**Earth Day is April 21, 2015**

Everybody’s business:
Everywhere at Gustavson

It’s out of control!
All over Gustavson, ethics has muscled into classes from BCom to PhD, from Financial Accounting to Data Analysis. The triple bottom line is leaving its mark in Operations Management and Introduction to Canadian Business. Workers’ rights crop up in Leading People and Organizations as well as Business and Sustainability. Master of Global Business students discuss ethics in negotiations and integration of social responsibility into corporate strategy. PhD students examine governance, not-for-profits, and resource use.

Where will it stop? Because it’s not just our professors who are sliding ESG content into all kinds of unexpected places.

Visit [Gustavson’s blog](#) this week to learn more about what else is going on around here!

**Solar arrays top Brazil’s dehydrated hydroelectric plants**

After decades of avoiding solar technology, Brazil’s prolonged drought has prompted a big move toward solar energy.

Eduardo Braga, Minister of Mines and Energy, announced that solar rigs will be set atop some of the country’s largest hydroelectric dams. Until now, hydro has produced 80 per cent of electricity in a country that has been called “the Saudi Arabia of water.”

**Sustainable tourism and its use as a development strategy in Cambodia: a systematic literature review**


A systematic review of scattered relevant peer-reviewed and grey literature can help identify emergent themes and challenges, gaps in knowledge, and opportunities for future research, say the authors.

**Destroying the divide**

One Company’s New Minimum Wage: $70,000 a Year in the *New York Times*, April 13, 2015 outlines the outrageous plan of Dan Price, the founder of Gravity Payments.

Mr. Price’s innovation was sparked by Daniel Kahneman and Angus Deaton’s article *High income improves evaluation of life but not emotional well-being* in the *Proceedings of the National Academy of Sciences*. The article showed that, for people who earn less than about $70,000, extra money makes a big difference.

So [Mr. Price](#), who was named YPO’s Entrepreneur of the Year in 2014, announced that over the next three years he would be raising the salary of even the lowest-paid clerk to at least $70,000.

To make it happen, he’ll cut his own paycheque from $1-m to $70,000, as well as using most of the company’s projected profits.

**Creating an Innovative Culture: The Key to Firm Level Growth and Success**

Innovation is far more than science and technology R&D – that’s the first myth to be dispelled in this [Conference Board of Canada webinar](#) (free to UVic employees). Other myths that get blown out of the water: Canadian industry does not invest enough in innovation, innovation results are proportional to investments, productivity gains are a good metric for managing innovation, and more.

The reality is that business innovation results mostly come from firm-level management that must be comprehensive, competitively driven, metrics-based and implemented with the latest techniques and tools.