



## Centre for Social and Sustainable Innovation Communiqué August 20, 2015

This edition is brought to you by **Principle 2: Values**



We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

### **PRME Principle 2 in action**

Integration is a bit of a dark horse because when it's done really well, we might not realize it's being done at all.

Gustavson PhD candidate Anirban Kar does a great job of including sustainability and social responsibility in the course he's teaching this summer to students from across the University of Victoria. A lot of people would say that sustainability isn't an obvious fit for Organizational Behaviour, but Anirban figured out how to include it and engage students at the same time.

"In every class," says Anirban, "the first PowerPoint slide is a photo of scenery. I include it as a symbol - to reinforce the beauty of nature in the minds of the busy students."

The students enjoy this class kick-off because many of them, like Anirban, love to travel and they can relate to his enjoyment of hiking in wild places. But hooking the students with those images of trees, lakes, and snow-capped mountains is just Anirban's set-up.

Once he moves into the more official curriculum, he shows the students co-operative business as one type of organizing structure. Grameen Bank is his example of a social enterprise. Non-governmental organizations and not-for-profits are represented by Médecins Sans Frontières. He talks about poverty reduction and the triple bottom line.

And ethics gets a lot of attention. From the textbook, he uses a case study on Power, Politics and Ethics, and has the students do an experiential exercise. He screens a TED talk by philosopher and entrepreneur Damon Horowitz on the human search for a moral operating system.

"I start the course by announcing Gustavson's pillars: Innovative, International, Integrative, and Sustainable/Socially Responsible," Anirban explains. And in that context, the components of Organizational Behaviour, such as motivation, communication, leadership and culture...are a perfect fit for Gustavson and, really, everyone everywhere.

That's integration, at work.

**Sustainability can drive revenue growth**, according to these Conference Board of Canada reports, which are free to UVic employees:

- [Driving Revenue Growth through Sustainable Products and Services: Strategic Overview](#)
- [Driving Revenue Growth through Sustainable Products and Services: Implications for Chief Marketing Officers](#)
- [Driving Revenue Growth through Sustainable Products and Services: Implications for Chief Financial Officers](#)

### **More on boosting business with sustainable goods**

Free 16-minute video of a conversation between Manuel Gomez, VP of Sustainability at Walmart, and Andrew Winston, of The Big Pivot and Winston Eco-Strategies, about [How Digital Innovation and Strategic Collaboration Can Drive Consumers to More Sustainable Goods](#).

### **Efficiency rules: savings in health care**

Over the past 10 years, Kaiser Permanente has saved more than \$55 million from its reprocessing program alone. For fiscal year 2014-2015, through partnerships with Hygia, Masimo and Stryker, single-use devices collected in the surgery department, electrophysiology lab and patient rooms for reprocessing saved one hospital over \$1 million. Kathy Gerwig, Kaiser Permanente's VP of employee safety, health and wellness, says, "Greening is not more expensive for us — it is a myth that it costs more."

[Five best practices to green healthcare is on GreenBiz, Aug. 6, 2015.](#)

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