
Centre for Social and Sustainable Innovation

The world looks different from here.
Proudly supported by Goldcorp Inc.