Everybody’s business:

Gustavson hosts a public Lansdowne Lecture

Two decades ago, when Tima Bansal was working on her doctorate at Oxford University, she had to go to the Bodleian Library and wait four hours for the staff to find each book or journal she wanted. Now she taps her keyboard and Google Scholar delivers in seconds.

That same process of acceleration has hit business and Dr. Bansal, now a professor at Ivey Business School, has some concerns. “I worry that this process of speed has undermined what we mean by sustainability,” she said during her Feb 19 Lansdowne Lecture “Hooked on Speed: How the addiction to change is duping corporations and eroding sustainability.”

“Industry is not sustainable in its current form,” she said. “Speed is the problem – it imposes a cost to organizations and society.” But the answer, she adds, is not simply to slow down. The solution is to go both slow and fast.

Fast is okay for non-material resources like ideas and adapting to outside events. But fast costs natural resources, social relationships, organizational performance and stability. That’s not much of a balance sheet.

Businesses, she suggests, should expand the triple bottom line – people, planet, profit - to include time.

“We can be fast to be adaptable,” Dr. Bansal explained. “And slow to be stable.”

And there’s more

The Network for Business Sustainability (of which Dr. Bansal is Executive Director) recently released “Executive Report: Long-Term Thinking in a Short-Term World” based on the research of Dr. David Souder, Dr. Greg Reilly and Rebecca Ranucci at the University of Connecticut.

UVic’s annual IdeaFest celebrates UVic research in a weeklong series of public-friendly events. (You don’t have to remember when to use a $\chi^2$ test, or even what it is.)

Please mark your calendars and join CSSI and ICE for Cars, Coffee and Coding, a discussion of sustainability in entrepreneurship. Panelists include Stuart Bowness, CEO of MediaCore, Shane Devereaux of Habit Coffee, Kayli Anderson of Synergy Enterprises, and Gustavson’s Martin Guinto of UVic’s Formula hybrid team. Heather Ranson will moderate the conversation in Sedgewick A142 from 4:30-6 on Thursday, March 5.

There are more than 50 other events from Mar 2-7, ranging from photos of local Wsáneć nation, to understanding perceptions about sex work, to weather and climate on Vancouver Island.

Spring cleaning

Where do your old clothes go, after you drop them at the thrift store? Maybe not where you thought, according to this BBC magazine article.

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