Everybody’s business: beyond Gustavson’s classrooms

Blair Kennedy (BCom ’98) was named to Business in Vancouver’s Forty Under 40 business stars for 2013/14. The 39-year-old is vice-president of operations for Encorp Pacific, responsible for the logistics of collecting and processing more than a billion recyclable bottles and cans each year as well as 100,000 tonnes of recycled electronics. Being part of an organization that helps protect the environment also bridges with other personal goals he wants to achieve, according to Business in Vancouver. “Being an environmental steward will be a key part of my next phase in my career as I try to build a better platform for us to succeed in.”

Gustavson @ IdeaFest 2014

On March 7 from 2-3:30 in DSB C122, CSSI is hosting a panel discussion with Jonas Haertle, head of the UN’s Secretariat for Principles for Responsible Management Education; Heather Ranson, CSSI Governance chair; and Joe Lawless, Executive Director of the Center for Leadership and Social Responsibility at the University of Washington Tacoma. They’ll talk about what the six principles are and how the two business schools are implementing them. Please join us for this free, public event!

Diversification, innovation

The United Arab Emirates, OPEC’s fourth-largest producer, is developing biofuel for the aviation industry.

Climate change forces business innovation

There’s nothing like a disappearing profit margin to make a company embrace change. When Coca-Cola lost a lucrative operating license in India because of a serious water shortage in 2004, it had to get huggy, according to “Industry Awakens to Threat of Climate Change” in the New York Times on Jan 23, 2014. Today, after a decade of increasing damage to Coke’s balance sheet, the company has embraced climate change as an economically disruptive force.

Fair trade mobiles

Fairphone, the first mobile phone to make ethics and transparency its top priority, was recently released to the European market, according to “Finally, a Fair Trade Smartphone,” in Utne Reader, Jan/Feb 2014. Cell phones (and most electronic gadgets) need minerals like tin, tantalum, and tungsten to work. In eastern Congo, armed groups control the mines these minerals come from, using profits to maintain continued tyranny over mines, trading routes, and local populations. Millions have been killed and displaced in eastern Congo, where mass rape is also used as a way to intimidate and control locals. After the conflict minerals are gathered, they are transformed into the phones we love at factories with poor and dangerous working conditions. “You can campaign and create awareness but phones aren’t going to go away,” said Tessa Wernink, director of Fairphone, in Ethical Consumer (Nov/Dec 2013). “If people don’t have an alternative then campaigning doesn’t really make sense.”