United Nations Global Compact
Principles for Responsible Management Education
Principle 1: Purpose
We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

What does Purpose look like, in practice?
Constantin Robin (BCom ’12) works for the oil company Suncor Energy – he did his co-op there too. His title is Supply Chain Planner and Scheduler, which sounds like he would have nothing to do with sustainable value or an inclusive global economy.

But in Lean and Green, p. 22 of Business Class Fall 2014, he explains that Suncor has become involved in local sourcing, particularly with nearby Indigenous-owned businesses.

In 2013 Suncor spent $431 million with Aboriginal businesses in the Wood Buffalo region.

“That creates higher social value by developing surrounding communities and tapping into local expertise,” Robin points out, “and it can minimize the environmental impact from transportation.”

One of the reasons Robin functions so well in his job is that he’s been exposed to these ideas across his education at Gustavson.

Enrico Secchi teaches supply chain in undergraduate and Master’s level courses. Even though his courses don’t have a “sustainability” focus, he explains, “We [often] discuss environmental and social responsibility, as it is central to the study of supply chain management.”

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