Communiqué
January 2, 2014

Tree chipping: free your tree to go back to nature.
Please remove everything from your tree except its innate tree-ness – leaving anything else on there is dangerous for the people who do the chipping. And also keep in mind that people in your neighbourhood benefit from the donation you make for this service. Please be generous.
Jan 3-5 from 9-5, Reynolds School band @ Reynolds
Jan 4, 5 from 9-5, UVic Vikes Track Team @ Centennial Stadium parking lot
The CRD website has five more pages of chippers for good causes.

Everybody's business: in Gustavson’s classrooms
MGB 529 International Logistics and Supply Chain Management includes two case studies that specifically illustrate ethical and environmental principles for good business. In one example, non-governmental organizations became concerned about the treatment of workers by fashion retailer Inditex’s Moroccan subcontractors. The company responded by hiring a senior executive to roll out a corporate social responsibility plan.

The second case examined tainted infant formula.
“It can be difficult to know what’s happening upstream,” says Assistant Professor Enrico Secchi. “Traceability and transparency are very important in the food supply chain.”
“In fact,” he adds, “at the intersection of sustainability and social responsibility lie a lot of the same issues.”

CSR in small firms
A recent study found that customers consider the social responsibility practices of shoe-shine entrepreneurs to be a critical indicator of service quality and these practices significantly influenced customer loyalty.

“Shoe Shine Entrepreneurs Social Responsibility Practices on Loyalty in Eldoret Town, Kenya,”
International Journal of Business and Management, Nov, 2013

Partners in Food Solutions (PFS), a nonprofit social enterprise affiliated with General Mills, wants to be a conduit for food industry managers, engineers, and scientists to advise small- and medium-sized African mills and food processors on improving supply chain management. This article analyzes the business model developed by PFS as a generic model of social enterprise that can be 'scaled up' by the global food manufacturing industry.

Elderly walk-substituting vehicles
In China, savvy consumers are rapidly adopting inexpensive three-wheeled electrified cars. The minicars, officially known as "elderly walk-substituting vehicles," are outselling full-speed electrified vehicles. 20,000 of these vehicles were sold last year, a figure expected to grow to 300,000 in 2015 and 1 million by 2020, according to this article in the Clean Capital News Archive 2013 from the Isis Research Centre.