



### Everybody's business:

#### New clients at the Innovation Centre for Entrepreneurs



Gustavson alumni Jesal Shah and Andrew Spence (both MBA '15) have formed Hydrologic Reclamation Services (HRS).

Their water treatment service uses existing technology to remove water contaminants so that oil and gas companies can dispose of wastewater in a sustainable and cost-effective manner. By using HRS, operators can minimize their liability associated with the contaminated water produced by hydraulic fracturing, achieve corporate social responsibility objectives, return the water safely to the natural environment, and secure a supply of reclaimed water for future operations.

UVic Environmental Studies student Quinn MacDonald founded [Concrete Garden](#), a semi-annual print magazine that focuses on sustainable urban agriculture. There are stories on local businesses and community programs that support food security, Indigenous food practices and food sovereignty, green architecture, and global ecological issues from a local perspective. The mag also includes how-to articles, and reviews of books, restaurants, and technology, and films with a sustainable slant. In addition to the information it contains, *Concrete Garden* also provides a space for students and new writers to grow their research, writing, editing, design, and business skills.

### Supply chain, international business

The article [A Streamlined Immunization Supply Chain](#) on the website of international development agency VillageReach explains how consolidating resources can reduce costs and increase vaccine availability in rural Africa when compared to a multi-tiered system.

### Materials

The LEGO Group has announced the formation of [LEGO Sustainable Materials Centre](#) in a significant step toward its ambition of finding and implementing sustainable alternatives to current materials by 2030. It will invest DKK 1 billion in research, development and implementation of new, sustainable, raw materials to manufacture LEGO® elements and packaging.

## Centre for Social and Sustainable Innovation

### Communiqué

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Thanks!

### Who do we trust and why?

The [Gustavson Brand Trust Index](#) explores the relationships between social equity, trust and advocacy for brands in Canada.

"Our goal," says Saul Klein, dean of the Gustavson School of Business, "is to highlight the connection between responsible business practices and customer responsiveness."

The data-driven results show the factors that are most important to consumers, including leadership, social and environmental performance, and authenticity.



The Go Gustavson! Bike to Work Week team was one of 53 teams at UVic.

Altogether at the university, there were 653 participants, 90 of us new to commuting, and we biked almost 28,000 km. That's right: 28 *thousand*. Also, we kept six tonnes of greenhouse gases out of the air. You're welcome 😊

### Governance, extractive industry, entrepreneurs

[Beyond Governments: Making Collective Governance Work – Lessons from the Extractive Industries](#)

[Transparency Initiative](#) (Greenleaf Publishing, 2015)

sets out a framework for governance entrepreneurs wishing to implement collective governance. The book outlines practicalities and pitfalls, and draws on the experience of the international standard, the Extractive Industries Transparency Initiative (EITI). Clare Short, UK former Secretary of State for International Development, wrote the foreword for this book that is relevant for business, academia, government and NGOs.

It's available as a hardcover, e-book and pdf.

### Student-centred page at CSSI

Thanks to a lot of help from our friends, we've got a new [sustainable-lifestyle page](#) for students on our website. Please check it out for tips and resources to live your greenest life!