Rideshare Irregulars – get a lift!
Join the Gustavson rideshare Facebook group to offer or accept occasional (or, heck, regular) rides to work. Our colleagues post notices that they’re bringing the car from Fairfield or Sidney, tomorrow or next Tuesday, and would you like a lift? The Gustavson Rideshare Irregulars is a friendly change from the bus or bike, or a great excuse to let someone else negotiate the Colwood Crawl once in a while. Come along for the ride!

Marketing, ethics, supply
This video series was produced by the Institute for Business Ethics and Social Responsibility, Saunders College of Business, Rochester Institute of Technology

- Green marketing: Reasons, risks and ROI with Erin Di Vincenzo, Partner, Clark CSM Marketing Communications
- Green marketing: what’s in it for the customer? With Soma Chengalur, Ph.D., Director, Regional Issues, Health Safety and Environment, Kodak Company
- “Sustainability’s not a separate message”:
- Green marketing: capturing value from differentiation with Sandra Rothenberg, Professor, E. Philip Saunders College of Business, Rochester Institute of Technology
- “If you want to capture value from your green initiatives or social performance, if you want to get a financial return from that, you need to use this to differentiate yourself [from your competition].”
- Green marketing: sustainable packaging with Deanna Jacobs, Packaging Graduate Program Chair, Packaging Science, Rochester Institute of Technology
- “Keeping the brand – and the molecules – alive.”

Marketing, supply, entrepreneurship
Terracycle: where upcycle = brand leverage

Marketing, supply chain, ethics:
IKEA uses an astounding one percent of all the commercial wood in the world. Now it pledges to go forest positive – 100% of its wood will be ethically sourced by 2020. “In its sustainability strategy plan for 2020, People & Planet Positive, which was unveiled last October, IKEA presented a bold goal – becoming forest positive, or ensuring that 100 percent of the wood the company uses is sourced in compliance with its forestry requirements by 2020...,” writes Raz Godelnik in TriplePundit. “If IKEA thought it would at least be able to balance the difficulties meeting its wood goals with receiving some credit for using [the more rigorous standards of] FSC rather than SFI, the company was wrong.”

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