Hospitality industry

Free tool to measure hotel sustainability in Buildings, Nov 2015.

Cases, models, and strategies: design for business

“We’ve gone from coffee cups to paradigms,” say the authors of Products that last: product design for circular business models.
And how can designers and businesspeople shift a systemic paradigm?
“You keep pointing at the anomalies and failures in the old paradigm,” according to Donatella Meadows. “You keep speaking and acting, loudly and with conviction, from the new one. You don’t waste time with reactionaries; rather you work with active change agents and with the vast middle ground of people who are open-minded.”
And that’s just the preface. The rest of the book explains what the authors learned in three years of research into business opportunities and design challenges of prolonged product lifespans.
Visiting scholar Frido Smulders of TU Delft generously donated the book to Gustavson, so if you’d like to borrow it, please get in touch with Rachel.

Does power lead to corruption?

“We know that...testosterone indicates reduced empathy and increased antisocial behavior,” writes John Antonakis, a professor of organisation behavior at HEC Lausanne. “So when planning a study on leader corruption...I thought it might be interesting to measure testosterone too. What we wanted to study was the question of whether power really corrupts.”
The findings are in Leadership Quarterly and in a reader-friendly article in The Guardian of Dec 17, 2014.

Centre for Social and Sustainable Innovation
Communiqué
Dec 17, 2015

Case study: tourism

“As a travel company,” says the G Adventure website, “the planet is our product. Its social and environmental welfare is fundamentally important to us – not just as a business, but as human beings, too. When we say ‘We Love Changing People’s Lives,’ we’re not just talking about our travellers. We’re talking about everybody. G Adventures is a social enterprise, which means the social value of what we do is just as important to us as the profit it earns.”
And it does earn a profit: it is the largest independent travel company in the world, according to the book Looptail by its founder, Canadian entrepreneur Bruce Poon Tip.
The company supports small local businesses everywhere it operates, has created the not-for-profit Planeterra, and partners with the Inter-American Development Bank to help rural communities develop tourism projects.
The firm has also adopted guidelines developed by the Association of British Travel Agents (ABTA) with the Born Free Foundation, a third-party organization whose mission it is to protect vulnerable animals from abuse.
CSSI can attest that the company does what it says it does. For example, a recent catamaran trip in Cuba included lots of local food and an unrelated stop at a turtle hatchery.

CEOs with daughters run more socially responsible firms, according to research by Henrik Cronqvist of the University of Miami and Frank Yu of China Europe International Business School.
Male CEOs with daughters performed above the median in all six CSR categories examined.
The study also showed that when a CEO with daughters was replaced by one without, the firm’s CSR performance declined across the board.
Cronqvist and Yu explained the findings by pointing to research suggesting that “women may exhibit stronger other-regarding preferences compared to men,” as in women tend to care more for the well-being of other people. This contributes to the “female socialization hypothesis” – the idea that parents internalize the preferences of their daughters. Recent research examining the records of judges and members of Congress with daughters found a similar correlation.