Communiqué  
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Everybody’s business: in the classroom at Gustavson

Associate Professor Mark Colgate weaves Corporate Social Responsibility throughout COM 100 Introduction to Business Decision Making. He shows students the behaviours that define a great leader; he encourages interested students to focus their strategy assignment on not-for-profits; and he poses the case of a good employee who’s used up her vacation and sick time to stay home with an ill child, but still needs another week off. What, he asks the students, would you do?

Ethics to be unethical

A new study of 49 Fortune 500 firms has found that corporate leaders often engage in CSR because it gives them a license for irresponsible behavior later. Briefly, the greater the investment in CSR in the short term, the greater the engagement in corporate irresponsibility in the long term.


Big biz, zero waste

75 years old, 1.8 million square feet...and zero waste. A manufacturing facility in Rochester, NY is the 109th GM plant to send nothing – that’s right, nothing - to landfills. It’s final obstacle was to figure out how to separate “a mucky mixture of metal, filter paper and oil produced by a machine that cuts metal for fuel injector and manifold components.”


Case study

Victoria company DeeBee’s Organic TeaPops showcases sustainability from non-GMO ingredients and Fair Trade suppliers to compostable wrappers and how they spend their profits... www.douglasmagazine.com, Dec/Jan 2013 page 18

Supply chain

Amateur sport organization Hockey Canada generates $50 million a year in revenue and half of that comes from marketing partnerships. An ethical sourcing policy would force dozens of businesses to rethink how they buy products if they plan to continue their relationship with Hockey Canada...

“The Hockey Canada introducing ethical sourcing policy for garments,” The Star, Dec 4, 2013


International Integrated Reporting focuses on value creation and the various capitals used by business to create value over time, contributing to a more financially stable global economy and becoming a force for sustainability.  

Signatories to IIRC include PepsiCo, HSBC, Unilever, Deutsche Bank, China Light & Power, Hyundai Engineering and Construction, National Australia Bank and Tata Steel.