Mission Impossible
This annual three-hour internationally focused team-building, idea-generating, sustainability-boosting exercise is wrapped up with a five-minute high-intensity presentation. It’s hard to know who’s more excited: the third-year students or the judges.

Here’s what the judges said afterward:

“My main observation is that the quality of the ideas, in my group, anyway, was really high. I wonder if there is some way to extend the value of this event in future years such that really excellent proposals get additional support for development...” – Roy Brooke, Brooke & Associates Consulting

Our answer: Yes! The next PitchIt is on November 7 at the Coast Capital Savings Innovation Centre.

“A great event – and again some wonderfully creative concepts from the students.”
Our response: This is one of the most integrative experiences for the students, and for the staff from all Gustavson units who pull together to pull it off.

“Thank you again for inviting me to participate. It was nice to see the students so eager to solve problems, and I had a great time meeting the other judges.” – Anissa Agahchen, Verably
Our reply: Mission accomplished 😊

Award-winning case study
A Burrito Without Integrity: Is This Chipotle for Me?
Should an investor divest from holdings in a unique socially responsible restaurant chain, following an activist investor buying in?
Suitable for MBA and undergrads in finance, strategic management, environmental entrepreneurship, business and society.

Climate, action
Authors Sir Robert Watson, former Chair of the Intergovernmental Panel on Climate Change; Dr. James J. McCarthy, Professor of Oceanography at Harvard University; and Liliana Hisas, Executive Director of the Universal Ecological Fund (FEU-US) have just released The Economic Case for Climate Action in the United States.
A couple of the scary stats:
- $240 billion a year is the economic loss in the US from weather events influenced by human-induced climate change and health damages due to air pollution caused by fossil fuel energy production.
- $360 billion a year in economic losses, damages and health costs are estimated by the next decade.

CSSI has a new Facebook page. We’re posting about events, news, and cool things that don’t fit in the Communiqué, so please visit often.

PETER B. GUSTAVSON
School of Business
Centre for Social and Sustainable Innovation
The world looks different from here.
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