United Nations Global Compact Principles for Responsible Management Education

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.

Values are cagey things, notoriously hard to codify. Just ask any lawyer…or parent. For example, one of CSSI’s founding values is “Recognizing the responsibility that comes with impactful thought and action, we commit to increasing the capacity and creative capability of all people, communities, economies, society, and living systems to flourish and evolve.” What does that even mean? At Gustavson, it means that when we ask our faculty what they and their students talk about in the classroom, they say things like: Whistleblowers (in Organizational Behaviour) Tax issues and corporate citizenship (in Managerial Finance) Kidnapping (in International Logistics and Supply Chain) Privacy and responsible data collection (in Information Technology in Organizations) The list goes on for 20 pages. Some of the content is what you might expect: supply chain and ISO 14000 in Operations Management. Some of it might be surprising: poverty reduction in Service Marketing Management.

What it means is that our profs integrate sustainability and social responsibility within their courses in myriad creative ways, showing our students that we don’t tack on Environment, Society, and Governance content – we value it enough to include it everywhere.

Two and half weeks until Bike to Work Week! Book your tune-up now, before the bike mechanics get swamped!

For more details or to join the friendly & supportive GoGustavson! team of walkers and cyclists, email cssi@uvic.ca.

From cleaner production to sustainable development; the role of academia, Journal of Cleaner Production, June 2015.

Cleaner Production (CP) strategies are microeconomic, concerned with operations, environmental sustainability and maximization of waste reduction at the enterprise level. Sustainable development (SD), however, implies a macroeconomic scope, involving the design of integrated approaches to environmental sustainability and waste while ensuring social and economic prosperity at the national or even global level. A pilot study conducted in 2013 at universities in the USA, Latin America, and China evaluated a series of proposed CP-infused academic programs according to a matrix of SD indicators. Results of data analysis in the pilot study suggested that…well, there’s a lot. Check out the article to learn the rest.


Social entrepreneurship has emerged as a way to identify and bring about potentially transformative societal improvements. Ventures usually benefit economically marginalized segments of society that can’t transform their prospects without help. But the endeavors should be financially sustainable. In studying the winners of the Skoll Award for Social Entrepreneurship, the authors of this article found that they all focus on changing two features of an existing system: the economic actors involved and the enabling technology applied.

The power of good and corporate social responsibility in Inside Counsel describes the many benefits of doing good. It’s not heroic, says writer Ave Bie, it’s sound business. “When treated as mere window-dressing or boxes to be checked,” she writes, “[CSR] concepts don’t survive very long; however, when considered an intrinsic part of a firm’s global business strategy, each of these components, both individually and collectively, improves a firm’s effectiveness and strengthens its brand.”

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