Communiqué
Centre for Social and Sustainable Innovation
September 6, 2012

A conference and a colloquium
A perfect fit for many Gustavson researchers, “Social Innovations That Create a Better World” is the theme of International Association for Business & Society (IABS)’s 24th annual conference. Proposals are due Nov 2, 2012 for the June 2013 conference that will be held in Portland, Oregon.
Further afield but also a prime fit for Gustavson is “Creating Sustainable Organizations: The Human and Social Dimension” at the Deakin Management Centre in Australia. One-page summary proposals are due October 1, 2012. For details, contact Dr. Ali Dastmalchian dastmal@uvic.ca, Dr. Betsy Blunson betsy.blunson@deakin.edu.au, or Dr. Nicola McNeil n.mcneil@latrobe.edu.au

Corporate Social Responsibility
Even the bad guys are doing it.
For a tongue-in-cheek (or maybe not) look at what some of the world’s most successful CEOs are doing to make the world a better place, check out The Economist’s “Narconomics: From HR to CSR: management lessons from Mexico’s drug lords”. Follow up with this letter to the editor, which begins “SIR – As a self-proclaimed expert in corporate social responsibility, I’d like to comment on your article about the management lessons to be learnt from Mexico’s drug barons” and goes on to put the ideas in the context of Michael Porter’s framework.

Service Management, Supply Chain
Local businesses are examining the region's supply-chains to replacing imported inputs with local products and services, and also to compete internationally by focusing on world-class quality, rather than price. The tourism sector, for example, sees a growing need for more adrenaline-intensive attractions to engage younger audiences like students and the teen-aged children of baby-boomer visitors.

More on Extended Producer Responsibility – coming to Victoria this fall!
This October, Coast Waste Management Association’s conference theme is “EPR - The (R)Evolution continues” and will explore leading edge topics that affect the waste management and recycling sector today. Two renowned professionals, Victor Bell, President of EPI-Global Environmental Packaging, and Eric Lombardi, Executive Director of Eco Cycle, will share their perspectives on Extended Producer Responsibility.

Cheating and the value of oaths
Dan Ariely researches behavioural economics and teaches at Duke University. His books have hit the New York Times bestseller list and this TED talk, on predictably irrational behaviour, has been viewed almost three million times. His research results are eye-openers for pros and business owners, and his belief in plain language make his books and TED talks great candidates for student homework and discussions.