This edition integrates PRME Principles 1,3, & 5: Purpose, Method, & Partnership
Join our mailing list. Leave our mailing list. Share a good idea.

Acting on values: #gustavsoncares
It started this summer when Dr. Stacey Fitzsimmons carted her camping gear over a portage between two lakes, dropped it off, and headed back to pick up her canoe. She found the boat, high, dry, and halfway along the three-kilometre trek. “Someone,” she said, “had carried it all that way for no reason other than kindness.” And that, she decided, would be a great message to share with students in COM 321 Leading People and Organizations. Then she thought it might be even more effective if they did something kind and reflected on the impact their actions had on other people. So she made that the first assignment on the first day of class.
To see how it all played out, visit the Gustavson blog.

Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses
This book shares the six factors extraordinary firms have used to crack the code on profitable, sustainable business, and offers a blueprint for leaders and entrepreneurs. The Green Giants are proving that sustainability and social good need not conflict with delivering shareholder value; in fact, sustainability and social good can drive it. These companies are growing faster than their conventional counterparts and most command wider profit margins than category averages. Several are darlings of the stock market. Some are even knocking stalwarts of the strip mall and titans of industry off their long-held leadership perches.

In 2013, GE earned $28 billion from Ecomagination, which is the size of a Fortune 100 company. It’s roughly the same size as Halliburton or McDonald’s and nearly four times the size of Peabody Energy, the world’s largest coal company.

Redefining leadership
Seventh Generation’s 2014 Corporate Consciousness Update, is now on the firm’s website.
“We speak most forcefully through our products and our commitment to corporate responsibility,” writes CEO John Replogle in his intro. “And we continue to link 20 percent of our Annual Incentive Plan to key sustainability goals...” A couple of examples of their impact:
Using recycled products saved 154,000 trees and 400,000 million cubic feet of landfill space; using plant-based and non-volatile organic ingredients saved 49,000 barrels of oil and 206,000 pounds of volatile organic compounds.

Blessed are the cheesemakers: the prescience of Monty Python
Wisconsin dairy farmers can donate leftover cheese brine to their local public works department, which uses it to de-ice winter roads. The farmers don’t have to pay for disposal, the townships don’t have to buy rock salt, and as a bonus, the brine has a lower freezing point so it even works better!

Redefining leadership
Seventh Generation’s 2014 Corporate Consciousness Update, is now on the firm’s website.
“We speak most forcefully through our products and our commitment to corporate responsibility,” writes CEO John Replogle in his intro. “And we continue to link 20 percent of our Annual Incentive Plan to key sustainability goals...” A couple of examples of their impact:
Using recycled products saved 154,000 trees and 400,000 million cubic feet of landfill space; using plant-based and non-volatile organic ingredients saved 49,000 barrels of oil and 206,000 pounds of volatile organic compounds.

International science, international governance, international business
The lawyer who won a class action lawsuit requiring the Dutch government to ramp up its climate action says the argument he used in The Hague could also hold up in a Canadian court. As evidence, Dutch law firm Paulussen Advocaten presented the work of the Intergovernmental Panel on Climate Change (IPCC), a United Nations-backed group of scientists that urged countries to meet specific emissions targets to help fight global warming.
"The science is of international value, so it would also apply in any case outside of the Netherlands," said Roger Cox, a partner with Paulussen Advocaten. Cox also relied on the principle of the duty of care, or the tort of negligence in the Netherlands. "The criteria that define the duty of care in a given situation are more or less the same in any jurisdiction, so...would probably also apply in Canada," he said.
"From that perspective, I think that this ruling could have a larger influence than only in the Netherlands."
The full article’s in The Tyee this week.