Communiqué
Centre for Social and Sustainable Innovation
Gustavson School of Business, University of Victoria
January 10, 2013

Green Economy breakfast: 8-10 am, January 18, Victoria Conference Centre. Share breakfast, ideas and expertise with others helping to establish a new kind of business as usual in the capital region. Tickets are $15 and can be ordered here.

Technology, entrepreneurship, cleaning up energy
One person’s trash can indeed be another person’s treasure in the world of business. This article describes how some entrepreneurs are creating business opportunities by cleaning up the dirty water from hydraulic fracturing (fracking).

Finance: more trash talk
Ireland encourages composting and recycling by charging for garbage pick-up by weight. By implementing such environmental-cost taxes and other austerity measures, the country’s deficit shrank from 32.4% of GDP in 2010 to 8.3% of GDP in 2012. This video from the New York Times has more.

Marketing, possible course assignments: This post on the blog of the United Nations Principles for Responsible Management Education offers a range of contests that engage students in sustainability by posing real marketing challenges. Google, for example, gives students US$250 in start-up funding to develop an online marketing campaign for a local charity or start-up enterprise. Marks & Spencer challenged students to assess a retailer’s decision to source roses from Kenya or the Netherlands.

Triple bottom line, possible class assignment: assess, compare and contrast these two happiness indices, one from a statistical think tank and one from the United Nations. Happiness and GNP (TED video); First World Happiness Report

Health and health care costs of climate change: Even climate-change deniers are coming to accept that Hurricane Sandy was a symptom of something bigger, rather than an isolated storm. This New York Times article brings up some health and health-care implications of climate change.

Funding for travel
The Going Global Innovation (GGI) program was created and funded through the Department of Foreign Affairs and International Trade Canada and is available to Canadian businesses, post-secondary institutions and not-for-profit research and innovation centres.

Sustainable Events Checklist, from Gustavson’s own Heather Ranson and alumni Linsi Comfort and Michael Traverse
How to hold a zero-waste event, courtesy of UVic’s Facilities Management and Office of Campus Planning and Sustainability