Storytelling for Sustainability
People in organizations often tell each other stories as a way of reflecting on the past, making sense of the present, and speculating on the future. This guide from The Embedding Project, made up of corporate and research change agents, looks at how organizations can leverage storytelling to acknowledge ecological limits and socially just business practices. Thanks to visiting scholar Simon Pek for the link to this fascinating article.

Case study
Through the Eyes of a Whistle-Blower: How Sherry Hunt Spoke Up About Citibank’s Mortgage Fraud by Adam Waytz and Vasia Kilibarda at the Kellogg School of Management

Power Shift: Electricity for Canada’s Remote Communities
Canada’s almost 300 remote off-grid communities depend mostly on diesel-powered generators for electricity. This report is a primer for decision-makers for making policy choices other than diesel-dependence. This report from the Conference Board of Canada is free to UVic employees.

See also ‘Historic moment for Nunavut’ at renewable energy summit on WWF’s blog, Sept 21, 2016.

The summit, organized by WWF-Canada and co-hosted by the federal and Nunavut governments and the Qulliq Energy Corporation, explored the challenges and opportunities involved with habitat-friendly renewable energy development in the North.

The goal: to reduce Arctic communities’ dependence on diesel for economic, human health and environmental reasons.

Getting more sophisticated about green investing in The Economist, Sept 10, 2016.

Ask... and you might get more than you asked for
Recently, CSSI was asked to provide some articles, about business leadership and sustainability, for a master’s-level seminar on environmental psychology.

You can just picture us rubbing our hands in glee, can’t you? We confess – it’s a true vision.

Here are a few of the treasures we shared:


Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption looks at an aspect of psychology on consumption patterns;

Influencing Consumers Is Great, But What About Sustainable Behaviour Change Within Your Organization?

And a news release on CSRWire about a new campaign to get 17 influential business and other leaders to pledge their individual commitment to one of the United Nations’ Sustainable Development Goals.

PETER B. GUSTAVSON
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The world looks different from here.

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