The woman who’s making Google more sustainable
Two years ago, President Obama appointed Kate Brandt the country’s first chief sustainability officer. If she could help federal departments make even a small move toward greater energy efficiency, he reasoned, it could cut greenhouse gas emissions dramatically because the government is so large. The feds own a lot of things (360,000 buildings and 650,000 vehicles) and buy a lot of things ($445 billion spent annually on goods and services). One of the contractors the government worked with was Google. The company had made steep cuts in energy use over at the General Services Administration by helping the agency switch from running email off its own servers to using Gmail, which runs on Google’s enormous, remote, hyper-efficient server farms. Brandt was impressed with Gmail, and Google was impressed with Brandt. In July of last year, the company hired her away from the Obama administration to serve as its lead for sustainability. Grist’s Q&A with Ms. Brandt was published on Oct 4, 2016.

Women in business, changing business
Clothing retailer Primark is funding a sustainable cotton farming project aimed at women, but faces criticism it profits from the rock-bottom prices that hurt farmers. Primark tackles fast fashion critics with cotton farmer project in India was published by The Guardian on Sept 30, 2016.

Responsible Leadership
Can We Make It Safe (Again) for CEOs to Lead with Purpose?
Article and video clip of two CEOs on Fortune.com

Online shopping/shipping
Unpacking the pros and cons of online shopping
This quick (two and a half minutes) video looks at some of the factors that make online shopping more or less carbon intensive than driving to the mall. Just how bad is online shopping? There’s a lot to unpack, in Grist, Oct 5, 2016.

Case studies: Levi Strauss
1. Levi Strauss’s innovative screening parameters challenge fraud on behalf of online shoppers according to this case study from Global Collect.

2. The market that is the People’s Republic of China consists of more than a billion consumers and offers low production costs, but its human rights violations have long been condemned by international bodies. In 1993 Levi Strauss & Co. faced one of its more difficult decisions in a long corporate history. Would it continue to conduct business in this enormously promising market or honor its relatively high ethical standards and withdraw? The case study Levi Strauss & Co. in China is published by the University of North Carolina at Greensboro.

Saving time, money, and the environment
Here’s how to keep your sweaters (all your clothes, really) lasting longer

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