



DAVID O'BRIEN CENTRE FOR SUSTAINABLE ENTERPRISE

CONTENTS

Message from the Director	2	Doctoral & Masters Student Researchers	22
Message from the Dean	3	Staff	24
Advisory Board	4	Outreach to Organizations & Community	26
Scientific Committee	5	<i>Sustainable Investment Professional Certification (SIPC)</i>	27
Research Programs	6	<i>Corporate Roundtable and Shared Learning</i>	28
<i>Background</i>	6	<i>Corporate Training</i>	28
<i>Funded Research Programs</i>	7	<i>Social Media</i>	28
<i>Sustainability Related Publications</i>	8	Teaching & Curriculum	29
<i>Sustainability Conference Presentations</i>	9	<i>JMSB Sustainability Courses</i>	30
<i>Sustainability Awards</i>	11	<i>DOCSE Volunteer Program</i>	30
<i>Media Mentions</i>	11	<i>JMSB Sustainable Internship Program</i>	31
<i>Other Research Programs</i>	12	Events	32
Distinguished Speaker Series	14	<i>DOCSE Events</i>	33
<i>2010-2011 Speakers</i>	15	<i>Conferences</i>	35
<i>2011-2012 Speakers</i>	16	<i>DOCSE Community Collaborations</i>	37
Sustainability Scholars In-Residence Collaborations	17		
Research Associates	20		

Message from the Director

Welcome to our Centre's second annual report. It has been an eventful year with many distinguished visitors coming to campus, many exciting conferences, challenging debates and events, some controversial art presentations, and even a vegetarian cooking class. We have continued to build on last year's activities and have expanded and enriched them. In addition, we worked with our corporate partners to create and pilot test the Sustainable Investment Professional Certification (SIPC) Program, to be launched this Fall. This one-of-a-kind training program brings basics of sustainable and responsible investing to finance and corporate professionals. We also became a premier research partner with Trucost and started using their extensive database for research studies. It was through generous collaboration of our faculty, staff, students and external partners that these activities were made possible. We are very grateful to all the people who helped us during the year.

In the coming year we are planning two exciting conferences. Balance-Unbalance 2011 on November 4-5, 2011 will examine environmental crisis from the perspective of the arts. The Montreal Degrowth 2012 conference on May 14-20, 2012 will examine alternatives to economic growth. In addition we will have many interesting speakers visiting our Centre. We also hold periodic Corporate Roundtable meetings to informally explore corporate concerns in the area of sustainability. We look forward to welcoming you to these events. In the mean time enjoy this report and send us your thoughts about it. Tell us how we can improve our programs and help us develop new ones. We would love to hear from you.

Sincerely,



Paul Shrivastava, PhD

David O'Brien Distinguished Professor of Sustainable Enterprise, and
Director, David O'Brien Centre for Sustainable Enterprise



Message from the Interim Dean

Welcome to the 2010-2011 annual report of the David O'Brien Centre for Sustainable Enterprise (DOCSE). The Centre is one of the several initiatives at Concordia University's John Molson School of Business to establish our global leadership in delivering management education that will have a positive impact on both business and the community.

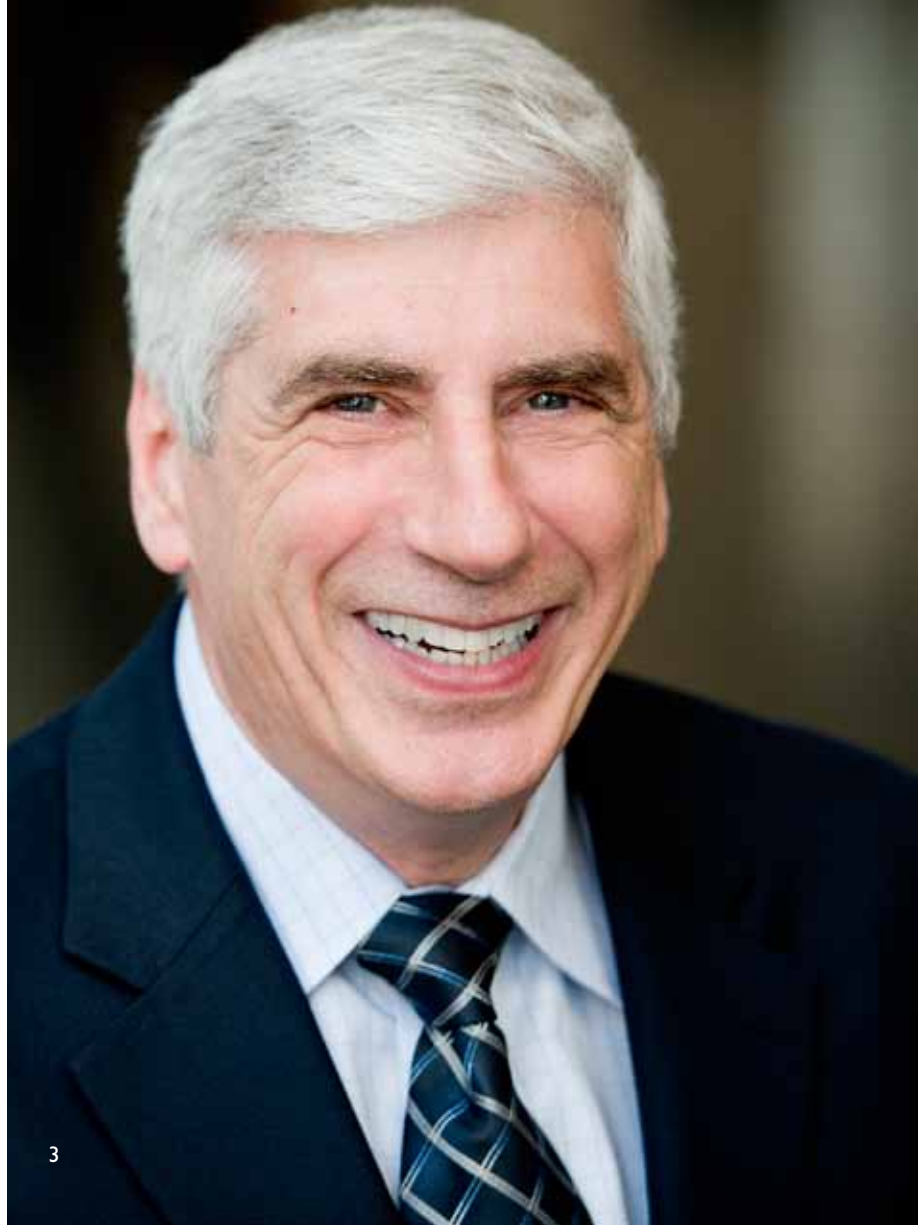
The Centre's objectives are to foster collaborative research in sustainable enterprise, offer research and practical training to students, facilitate sustainable initiatives by students, staff and faculty, and build community outreach around sustainable enterprise. Over the last two years, the Centre has undertaken a number of research and community-driven projects that make the business school proud. DOCSE is a creative space that facilitates multi-stakeholder dialogue so that innovative research ideas can flourish and have a positive social impact.

The Centre's director, Paul Shrivastava, continues to demonstrate dedication and leadership in fulfilling the mission of the Centre. Of course, the Centre would not have been possible without the generosity and vision of our benefactor, former Concordia University Chancellor David O'Brien. The combined efforts by the various stakeholders, along with Dr. Shrivastava and Mr. O'Brien, are the driving force behind the Centre's overall success in maintaining a global leadership position in the development of sustainability knowledge and practices.

I invite you to read this report and to learn more about the innovative sustainability-focused research endeavors by our faculty, students and research collaborators.



Alan Hochstein, PhD
Interim Dean, John Molson School of Business



ADVISORY BOARD

The Advisory Board guides and makes policies for the David O'Brien Centre for Sustainable Enterprise and its programs. It meets twice a year to approve policies and major activities for the upcoming period. Advisory board members include:



Stephanie Berger, Doctoral Student, JMSB, Concordia University



Harjeet Bhabra, Associate Professor, Associate Dean, Research and Research Programs, JMSB, Concordia University



Anne-Marie Croteau, Associate Professor, Director of the John Molson Executive MBA, JMSB, Concordia University



Louise Dandurand, Vice President Research and Graduate Studies, Concordia University



Jeffrey Hollander, Executive Chairman and Chief Inspired Protagonist, The Seventh Generation, Inc.



Marguerite Mendell, Associate Professor and Vice-Principal of the School of Community and Public Affairs, Graduate Program Director, and Director, Karl Polanyi Institute, Concordia University



Ron Nielsen, General Manager, Global Sustainability, Cliffs Natural Resources Inc.



Peter O'Brien, Esq. Advisor, JMSB, Concordia University



Sanjay Sharma, Dean, JMSB, Concordia University



Paul Shrivastava, David O'Brien Distinguished Professor and Director of David O'Brien Centre for Sustainable Enterprise, JMSB, Concordia University



SCIENTIFIC COMMITTEE

The Scientific Committee sets academic research direction and selects proposals for funding for the David O'Brien Centre for Sustainable Enterprise. Scientific Committee members are:



Sandra Betton, Chair, Finance Department, JMSB, Concordia University



Stephane Brutus, Chair, Management Department, JMSB, Concordia University



Stuart Hart, S.C. Johnson Chair and Professor, Cornell University



Michel Magnan, Professor; Lawrence Bloomberg Endowed Chair in Accountancy, JMSB, Concordia University



Ian Mitroff, University Professor, Alliant International University and UC Berkeley



Thierry Pauchant, Professor and Chair of Ethics, HEC



Pramodita Sharma, Professor, Department of Management, JMSB, Concordia University

RESEARCH PROGRAMS

The David O'Brien Centre for Sustainable Enterprise (DOCSE) at the John Molson School of Business (JMSB) supports research, training and outreach initiatives that will assist organizations in becoming sustainable. DOCSE's research agenda includes:

- design and development of sustainable enterprise
- organizational responses to global climate change
- corporate social responsibility and performance
- environmental management systems
- management of environmental and technological crises
- psychological, social and cultural change towards sustainability
- ecopreneurship

The goal of encouraging this work among our faculty and students is to proactively create business approaches that incorporate:

- corporate social responsibility
- environmental health and safety
- environmental management
- and other greening/community activities

Utilizing this research, DOCSE assists organizations in understanding and developing integrated sustainability strategies.



FUNDED RESEARCH PROGRAMS

INVESTMENT (SRI) FUNDS

- Dr. Amr Addas, Finance Department, JMSB, Concordia University
- Dr. Lawrence Kryzanowski, Finance Department, JMSB, Concordia University

The research proposed herein deals with the analysis of sustainable and responsible investment (SRI) funds. A unique dataset comprising data on the environmental impacts of global companies is used to construct an SRI index of SRI mutual funds based on their holdings to investigate whether environmental and social factors systematically impact funds' performance and to what extent, if any, SRI funds deviate from their declared investment mandates.

INTERVENTIONS TO INCREASE SUSTAINABLE CONSUMER BEHAVIOURS

- Dr. Onur Bodur, Marketing Department, JMSB, Concordia University
- Dr. Bianca Grohmann, Marketing Department, JMSB, Concordia University

Although sustainable consumption behaviors can be improved by increasing consumer awareness, a more challenging objective is to convert consumers who are aware of the sustainable consumption options, but simply do not follow through with their behaviors. Managerially, this research aims to design specific interventions and test their effectiveness in increasing sustainable consumption behaviors, such as choice of greener product options. These implications are not limited to product choices and therefore benefit government agencies and state corporations in improving performance of behaviors that maximize public welfare in a wide range of applications, including energy conservation, recycling, or use of public transportation.

DRIVERS OF PROACTIVE ENVIRONMENTAL SUSTAINABILITY STRATEGY IN FAMILY FIRMS

- Dr. Pramodita Sharma, Management Department, JMSB, Concordia University
- Dr. Sanjay Sharma, Dean, JMSB, Concordia University

ENGAGING SUSTAINABILITY THROUGH ALTERNATIVE FORMS OF ORGANIZING

- Dr. Raymond Paquin, Management Department, JMSB, Concordia University

PEER TO PEER LENDING AND IDENTITY SIMILARITY

- Dr. Devasheesh Bhawe, Management Department, JMSB, Concordia University
- Dr. Amit Kramer, Carlson School of Management, University of Minnesota
- Dr. Judith Walls, Management Department, JMSB, Concordia University

SUSTAINABILITY RELATED PUBLICATIONS

Busch, T. and Shrivastava, P. Corporate Strategies for Global Climate Change. Greenleaf Publishers, London. (forthcoming 2011).

Cho, C.H., Freedman, M., and Patten, D.M. Corporate Disclosure of Environmental Capital Expenditures: A Test of Alternative Theories. Accounting, Auditing and Accountability Journal. (forthcoming 2011).

Cho, C.H., Martens, M., Kim, H., and Rodrigue, M. Astroturfing Global Warming: It Isn't Always Green on the Other Side of the Fence. Journal of Business Ethics. (forthcoming 2011).

Cho, C.H. and Roberts, R.W. Environmental Reporting on the Internet by America's Toxic 100: Legitimacy and Self-Presentation. International Journal of Accounting Information Systems, (2010) 11(1), 1-16.

Cho, C.H., Roberts, R.W., and Patten, D.M. The Language of U.S. Corporate Environmental Disclosure. Accounting, Organizations and Society, (2010) 35(4), 431-443.

Loucks, E.S., Martens, M.L., and Cho, C.H. Engaging Small and Medium-Sized Businesses in Sustainability. Sustainability Accounting, Management and Policy Journal, (2010) 1(2), 178-200.

Marcus, A., Shrivastava, P., Sharma, S. and Pogutz, S. Cross-Sector Leadership for the Green Economy. Palgrave Macmillan, New York (forthcoming 2011).

Shrivastava, P. and Berger, S. Sustainability Principles. Organizations Management Journal, (2010) 7, 246-261.

Shrivastava, P. and Statler, M. Learning from the Global Financial Crisis: Sustainably, Reliably, Creatively. Stanford University Press, Palo Alto CA. (forthcoming 2011).

Simons, K.L. and Walls, J.L. The U.S. National Innovation System. In V.K. Narayanan & G. O'Connor (Eds.), Encyclopedia of Technology and Innovation Management. Malden, MA: Wiley-Blackwell. (2010).

Walls, J.L., Berrone, P. and Phan, P.H. Corporate Governance and Environmental Performance: Is there really a link? Strategic Management Journal. (forthcoming 2011).

Walls, J.L., Phan, P.H. and Berrone, P. Measuring Environmental Strategy: Construct Development, Reliability and Validity. Business & Society, (2011) 50(1): 71-115.

For more publications please contact the David O'Brien Centre for Sustainable Enterprise.

SUSTAINABILITY CONFERENCE PRESENTATIONS

Bodur, H. O. & Kim, A. A Slight Suspicion may destroy a good repute: Understanding the Impact of CSR Strategy on consumer Responses. AMA Marketing and Public Policy Conference. Washington, DC. June 2011

Bodur, H. O. & Kim, A. Understanding the Impact of CSR Diversification on Company and Product Evaluations. Society for Consumer Psychology Conference. Atlanta, GA. February 2011

Cho, C.H. Do Actions Speak Louder than Words? An Empirical Investigation of Corporate Environmental Reputation (co-authors R. Guidry, A. Hageman and D. Parten). 32ème Congrès de l'Association Francophone de Comptabilité (AFC). Montpellier, France. May, 2011.

Cho, C.H. The Frontstage and Backstage of Sustainability Reporting: Evidence from the Arctic National Wildlife Refuge Bill (co-author M. Rodrigue). 32ème Congrès de l'Association Francophone de Comptabilité (AFC). Montpellier, France. May, 2011.

Cho, C.H. Sustainability, Social Responsibility and Competitive Advantage. Atelier-Midi. Bell Canada, Montreal, QC. March, 2011.

Cho, C.H. Astroturfing Global Warming: It Isn't Always Green on the Other Side of the Fence (co-authors M. Martens, H. Kim and M. Rodrigue). 2010 International Federation of Scholarly Associations of Management Conference. Paris, France. July, 2010.

Lewis, B., Walls, J.L. & Dowell, G. TMT Educational Background and Firm Environmental Performance. ARCS. The Wharton School, University of Pennsylvania, Philadelphia, PA. May, 2011.

Marcus, A., Shrivastava P., Sharma, S., Pogutz, S. Cross-Sector Leadership for the Green Economy. Palgrave Macmillan, New York (forthcoming 2011).

Paquin, R. & Howard-Grenville, J. Facilitated emergence for industrial symbiosis development. International Society for Industrial Ecology Conference. Berkeley, CA. June 2011

Paquin, R., Busch, T., & Tilleman, S. G., 2011. Money from nothing: Exploring industrial symbiosis as a policy tool for environmental efficiency among firms. International Society for Industrial Ecology Conference. Berkeley, CA. June 2011.

Paquin, R., Tilleman, S. G., & Howard-Grenville, J. Throwing away money? Industrial symbiosis as a proactive environmental strategy. North American Congress on Social and Environmental Accounting Research (CSEAR). Montreal, QC. May 2011.

Paquin, R., & Howard-Grenville, J. Orchestrating net environmental gains: Actions and impacts of facilitating industrial symbiosis networks in the UK. Alliance for Research on Corporate Sustainability Conference. Harvard Business School, Boston, MA. May 2010.

Shrivastava, P. Aesthetics of Resilience. University of California CCRM Workshop. Washington, DC. April, 2011.

Shrivastava, P. Economic Aspects of Sustainable Development. Americana Summit. Montreal, QC. March, 2011.

Shrivastava, P. Hybridation of corporations in an era of Sustainable Development. The International Studies Association Annual Meeting. Montreal, QC. March, 2011.

Shrivastava, P. Keynote speech Sustainable Management- India's Challenges. SusCon 2010 Sustainability – Management and Beyond. Indian Institute of Management, Shillong, India. December, 2010.

Shrivastava P. Art and Sustainability. Sustainable Development Conference. Portland State University School of Business, Portland, OR. November, 2010.

Walls, J.L. & Hoffman, A.J. Micro-Processes of Positive Organizational Deviance: The Board of Directors as a Sense-Making Filter. ARCS, Harvard Business School, Boston, MA. May, 2010.

Wassmer, U., Paquin, R., & Sharma, S. Environmental sustainability and interorganizational collaboration: A review and research agenda. Academy of Management Conference, Montreal, QC. August 2010.

Wassmer, U., Paquin, R., & Sharma, S. What We Know And Don't Know About Environmentally Focused Partnerships. European Academy of Management Conference, Tor Vergata University, Rome, Italy. May 2010.

*For more conference presentations please contact
the David O'Brien Centre for Sustainable Enterprise.*



SUSTAINABILITY AWARDS

Zeynep Arsel, Associate Professor, Department of Marketing, JMSB,

Concordia University

Petro Canada Young Innovator Award, in the Strategic Research Cluster
“The Person and Society”

Project Title: Towards a Theory of Value in Sustainable Commodities:
An Investigation on Upcycling

Duration: 2011-2012

Award: \$10,000

Judith Walls, Associate Professor, Department of Management, JMSB,

Concordia University

Sustainable Champion Award, the Hub Sustainable Champion Award Gala,
March 2011



MEDIA MENTIONS

May 2: Now. Concordia - People and planet as important as profit.

Charles Cho (Accountancy) explains that CSR accounting looks at a broader view of society that takes into consideration a wider range of stakeholders.

Apr. 23: La Presse - Certifié responsable - JMSB's new Sustainable Investment Professional Certification (SIPC) created by the David O'Brien Centre for Sustainable Enterprise, is featured.

Apr. 18: The Gazette University City - It's too daned hot. Damon Matthews, climate change and living in a two degree world - Damon Matthews, with the Department of Geography, Planning and Environment, and Paul Shrivastava, director of the David O'Brien Centre for Sustainable Enterprise at Concordia, comment on global warming and climate change.

Feb. 15: Now.Concordia.ca - A nice, warm cup of sustainabillea.

Raymond Paquin (Management) instituted an “environmental rule” charging students \$2 for each disposable coffee cup or water bottle brought to his MANA 369 class, student David Riven took it one step further:

Nov. 29: Le Devoir - Les entretiens Concordia - Économie et développement durable - Une passion durable. Comment la tragédie de Bhopal a changé la vie et la carrière du Dr Paul Shrivastava. Paul Shrivastava (Management) discusses his motivation to study sustainability. A subscription is required to read the full article.

For more media mentions please visit the News section on the David O'Brien Centre for Sustainable Enterprise website

OTHER RESEARCH PROGRAMS

ART AND SUSTAINABLE ENTERPRISE

In collaboration with ICN Business School, Nancy, France the David O'Brien Centre for Sustainable Enterprise researchers are exploring the use of the arts and art-based methods for understanding sustainability issues. The project examines the dynamic relations between art, aesthetics and sustainable development of organizations. Art influences the sustainability of companies through:

- architecture
- aesthetics of workspaces
- design of products and services
- graphic art in advertising
- and art-based training methods

The project also develops instrumental ways of using the art techniques (from music, dance, painting, photography, etc.) for teaching and training on sustainability issues. Several collaborative research studies are underway, including:

- Art and Sustainable Development
- Aesthetic Ethic of Sustainability
- Visualization and Proactive Law in Contracting

A conference "Balance-Unbalance 2011" is being planned for Nov 4-5, 2011 exploring the use of music and the arts in dealing with the environmental crisis, in collaboration with Concordia's Music Department.

For more information: ircase.org

SOLAR COMMUNITIES –

PHOTOVOLTAIC POWER PLANT: RURAL MINI GRID

This program is taking place in Jhargaon village, Jharkhand State, India. In December 2010, Prof. Paul Shrivastava and his India based collaborators, including Ms. Mabel Rebello, (Member of Parliament, India) visited the 20kW solar power plant in the village and discussed the creation of business and socio-economic models that can help create services needed for business, economic and social development. Power generated provides energy for

- home lighting
- drinking water purifier
- rice and wheat mills
- an irrigation pump

Unlike current economic development models, which are often highly urban-based, this innovative study builds an economic base for people remaining in their native setting while developing the economy within their rural setting. In the summer of 2011 Rinju Rajan a researcher from IIT Madras conducted further research on the economic and investment aspects of this development approach.

INDUSTRIAL SYMBIOSIS DEVELOPMENT AND IMPACTS (ISD)

For five years, ISD has investigated the ways in which one firm repurposes another company's waste and how these networks of companies have evolved in the UK. ISD has spawned working relationships between firms, based on creating more sustainable production lines. The UK has the world's first national-level program (National Industrial Symbiosis Programme) which is tasked by the UK government with developing regional-level industrial symbiosis networks as a key approach towards supporting UK businesses to remain economically competitive while reducing their environmental burdens, in accordance with EU-wide environmental directives. ISD looks at the role brokering organizations play in developing these networks. It also examines the networks' impact (environmentally and economically) as they develop over time and how this process might be applicable in other countries/cultures.

TRUCOST DATABASE

Trucost is the data provider behind Newsweek's Green Ranking of the 500 largest US companies and the 100 largest global companies. Trucost analyzes the environmental footprint of over 4000 global public companies. The data is presented in quantitative form as a measure of the environmental impact of numerous pollutants, greenhouse gas emissions, waste, and water consumption. This includes direct environmental risks as well as indirect ones through supply chains.

Concordia, through DOCSE, is the first participant in Trucost's Premiere University Partnership Program. Through this program, the John Molson School of Business (JMSB) has established full access to their global environmental impacts database, in addition to various teaching tools. Our researchers can use the Global Data Analyzer which is a data analysis tool to conduct portfolio level analysis of carbon footprints for over four thousand global companies. The companion Trucost Academic Library contains a list of those companies and their most recent carbon footprint measured by Environmental Damage Cost per dollar of Revenue. A number of research studies are being initiated using Trucost data.

WORLD BUSINESS SCHOOL COUNCIL FOR SUSTAINABLE BUSINESS (WBSCSB)

The business school community needs to work collectively to take charge of their responsibility to make business sustainable. In response to this, a group of deans from JMSB, the Business School of Lausanne and Universitat St. Gallen formed WBSCSB at a conference held by DOCSE preceding the 2010 Academy of Management. WBSCSB is a platform for action for business schools to contribute to making business sustainable through research, education and engagement. It seeks to achieve its goals by:

- Collecting, focusing and presenting sustainable business knowledge and expertise
- Becoming the visible face and voice of business schools to the public in the area of sustainable business
- Serving as a resource and change agent for business school transformation towards sustainability

For more information: 50plus20.org



DISTINGUISHED SPEAKER SERIES

Hearing leading scholars and thought leaders in any field inspires researchers to consider greater possibilities in their own research. To assist with the inspiration of our faculty and students, the David O'Brien Centre for Sustainable Enterprise (DOCSE) has established the Distinguished Speakers Series. Our goal is to consistently bring in top scholars in all aspects of the field of sustainable enterprise, who are able to speak to both academic researchers and practicing managers. By finding such speakers, not only does DOCSE advance knowledge, but we also change practice.





2010-2011 | SPEAKERS

March 10, 2011

Dr. Jane Webster – Professor & E. Marie Shantz Professor of Management Information Systems, Queen's School of Business, Queen's University, presents: "Getting Green IT Off The Ground : Reconciling Diverse Perspectives"

February 18, 2011

Dr. Luc G. Pelletier – Chair and Associate Dean, School of Psychology at the University of Ottawa, presents: "Personal Autonomy and Environmental Sustainability"

January 14, 2011

Dr. David Mick – Robert Hill Carter Professor of Marketing, McIntire School of Commerce at the University of Virginia, presents: "A Portrait of Practical Wisdom: For Executives, For Customers, For Researchers"

November 29, 2010

Dr. Andrew J. Hoffman, Stephen M. Ross School of Business, University of Michigan presents: "The Business Strategy of Climate Change."

November 19, 2010

Mr. Cary Krosinsky a Senior at Trucost in North America presents: "Sustainable Investing & Trucost."

October 15, 2010

Dr. Pascual Berrone, IESE Business School at the University of Navarra (Spain) presents: "Do Green Washing Policies Pay Off? The Impact of Symbolic Actions on Environmental Legitimacy."



September 9, 2010

Dr. Timo Busch, Swiss Federal Institute of Technology (ETH, Switzerland)
presents:
“Carbon Constraints and Corporate Performance.”

2011-2012 SPEAKERS

September 16, 2011

Dr. Peter Brown, School of Environment, McGill University presents:
“Economics without Ecocide: A Case for Degrowth”

November 18, 2011

Dr. R. Edward Freeman, Darden School of Business, University of Virginia
presents:
“Business School Research: Some Preliminary Suggestions”

January 20, 2011

Dr. Robert D. Klassen, Ivey Business School, University of Western Ontario,
presents:
“Learning from Others’ Misfortune: Understanding Managerial Biases in the
Use of Knowledge-capture Processes to Reduce Operational Risk”

February 17, 2012

Dr. Kumar Pushpam, University of Liverpool, the University of Cambridge,
the Institute of Economic Growth and the University of Delhi presents:
“Valuation of the Ecosystem Services: A Psycho-cultural Perspective”

March 23, 2012

Dr. John Ehrenfeld, Executive Director of the International Society for
Industrial Ecology presents:
“Sustainability by Design”

A special thanks to our different collaborators for the Distinguished Speaker Series:

- The Climate Change Laboratory Department of Geography, Planning and Environment, Concordia University
- The Department of Psychology, Concordia University
- The Computer Science and Software Engineering Department, Concordia University
- The Department of Decision Sciences and Management Information Systems, JMSB, Concordia University
- The Centre for Research in Human Development, Concordia University
- The John Molson School of Business RBC Professorship in Responsible Organizations
- Canada Research Chair, Chaire de responsabilité sociale et de développement durable

SUSTAINABILITY SCHOLARS IN-RESIDENCE COLLABORATIONS

The David O'Brien Centre for Sustainable Enterprise's Sustainability Scholars program encourages collaboration between JMSB faculty and well known sustainability researchers. To expand JMSB's research network, DOCSE brings in colleagues from around the world, who are actively working on sustainable enterprise research with JMSB faculty. These two to eight week posts support the extension of ongoing sustainability research or open new directions within it.





Rinju Rajan, Indian Institute of Technology (IIT), Madras, India
May 9 – July 31, 2011

Rinju Rajan is currently pursuing her final year Integrated Masters in Development Studies at the Indian Institute of Technology Madras, India. She is a Mitacs Globalink scholarship awardee for the year 2011 from India. Mitacs Globalink introduces Canada as a leading research and innovation destination to top undergraduate students from around the world. Rinju has worked extensively in the field of energy, climate change, built environment and has been a research assistant for development alternatives project in South East Asia. She has also worked on the Clean Development Mechanism models in India and carbon financing initiatives research in the sphere of public policy. At the David O'Brien Centre for Sustainable Development, she works as a research assistant for the project solar communities with Dr. Paul Shrivastava in creating a business model for an off the grid solar village community.



Dr. Andrew Hoffman, the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan
November 22 – December 3, 2010

Andrew J. Hoffman is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; with joint appointments at the Ross School of Business and the School of Natural Resources & Environment. He is also Associate Director of the Erb Institute for Global Sustainable Enterprise. Professor Hoffman is a leader in using organizational, network and strategic analyses to assess the implications of environmental issues for business. He has published 8 books and over 90 articles/book chapters. He holds a Ph.D. from the Massachusetts Institute of Technology, awarded jointly by the Sloan School of Management and the Department of Civil & Environmental Engineering. His current research focuses on corporate strategies to address climate change, the interconnections between profit and non-profit entities, the network structure of the environmental movement and the cultural discourse around climate skepticism.



Dr. Pascual Berrone, Assistant Professor in Strategic Management at IESE Business School, U. of Navarra

September 1 – October 29, 2010

Before joining IESE, he held two visiting scholar appointments at Arizona State University. Originally from Argentina, Dr. Berrone has extensive managerial experience throughout Latin America, Europe, and the United States. His professional interests include: (1) corporate governance, (2) social issues in management, and (3) family firms. Dr. Berrone's academic work has been published in several international journals and he just released a book on executive compensation (M.E. Sharpe). Recently, his article "The Impact of Symbolic and Substantive Actions on Environmental Legitimacy" was named among the top three finalists for the "Best Paper Award" at the Iberoamerican Academy of Management Conference.



Dr. Timo Busch, Senior Researcher, Swiss Federal Institute of Technology (ETH)

August 2 – September 10, 2010

Dr. Timo Busch is currently working as senior researcher at the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland. His research interests include corporate strategies towards a low carbon economy, organizational adaptation to climate change, and the business case of corporate environmental sustainability. He teaches at ETH and Freie Universität (FU) Berlin courses on corporate sustainability and strategy. His PhD thesis on strategic management under carbon constraints was awarded with the "Silver Medal of ETH Zurich". Before joining ETH, Timo worked at the Wuppertal Institute for Climate, Environment, and Energy focusing on corporate eco-efficiency, sustainable finance, and climate change. His work has been published in international journals including Journal of Industrial Ecology, Ecological Economics, Business and Society, and Journal of Business Ethics.

RESEARCH ASSOCIATES



Amr Addas

Finance Department

Research Interests

Analysis of performance, flows and tracking error of SRI mutual funds; Sustainable finance and venture capital investments



Charles Cho

Accountancy Department

Research Interests

Social and Environmental Accounting and Reporting; Corporate Social Responsibility; Accounting and the Public Interest; Accounting and Public Policy



Zeynep Arsel

Marketing Department

Research Interests

Taste and social distinctions, social media, redistribution markets, upcycling, branding



Bianca Grohmann

Marketing Department

Research Interests

Brand and Product Design; Retail Environments; Measurement of Consumer Responses



Devasheesh Bhawe

Management Department

Research Interests

Employment Relationship; Electronic Performance Monitoring; Emotional Regulation in the Workplace



Raymond Paquin

Management Department

Research Interests

Industrial Symbiosis/Industrial Ecosystem Development (ST); Environmental and Social Partnerships (ST); Alternative Business Models



Onur Bodur

Marketing Department

Research Interests

Consumer decision making, its managerial and public policy implications; Social influences on individual and joint consumer decisions; Consumer responses to price and price information; Self control in consumption; Socially responsible consumption; CSR-Brand relationship



Raafat Saade

Decision Sciences & Management Information Systems Department

Research Interests

Development of Complex Systems; Knowledge Engineering; Management of Information Systems/Technologies



Pramodita Sharma

Management Department

Research Interests

Succession processes, governance, environmental strategies, and dynamics underlying family firms



Navneet Vidyarthi

Decision Sciences & Management Information Systems Department

Research Interests

Strategic design and tactical planning in logistics and supply chain management; Methodological interests in large-scale optimization, simulation-based optimization and meta-heuristics



Sanjay Sharma

Management Department

Research Interests

Corporate Environmental Strategy; Corporate Sustainability; Competitive Strategy; Stakeholder Engagement; Organizational Innovation



Judith Walls

Management Department

Research Interests

Corporate governance and corporate social responsibility; role of shareholders, board of directors and CEOs; Development of environmental capabilities; Measurement of environmental strategy; Industrial ecology/industrial symbiosis



Paul Shrivastava

Management Department

Research Interests

Sustainable Enterprise; Corporate Social Responsibility; Strategic Management; Art and Sustainability; Business & Biodiversity



Lidia Varbanova

Management Department

Research Interests

Development of Complex Systems; Knowledge Engineering; Management of Information Systems/Technologies

The mission of the David O'Brien Centre for Sustainable Enterprise (DOCSE) is to be the leader in developing business practices that support corporate social responsibility, environmental health and safety, environmental management, community, and greening activities in a holistic and systemic way.

DOCTORAL & MASTERS STUDENT RESEARCHERS



Stephanie Berger

Management Department, PhD Program

Stephanie Berger received her BA (Honours) in Geography from Queen's University (Kingston, Ontario) and spent a decade on Wall Street, in London, and in Paris facilitating Initial Public Offerings and compliance filings in Financial Printing before returning to Montreal to complete her MBA at McGill. During her MBA, Berger specialized in Marketing and Corporate Social Responsibility (CSR), and she led a research team for Christine Arena's 2007 business book on corporate health, The High-Purpose Company. Berger is also a past Co-President of Net Impact McGill, and a founding organizer for McGill's Social Responsibility Career Fair.

Currently, Berger is working toward her PhD in Management at Concordia's John Molson School of Business (JMSB). Her research areas include CSR and sustainable development, middle management leadership, and organizational change.

Berger has presented her conceptual work at the Academy of Management (ODC Division) and her empirical work at the Decision Sciences Institute.

Berger is a Board Member for the David O'Brien Centre for Sustainable Enterprise (DOCSE) and for VisibleGovernment.ca and she is a career and business consultant for CSR and sustainability. Berger is also an official presenter for The Climate Project Canada trained by Al Gore.



Bilal Abdul Kader

Finance Department, PhD Program

Bilal Abdul Kader, a PhD candidate at JMSB, earned his MBA from JMSB in 2006. His main research interests are: asset pricing, corporate cash management, micro-finance, and sustainability in finance.

He has taught and assisted in various undergraduate courses in the department of Finance and MIS. He is committed to integrate an active learning experience into his classroom in order to empower and engage students using recent methods, technologies, and activities.

At DOCSE, Abdul Kader is working on financial data sonification to explore the explanatory power of acoustic display and whether sonification can uncover some otherwise unobservable trends in organizational data.



Andrea Kim

Marketing Department, PhD Student as of Sept. 2011

Andrea Kim is a PhD Candidate in marketing at JMSB. Her M.Sc. research thesis was focused on identifying factors that mitigate the consumer skepticism associated to corporate social responsibility activities. Her current research interests include socially responsible consumption behaviors, sustainable development, stakeholder theory, marketing strategy and green branding.

At DOCSE she is a teaching assistant for an Undergraduate course in Sustainable Management and is involved with coordinating the social media activities for DOCSE



Guillaume Pain

Management Department, PhD Program

Guillaume Pain has been working in the field of international sustainable development for the past 11 years as a trade facilitator and project management consultant. His graduate research focused on organizational learning (OL) theories and practices within overseas development assistance institutions. His current research interests include sustainable development, green practice adoption, knowledge management, institutionalism, and stakeholder theory.



Catalin Ratiu

Management Department, PhD Program

Catalin Ratiu is a PhD candidate in strategic management and a full time lecturer at JMSB. His research explores the development of valuable capabilities that allow organizations to operate and develop sustainably. Ratiu's research has been published in peer reviewed journals, books, conference proceedings, and the business press.

Ratiu has been associated with DOCSE since the fall of 2009, primarily for work linking sustainability to management, and acoustics.



Srikanth Sekar,
MBA Program

Srikanth Sekar is currently pursuing his MBA at JMSB. He completed his Bachelor of Technology in Electronics & Communication Engineering in 2007 in India. He plans to specialize in Strategy & Finance, and is also keenly interested in sustainability. He was the Graduate President of the John Molson Sustainable Business Group (JSG) for 2010-11, an undergraduate and graduate student association at JMSB.

Sekar has been working on developing a business plan for the Urban Resilience Project, which explores the possibilities of a new ad supplement and also setting up an online store to sell the goods produced by a social group.

STAFF



Chantal Forgues

Program Coordinator, Outreach & Student Activities

Chantal Forgues is a full time employee at the David O'Brien Centre for Sustainable Enterprise (DOCSE). At DOCSE, Forgues oversees and coordinates multiple programs including the Sustainable Internship Program. She builds student awareness of sustainability and helps link DOCSE with organizations to achieve their sustainability goals.

Forgues is currently a part time student in Concordia's Environmental Impact Assessment Master's Diploma program. She is also an executive of the Geography, Planning and Environment Graduate Student Association.

Forgues completed her MBA from the John Molson School of Business in 2009. During this time, she was the Graduate President for the first year of the John Molson Sustainable Business Group (JSG) student association. She is currently an advisor on the board of JSG and other sustainability related student associations.



Andrew Ross

Program Coordinator, Research & Administrative Assistant

Andrew Ross is a full time employee at DOCSE, where he helps coordinate multiple programs including the SIPC program. He also conducts research for several different projects, and manages the Centre's administrative activities.

Ross has a Master's of Science (MSc) degree in Geography & Environmental Studies from Concordia University, where his research focus was on climate change. Recently, he has shifted his focus to the field of sustainability, particularly in the business world. He believes that there is a serious urgency towards climate change and considers sustainability to be an opportunity for competitive advantage for businesses around the world.



David Lank
Research Assistant

Dave Lank is a part-time employee at DOCSE. He handles marketing for the Sustainable Investment Professional Certification (SIPC) program and coordinates on various sustainability initiatives. Dave also teaches business classes part-time for Concordia's Centre for Extended Learning and adult entrepreneurship classes for the English Montreal School Board. Dave recently returned to his hometown of Montreal after many years in Vancouver where he worked as a marketing and branding specialist for major Advertising agencies.

Dave earned his MBA from Saint-Mary's University in Halifax.



Karen Paquin
Research Associate

Karen Paquin has worked on sustainability issues for more than fifteen years. As the first Director for the Center for Environmental Studies at Santa Monica College (California), she was responsible for syncing all aspects of the college's green efforts. Most recently, Paquin focused her attention on raising financial support for environmental organizations. Her accomplishments include oversight of a \$15million (US) endowment campaign.

Presently, she is completing her Master of Science degree in Geography at Concordia University. Her research area is climate change, specifically carbon storage in forests. Prior to this, Paquin conducted independent research on the Little Ice Age, Historical Climatology, geomorphology, and Iceland.

OUTREACH TO ORGANIZATIONS & COMMUNITY



The importance of building sustainable organizations in our communities cannot be overstated. Falling under the “Outreach to Organizations” umbrella are several projects, each focused on a different aspect of the business community. These projects are closely linked to our Research Program. The research, derived from the business community, is integrated back into local communities. By taking this approach, the David O’Brien Centre for Sustainable Enterprise (DOCSE) creates a symbiotic relationship with businesses. We take data provided by businesses, synthesize it and provide them with the results as a way to assist them with sustainable ideas and programs.

SUSTAINABLE INVESTMENT PROFESSIONAL CERTIFICATION (SIPC)

Get with the Program - the Sustainable Investment Professional Certification (SIPC)

FROM NICHE TO MAINSTREAM

The market for sustainable investing is “reaching a tipping point”. Investors are starting to see and demand sustainable investing as a vital component in their portfolios, blending financial returns with social returns.

ACCORDING TO THE WORLD ECONOMIC FORUM:

A sustainable investing approach can lead to better risk adjusted financial returns.

More than 850 investors – representing approximately US \$25 trillion assets under management – have signed the UN-backed Principles for Responsible Investment since their launch in 2006.

Increasing demand from asset owners will be among the key drivers accelerating the transition towards sustainable investing in the next few years.

THE 1ST OF ITS KIND...

The SIPC, the first of its kind in the world, is designed for professionals in the finance, investment and corporate world to take full advantage of new professional opportunities through a rigorous training curriculum in the field of sustainability.

To apply visit us at: johnmolson.concordia.ca/sipc

Sustainability is no longer a buzz word

76% OF EXECUTIVES TODAY SAY SUSTAINABILITY CONTRIBUTES POSITIVELY TO SHAREHOLDER VALUE IN THE LONG TERM
- 2010 MCKINSEY STUDY: HOW COMPANIES MANAGE SUSTAINABILITY

\$9.7 TRILLION: THE APPROXIMATE CURRENT ESTIMATE OF THE GLOBAL MARKET FOR SUSTAINABLE AND RESPONSIBLE INVESTMENT
- EUROSIF SRI STUDY 2010

BY 2015, THE RESPONSIBLE INVESTMENT MARKET IS EXPECTED TO REACH BETWEEN 15-20% OF TOTAL GLOBAL ASSETS UNDER MANAGEMENT
- 2008 ROBECO AND BOOZ & CO REPORT

YOUR INVESTMENT

- On-line program modeled on other professional certifications
- 70-80 hours of self study
- Flexible learning hours
- Taught by leading professionals in the field, the Program covers 6 modules: Sustainability Overview, Governance, Ethics, Social Sustainability, Environmental Sustainability and Sustainable Finance

OPPORTUNITIES

- Start date: Sept. 2011

YOUR RETURN

- Make informed choices regarding investment opportunities that take into account environmental, social, ethical, and governance considerations
- Provide investment advice that considers a person's personal values, along with their financial goals
- Practice and be knowledgeable of sustainability initiatives in the business world and the advantages that encompass a newly evolving concept

OUR SUPPORTING PARTNERS

- Addenda Capital
- Caisse de dépôt et placement du Québec
- Cascades
- Desjardins
- GLR
- Osisko

Corporate Roundtable and Shared Learning

Corporations have some of the greatest ability to affect change and have an impact on creating a sustainable world community. To that end, DOCSE invites corporate leaders as well as more entrepreneurial business executives into dialogues about major environmental and social issues. This allows us to learn about the steps being taken at different levels and discern where major gaps exist. Moreover, this process provides an opportunity for green leaders to share their success and for companies to learn from their peers.

Corporate Training

Last year DOCSE provided management training workshops on sustainable enterprise for Rona and RSM Richter. These workshops were conducted by Stephanie Berger, Charles Cho and Paul Shrivastava.



Social Media

The social media activities of DOCSE were launched in Fall 2010. To date, the social media presence includes Twitter, Facebook, LinkedIn, and a blog. DOCSE's social media activities are intended to engage a younger demographic on issues related to sustainability. Some of the ideas shared through our social media channels include assisting consumers in making sustainable purchasing decisions, providing individuals' methods to lead more sustainable lifestyles, and disseminating information about DOCSE's scholarly research findings.

Please join us to get the latest information and updates!



Check out the Sustainable Enterprise Blog Project



Join us on Facebook®



Join us on LinkedIn®



Join us on Twitter®

TEACHING, CURRICULUM & STUDENT SUPPORT

With the help of faculty interested in sustainability, the David O'Brien Centre for Sustainable Enterprise (DOCSE) has developed and continues to develop themed new courses on Sustainability and Corporate Social Responsibility. DOCSE believes that students are important stakeholders in our mission to enhance sustainable enterprise. These courses give our students an opportunity to gain some expertise in areas related to sustainable enterprise. In addition to our own courses, we are identifying sustainability courses from around the university suitable for JMSB students. The Centre has developed programs to enable students to gain experience in sustainability not just as part of their courses but out of the classroom as well. We look forward to continue to develop student programs with the involvement of student input and engagement.



JMSB SUSTAINABILITY COURSES

Executive MBA Courses

EMBA 699: STRATEGY FOR A SUSTAINABLE WORLD

Dean Sanjay Sharma, JMSB

MBA Courses

MANA 695: GLOBAL CLIMATE CHANGE: BUSINESS OPPORTUNITIES AND THREATS

Dr. Paul Shrivastava, David O'Brien Distinguished Professor and Director of David O'Brien Centre for Sustainable Enterprise

MBA 625: MANAGING STRATEGIC ACTION (STRATEGY AND SOCIAL RESPONSIBILITY IN ACTION)

Catalin Ratiu, PhD Candidate and Lecturer, Management Department

MANA 695U: SUSTAINABLE BUSINESS STRATEGIES

Dr. Raymond Paquin, Assistant Professor, Management Department

MSc Courses

MARK 672Y: SOCIAL RESPONSIBILITY AND PUBLIC POLICY IN MARKETING

Dr. H. Onur Bodur, Associate Professor, Marketing Department

COMM 299S: SUSTAINABLE MANAGEMENT

Dr. Paul Shrivastava, David O'Brien Distinguished Professor and Director of David O'Brien Centre for Sustainable Enterprise

MANA 369: BUSINESS AND SUSTAINABILITY

Dr. Raymond Paquin, Assistant Professor, Management Department



The Volunteer Program aims to provide students with exposure to sustainability through research, service delivery and support roles. The aim is to provide students with tasks that suit their interests, expectations and time schedule. This program is open to both graduate and undergraduate students. Volunteers have access to all of DOCSE's events and activities and play in role in the creation of new programs. A volunteer certificate is also provided at the successful end of a volunteer term.

If you are interested to be a DOCSE volunteer, please contact us at sustainable@jmsb.concordia.ca

JMSB SUSTAINABLE INTERNSHIP PROGRAM

Apart from developing sustainability knowledge in the classroom, DOCSE together with the John Molson Career Management Services (CMS), offer students a chance to gain valuable, hands-on experience working in a company on sustainability related challenges.

The program offers organizations the opportunity to benefit from the business skills, diverse talents and experience of students from various business disciplines and backgrounds. Organizations also receive the additional help from eager and motivated students who want to make a difference.

There were 20 organizations participating in the internship program this year and 16 students who have successfully completed internships and obtained their JMSB Sustainable Internship completion certificate.

JMSB SUSTAINABLE INTERNSHIP PROGRAM TESTIMONIALS:

"Four Green Steps is proud to have participated in the DOCSE-CMS Sustainable Internship Program. We are a Canadian-based global organization that is a mix of business and non-profit devoted to a greener future. Our goal is to provide every type of eco-friendly sustainable product on the market by building the internet's largest online green shopping marketplace to show that all goods or services can be replaced with a green substitute. We supply a unique free environmental curriculum to schools worldwide, up-to-date information on environmental topics, community participation plus. Our mode of operations allowed our Interns to direct their internships towards their future business interests and participate closely with management. Their involvement in Four Green Steps was diverse and they would be welcomed in the future as employees should the opportunity arise. We look forward to a continued partnership with the DOCSE-CMS Sustainable Internship Program for many years to come."

Jaye Yarrow, President, Four Green Steps
fourgreensteps.com

"As a modern undergraduate commerce student, learning about sustainable business practices is of paramount importance. The John Molson Sustainable Internship Program goes a step further. It provides students an opportunity not only to learn about sustainable business, but to actively gain experience in such fields. Learning about sustainability is important, yet active experience in sustainable business is invaluable"

Jamal Tekleweld, Social Business Research Intern: St. James the Apostle Church Green Roof Project (Winter 2011), Business Revolutionary Intern: Cambium Consulting (Summer 2011).

"Having been given the opportunity to work through the John Molson Sustainable Internship Program offered me the insight and knowledge of what challenges and rewards lie ahead in the field of sustainability. This field is growing and will continue to grow for our next generations to come. In this work term, I learned with the continuous support of the President of the company that in this work, it takes patience, perseverance and conviction in this cause to reap its benefits."

Ahmad Khan, Marketing Specialist Intern: eCause Canada Inc. (Winter 2011).



For more information: Johnmolson.concordia.ca/sip

EVENTS



The David O'Brien Centre for Sustainable Enterprise (DOCSE) hosts events to expose the Concordia community to sustainability and to the environmental and social issues facing businesses today. DOCSE also helps to support sustainability related events and conferences that our various partners organize for both the Concordia community as well as for businesses and associations. These events provide the opportunity for researchers, students, business practitioners and community members to come and meet each other as well as learn from one another.

DOCSE EVENTS



DOCSE is committed to:

- Advancing scholarly research endeavours
- Creating world-class teaching and learning opportunities
- Developing community outreach initiatives

350.ORG

From JMSB to the roof of the president's house in the Maldives, people from 183 nations joined the largest day of carbon-cutting the planet has ever seen on 10/10/10 for a day of practical climate action. 350.org promotes events to build a grassroots movement to solve the climate crisis. '350' represents the parts per million (ppm) of CO₂ in the atmosphere that is considered the safe upper limits of carbon in the atmosphere – currently the atmosphere contains 388ppm. In order to spread awareness of this urgency to reduce the carbon dioxide concentration in the atmosphere, DOCSE organized a walking tour of Mt. Royal.

Participants wore the numbers 3, 5 or 0 on their back with specific pledges of the efforts they will make to reduce their personal carbon footprint.

EARTH DAY

Earth Day began in 1970 to promote awareness of environmental issues and the solutions to help. For Earth Day 2011, DOCSE promoted the benefits of pesticide and herbicide free produce, demonstrated the use of art to spread awareness of sustainability and made us look at money in a different light.

The activities of the day included:

- A taste test of store-bought tomatoes and those grown without pesticides and herbicides by our partner, Lufa Farms. Lufa Farms is Montreal's own rooftop greenhouse growing hydroponically produced vegetables which it sells to the public by offering a weekly vegetable basket service (Community Supported Agriculture – CSA baskets).
- A sustainable artwork showcase provided by Concordia University's Fine Arts Department
- Money used as a piece of art



DOCSE END OF YEAR PARTY

DOCSE held an end-of-year party with its faculty and staff celebrating 1 year of teamwork and success! The party was a sustainable cooking workshop lead by a private chef, held at the Centre's director, Paul Shrivastava's loft. Attendees learned how to prep, cook and eat vegetarian meals, while getting to know their fellow DOCSE members. Delicious vegetarian food, accompanied with organic wine, made for a tasty treat during this memorable party, which had one goal in mind, having fun!



INTERDISCIPLINARY RESEARCH MEETINGS

Collaboration and sharing can lead to many opportunities therefore DOCSE has organized several topic specific research meetings consisting of researchers across faculties. The most recent meetings have focused on Art and Sustainability and Climate Change. We look forward to hosting more of these in the future to foster potential cross-faculty research projects.

CORPORATE ROUNDTABLE

Corporations have some of the greatest ability to affect change and have an impact on creating a sustainable world community. To that end, DOCSE invites researchers, corporate leaders as well as more entrepreneurial business executives into dialogues about major environmental and social issues. This allows us to learn about the steps being taken at different levels and discern where major gaps exist. Moreover, this process provides an opportunity for green leaders to share their success and for companies to learn from their peers. This year, there have been over 15 new companies who have joined and participated in our Corporate Roundtable meetings.

DOCSE has three over-arching programs:
Research on Sustainable Enterprise
Curriculum and Student Support
Outreach to Organizations

CONFERENCES

This year the David O'Brien Centre for Sustainable Enterprise (DOCSE) was one of the sponsors for the following events:

BUSINESS BEYOND TOMORROW CONFERENCE

March 11, 2011

This 200 plus attendee conference was co-organized by student groups from both McGill University and HEC Montreal. The key speakers included Bob Willard, Claude Ouimet, John B. Fullerton and Vandana Shiva who presented via video. The conference covered the 3 pillars of sustainability; ecology, economy and social issues through topics such as entrepreneurship, renewable energy, green marketing, social enterprise and sustainability consulting.

For more information: jsg-jmsb.ca

TAR/OIL SANDS: A BALANCED DISCUSSION

March 2, 2011

A recent poll commissioned by the CBC provides insight into whether the average Canadian has a basic understanding of this important national resource. The poll found that about four out of 10 Canadians either haven't even heard of the Alberta sands or are indifferent to their development.

A panel presentation featuring Don Thompson, President of the Oil Sands Development Group, Cam Fenton from Climate Justice Montreal and Cheryl Gladu shared the pros and cons behind this controversial topic. This discussion led to quite a lively debate and despite having far from solved the issue at hand, participants gained valuable knowledge surrounding the Alberta Oil/Tar Sands.



THE JOHN MOLSON MBA INTERNATIONAL CASE COMPETITION

January 3-8, 2011

A not-for-profit event organized by a team of four MBA students from JMSB. The competition is open to top business schools worldwide, and is recognized as the largest competition of its kind. Its main purpose is to bridge the gap between corporate and academic worlds, which ultimately enriches both students and executives alike.

DOCSE helped support the numerous sustainability initiatives undertaken in the planning and execution of this event. The case competition team made responsible choices when it came to the hotel, food, communications, fund raising and materials used throughout the case competition.

For more information: mbacasecomp.com

IIM SHILLONG INTERNATIONAL CONFERENCE 2010 – SUSTAINABILITY: MANAGEMENT & BEYOND

December 8-10, 2010

The Indian Institute of Management in Shillong is located in the Northeast of India and was inaugurated in 2008. The goal of its first international 2-day conference in December 2010 was to create an ongoing dialogue and learning experience on the various elements of sustainability between various thinkers, academics, business leaders, government officials, civil society groups and grass root activists. Leveraging the unique assets and expertise of IIM Shillong as a hub of sustainability in business, this conference covered global perspectives and practices, keeping in view national priorities as well as regional challenges. The goal of the conference was accomplished through the participation of personalities including Padma Vibhushan Shri. Sunderlal Bahuguna, a noted environmentalist and keynote address by DOCSE Director Dr. Paul Shrivastava.

For more information: iimshillong.in

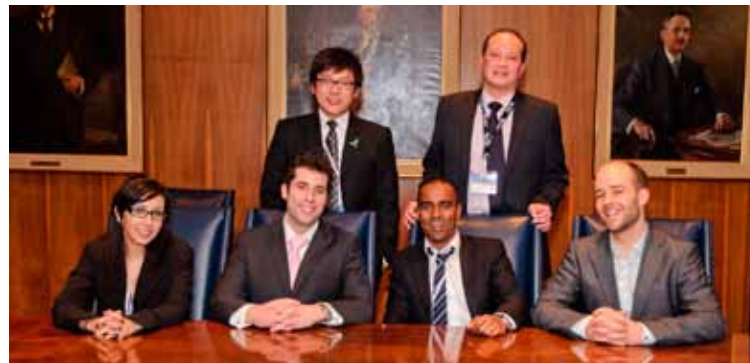
DOCSE focuses its efforts on guiding organizations toward holistic sustainable strategies that are rooted in innovation and enterprise development.

JSG SUSTAINABLE FINANCE SPEAKER SERIES

November 12, 2010

The John Molson Sustainable Business Group (JSG) is a graduate and undergraduate student association that provides business students with the resources to effectively and professionally incorporate sustainability in their pursuit of becoming ecologically aware, socially just, and economically responsible business leaders. This event provided a platform where ideas, concepts, initiatives and thoughts were exchanged on the matter of Sustainable Finance. Over 100 participants were taken through the details of sustainable finance throughout the day by the ten speakers who were from organizations including Desjardins, Caisse de Depot, the Royal Bank of Canada, the Montreal Microfinance Club and Montreal Finance Sustainability Initiative (FSI).

For more information: jsg-jmsb.ca



DOCSE COMMUNITY COLLABORATIONS

EYE4IMPACT

March 29, 2011

At the invitation of Mr. Geoffrey Moore, organizer of Eye4Impact, DOCSE coordinated 10 students to attend the inaugural event luncheon on March 29th, 2011. A special student Q & A was arranged with the speaker, Russell Read, Chairman and Managing Partner, C Change Investments. Dr. Read presented "The Next Wave in Effective Green Investing".

For more information: eye4impact.org



SUSTAINABLE CHAMPION AWARD GALA

March 9, 2011

The Sustainable Champion Award Gala is an annual event organized by the Hub, a group consisting of the sustainability related departments, associations and centres at Concordia University. This year, the award gala took place on March 9, 2011 at the Loyola Chapel. As a member of the Hub, DOCSE collaborated on this event which awarded 10 nominated members of the Concordia community for their outstanding contributions to sustainability at the university.



CAP FINANCE

December 9, 2010

CAP Finance is a network of solidarity finance in Quebec. The network also seeks to increase the expertise in this evolving field and to be the leading resource centre in Quebec. DOCSE was pleased to co-sponsor the launch of this new network of organizations and institutions in solidarity finance in Quebec.

For more information: capfinance.ca

LOYOLA PUBLIC LECTURE SERIES ON ETHICS IN SOCIETY

October 20, 2010

On October 20, 2010, the Loyola Alumni Association in collaboration with the Department of Theological Studies and DOCSE presented Chris Lowney, author of *Heroic Leadership: Best Practices from a 450 Year-Old Company that Changed the World*. The talk was entitled "What 21st Century Leaders Can Learn from 16th Century Jesuits: Lessons from the 2008 Wall Street Meltdown".

CONTACT US

David O'Brien Centre for Sustainable Enterprise

John Molson School of Business, Concordia University
1450 Guy, MB 6.327
Montreal, QC, Canada H3H 0A1

Phone: 514-848-2424 ext. 5131

Email: sustainable@jmsb.concordia.ca

johnmolson.concordia.ca/sustainable

