



This edition brought to you by PRME Principle #1: Purpose

Our students generate sustainable value

Ready Set Solved!

Gustavson undergrads [Sienna Blumstengel, Holly Cornwell, and Marin Davidson](#) impressed the judges at the CRD's Ready Set Solve challenge in March.

The trio spent several months researching on-site composting options for UVic, and their ideas wowed the judges into a third-place win!

One of the judges commented on the team's creative and charming presentation which, she said, really illustrated the depth of research the group had done.

MBA Net Impact winners

"Our rockstar MBAs have done it again!" announced a delighted MBA Director David Dunne.

On April 9, the team of Hazen Fowler, Nathan Leung, Rob Livingstone, and Harpreet Parhar brought home the trophy from the [Beedie School of Business's Net Impact Sustainability Case Competition](#).

The case, provided by Fortis BC, asked how much greenhouse-gas emissions could be cut if ships travelling between Asia and Vancouver were to switch to liquefied natural gas. As well, Fortis asked for recommendations on how best to engage First Nations, the Vancouver public, policy makers, and shipping companies.

"I hoped to be able to put to the test some of the skills we have acquired throughout several of our classes here at UVic," said Rob Livingstone afterward. "What I came away with was a real sense of validation that what we are learning is topical, it's applicable, and we are capable of providing solutions that are valued by industry professionals."

This is the fourth time this year that the current MBA cohort has done extremely well at prestigious international case competitions!

This week's featured case study

Harvard Business School's Robert Eccles and George Serafeim have posted [Corporate and Integrated Reporting: A Functional Perspective](#) on the [Aspen Institute's Case Place](#).

"In this paper," they write in the abstract, "we present the two primary functions of corporate reporting (information and transformation) and why currently isolated financial and sustainability reporting are not likely to perform effectively those functions.

"We describe the concept of integrated reporting and why integrated reporting could be a superior mechanism to perform these functions.

"Moreover, we discuss, through a series of case studies, what constitutes an effective integrated report (Coca-Cola Hellenic Bottling Company) and the role of regulation in integrated reporting (Anglo-American)."

What would Kaila do?

"Honestly, we've all stood in front of an array of recycling bins of ever more specific contents with a simple coffee cup in our hand and thought: is this paper cup compost or paper recycling? And what about the lid? That's plastic. Or is it made of corn? And the tea bag? Well, that has a staple in it. I don't know..."

Admit it: you've done it. We all have.

To find out more about how a Gustavson undergrad transformed the recycling v garbage culture at her co-op workplace, check out her post on the student-run [Sustainable Co-op blog!](#)



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