This edition brought to you by PRME Principle 6: Dialogue

We love introducing our faculty, friends, and students to other people doing fantastic work, and watching the ideas spark and bounce.

2015 EcoStar Awards
CSSI is really happy to have been able to sponsor this year’s EcoStar EcoPreneur of the Year award. At the gala event on November 10, CSSI’s research co-chair Dr. Matt Murphy presented the award to Abeego Designs, a local family-owned business that makes reusable natural food wrap. Abeego was also nominated in the Manufacturing Excellence category, but top spot went to Gustavson supplier Oughtred Coffee and Tea, along with a nomination in the Climate Action category. Other award-winning Gustavson supporters include Monk Office (Waste Management) and Habit Coffee (Transportation), while UVic alumnus Chris Hildreth’s TopSoil Urban Rooftop Agriculture garnered the prize for Food Security. Descriptions of all the categories are on the EcoStar website.

The 2015 Global Forum for Responsible Management Education - 6th PRME Assembly highlight video captures inspiring words from education, business, and Global Compact leaders. Georg Kell, Executive Director of the UN Global Compact, said, “I have no doubt that today corporate sustainability is on the edge of transforming markets from within.” And Jonas Haertle, Head of the PRME Secretariat, pointed out, “As researchers and thought leaders, you allow business organizations to serve the common good.”

Beyond Fair Trade, a book by Mark Pendergrast, describes the partnership between a North American businessman and a Thai entrepreneur who between them changed a village — and its economy. They made Doi Chaang, UVic’s coffee supplier.

B Corps and Benefit Corporations
There’s a difference?
Berrett-Koehler Publishers Inc. was the first publisher to become a Certified B Corporation. Now it’s gone beyond that voluntary commitment to bind itself legally with Benefit Corporation status. Find out more in Berrett-Koehler Pioneers Again To Become a Benefit Corporation on CSRWire from Oct. 29, 2015.

BC-based Flipside Creative is a B Corporation that takes part in the annual giving-back Createathon. Every year, the team works for 24 hours straight for charity — with a bunch of other do-gooding agencies in the world. This year, they started at 8am on October 22, and by 8 am on Oct 23, they’d created brilliant, wonderful, game-changing marketing.

Founders of other BC B-Corps describe their work/lives in the feature-length documentary Not Business as Usual.

Ethics, supply chain, renewable energy
SolarCity bought solar panels from a supplier who waved a “buy American/buy local” banner. Problem is, the workers were behind bars at Sheridan Federal Prison. Instead of benefiting from a program that was supposed to pump up the regional economy, they were paid less than a dollar an hour for their labor. There’s more to the story in Grist on Oct. 28, 2015: Elon Musk’s solar company used panels made by cheap prison labor for a big taxpayer-subsidized project.