The values edition

Everybody’s business: beyond Gustavson’s classrooms

For Andrea Hayes, MBA ’14, a few days this summer have become the experience of a lifetime. At the World Student Environmental Network conference in Stellenbosch, South Africa, Hayes joined 70 other delegates from 25 countries to talk a bit about sustainability. But mostly to listen and to think. The conference, Hayes says, “raised awareness of global issues and opportunities and encouraged students to become more connected with the environment, which includes both natural components and other human beings.

“Many of my perceptions shifted because of this conference…. It is very easy to get caught up in day-to-day life without truly paying attention to what is going on around you,” Hayes explains. “We often get so busy that we fail to connect with others. This makes it easy to separate ourselves from larger global challenges and from one another.” By getting out of her usual world and into a different culture, she connected with people who have other perspectives, problems, and solutions.

“It was very inspiring to hear what other students were willing to take on or had already started,” she says. Hayes too came away with a dream that fits with her education and her values.

“I would love to teach entrepreneurship to underprivileged women,” she says. “I would love to help women radiate on both a local and international level.”

And she didn’t stop with the wish. After the conference, Hayes sought out some life-skills programs in South Africa and also spoke with staff at a children’s home about collaborating on future projects. She’ll have more help, too, as other students have told her they’d like to get involved.

“I am excited to see what comes of this,” she says. “In the words of Nelson Mandela, ‘It only seems impossible until it is done.’”

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Origin of the CVS Effect

A few years ago, the big American drugstore chain CVS realized that selling cigarettes was inconsistent with its mission to make people healthier. So the company decided to abandon an estimated $2B in annual sales. In this informative and charming 16-minute video, Prescription for a Better World: CVS Quits Cigarettes for Good, SVP Eileen Howard Boone describes the company’s decision and action plan.

Taking social responsibility systemic

The International Organization for Standardization (ISO) is an independent, non-governmental membership organization and the world’s largest developer of voluntary international standards. This year, it reviewed and approved ISO 26000:2010 to help organizations of any size and location contribute to sustainable development.

Finde help with:
- concepts, terms and definitions related to social responsibility (SR);
- the background, trends and characteristics of SR;
- principles and practices relating to SR;
- the core subjects and issues of SR;
- integrating, implementing and promoting SR behaviour throughout the organization and within its sphere of influence;
- identifying and engaging with stakeholders;
- communicating commitments, performance and other information related to social responsibility.

Communiqués are archived on CSSI’s website

Last week we shared a video of Bobby Kennedy talking about clean energy; Shell’s partnership with LEGO; and Fortune 100 companies saving hundreds of millions of bucks.