



University  
of Victoria

## PETER B. GUSTAVSON

School of Business

Centre for Social and  
Sustainable Innovation

The world looks different from here.

### Gustavson's Winning Aspiration

Crossing boundaries to create:

- meaningful research,
- impactful learning, and
- engaging relationships.

### CSSI's Mission

We support Gustavson's aspiration and activities by

- cultivating sustainability and social responsibility thinking throughout Gustavson and to catalyze meaningful action.
- helping Gustavson ready our students to succeed and flourish as agents of change in creating sustainable and responsible business.
- co-creating concepts, frameworks and tools for transformative sustainability research and education at Gustavson and beyond.
- fostering understanding and collaboration on sustainability across disciplines, domains, and stakeholders in our community and beyond.

### CSSI's Priorities

<b>R</b>	<b>RESEARCH:</b> Strengthen Gustavson's capacity to contribute to transformative sustainability research
<b>E</b>	<b>EDUCATION:</b> Deepen integration of sustainability concepts, cases and tools throughout GSB's educational programs
<b>C</b>	<b>COMMUNICATION &amp; REPORTING:</b> Effectively communicate CSSI's and Gustavson's sustainability activities and regularly provide current and inspiring information to all stakeholders
<b>S</b>	<b>ENGAGEMENT &amp; PARTNERSHIPS:</b> Engage with stakeholders and cultivate key partnerships at Gustavson, UVic and beyond

### Key Initiatives

#### RESEARCH

1. Strengthen and expand Gustavson's research capacity around sustainability and social responsibility
2. Provide support for sustainability research, financially and through mentoring
3. Support, host, organize and/or participate in research supportive sustainability events

#### EDUCATION

1. Monitor and assess integration of sustainability and social responsibility in course content in all programs
2. Support faculty and programs with sustainability teaching materials, content and methods
3. Support programs and student initiatives in their efforts to integrate sustainability

#### COMMUNICATION & REPORTING

1. Report annually on CSSI activities and Gustavson activities around sustainability and social responsibility
2. Weekly CSSI Communique and frequent social media communications
3. Monitor and evaluate the effectiveness of regular communications and major reporting activities

#### ENGAGEMENT & PARTNERSHIPS

1. Map, categorize and assess engagement activities with CSSI Partners and Stakeholders
2. Develop 3-year plan for engagement with CSSI Partners and Stakeholders
3. Support and catalyze the continued greening of GSB operations; monitor social aspects; celebrate progress
4. Collaborate with GSB offices to deepen sustainability/SR integration at GSB and UVic Sustainability Office