According to Jonathan Doh of Villanova University School of Business and Peter Tashman of Portland State University School of Business Administration, the most commonly cited reason that professors don’t include social responsibility or sustainability in their courses is a lack of time and/or teaching materials. To help resolve that problem, CSSI has compiled the Gustavson Trove of case studies and sources. Gustavson faculty have access to an expanded trove in the school’s SharePoint site.

Strategy, International Business, Social Enterprise

Interface’s Net-Works Program: A New Approach to Creating Social Value through Sustainable Sourcing

Environmental sustainability leader Interface, one of the world’s largest manufacturers of carpet, is struggling with some challenges related to incorporating social sustainability into corporate practices via its supply chain. Students will learn the unique challenges in developing and scaling a sustainable sourcing program.

Social Impact, Strategy

Whole Foods Market: A Luxury Grocer in Detroit?
Whole Foods entered the Detroit market in an attempt to expand access to nutritious food in underserved, urban, less affluent areas. Should Whole Foods expand the Detroit model to other areas? Would expanding into these areas transform their brand image? Is it Whole Foods’ role to address food access and poverty?

Energy, waste, cost control

Are Small-to-Mid Sized Businesses the Catalyst to a Low Carbon Economy in BC? This PICS White Paper by Elizabeth Sheehan et al of Climate Smart Businesses, 2013, contains 11 small case studies of Lower Mainland and Vancouver Island SMEs as they attempt to reduce energy use, waste, costs, etc.

Supply Chain Management

Kellogg and Wilmar International: A Partnership Under Fire
Since 2011, the Kellogg Company has made aggressive changes to its policy for sourcing palm oil for its products. So corporate executives and shareholders were not pleased when the World Wildlife Fund released a June 2013 report that accused Kellogg partner, Wilmar International, of illegally sourcing and producing palm oil in Southeast Asia. Students will learn to understand the difficulties that arise in corporate partnerships, as well as when corporations try to balance emerging market expansion with sustainability goals.

Finance

Morgan Stanley: Positioning to be the Sustainability Finance Leader
Should the investment banking sector become major drivers of sustainable development? Is Morgan Stanley positioning itself to be the financial partner of choice for the growing number of sustainability businesses? Should they be trusted, based on their role in the financial crisis of 2008? After studying this case, students will be able to understand how finance plays a critical role in the advancement and support of sustainable enterprise.

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Communiques are archived on CSSI’s website

Everything

The Guardian has compiled dozens of case studies in a range of categories such as natural capital (Boots, Nestlé), supply chain (BT, Sainsbury’s), employee engagement (Golder, HSBC), energy and carbon management (LanzaTech, SC Johnson), social impact, biodiversity, net positive, and more.