Communiqué
Centre for Social and Sustainable Innovation
Gustavson School of Business, University of Victoria
March 14, 2013

Bottled water-free day March 18
By filling our cups and glasses from the kitchen tap or one of BEC’s three bottle-filling fountains, Gustavson people are leaders in the campus-wide move to reduce disposable plastic water bottles at UVic. The UVic Students Society banned sales of bottled water at SUB last year.

Upcycling in Kathmandu – seven and a half minutes of feel-good
Tara Nakashima (BCom 09) is a co-founder of Banners to Bags in Nepal. The project teaches youth to sew, making reusable bags from advertising banners that would otherwise go to landfill (or choke the streets). As the video shows, the bags are gorgeous, the makers are proud — and as a bonus, many of the companies that donate the old banners are buying the new bags. Win/win/make money/win.

Supply chain, entrepreneurs, R&D
Extended Producer Responsibility is not going away. Entrepreneurs are getting in on the act by developing packaging they can sell to producers (great TED talk here by Eben Bayer about his Styrofoam-replacing technology), and more businesses are cutting back on packaging as well.

“There’s no defense for 11.4 billion dollars worth of recyclable packaging being landfilled in the United States. I cannot be convinced that there is an environmental, financial or a societal upside to letting that continue,” Michael Washburn, VP and Director of Sustainability with Nestlé Waters North America, says in this CSRwire article.
See previous link about EPR in the August 30, 2012 Communique on the CSSI website, the October 25, 2012 Communique for info about mushrooms replacing Styrofoam, and this video, in which business leaders talk about why businesses should tackle waste.
Also see Banners to Bags video, above, for an example of advertisers donating old banners and then buying the new upcycled product.

Teaching, strategy, integration
“An issue also exists in that students from dedicated CSR or sustainability MBA programs are focused on working for CSR or sustainability departments of major companies, whereas businesses need graduates to embed sustainability within different departments such as HR, finance, operations, distribution and marketing,” according to this Guardian article. “The benefit of learning about sustainability issues across a variety of disciplines...broadens a student’s perspective.”

Teaching, international business, management
Base-of-the-Pyramid: Business Strategies: This teaching module was designed to encourage a rich understanding of management strategies for sustainable and scalable business ventures for the billions of people who live on less than $3,000/year in the informal economy of the developing world. It includes teaching sessions and case studies. Access full inspection copies and teaching notes or contact draheims@umich.edu.