Everybody's business: beyond Gustavson's classrooms

Daniel McCombe (BCom ’10, MGB ’11) is the corporate controller for EADS, owner of Airbus. Now working in Bangalore, India, he spends his scant free time with enLIGHT, a corporate citizenship project he founded in 2012. An Integrated Energy Centre in one of Bangalore’s slums provides portable LED lights to over 150 households so students can do homework in the evening. In his article in the Spring/Summer 2013 issue of Business Class magazine, Daniel said, “With luck we’ll be supporting these young Indians through their greatest challenge - gaining literacy and graduating from the public school system.”

Check out the touching, inspiring enLIGHT video on YouTube!

Water=money

“At the Farm and the Brewery, MillerCoors Gets More Beer to the Barrel with Water Efficiency,” Time, Sept 4, 2013.

Many beer makers require as much as six barrels of water for every barrel of beer they brew. But in its new sustainability report, MillerCoors—which owns brands like Miller Lite, Coors and Molson—announced that it now uses a record low of 3.82 barrels of water per barrel of beer, down 6.1% from the year before.

Ethics→profits webinar

How to Transform Character, Integrity and Ethics Into Your Company’s Greatest Asset

This Conference Board of Canada webinar shows how character, integrity and ethics are critical for building trust and contributing to sustainable and profitable success.

- highly ethical and trustworthy firms achieve more performance success and social capital over time than Standard & Poor’s 500 (especially during and after the global financial crisis)
- using pre-2007 management mindset in the post-2008 reality can destroy a firm’s legitimacy in the eyes of stakeholders
- creating trust inside and outside an organization boosts efficiency, capacity, and adaptability

Finance

“Integrating Sustainability Into Capital Markets: Bloomberg LP And ESG’s Quantitative Legitimacy,” Journal of Applied Corporate Finance, Fall 2013

Finance today is a fundamentally quantitative discipline, but ESG is often qualitative, according to article authors Andrew Park and Curtis Ravenel. Moreover, the ESG data that is available is incomplete and inconsistent, and hasn’t yet earned its quantitative legitimacy in the eyes of the investor community. But recent work in the area of stranded asset values has provided an opportunity to bridge theory and practice by translating the stranded assets framework into a first-cut valuation tool designed for mainstream financial analysts.