**Centre for Social and Sustainable Innovation**
**Communiqué**
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This edition is brought to you by **PRIME**

**Principle 1: Purpose**

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 1: students with purpose, on purpose**

Three MBA 2015 alumni impressed the judges at the Innovation Centre for Entrepreneurs’ latest PlanIt! competition on August 5, 2015. Kelly Loudoun, Rohit Boolchandan, and Samarth Mod have created **Reciprocate**, an app that connects people who want to help with organizations or individuals that need it. Someone who needs a ride to the airport, for example, can check the app for someone who’s driving in that direction, see how often they’ve helped others, and read reviews. A person who loves coaching basketball or dancing can post a note offering their skills to people who want to master dribbling or salsa.

Gamifying good deeds with technology lets people watch as they (or others) advance through levels, acquire badges, and build up Reciprocate karma points.

“Reciprocate,” the team explains, “is a social networking tool that strives to connect society through the exceptional benefits of helping others.”

Blending business and society, on purpose.

**One story, three ways:**

**an interesting Service Management exercise**

**Inside Amazon: Wrestling Big Ideas in a Bruising Workplace.** According to the *New York Times*, Aug 15, 2015, “The company is conducting an experiment in how far it can push white-collar workers to get them to achieve its ever-expanding ambitions.”

**Amazon NYT portrait depends on eye of beholder,** according to *USA Today* on Aug 16, 2015. And **here’s the cartoon from the New Yorker** on August 18, 2015.

**Smaller footprint:**

**materials, supply chain, technology, innovation**

Production waste from Vietnam’s largest shoe factory will be converted to a fossil-fuel replacement thanks to a new partnership between shredding firm Untha and building materials firm Holcim. Untha built an entire Solid Recovered Fuel manufacturing plant in Austria to trial the new technology, then took it apart and shipped it to Vietnam, where it will convert 10 tonnes of material an hour into fuel to power Holcim’s local cement kiln calciner. The **story and a video** are on edie.net.

**Firms that are changing the world**

*Fortune Launches Inaugural 'Change the World' List of Companies Doing Well by Doing Good*, a ranking of companies that have made significant progress in addressing a major global social or environmental problem as part of their core business strategy, reported *Sustainable Brands*, Aug 20, 2015. Each of the firms demonstrates that “business in pursuit of profit still offers the best hope of addressing many of mankind’s most deeply rooted problems.”

Harvard Business School Professor Michael Porter and FSG Managing Director Mark Kramer helped collect and vet nominations for the list. In reviewing nominations, a team from FSG and the Shared Value Initiative applied the concept of shared value, first defined by Porter and Kramer in the 2011 *Harvard Business Review* article “Creating Shared Value.”