Huge thanks to the judges who helped all of Gustavson’s third-year BCom students with their sustainable, international, innovative business ideas last week. It turns out the students were up to the challenge!

“I was so impressed with Gustavson,” enthused volunteer judge Janice King of Monk Office (who also sponsored the students’ supplies). “You have a great program!”

Janice was joined on the panel by Neville Grigg of Heritage Office Furnishings; clean-tech entrepreneur TJ Schur; Roy Brooke of the City of Victoria; Mark Boysen of the District of Saanich; Haley Lonsdale of the Westin Bear Mountain resort; Chris Forrest of the Innovation Centre for Entrepreneurs; Dr. Josh Ault; Jane Collins of International Programs; Jennifer Gill of Experiential Learning; Margaret Klatt; Leslie Liggett of Co-op Education; Dr. Matt Murphy; Heather Ranson; Dr. Brock Smith; and PhD candidate Richard Tuck.

Student volunteers also stepped up. Rhys Royer was the backroom guy, tallying scores. Erik Vagle and Chris Gregory helped the judges find teams, ran the score sheets to Rhys, and basically did anything we needed them to.

Without all these people and the incredible organization headed by Kate Donovan – especially Jen Oakes, Shawna Hooton, Allen Sun, and Rachel Goldsworthy - MIIISsion Impossible would, indeed, have lived up to its name.

**Supply chain**

Suicides. Flooding. Both have enormous human consequences as well as significant effects on downstream businesses. Building resilient supply chains is essential in an era when increasing extreme weather events around the world frequently disrupt commerce, and human rights concerns can damage even the glossiest reputation (not to mention the humans).

*The 21st Century Corporation: The Ceres Roadmap for Sustainability* is a practical framework for developing a sustainable business strategy according to [this GreenBiz.com article](#).

**Corporate strategy, Human Resources, services, change management, and more: Nokia strengthens its commitment to sustainability during tough times**

Nokia has been issuing sustainability reports since 2002. The 2011 report reflects its new strategy that, as CEO Stephen Elop writes, reflects “the sea change in the mobile industry and our intent to both stay ahead of, and capitalize on, the challenges facing us. I’m proud to say,” he continues, “that even in a year of such big change, Nokia’s commitment to sustainability remained firm. In fact, it was further strengthened by the new strategy, where we saw clear evidence of progress before the year was out.”

**Politics and the auto industry**

The United States is drawing a line in the (oil)sand. Beginning in 2025, cars and light trucks must consume less than 4.3 litres of gas per 100 kilometres, or the equivalent in other fuels, according to [this International Herald Tribune article](#). The Canadian government is getting ready to toe that line, as described in the [Globe and Mail](#).