

[Centre for Social and Sustainable Innovation](#)  
**Communiqué**  
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This edition brought to you by **Principle for Responsible Management Education #1: Purpose**  
We develop the capabilities of students to generate sustainable value for business and society at large.

**Another BCom leader!**

Fourth-year Gustavson student Arielle Houghton received the Bill Orr Scholarship for Leadership. She was nominated because of her work to found the Dogwood UVic club last year.

“Running the Dogwood UVic club has been such a privilege and an honour,” she said on Facebook. “Thanks to my team who made it happen. I couldn't be more sure of the incredibly committed students who will continue to make sure the student body knows about local environmental issues and are given the opportunity to take back decision making power over the land, air and water.”  
Congratulations, Arielle! You deserve this recognition for your dedication to a healthy planet!

**[Circular Economy:](#)**

**[A New Formula for Resources and Growth](#)**

Wednesday, September 7th | 10-11 AM PT  
In this FREE webinar, Dirk Voeste, Nikolaus Raupp and Jan Kluegge from BASF will provide an overview about how the circular economy impacts BASF business. You'll gain firsthand insights into how the transition from a linear to a more circular economy changes business models and value drivers across many industries.

**[25 Truths about Sustainability:](#)**

**[Insights from the Sustainability Summit](#)**

As we try to pull the world out of poverty, we simultaneously set the stage for the kind of increased consumption that threatens the environment and the population. The solution: adjustments to our infrastructures and a new definition of “growth” that doesn't simply mean “selling more product.”  
This Conference Board report is free to UVic employees.

**What students expect**

After he spoke at the recent Academy of Management conference, Head of the [Principles for Responsible Management Secretariat](#) Jonas Haertle wrote that integrating sustainability and social responsibility in management education is now driven by our students' expectations and values.

“A [global survey](#) of nearly 1,800 business students conducted by Associate Professor Debbie Haski-Leventhal from [Macquarie Graduate School of Management](#) (MGSM), with the support of [PRME](#) and [oikos](#), found overwhelming demand for greater academic emphasis on corporate social responsibility and business ethics in curricula. ...79% of students believe ethics and environmental sustainability should be required course material; 70% believe their schools should ‘walk-the-walk’ and incorporate sustainability into their own organisational practices; and 80% argue that profitability and social responsibility are compatible.”

**Sustainability-oriented innovation:**

**Four blog posts from the MIT Sloan Management Review**

[Sustainability-Oriented Innovation: A Bridge to Breakthroughs](#);  
[Why Sustainability-Oriented Innovation Is Valuable in Every Context](#);  
[Sustainability-Oriented Innovation: The More the Merrier](#);  
[Which SOI Innovation Is Right for You?](#)



University of Victoria

**PETER B. GUSTAVSON**  
School of Business  
Centre for Social and Sustainable Innovation

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