Communiqué
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Winner of CSSI’s “People Are Amazing” award: Brazilian mechanic puts light in dark places all over the world

Stimulating business with culture and cameras instead of shotguns

PRME Tired of the same old Nike/InterFace/IKEA examples? The UN PRME blog on August 17, 2013 offers some fresh, international sustainable-business examples

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“The purpose of this paper is to explore the limits to corporate social responsibility (CSR) by presenting and discussing the case of Gjensidige Insurance Company and its efforts to contribute to organized crime prevention. On the basis of a stage model for CSR, this paper argues that the Gjensidige case might be found at the most advanced maturity level, which is the contribution stage of proactive involvement in society. At this final maturity level, corporate executives as well as all other organizational members perceive their business as part of a greater course in society. They take on a comprehensive and active responsibility in the local as well as global society, and they look for opportunities in society where the company can make a difference.”
This abstract was contributed by “Limits to Corporate Social Responsibility: The Case of Gjensidige Insurance Company and Hells Angels Motorcycle Club” author Petter Gottschalk for Corporate Reputation Review, Fall 2013, Vol. 16 Issue 3, p177-186.
To access the whole article, UVic faculty can request it via InterLibrary Loan at https://cabra.comp.uvic.ca:8443/ILL/locale/ENG/processInit.jsp

Congratulations to BC-based Nature’s Path Foods on the 2013 Growing Organic Industry Award from The Organic Trade Association!
In 1985, Arran Stephens and Ratana Stephens founded Nature’s Path Foods Inc. in Richmond, BC. In 1990, the company became one of the first third-party certified organic processors in North America. Nature’s Path has more than 500 employees across North America, and is helping to grow green jobs in the organic industry.

Five guiding steps to keeping a business ethical: “Ernst & Young Insights: Fraud prevention: The certainty of ethics in an uncertain economic age,” by Doris Stamml in Financial Post, August 14, 2013

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