Communiqué
Centre for Social and Sustainable Innovation
May 3, 2012

Speaker: Nancy Olewiler, PICS Program Committee member and Professor, SFU School of Public Policy, presents *Smart Environmental Policy with Full-Cost Pricing* Tues. May 8, 3:00 - 4:00 pm in Room A110, Social Sciences and Mathematics Bldg. 

Canada’s natural capital — its resources, ecosystems and wildlife — are indispensable to the productivity of industry. There is a growing need for full-cost pricing, a system that adjusts market prices to reflect the direct costs of good and services and their impact on this country’s natural capital. A live webcast will be available afterward via the PICS website.

Teaching strategy: How to teach so students can change the world: a panel discussion with Gustavson’s Experiential Learning Officer Andrea Lloyd, Dr Eric Higgs of Environmental Sciences, and Dr Michael Webb of Social Sciences. May 11 from 12 – 2 in Room 128, Harry Hickman Bldg. Information and registration.

Course content:

- The downside of being a good guy: media are harder on socially responsible firms when something goes awry. Heather Ranson shares this link to a Harvard Business School Working Knowledge article called [No News Is Good News: CSR Strategy and Newspaper Coverage of Negative Firm Events](http://hbr.org/online-only/2014/12/no-news-is-good-news-csr-strategy-and-newspaper-coverage-of-negative-firm-events)

- Monika Winn forwarded [Three Ways to Reap Value from CSR Initiatives](http://sustainabilitymanagement.com/3-ways-to-reap-value-from-csr-initiatives) from the Network for Business Sustainability. It explains three key strategies from Patagonia and Telefonica to create value: 1) differentiate products through innovative products and processes 2) build customer and stakeholder awareness of responsible products and 3) innovate new ways to meet environmental, stakeholder and fiscal demands.

Gustavson School of Business – that’s us! - is the greenest group on campus, according to Rita Fromholt of UVic’s Sustainability Office. With Bike to Work Week coming up, let’s keep building our rep. Contact cssi@uvic.ca if you’re interested in joining the BEC BtWW team, would like a bike buddy to ride with, or just want more info.

From recent [Pacific Institute for Climate Solutions](http://www.pacificclimate.org) News Scans:

**Climate change and health**

Perhaps a billion people will become susceptible to malaria due to climate change and rising temperatures; many more will suffer the effects of pollution (premature deaths, poor birth outcomes, respiratory illnesses). [A recent report by professional health care providers](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3609006/) concludes with recommendations: decrease energy usage and waste, source locally, support victims, and advocate for policies and legislation that curb climate change.

In BC, children, seniors, and rural populations will be hardest hit by climate change. A recent [report by the Provincial Health Services Authority](http://www.phsa.ca/en) outlines actions for local, sustainable food options, and programs such as ‘Cut the Carbon Community’ are gathering support and inspiring health care workers to take action.

**Climate change, poverty and mental health**

Climate change presents mental and psychological challenges as well as environmental and economic impacts, according to a recent [report by the National Wildlife Federation](http://www.nwf.org/).