Finance, investment, ESG

In 2012, more than 11 per cent of investments under U.S. professional management were selected for companies’ financial performance and their social and environmental responsibility. That’s $3.74 trillion of the $33.3 trillion in investments scanned for environmental, social and governance criteria (known as ESG), according to a November report by the U.S. SIF Foundation. “Call It What You Like — New Investing Approach Gains Followers,” Bloomberg.com, Lisa Woll, May 15, 2013

Ethics, book, video

From Ponzi schemes to the credit crisis to the real estate bubble, the financial industry seems to have lost its way on the road to riches. In The End of Ethics and a Way Back: How to Fix a Fundamentally Broken Global Financial System, Ted Malloch, professor and bestselling author of Doing Virtuous Business, teams up with attorney and Yale University Postdoctoral Fellow Jordan Mamorsky to examine the most recent failures of business virtue, prudence, and governance—from LIBOR to Bernie Madoff to Jon Corzine and MF Global—before offering a set of structural and holistic solutions for our current ethical crisis in global finance.

Entrepreneurship, audacity

Twenty-five entrepreneurs and their great ideas, like Jack Dorsey and the Square Card Reader, are highlighted in this Inc.com article.

Green purchasing, supply chain, marketing

Webinar Wed, May 29, 2013, 1:30-2:30 PST

This webinar is organized on by Live Smart BC for public sector agencies, but many of the items might be useful teaching points for Gustavson classes that include purchasing, supply chain, and marketing. For example:

- What to look for in environmental labels
- What to look for when there isn’t a label
- How to consider environmental costs in an initial price

Social finance

This local story describes how the tiny community of Pender Island, BC and local business Poet’s Cove Resort teamed up with NGOs and regional government to save the chocolate lily.

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