Centre for Social and Sustainable Innovation
Communiqué
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World Health Day is April 7, 2015

Everybody’s business:
All over UVic
Leat Ahrony, BCom ‘15, is UVic’s Student Sustainability Champion!
Neil Connelly, director of the Office of Campus Planning and Sustainability presented the award at a local-food awards lunch on March 31.
Leat is involved with a huge range of projects at UVic: she digs the Campus Community Garden, organized the UVic Environmental Roundtable, and promotes and supports all kinds of events and ideas through the UVic Sustainability Project.... She's also a dynamo in her co-op job with financial advisor Annette Quan.
"She is remarkable," wrote Quan in her letter of support for the award. "Leat is responsible for our office obtaining our Vancouver Island Green Business Certification! She has implemented recycling and composting and brought more awareness to our office as a whole in how we all, as individuals, can improve what we do to help our environment.... She is so pleasant and helpful in our office and everyone adores her."

Candlelight or compact fluorescent?
This fun article in Grist explains (in exhausive detail) what really is the most energy-efficient light source for an evening with JIBS, Jo Nesbo, or Jojo Moyes.

The Innovation Capacity of Canadian Firms Compared: Business Leaders’ Perspectives, March 2015, Conference Board of Canada
Countries that are strong innovation performers adopt more innovative business methods, which often translate into gains in productivity and competitiveness. Canada ranks only 15th on this year’s World Economic Forum Global Competitiveness Index (GCI), and 24th on the innovation and business sophistication sub-index. If Canadian businesses want to be more competitive on the global stage, they must improve their innovation performance.

Everybody’s business:
Way, way beyond Gustavson
In rural Nepal, where 85 percent of Nepalis live, doctors are in scarce supply. In the remotest areas, there can be only one doctor for 150,000 people. Add that to a lot of mountains and not many roads, and it means people have very little access to Western medicine. The Patan Academy of Health Sciences (PAHS) is changing that by training physicians willing to live in remote areas to provide medical care. The one-minute video Beyond the Valley gives a bit of info about the program.

International and Strategic Marketing professor David Dunne has been visiting the impoverished country for nine years, ever since his sweetheart (now his wife) invited him to go for a hike. While they were there, she also introduced him to the PAHS team.
David joined the International Advisory Board of PAHS to help with organization and marketing, and he’s heading back in April to help set up their next program, to train public health workers. Empathy is the first lesson for leaders and managers, he says. It’s crucial “to understand and appreciate the situation of people in rural areas, their belief systems and why they do things the way they do.”
The most important lesson, though, is consensus building. “PAHS is a Nepali initiative, started and run by Nepalis. They're not charging into rural areas to fix things,” he explains. “They’re working to help resolve difficult problems, in partnership with local people.”