Everybody’s business:
Quick tips for entrepreneurs

CSSI and the Innovation Centre for Entrepreneurs hosted Cars, coffee and coding: sustainability in entrepreneurship at UVic’s IdeaFest 2015. Our three panelists offered some advice to the standing-room only crowd on March 5:

- Kayli Anderson of Synergy Enterprises: Download the action checklist from the website of the Vancouver Island Green Business Certification program.
- Stuart Bowness of MediaCore: Start with the little things, and cultivate them throughout the business.
- Shane Devereaux of Habit Coffee: Ask employees for ideas and always look for new ways to change.

For more on how, why, and where our industry experts integrate sustainability practices into their businesses, visit Gustavson’s blog.

The title says it all
Using Ostrom’s common-pool resource theory to build toward an integrated ecosystem-based sustainable cetacean tourism system in Hawai`i in Journal of Sustainable Tourism, April 2015, explores possible complementarity of community-based conservation measures with a proposed command-and-control approach. In other words, even in tourist-intensive Hawaii, can we find a way to respect spinner dolphins’ need to rest in shallow in-shore bays during the day?

The S Word
Gustavson Dean Saul Klein explores the role of sustainability in management education in this blog post.