Centre for Social and Sustainable Innovation
Communiqué
Dec 3, 2015

International Anti-Corruption Day
Coming up on Dec 9, 2015

Does Power Lead to Corruption? The Guardian, Dec 17, 2014
“Scientific research shows that, whatever an individual’s personality type, power leads to antisocial decisions – and testosterone plays an important part too.”

A benefit for the businesspeople behind agriculture, distributors, food service, and towns
The National Zero Waste Council has developed a proposal, which can be submitted by any Canadian municipality, that “urges the Government of Canada to implement tax incentives for food producers, suppliers and retailers to donate unsold edible food, thereby, reducing...food waste, decreasing disposal cost to municipalities, reducing the environmental impact of food waste and addressing the issue of hunger and poverty in our communities.”

Risk management
From the rigging of emissions tests by Volkswagen engineers, to mis-selling insurance products, to attempts to rig the international loan and currency markets, the human factor is the hardest risk to manage.
Learn more in To err is human, but can bring catastrophe in the Financial Times on Nov 8, 2015.

Holiday trees: the moral dilemma
To help you decide on real or fake, cut or live, here’s the scoop from the Capital Regional District.

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Boosting the business of sport with event social responsibility

Event social responsibility can be a catalyst for key outcomes in the business of sport, according to the article abstract.
Specifically, event social responsibility leads to fan attachment, word-of-mouth, and sponsorship patronage. Study results also confirm the strong link between ESR and attendees' support for sponsors, via patronage of their products.

H&M following paper's trail
International fashion brand H&M has pledged to take ideas from the paper industry to improve the circularity of its clothing fibres, after becoming the latest Global Partner of the Ellen MacArthur Foundation.
H&M joins Cisco, Google, Kingfisher, Philips, Renault and Unilever as a Global Partner, driving forward circular economy initiatives in their respective industries.
Read the story in H&M joins Ellen MacArthur Foundation to 'revolutionise' clothing fibre recycling, edie.net, Nov 5, 2015.

And who is Ellen MacArthur?
Wikipedia says she’s a 39-year-old retired sailor – a solo long-distance yachtswoman, in fact.
After she retired from professional sailing five years ago, she announced the launch of the Ellen MacArthur Foundation, a charity that works with business and education to accelerate the transition to a circular economy.