Everybody’s business: Gustavson’s un-classroom

COM 405 students select from a huge menu of self-directed activities to customize this experiential career preparation course, and many of them either include or focus on sustainability and social responsibility.

“Sustainability permeates every level of the course,” explains Jenn Gill, Gustavson’s Experiential Learning Manager. “Many students are doing volunteer work that is focused on sustainability, some have committed to tracking and reducing their carbon footprints through their online Personal Sustainability Action Plans while others attend green networking events. Students also watch e-learning webinars - a setup that allows us to bring in guest speakers from different cities without creating a travel footprint....”

COM 405 is also almost paperless. There’s no course pack, no paper textbook, and each student’s file typically holds only four pages’ worth of reports – which are printed double-sided, of course!

Case study

Gustavson BCom alumni Rene Gauthier and Andrew Paine made surfboards in their first work term and wrote a business plan during their second. A little more than a decade later, Sitka sells local products from three stores in two hemispheres. www.douglasmagazine.com p. 30

And here’s a Sitka video that’ll make you want to a) visit BC’s central coast and b) take up surfing: Tipping Barrels: Journey into the Great Bear

Law and governance

Even beer companies know how strongly Canadians thirst for their natural heritage!

According to an Angus Reid poll, 83% of Canadians think protecting the environment should be part of the national legal fabric. Lawyer and professor David Boyd has written a series of white papers on the Constitution and environment; links to the papers and to CBC coverage of this issue were on The Current on Nov 29, 2013.

A recycling pilot study ran in BEC from September to November this year. As a research faculty, we all know how important evaluation is, so please help close the research loop and complete the feedback survey by Friday, Dec 6, if you haven’t already. If you have other comments on the project, Nadia Ariff at Facilities Management is happy to receive them.

Greenwashing

Critics say the World Wildlife Federation is too cosy with corporates, but WWF International president Yolanda Kakabadse asks where would we be if we didn’t engage with the private sector?

"Many of us, and I am one of those," she says, "are very critical about the consumer society. I think that is an enormous threat to sustainability, but that is not something that WWF can address on its own. It's something that society as a whole has to work on with all sectors."