Purpose as a Survival Strategy in a Shrinking Economy

In this video, We First founder Simon Mainwaring says that a downward market correction is fast approaching the global economy. Given our unique cultural, technological and demographic environment, purpose is the key to customer engagement, brand loyalty and sales. Only by activating purpose, he says, can brands maintain attention, loyalty and sales from consumers, or the productivity and engagement they need from their employees. What’s more, purpose will shore up the relevance of the company through a tougher economy and inspire a new generation of customers to support its brand.

Supply chain, marketing

Would you buy low carbon yogurt?
A new study in the Journal of Behavioral and Experimental Economics suggests that how a product gets to market could have big implications for how we fight climate change. The researchers from Arizona State University and the University of Alberta looked at how Canadian and German consumers respond to water-usage and carbon footprint labelling on toilet paper, ground beef, and yogurt. The findings, they say, could help companies better design environmental footprint labeling initiatives. A summary article’s here, and the study is here.

Quinoa isn’t a threat to food security. It’s improving Peruvian farmers’ lives according to an article in The Guardian on July 17, 2016. A new study contradicts the 2013 Guardian article that argued rising prices, driven by western demand, meant poor people in the region could no longer afford to buy quinoa and that trade was driving poverty and putting food security at risk.

Your pet’s ecological pawprint

You’ve probably heard about the problem with cats: your precious kitty might be a lethal predator, slaughtering wild birds and mice every chance she gets. But pet predation is just one of several ways our furry friends may be harming our environment. Check out some of the surprising effects (and solutions) of your favourite companion.

Conference Board of Canada blog post Exposing the Myths about Illegal Immigrants

When Arizona cracked down on illegal immigrants, labour shortages developed in the state. Employers in industries such as construction, agriculture, and food services found it increasingly difficult to find workers. However, low-skilled American or documented immigrant workers did not necessarily benefit – they didn’t pick up more jobs, and they didn’t make more money in the jobs they did hold. Moody’s Analytics concluded that real GDP was 2 per cent per year lower between 2007 and 2015 than it would have been if the illegal immigrants had remained in the state. Employment, meanwhile, was 2.5 per cent lower. Arizona’s experience has some important implications for other U.S. states and European countries considering implementing tough restrictions on hiring illegal immigrants.