This edition is brought to you by all six PRME: Purpose, Values, Method, Research, Partnership, and Dialogue because MIISsion Impossible does it all.

**Gustavson’s MIISsion Impossible**

Integrates International expertise and impact with Innovation and Sustainability/Social responsibility

On Friday, October 2, all new BCom students, along with most third-year exchange students, spent three intense hours in small teams to dream up and hone innovative sustainable business ideas that would be a good fit in the home country of the international student on each team. Then they stoked up on caffeine and granola bars and presented their ideas to faculty and business judges. Everyone won – the students learned how to complete a project as a group, pitch it to strangers, and meet a very tight deadline, and the judges learned just how creative and accomplished Gustavson students are.

The ideas that took home pride, glory and $200 per team(!) are:

- Fresh-food delivery to the elderly and families in China
- Lightweight eco-friendly wine bottles
- Plants that increase home air quality
- An app that recommends sustainable businesses
- Bracelet and app that can track location and pulse, and then beep to help find loved ones in case of emergency.

And the big take-home message from students and judges alike?

You’ll find more details and photos on the [Gustavson blog](#).

**Oct 13-16 is Sustainability Week at UVic**

**Tuesday, Oct 13**, all day, the UVic Cycling Club will do bike tune-ups by donation @ Petch Fountain.

**Tuesday, Oct 13**, 7:15 pm

**Just Eat It** at Cinecenta

We all love food. So how could we possibly be throwing nearly 50% of it in the trash? This documentary brings farmers, retailers, inspiring organizations, and consumers to the table in a cinematic story that is equal parts education and delicious entertainment.

After the film there’ll be a panel discussion including Lorenzo Magzul, who teaches COM 450 Local Food Economy and Food Security.

**Wed, Oct 14**, there are 1-hour bike maintenance workshops @ Campus Bike Centre. These are designed especially for novices and use only one simply multi-tool! [Sign up here](#) — because knowledge is power, and we all need power on the hills.

**Free sustainability webinar series**

An integrated organizational strategy and a clear sustainability story are central to business in 2015 and beyond. This webinar series is designed to help organizations develop winning sustainability strategies and to support them during implementation.

- **Sustainability Strategy**: Getting the most of GRI G4 and ISO 26000 when communicating performance
- **Value Chain Risk Management**: Assurance approaches to sustainability in agriculture
- **Value Chain Risk Management**: Approaches to understanding contract labour agencies
- **Sustainability in Sports**: Using the ISO 20121 standard to build organisational integrity in sports

**Presenter**: Dr. Colin Morgan, SGS Global Product Manager - Value Chain Risk | Sustainability Strategy & Communications | Sustainable Events | Sports