



DID YOU KNOW?

Last March, **Avon** contributed 1 million dollars to the Nature Conservancy to launch a green initiative called, **Hello Green Tomorrow**- this group is made up of 6.2 million Avon Sales Representatives worldwide and their mission will be to replant the Atlantic Rainforest in South America. 2 million trees will be planted!!!!!!

DID YOU KNOW?

Sainte-Anne-de-Bellevue recently became Quebec's second Certified Fair Trade Town.



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A NOTE FROM THE EDITOR,

Shelly Elsliger, JMSB Career Management Services

It's that time of year again! Welcome to all new JMSB students and welcome back to all of you who are returning. Even though September is busy, it is a great time to get involved. This will not only make your experience at JMSB a lot more fulfilling; you will make new friends and develop skills that will help you to build your career profile as well as market yourself to employers.

JMSB has ample opportunity for every JMSB student to get involved. There are student associations, case competitions and even volunteer programs at Career Management Services (CMS).

And...if you are interested in learning more about Sustainable Business, why not learn about and get involved with the John Molson Sustainable Business Group (JSG)? The mission of JSG is to provide valuable resources for future leaders who want to be more eco-friendly, socially involved and connected as well as economically responsible in their approach to business.

Have fun! But always keep in mind, that ultimately you are the manager of your academic experience at JMSB as well as your career development! It is never too early to begin!

By the way, do not forget to register with CMS!

johnmolson.concordia.ca/en/career-services/students

All the best!

Shelly Elsliger



The Golden “GLOBE”

Submitted by the Globe Electric Team



Globe is a Montreal based, consumer products company focused on creating innovative lighting solutions for mass-market retailers. The company, now located in Pointe-Claire, has evolved from its modest store front beginnings on St-Laurent Boulevard in 1932, to a leading national brand in the Canadian and US markets with product offerings in the Residential Bulb, Electrical and Lighting sector. With fifteen categories, ranging from the newest technology in light bulbs, to fashionable indoor and decorative lighting, Globe continues to grow and succeed based on our passion for innovation and a desire to compete in an ever-changing marketplace.

Taking our motto as the “*creative energy company*” as inspiration and guide, Globe is leading the way in sustainable lighting solutions by developing and sourcing new products that are more environmentally friendly and socially responsible.

The initial response was creation of the *enersaver*® bulb line to satisfy this energy efficiency need. All of the bulbs in this line are ENERGY STAR® certified, designed to last longer and reduce energy consumption. Building on this success, Globe launched a series of ENERGY STAR® certified lighting fixtures, which represent the meeting point of beauty, technology, and savings. In 2009, Globe was presented with the *Emerging Partner Award* by ENERGY STAR in honor of Globe’s continued commitment to sustainability in new product development.

Globe is an environmentally conscious manufacturer actively seeking out ways to improve the packaging of our products while minimizing our environmental footprint. Globe has also made inroads in both Canada and the US by partnering with hydroelectric utilities to develop programs at mass retailers that will increase the amount of energy efficient products that are released into the market, further encouraging environmentally intelligent purchases. Globe continues to be on the cutting edge of research and development of the new green technologies, such as LEDs.

Globe’s 2010 strategy has evolved to include socially responsible business projects such as the launch of our *Bright Future Campaign*. Starting in October, the Canadian Breast Cancer Foundation will receive a portion of the sales revenue generated from a specially designed product line which will go to support breast cancer research.

Globe believes that even small individual steps make a big difference in the fight against climate change and the building of social awareness. Consumers are looking for cost effective and energy saving products to help do their part to improve the environment. Help to reduce your environmental footprint by seeking out Globe Enersaver bulbs and lighting fixtures to make a difference!

The JMSB Sustainable Internship Program



Please forward any inquiries to:

Program Managers

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(514) 707-6747

Chantal Forgues
(514) 848-2424 (4230)

sustainable.internships@jmsb.concordia.ca

The JMSB Sustainable Internship Program is a joint program between the David O’Brien Centre for Sustainable Enterprise and Career Management Services (CMS). The objective of the JMSB Sustainable Internship Program is to give undergraduate and graduate students at the John Molson School of Business (JMSB) the opportunity to gain valuable and related hands-on experience within the domain of sustainability.

All JMSB Sustainable Internships deal with some aspect of sustainability whether it is CSR, ethics, diversity, social economy, socio-economic development or any other related field. The intern has the opportunity to work on diverse projects and tasks during the internship period and interact with the organizing committees of these projects.

Internship applications are open to all students currently enrolled in the JMSB faculty as well as JMSB alumni. Upon completion of an internship in the JMSB Sustainable Internship Program, students will be required to prepare a short presentation about the internship experience and the knowledge gained of sustainability in business. Students will receive a completion certificate once the internship and the presentation are completed.

Opportunities are posted on the CMS job board at:

johnmolson.concordia.ca/resources/cms/job-postings

DID YOU KNOW?

The **World Energy Council**, is made up of 93 national committees and 3000 member organizations promoting sustainable supply and energy use all over the world.

wecmontreal2010.ca

DID YOU KNOW?

There is a way for hair salons, pet groomers, fleece farmers, hairy individuals, & pet owners to play a significant role in cleaning up that gulf spill? Help recycle renewable and useful fiber by getting involved and putting all of fleece, feathers hair and nylon to good use. Go to:

matteroftrust.org



2010 Accolades Gala – 25 years of excellence

The West Island of Montreal Chamber of Commerce Recognizes Business Excellence



La Chambre de commerce de l'Ouest-de-l'Île de Montréal
The West Island of Montreal Chamber of Commerce

June 4th 2010 –The West Island of Montreal Chamber of Commerce (WIMCC) presented its **Accolades 2010** awards at its annual Gala.

They acknowledged the accomplishments of local businesses. The Grand Jury, comprised of independent business people, selected 31 finalists in 10 categories. The candidates had to describe their greatest achievement in the past twelve months and explain how this accomplishment created a competitive advantage.

The winner in the **Ecosustainable Production and Design** category was: **JASZTEX FIBERS INC.**

jasztex.com



Founded in 1984, **Jasztex** engages in the manufacturing and recycling of textiles and transformation of these recycled fibers into added value finished products. Jasztex has distinguished itself in the nonwoven fabrics industry for its constant innovation, dynamism and excellent customer service.

The West Island of Montreal Chamber of Commerce is a non-profit organization whose mission is to encourage and promote, through services and activities, the economic well being of the local business community.

wimcc.ca



The Corporate Knight's Best 50 Corporate Citizens 2010

DID YOU KNOW?

Montreal Green Drinks meet the last Monday or Tuesday of every month from 5 to 7:30 PM in the Thomson House restaurant (downstairs) at McGill University, 3650 McTavish (514-398-3756). For more information and/or to be added to our email list please contact us at greendrinksmtreal@gmail.com

DID YOU KNOW?

Walmart is on a drive to expose and share sustainable best practices. On February 10, 2010, Walmart launched sharegreen.ca to set the ground for companies, from large to small, a chance to be part of a virtual hub that will encourage awareness and sharing of successful sustainable business practices. A number of prominent companies like Heintz, MEC, Schneider Electric, Kraft, Stonyfield farms, Bullfrog Energy and Domtar (just to name a few) already have case studies up that you can review.

1. Mountain Equipment Co-op
2. Cooperators Group
3. Vancity
4. Hydro One
5. Loblaw Companies Limited
6. Sherritt International
7. SNC-Lavalin Group Inc.
8. Desjardins
9. IAMGOLD Corporation
10. IGM Financial
11. MDS Inc.
12. Nexen Inc.
13. ENMAX
14. Sun Life Financial Inc.
15. George Weston Limited
16. Toronto-Dominion Bank
17. Canadian National Railway Company
18. Cameco Corporation
19. Rona Inc.
20. Magna International Inc.
21. Sears Canada
22. HSBC Bank of Canada
23. BC Hydro and Power
24. First Quantum Minerals Ltd.
25. Canadian Broadcasting Corporation
26. Catalyst
27. Canada Post
28. Hydro-Quebec
29. Teck Resources Limited
30. Transcontinental
31. CANFOR CORPORATION
32. Husky Energy Inc.
33. Royal Bank of Canada
34. Westport Innovations Inc.
35. Enbridge Inc.
36. Norbord Inc.
37. Saskatchewan Power
38. EnCana Corporation
39. Kinross Gold Corporation
40. Power Corp. of Canada
41. Agrium Inc.
42. Bank of Nova Scotia
43. Tembec
44. Cascades Inc.
45. Caisse de dépôt et placement du Québec
46. Thomson Reuters Corporation
47. Suncor Energy Inc.
48. Bombardier Inc.
49. Manitoba Telecom Services Inc.
50. Canadian Imperial Bank Of Commerce

Taken from
corporateknights.ca

GREEN JOB SEARCH IN TORONTO

Climate Change

climateactionnetwork.ca

Renewable energy

planetfriendly.net/energy.html#orgs

Green business

greenenterprise.net

Networking

The Sustainability Network

sustainabilitynetwork.ca

Green Drinks Toronto

greendrinks.org/ON/Toronto

Toronto Greenhouse

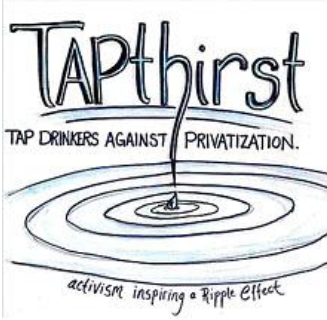
torontogreenhouse.com

Recruitment

environmentalrecruiting.com

FOR A BOTTLE-FREE CONCORDIA

By: Laura Beach, Co-Founder TAPthirst, Intern, Concordia Food Systems Project



As this new fall semester kicks off so too does one of the biggest sustainability campaigns to ever hit Concordia University. The battle against bottled water has come to a head this year - Concordia's exclusivity contract with Pepsico is due to expire in December 2010 and the support for a bottled water campus and a better (more environmentally and socially responsible) beverage contract has come pouring in from students, student associations, faculty members, staff and Concordia's own Environmental Advisory Committee.

The fight for water rights is echoed around the globe. This July, after more than 15 years of debate, the United Nations General Assembly formally recognized access to safe and clean drinking water and sanitation as a human right. This is a gigantic step forward in the battle to halt the privatization of water, the stuff of life that sustains us all. Indeed, the recognition that water is a necessity to life and should not be commodified (as bottled water, for example) like so many other natural resources represents a pivotal shift towards global sustainability. This shift in ideology is reflected in bottled water sales across North America – for the second year in a row sales have gone down, by 1.0% in 2008 and by 2.5% in 2009. Add to this the increase in sales for reusable drinking bottles and it is clear that the trend towards taking back the tap is on the rise.

Two of the top reusable water bottles on the market come from companies Sigg and Klean Kanteen. Klean Kanteen offers a variety of sizes, all in stainless steel, from wide mouths to narrow, carrying anywhere from 12oz to 40oz. There's even offer an insulated wide mouth Kanteen that can be used for hot or cold beverages for utmost product versatility. Accessories include sports caps, flat caps, loop caps that can be clipped onto a bag or backpack, no-spill adapters for the thirsty person on-the-go. The Klean Kanteen look is simple – stainless steel with the Klean Kanteen logo in the centre. For those interested in a slightly more creative look, the Swiss made Sigg offers 144 different designs for bottles ranging from their 10oz kid's size up to 50oz. Established in 1908, "The Original Swiss Bottle" has been popular among outdoor enthusiasts for over 100 years. The sleek and beautiful design has recently become more popular among eco-minded trendsetters and in the university crowd and bottles have even been incorporated into the collection of the Museum of Modern Art in New-York. Sigg bottles are stainless steel and 100% recyclable, contributing to improving the world's carbon footprint. They too offer an insulated bottle that can be used for hot or cold beverages. Unlike plastic, stainless steel won't hold onto the taste of your morning coffee, so feel free to use these bottles interchangeably! Sigg bottles can be found at almost any outdoor equipment outfitters or health food shop and can now even be found in some pharmacies and popular grocery store chains. Klean Kanteens are likewise available and can also be purchased at Le Frigo Vert, Concordia's local socially and environmentally responsible food cooperative. For those looking for even more of a creative license, check out skinthebottle.com – a site that allows you to choose from hundreds of images to 'skin' your bottle, or even use photos or images of your very own!

With the expiration of our Pepsico beverage contract Concordia could become the 8th campus in Canada and the 1st university in Quebec to boast a bottled water free campus. It is an incredible opportunity to reconsider the way that the university sources its beverage products and to apply Concordia's own environmental policy and honor our commitment to sustainability. (**Concordia University Environmental Policy, page 2, paragraph 5**).

If, for example, Concordia were to source their products from a local distribution company, they would have the opportunity of supporting product lines such as the Black River Juice Company and Blue Sky Soda – both of which are dedicated to providing socially and environmentally responsible, health-conscious products. The Black River Juice Company operates out of the Eastern Townships in Ontario and works closely with local fruit producers to make all natural juices with no chemicals or preservatives. They are mindful of consumers' concerns regarding genetically modified foods and pesticides and as such are expanding their selection of





organic juices. Blue Sky Soda likewise provides all-natural, “better-for-you alternatives” without preservatives, additives, artificial colors, flavors and caffeine. The company offers several lines that are healthier alternatives to traditional soda pop – organic, all-natural, calorie-free and tea based sodas.

The Cooperative D’Alentour is a distributor based out of Sherbrooke, Quebec. They supply the Black River products outlined above, as well as many other health and environmentally conscious product lines. Currently supplying to L’Université du Québec à Montréal (UQAM) and L’Université de Sherbrooke, as well as number of CEGEPs throughout the province, Cooperative D’Alentour has a strong commitment to quality, consumer satisfaction and sustainability. They only carry products that adhere to the values of the Cooperative – no glucose fructose, no refined sugar, health conscious, organic where possible, no preservatives – and try to source as locally as possible. Sourcing locally takes on a hierarchical approach as the Cooperative looks for products first in Quebec, then Ontario (primarily the Eastern Townships), and finally the rest of Canada. The Cooperative only supplies within the province of Quebec, in an effort to reduce the number of food miles each product travels as well as the fossil fuels used in transportation. They are committed to waste reduction strategies, cutting down on unnecessary packaging and recycling wherever possible. They even have a partnership with Recyc Quebec.

Concordia’s exclusivity contract with Pepsico is expiring at the end of this fall semester. With the termination of this contract we have the opportunity to source our beverage products from environmentally minded, health conscious distribution companies like the cooperative outlined above. The question remains: as the market for healthier, more sustainable alternatives continues to grow will Concordia University be ahead of the pack in supplying students with choices more suitable to a sustainable lifestyle, or will we continue to have Pepsi products and Pepsi products alone in our vending machines?

The choice is ours!

To sign the petition for a bottled water free Concordia:

csu.qc.ca/index.php?module=bkbPetition&func=sign&id=5&catid=-1

For more information visit:

storyofstuff.org/bottledwater/

taphirst.blogspot.com/

taphirst.qpirgmcgill.org/

insidethebottle.org

tappedthemovie.com



WORKCABIN JOBSEARCH TIP: Start process toward spring job hunt now

By Gregg McLachlan, WorkCabin.ca

Are you using social media in the hopes that you’ll land a job? Are you simply searching Tweets for #jobs? Well, that’s certainly one obvious way to generate leads, but that’s what the crowd is doing. Savvy job hunters take a different approach. If you’re looking to get a job next spring, now is the perfect time to begin your strategy utilizing social media. Social media is about relationship building and that can take many months. No matter whom you are following or interacting with on Twitter or Facebook, you need time to build your relationships through frequent interaction. On sites like Twitter and Facebook, you are unlikely to connect directly with the head of human resources of an organization or company. These people are usually too busy to be Tweeting all day.

DID YOU KNOW?

Want to be MORE responsible in regards to where you spend your money? The **bullfrogpowered Green Directory** will help you locate products/ services of companies/organizations 100% support green electricity. Check out the directory at: bullfrogpower.com/powered/directory.cfm

But don't let that deter your efforts. Sure, you may not be retweeting, chatting, or direct messaging with the head of human resources of a company. But, you are still interacting with an employee of a company or organization. And these people talk with co-workers. Possibly, they'll talk about you. Successful Tweeters make people talk about them when they're offline too. Of course, don't follow someone today, and ask about a job tomorrow. That's not relationship building. It won't earn you a referral either. Take your time. Get to know the people you are engaged with on social media. If you are job hunting, target 40 to 60 organizations or companies on social networks. Then, start building those relationships we often talk about. If you build successful relationships, it can pay off with a direct message that a job is available or about to come up.

You should have no trouble finding target organizations or companies. Sixty-five per cent of companies plan to increase the use of social media in 2010, according to a Watson Wyatt Communication ROI study.

Just remember this fact too: 75% of recruiters and HR professionals now frequently check online sources to research applicants, and 70% of recruiters and HR professionals say they have rejected applicants after searching online sources, according to a Microsoft's study, Online Reputation in a Connected World.

Here's wishing you success incorporating social media into your goals for getting the job you want.

***Gregg McLachlan is the founder of WorkCabin.ca, Canada's Environmental Job Site, and a communications consultant who uses social media everyday to build successful relationships.*



Les professionnels RH peuvent-ils devenir des leaders de la responsabilité sociale ?

*Esther Dormagen, MBA McGill, CRHA, Associée,
Responsabilité Sociale, Optim Ressources*
optim-ressources.ca

Some interesting facts:

MEC is a member of the Fair Labour Association
IKEA has work/life balance incentives for working moms.

HSBC uses pumped water from lake Ontario to cool both its Head Office and Flagship store.

Unilever has a Sustainable Fisheries Program in conjunction with WWF

Les notions de responsabilité sociale, ou développement durable sont de plus en plus intégrées dans les organisations, aussi bien dans les entreprises qu'au niveau municipal. Différentes raisons animent les organisations pour s'engager dans le changement et elles le font par des approches très différentes les unes des autres : une prise de conscience du dirigeant (Interface), l'engagement d'un département-clé de l'entreprise qui en fait une opportunité d'innovation (Nike), la volonté de réduire ses risques, notamment de poursuites juridiques (pétrolières), la perspectives d'économies financières ou de développement de nouveaux marchés d'avenir (GE), etc. Plusieurs motivations se côtoient parfois, amenant un changement à plusieurs niveaux et impliquant de nombreuses personnes.

Ces processus requièrent de nouvelles compétences et des mécanismes de reconnaissance pour lesquels les professionnels RH sont des acteurs-clé. De plus, qu'il commence au niveau de la direction ou des opérations, le mouvement gagnera progressivement toutes les fonctions de l'entreprise. Il est très rare d'avoir une telle opportunité de rassembler l'ensemble des métiers autour d'objectifs, valeurs et projets communs.

*Source: Globe and Mail,
April 5, 2009*

DID YOU KNOW?

The Natural Step Canada (TNS)

was named the Environmental Employer of the Year for 2010 by ECO Canada!

Le rôle prépondérant des professionnels RH

Les professionnels RH ont donc l'opportunité de jouer un rôle essentiel dans l'implantation de la responsabilité sociale. D'abord, leur participation est indispensable au succès de toute démarche, car elle implique entre autres de nouvelles compétences et un changement culturel.

De plus, les DRH ont grandement intérêt à développer les bonnes pratiques en interne pour améliorer leur réputation employeur et leur taux de rétention. En effet, selon un sondage de Monster.ca au Canada (2008), 78 % des participants quitteraient leur emploi actuel en faveur d'un employeur " plus écologique " s'il avaient le choix. Et pour 83% des employés du G7, la réputation en matière de RSE augmente la loyauté envers l'employeur (GlobeScan 2006).

A plus long terme, d'autres impacts, de source environnementale mais aux conséquences humaines et économiques vont s'ajouter dans les casse-têtes des DRH, comme l'augmentation probable de l'absentéisme des employés victimes de phénomènes climatiques extrêmes ou souffrant de problèmes de santé liés aux changements climatiques et à la pollution (Selon l'Institut pour les études en économie et environnement, le non-respect des normes de qualité de l'air en Californie coûterait chaque année 28 milliards de dollars en raison des impacts sur la santé, comme l'asthme et les bronchites chroniques).

Planter une démarche de RSE dans l'organisation

Il existe plusieurs façons de déployer une démarche globale de RSE, mais toutes doivent normalement inclure un certain nombre d'éléments, mentionnés ci-dessous.

Créer un groupe de travail

Il est préférable de commencer à travailler avec un comité restreint, qui regroupera des membres de la direction et quelques personnes dont l'expertise est indispensable. Un membre du département RH, de préférence le DRH doit absolument faire partie du comité, non seulement parce que son expérience en conduite du changement est indispensable pour la réussite de l'ensemble du projet, mais aussi car il va avoir à implanter plusieurs initiatives dans ses processus RH.

Selon la taille de l'entreprise, il pourra y avoir un comité directeur et un groupe de travail moins senior, qui déploiera l'ensemble de la démarche et présentera ses travaux au comité directeur, qui lui-même viendra éventuellement les enrichir légèrement. Si le groupe de travail est bien choisi, il est rare que le comité directeur apporte beaucoup de changements.

Créer un langage commun sur la RSE

Il est indispensable que tous les participants à la démarche, puis par la suite l'ensemble des employés, comprennent les bases du DD et en quoi il concerne leur organisation. Il est frappant de constater les disparités de perception dans une même équipe, mais il est agréable de constater l'enthousiasme partagé lorsque tous élargissent leur vision du sujet et comprennent les liens entre ses différentes dimensions et les opportunités d'amélioration qu'il apporte.

Définir la vision

La vision est ce à quoi l'organisation aspire, ses ambitions en matière de DD et comment elle l'intègre à sa vision d'entreprise. Elle va guider l'ensemble de la stratégie. Les entreprises ayant une vision de DD incluant l'environnement, les aspects sociaux et communautaires et la performance économique sont encore rares. La plupart la réduisent encore à l'environnement. Elles sont encore plus rares à bien comprendre les interconnexions entre ces dimensions et les traitent de façon séparée.

Eco Standards Organizations:

Ashrae

ashrae.org

Boma BEST

bomabest.com

Canada Green Building Council

cagbc.org

Carpet and Rug Institute

carpet-rug.org

EcoLogo — Environmental Choice™ Program

environmentalchoice.com

Energy Star

oee.nrcan.gc.ca/residential/energysta-portal.cfm

EPA

epa.gov/WaterSense

EPEAT

epeat.net

Fair Trade

fairtrade.net/FloorScore

Forest Stewardship Council of Canada

fsccanada.org

Global Eco-labelling Network

globalecolabelling.net

GreenGuard Environmental Institute

greenguard.org

Green Seal

greenseal.org

US Green Building Council

usgbc.org

Resource: ecovert.ca



DID YOU KNOW?

CSRWire.ca distributes environmental and corporate social responsibility (CSR) important to future Canadian business leaders. It focuses on spreading the news about those organizations / companies that take a meaningful and honest approach to upholding CSR principles.

DID YOU KNOW?

Santropol Roulant started in 1995 as a very small Meals on Wheels Service. Check out its growth and read about their latest campaign, Sustaining Our Future at: santropolroulant.org

Analyser la situation actuelle et définir les priorités spécifiques à l'organisation

Le diagnostic de l'organisation permet de connaître ses faiblesses et ses forces pour atteindre sa vision. Le diagnostic permettra donc d'identifier les orientations stratégiques qui lui sont spécifiques. En effet, les changements climatiques sont un enjeu global, mais ne s'appliquent pas de la même façon à la Nouvelle Orléans où les ouragans sont terriblement meurtriers qu'à une entreprise de transformation laitière à Montréal !

Il est fréquent que le bilan soit incomplet, car peu d'organisations ont les systèmes permettant de suivre précisément leurs impacts environnementaux, ou auprès de la communauté. Les aspects relatifs aux employés sont en général mieux suivis. Une des actions prioritaires résultant de l'analyse est souvent de mettre en place les systèmes et indicateurs qui vont permettre de suivre la performance.

Bâtir des solutions créatives

Là encore, les solutions seront spécifiques à chaque organisation. Cette étape est habituellement plus habituelle pour les organisations qui savent mettre au point des plans d'action. La subtilité ici vient du fait de choisir des actions qui vont nous permettre d'atteindre notre vision, plutôt que de choisir des initiatives permettant de corriger nos faiblesses. Cette distinction est fondamentale puisqu'elle offre une grande possibilité d'innovation, plutôt que de rester dans une perspective d'amélioration.

Il est recommandé de créer une structure de collaboration avec certaines parties prenantes (candidats, employés, prestataires des services, fournisseurs, actionnaires...), quelle qu'en soit la forme et le moment où elle intervient. Il peut s'agir d'entrevues individuelles ou de focus groups avec des partenaires-clé (STM, Cascades), d'un comité de partenaires socio-économiques intervenant dans le choix des orientations (Alcoa), un forum citoyens permettant de recueillir les idées des résidents pour bâtir le plan d'action (ex : le forum de la Mauricie ou de l'arrondissement Ahuntsic), ou un comité thématique pour réfléchir à un enjeu et des solutions, par exemple sur l'intégration de la RSE dans l'image employeur (pas d'exemple connu à ce jour).

Des initiatives concrètes pour les professionnels RH

Les professionnels RH peuvent mettre en place un certain nombre de mesures concrètes dans leurs pratiques, d'une part afin d'aider à la mise en œuvre du plan et d'autre part car leurs pratiques doivent évoluer pour répondre aux nouvelles attentes. Voici quelques initiatives qui ont prouvé leur efficacité.

Développement des compétences / sensibilisation

- Faire travailler les hauts potentiels sur des projets à caractère social ou environnemental permettant de faire avancer la responsabilité sociale de l'organisation :
 - *Monter un partenariat stratégique avec une association caritative*
 - *Créer un nouveau produit basé sur les principes d'écoconception ou d'analyse de cycle de vie*
- Organiser un événement de sensibilisation au développement durable, avec conférences, expositions, jeu. Il existe maintenant du théâtre d'entreprise sur ce sujet.
- Organiser des activités caritatives pour les séminaires de cohésion d'équipe : servir des repas aux sans abris, nettoyer les berges d'une rivière, planter des arbres...

Conditions de travail et santé globale

- Le temps viendra où des candidats refuseront des offres d'emploi car le lieu de travail n'est accessible qu'en auto, leur imposant un poids financier et environnemental important. Les employeurs peuvent encore développer un avantage concurrentiel en adaptant les horaires de travail sur 4 jours et en développant le télétravail dans certains métiers.

DID YOU KNOW?

The John Molson School of Business is having the inaugural edition of the “MBA CSI and CMS 2010 Showcase: Opportunities in the Not-for-Profit Sector”

Date: Wednesday, November 10, 2010

Time: 10 a.m. to 3 p.m.

Location: EV Building Atrium (ground floor), 1195 Guy Street

Meet with representatives from various not-for-profit organizations and explore career options, volunteering opportunities and public service mandates.

This event is co-hosted by the John Molson School of Business' MBA Community Service Initiative (MBA CSI) and Career Management Services (CMS).

- Créer un programme de covoiturage ou souscrire à un service comme Communauto (la Ville de Gatineau a reçu un prix pour cette initiative).
- La nouvelle norme Entreprise en santé permet d'obtenir une certification du Bureau de Normalisation du Québec et qui peut avoir une portée très positive sur l'image employeur et la mobilisation interne.

Écologie au bureau

« L'écologie au bureau », menée par un groupe d'employés volontaires, est un projet très mobilisant et apportant des économies financières si la direction lui accorde de l'importance. Il permet de réduire la consommation de papier, de déchets, d'identifier des fournisseurs de détergents écologiques, de café équitable... Votre organisation peut aussi devenir un lieu de livraison des paniers bios.

Communication

- Expliquer la démarche et les initiatives de responsabilité sociale lors des entrevues d'embauche.
- Acheter des cadeaux d'entreprise ayant plus de sens qu'un produit de grande consommation (ex : produits UNICEF, Equita, un spa écolo, une place au théâtre...).
- Organiser des événements écoresponsables, par ex. la fête de fin d'année ou la journée portes ouvertes.

Philanthropie stratégique

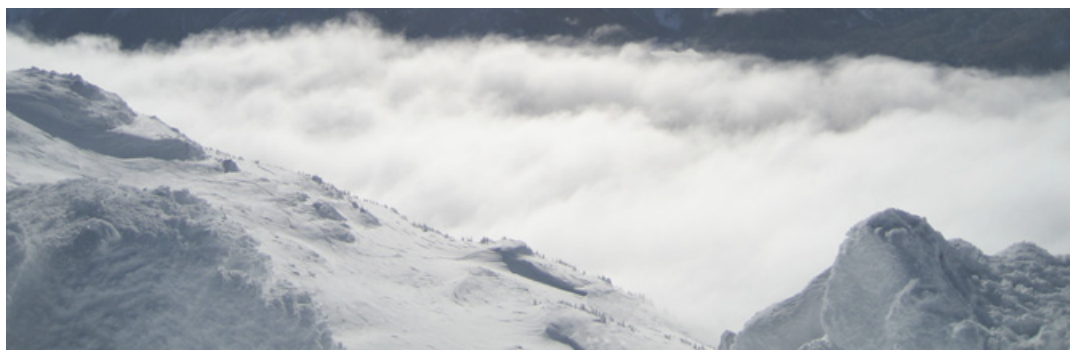
- La cause choisie par l'entreprise devrait avoir un rapport avec son activité et permettre aux employés de partager leur expertise technique (La Fnac, chaîne de librairies en France, s'est engagée dans la lutte contre l'illettrisme, SNC Lavalin et Habitat for Humanity).
- On peut proposer des congés solidaires, comme le font Deloitte et Abbott (projet du CECL et Uniterra qui offre des missions humanitaires courtes dans les pays en développement).
- L'association Bénévoles d'Affaires permet de s'impliquer au Québec en siégeant sur des Conseils d'Administration d'associations ou en effectuant des missions professionnelles.

Évaluation de la performance

- Fixer des objectifs collectifs ou individuels sur les initiatives environnementales et sociales sera progressivement indispensable pour faire changer les comportements. Chez L'Oréal, les usines ont des objectifs de réduction des déchets sur lesquels sont évalués les équipes terrain et les patrons d'usine. Les équipes RH sont aussi évaluées sur l'atteinte d'objectifs d'embauche de personnes handicapées.

Conclusion

Toutes ces initiatives sont des pistes de travail et chaque organisation devra développer celles qui sont le plus pertinentes pour elle. Elle devra faire preuve de patience, mais il est urgent d'agir. N'oublions pas que ce sont les personnes de talent qui mènent une entreprise à la réussite. Avec le soutien du chef de la direction, le gestionnaire des ressources humaines peut devenir un des leaders de la démarche et contribuer à l'attraction, la fidélisation et l'engagement des employés.



DID YOU KNOW?

TD Friends of the Environment Foundation (TD FEF) is a national organization, formed by TD Bank Financial Group, focuses on providing funds for local projects solely committed to preserving and protecting the environment.

Do you have your ecopasseport? Go to:

passeporteco.com

DID YOU KNOW?

McGill University is one of the universities going meatless on Mondays to improve their students well being and health as well as to improve their environmental impact? meatless Mondays was launched on Sept 13, 2010

Canadian Business for Social Responsibility's 8th Annual Summit on CSR: Collaborating for Sustainable Change

Toronto, October 21, 2010

How will the power of collaboration bring your CSR/sustainability strategy to life, maximizing the efforts of those engaged in CSR both inside and outside your organization? Learn how corporate and CSR leaders are driving meaningful change and accelerating innovation using a collaborative approach. To register and for details visit

cbsr.ca/summit



The Scoop on eCause Canada Inc.

By: *Joyce Shanks, Founder*

eCause.ca

eCause Canada provides a turn-key, profitable, fully sustainable, and earth friendly product fundraising system to schools, charities, and organizations, across this country. Its unique paperless and cost free fundraising system uses today's technology to make fundraising viral, without ever negatively impacting our health or our planet. One of the best parts is that the products available through eCause are themselves made by sustainable and socially responsible companies or NGOs, and are almost always calorie-free.

eCause has been a natural evolution of my work and experiences. My name is Joyce Shanks and I am the founder and president of eCause Canada Inc. I am a wife, a mom, a holistic health care practitioner, and a long time tree hugger. My background in tourism, event planning, fundraising, volunteering, and as a business-owner have all contributed to its establishment. Everything about us is green starting with our mascot TH, (short for Tree Hugger). Our ordering system is paperless, the products are quality made, name brands made of sustainable materials and we package and ship our goods in the most earth friendly way. We have made every effort to tread as lightly as possible on our earth. The back end at the office is green too. We are proud to work with our suppliers, many of whom are leaders in sustainable production and design.

Our personal well being is directly connected to the health of our planet. Having lived in Banff, Alberta in the Canadian Rockies for 9 years I saw first-hand our interconnection with our eco-systems. It is our responsibility to contribute, support and improve the health of our oceans, air, plant life, and wildlife. The future depends on our actions today. This concept is what governs our everyday actions at eCause Canada. eCause takes the philosophy and business model of people and planet and then profit very seriously.

The idea of Green Fundraising came to me in August, 08 while I was walking in Montreal's Weekend to End Breast Cancer. I had been selling top quality stainless steel bottles by Klean Kanteen™ in my clinic to encourage my clients to hydrate better from bottles other than plastic. This transition would not only benefit my clients health but our landfills would be less burdened, our oceans and marine life would suffer less, and our air would be cleaner. It has also been proven as well that the toxins and chemicals in plastics can also contribute to the incidence of cancers today. It occurred to me that if I sold these stainless steel bottles to the

DID YOU KNOW?

If WeRanTheWorld.com will throw you into taking action. If you have ever said: "I want to do something to change the world", then check out this site. It is important to stop, think and really question what you want REALLY care about and if you REALLY want to make a difference. It's about really putting words into action!!!!

DID YOU KNOW?

urban agriculture is growing in Toronto. Check out:

yongestreetmedia.ca/features/urbanfarming0811.aspx



event participants for less than retail, they could then be re-sold at fair market price to the end user with a sales profit going to the cause.

In the 35 years since I began fundraising I have supported various causes, organizations and national fundraising campaigns. Raising money can be challenging, but it is also extremely empowering because so much good comes from people working together towards one goal. eCause now makes fundraising even easier, more beneficial and less embarrassing than chasing after your colleagues down the corridor with an over-priced chocolate bar.

Now that I have a school aged daughter, I have come to realize that school fundraising is never-ending. Gym equipment, field trips, and special events all need funding, as much as medical research, Scout troupes, sports teams and choir groups. Traditional fundraisers don't really harmonize with today's beliefs or needs. eCause offers products that are practical and useful and top quality everyday items, at the same prices you would pay in your local stores. In reality eCause becomes a win, win, win, situation; for the planet, for the people, and profit for the cause. An added bonus that is also good for our own economy, at eCause we endeavour to work with as many local and Canadian companies as possible. Thinking globally and acting locally is incorporated into our model as well.

PLEASE think before you buy:

A simple guide to making more responsible choices as a consumer.

When faced with a choice of products, think about...

P: Packaging

Look at the packaging. Is it over-packaged? Can I reuse the packaging? Is it recyclable?

L: Location

Look at where the product is from. Is it produced locally or far away? Look at the store you are buying it from. Are you buying from a small independent store, a cooperative, a large store? What do you know about the sustainability policies of that store?

E: Essential

Do you really need the item? Can you live without it?

A: Alternative

Are there alternatives that are more sustainable? Can you buy the product in bulk or in refillable containers?

S: Story

What is the story of the product? What company produced it? What information is on the label about the company and what do these labels tell you about the product? What are the ingredients?

E: End of Life

Is the product durable? Is it disposable? Is it easy to recycle? Can I bring it back to the manufacturer? Can I donate it to charity when I am done or pass it on to someone else to use.

**Taken from "The Sustainable MBA: The Manager's Guide to Green Business" by Giselle Weybrecht*

DID YOU KNOW?

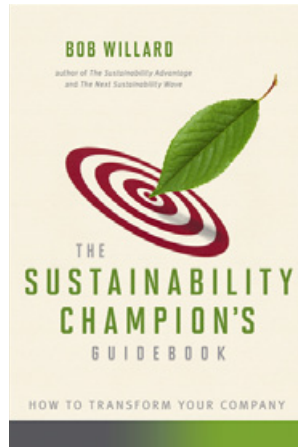
This year the international movement to unite the world in working towards solving the climate crisis will happen on **10-10-10**. Keep an eye on events happening in and around Montreal. Go to:

350.org

READ ALL ABOUT IT!

Check out Bob Willard's books: "**The Sustainability Champion's Guidebook**," his latest; which outlines how internal leaders can transform their companies to sustainable enterprises, "**The Sustainability Advantage**", and "**The Next Sustainability Wave**", are on the business justification for sustainability strategies.

Check out Bob's blog at:
sustainabilityadvantage.com



**Receiving the Sustainability Champion's Guidebook directly from Bob Willard during LEAD Canada's Professional Development Program-Cohort 16 this past August. The former IBM Senior Manager engaged the Cohort 16 members in an interesting and informative presentation on organizational change and sustainability in business.*

GET LINKEDIN to groups that are "GREEN"!



- Green Jobs and Careers
- Think Green
- Workcabin
- Smart Grids: Energy and Water
- Clean Economy Network
- Clean Techies around the World
- Carbon Market Business Network
- Eco-Hub Canada
- Corporate Environmental Sustainability
- CAPBC
- Thegreenpages.ca
- Canada Green Jobs and Career Network
- Green IT
- Planet Volunteer
- Canadian green Innovation Foundation
- Greentek
- Renewable Energy Jobs
- carbon Market Business Network



By: *Eric Steedman of Nexalogy Environics and Heather White of New Standards Research.*

nexalogyenvironics.com



Nexalogy Environics is a Montreal-based social media intelligence firm with a very powerful proprietary analytical software tool. Nexalogy Environics has been developing a novel approach to sustainability risk analysis and reputation positioning based on Actor Network Theory (ANT), a theory that maps relations that are simultaneously material (between things) and semiotic (between concepts). Nexalogy Environics has applied this technique to social media data with great success. ANT has been used to analyze and plan scientific research by governments for years. Networks are everywhere and influence the basic nature of human interaction and decision-making: on the Internet, in media, in business contacts, and in all aspects of nature from cells to galaxies.

Nexalogy Environics' blogosphere analysis technique identifies online social networks by calculating the number of co-occurrences of key words in the body of texts. The importance of the elements within the network is based not only on volume of postings, but the degree of their connectivity within the network environment. Key actors are identified by their links and position within the network. The most linked actors are identified as 'hubs' in the blogosphere. The ongoing activity of these actors can then be followed and analyzed, based on the key actor and key term resonance maps that graphically illustrate the nature of the subject matter landscape.

This unique graphical blog-based network analysis approach provides a window on the opinions and positions of companies, sector and stock analysts, activist both social and environmental, journalists, rock stars and concerned citizens. All are plotted out equally as actors. Exvisu calculates their positions in the debate and analyzes their discourses in order to evaluate the current and critical stakeholder issues and identify new opinion leaders, often before these issues and leaders make it to the printed or televised media.

Companies are increasingly focusing on reputation-enhancement strategies to reinforce positive public perceptions of sustainability within their global operations. Nexalogy Environics has undertaken a number of studies looking at specific issues related to CSR and the impact of reputational risk on business performance, with the goal of measuring the success of corporate sustainability strategies. The results have been surprising—the degree to which networks exist and influence the debate on key operational and business development factors has been seriously underestimated and often misunderstood by many companies. According to David Wheeler, Dean of the Business School at The University of Plymouth, this approach is key to understanding the dynamic nature of business value creation. "Think of the modern corporation less as a monolithic, fixed structure and more as an entity presiding over a kind of business ecosystem or a set of interlocking 'value based networks', where value is defined by the firm and its different stakeholders according to the nature of the relationship," Wheeler explains.

"The successful maintenance and extension of these self-reinforcing networks then becomes a very important corporate resource or intangible asset, as does the reputation associated with this capability."

An excellent illustration is the case of Alcan's recent experience in Iceland, where the company lost a May 2007 referendum on expanding a facility that ranks among its most efficient and profitable, due to the availability of low cost of local hydro-electric power, a key input in the production of aluminum. Nexalogy Environics's strategic blogosphere intelligence approach

DID YOU KNOW?

Nexalogy Environics

was founded in 2006 and has a staff of eight people in Montréal. The firm's past and present clients are located in the US, Canada, and Europe in several sectors: consumer products and packaged goods companies, mining and extraction companies, technology companies, communications and advertising agencies, media companies, government agencies, and the non-profit sector.

examined a specific set of corporate reputational risk factors faced by Alcan in Iceland, with specific comparison to its direct competitor, Alcoa. Both aluminium producers face the issue of expanding capacity at where hydro power costs are low, while encountering increasing resistance from both local and global stakeholder communities.

The investigation and analysis revealed that Alcoa and Alcan had trouble successfully overcoming challenges in winning community support for the expansion of their aluminium smelters in Iceland and elsewhere, and that Alcan must understand the larger societal issues at play, and that the real points of resistance are linked more to the general industrialization of Iceland's economy at the expense of the pristine Highlands areas. In Iceland there is also a growing general awareness and specific negative perception of other proposed new projects by Alcoa (in Trinidad) and Alcan (in India).

Nexalogy Environics is seeing strong demand for its services in the CSR and SRI industries, and is at present tailoring its approach to provide a valuable addition to existing SRI research methods. Understanding the social risk and value components inherent to stock prices will benefit shareholders and may ultimately provide the SRI industry with increased credibility and influence. If companies possess a sound understanding of their operating context before engaging stakeholders, they will save time and expense. Network analysis is a powerful means by which to better understand what people really think of companies and their sustainability performance.

Please visit nexalogyenvironics.com to read the entire Alcan Case Study and to find out more about Nexalogy Environics.

Managing risk and leveraging business opportunity through community stakeholder engagement

By Rachel Speiran

Stakeholder engagement involves considering the different interests that pertain to a business or the development of a project. In general, business-related stakeholders may include investors and shareholders, business partners, lenders, insurers, government, non-government organizations (NGOs), consumers, employees, suppliers and residents of local communities.

Managing risk through community stakeholder engagement

To protect the value of a company or project, environmental and social risks need to be considered in meaningful and effective ways. This often involves providing opportunities for local community stakeholder engagement, participation and consultation in a project. Many companies engage community stakeholders because their corporate social responsibility policies require it. Smart companies do it because they know it's good for business. From being better able to anticipate and mitigate risk to accessing local knowledge and innovation, the smart company knows that the integrity of their relationship with their community positions them well for emerging markets and the sustainability of their business operations. The success of a business fundamentally relies on its relationship with its stakeholders.

Beyond policies and mandates

How do we improve the way we engage and authentically connect to our community stakeholders?



DID YOU KNOW?

According to the **Canadian Environmental Sector Trends 2010: Labour Market Study**,

“Labour requirements in some industries are easily defined, such as in the construction industry, which is largely comprised of workers in a set of well-defined construction trades. This is not the case with the environmental sector, which is highly complex and is in a constant state of flux. The skills required in the sector are constantly changing in response to new innovation and the evolution of emerging environmental markets.”

ECO Canada. (2010). Canadian environmental sector trends 2010: Labour market study. Calgary, AB: ECO Canada

Most importantly, how do we go beyond corporate and government policies and examine how we often attempt to apply them? Moving beyond our checklists, we need to perceive and interpret sustainability mandates through the human dimension that falls within the policies we are aiming to operationalize. Regardless of what sector we find ourselves in, getting human is critical to success and yet when the stakes are high, we somehow seem to forget to be human.

The unpredictable human element of emotion has been traditionally perceived by business as negative and even taboo because of its inherent risk of interference to ‘rational’ decision-making and the bottom line. When surrounded and influenced by emotion, politics and diverse values and interests, how do you build solid relationships? What do you actually need to authentically and effectively connect? Let’s consider the elements that are common to both a community and a business agenda.



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Relationship & commitment

Get to know each other. Spend time together. Eat together. Drink together. Commit to the process of engaging. Fundamentally this requires trust and respect, even in (and especially in) the face of difference.

Resources & support:

Resources include the people dedicated to the relationship, time and money. Relationship-building requires support from senior management and the board of directors so proper resources are appropriately allocated.

DID YOU KNOW?

The Dutch bank ING will sponsor Toronto so that they can be part of the BIXI bike wave!

Communication & knowledge exchange:

So often the way we communicate actually inhibits our ability to relate. Communication medium (email, phone, fax, videoconferencing or in person meetings) and communication style (verbal and non-verbal) directly affect the quality of the relationship. Only once we get to a place of shared meaning can we exchange information about what we know, what we value and what we want. An exchange must be reciprocal.

Participation and collaboration:

Ensuring that diverse groups are able to participate involves making opportunities that are accessible and inclusive. This means widely advertising events and opportunities to get involved, choosing locations that are logistic-friendly, using language and terminology that can be understood, and being inter-culturally aware and sensitive.

Ownership & accountability:

Stakeholders need to own their decisions and be accountable for them. Honesty, transparency and the willingness to change are essential for sustainability in business but also in life itself. In a global economy where the public heavily scrutinizes business activity and the demand for socially responsible investing is on the rise, businesses have a choice as to how they engage and relate to the communities they operate in. Decision-making must involve healthy and strong relationships with stakeholders to be considered economically, environmentally and socially sustainable.

Meaningful human relationships are pivotal to successful business.

Rachel Speiran, M.A. is the Director of Speiran Consulting, an independent consulting company that specializes in community engagement and the social aspects of sustainability.

DID YOU KNOW?

Beads of Awareness

(BOA) operates in Canada & Uganda. 50% of gross revenue returns to Uganda-30% through job creation and 20% through charitable donations. Jewellery is made from recycled paper beads from business entrepreneurs and community groups. Go to:

beadsofawareness.org

Beads of Awareness



By Laura Schnurr and Thomas Prince

Beads of Awareness is a social business which sells beaded jewellery made in Uganda with re-used paper products. We purchase our products from Ugandan artisans and entrepreneurs, and work with community groups, re-investing 20% of our revenue in sustainable development projects to help empower youth, create employment opportunities and support education and knowledge sharing. We provide grants, micro-loans and technical assistance to community based organizations in the Acholi-land region of northern Uganda. Our philosophy of business, and how we see ourselves as a social enterprise, is built upon core values of co-operation and community, responsible globalization and Fairtrade, activism, environment and awareness. To learn more about Beads of Awareness please visit our website

beadsofawareness.org

The founders of the company are both Concordia undergraduate students. Concordia University has been a great supporter of Beads of Awareness, with professors and students helping to develop and advertise the company. At the JMSB Sustainable Business conference in March 2010 Beads of Awareness was able to connect with students, faculty and the Montreal business community dedicated to sustainability. Look for us throughout the year, on and off campus hosting bead parties and working to raise awareness and support for the Acholi people of northern Uganda.

Concordia Greenhouse Fall 2010 Workshop Schedule/ Film Series Line-up

Brought to you by Sustainable Concordia

The following are a list of workshops and films that will be hosted in the greenhouse space here at Concordia University during the fall school semester. All of those who will be giving workshops have benefited in one way or another from the greenhouse, and therefore will be offering their skills to students and other interested parties on a “pay-what-you-can” system. Any money raised from the workshops will be put towards covering the small costs of the workshops (tools, photocopies, etc.) as well as being invested in the on-going building of the greenhouse resource center. Based on the success of our workshops last year, we are looking forward to hosting a great line-up of presenters.

October

Tues / 5th: 6pm: Outdoor Compost Workshop

Want an easy and green alternative to sending your food and garden waste to the landfill? Want to learn how to make your own nutrient-rich fertilizer for free? Join us at the Loyola campus for a workshop on outdoor composting! You'll learn how composting works, how to build your own backyard composter, what to put into it, and how to keep your composter in tip top shape!

Tues / 12th: 5:30 pm: Color Collective: Growing Dye Plants

Three, “Master of Fine Arts” Artists introduce color botany and invite you to a hands on workshop identifying propagated and foraged plants to make beautiful colors. Experiment with sumac, indigo, marigolds and other botanical wonders. Testing like a chef, concoct shades and beautiful cloths.

Tues / 19th : 4pm: Urban Mushroom Growing

Come to this workshop and learn about the benefits of oyster mushrooms...how to grow them at home, how they can be used to clean damaged soils and water source, and how relationships between plants and fungus make our forests the vibrant ecological spaces that they are.

Wed / 20th: 7pm: Film Screening: Flow (for love of water):

The film concentrates on the big business of privatization of water infrastructure which prioritizes profits over the availability of clean water for people and the environment. Major businesses depicted in the film are Nestle, The Coca Cola Company, Suez and the International Monetary Fund.

Tues / 25th : 5PM: Botany 101: With Francis Lovett.

Francis Lovett has volunteered in various farming projects through the WWOOF organisation and is now a student in ' Horticulture écologique' at La Croisée de Longueuil. In the summer of 2009 Francis was part of an internship with Alternatives on rooftop gardening in Bamako, Mali. This year, Francis designed and installed the garden at the Tohu and has done a two week internship at Yves Gagnon “Jardin du grand Portage” project. Francis' approach is in line with permaculture principles, ecological gardening and wild gardening. His moto : La seule facon de maitriser la nature est d'obéir a ces ordres. This workshop will help us better understand the life cycle of plants and their needs as well as give us some use-full botany notions and techniques for all types of plant lovers.

November

Wed / 3rd: 3pm: Aquaponics: An Introduction

The aquaponics project at the greenhouse has been running since April 2010, where fish and vegetables coexist in a maze of plumbing and containers. In this workshop, we will start with a basic overview of aquaponics, to get us all on the same page. Then, we would like to walk you through the system by visiting the choices we made in setting it up, as well as the progress we've made so far in our experimentation towards a stable and productive system. We would also love to invite you into the more minute side of the project, taking a peak at some basic concepts of the chemistry and biology behind it that keep it functioning.

Tues / 9th : 5:30pm: Cultivating Dye Plants: Color Collective

Three, "Master of Fine Arts" Artists introduce color botany and invite you to a hands on workshop identifying propagated and foraged plants to make beautiful colors.

Experiment with sumac, indigo, marigolds and other botanical wonders. Testing like a chef, concoct shades and beautiful cloths. In this workshop the collective will focus on printing and the creation of design's used from the plants they grew and harvested.

Wed / 17th: 4pm: Herbal / Medicinal Teas

This workshop will teach us about how to grow, dry and steep herbal teas...which we will enjoy during the workshop! Also we will learn how to make a salve from the herbs that have been grown in the greenhouse this summer...and learn about what medicinal properties they may have.

It is the hope of the presenters that each attendee will take home some of the lotion that they have made during the workshop. Very cool.

Wed/ 17th: 6pm: Film Screening: Earthlings

Earthlings is a feature length documentary about humanity's absolute dependence on animals (for pets, food, clothing, entertainment, and scientific research) but also illustrates our complete disrespect for these so-called "non-human providers."

Wed/ 23rd: 3pm: Vermicompost in your Home

Participants will be introduced to worm composting at home – how to set up, upkeep, and troubleshoot. You will learn how to build your own worm composting system and how to keep your worms happy, what to feed them, how to keep pests out, and how to get the bestcompost possible out of your kit! You'll also get a tour of our very own vermicompost facility!

December

Wed/ 1st: 6pm: Film Screening: Our Daily Bread (2005)

Welcome to the world of industrial food production and high-tech farming! To the rhythm of conveyor belts and immense machines, the film looks without commenting into the places where food is produced in Europe: monumental spaces, surreal landscapes and bizarre sounds - a cool, industrial environment which leaves little space for individualism.

DID YOU KNOW?

Donations made to the **ParcoDon program** will help L'itineraire, a not-for-profit organization that aims to improve living conditions of the city's homeless.

Paul Shrivastava, DOCSE Director, painted one himself de Maisonneuve Blvd at the entrance to the Hall Building.

Have you seen it?

Do a little bit of good-drop some change and support a good cause!



More information on the ParcoDon program is at itineraire.ca/Parcodon/index.php

Upcoming Events: David O'Brien Centre for Sustainable Enterprise (DOCSE)

Distinguished Speaker Series - Fall 2010

October 15, 2010 – 11:00-12:00, MB 6.260

Pascual Berrone - Title: Do Greenwashing Policies Pay Off? The Impact of Symbolic Actions on Environmental Legitimacy

November 29, 2010 – 11:00-12:00, MB 6.260

Andrew Hoffman - Title: The Business Strategy of Climate Change

Learn more about DOCSE and more of our upcoming events at:

johnmolson.concordia.ca/sustainable

Upcoming Events: The John Molson Sustainable Business Group (JSG)

The array of sustainability resources offered by JSG include, amongst others:

- InProspect Consulting Bureau –Sustainable Consulting Services.
- Collaboration with case competitions
- Collaboration with Career Management Services (Sustainable Café Speaker Series)
- TEDx Concordia Conference
- Annual Sustainable Business Conference (SBC)
- Annual Sustainable Finance Conference.
- Company tours



Get involved!

Several positions are currently available. To get involved, or for more information on our upcoming events, please visit:

jsg-jmsb.ca/jsg/



The deadline to apply to CVAP for the summer of 2011 is October 22, 2010. Please visit our website, concordiavolunteers.org, follow us on Facebook ([cvap.uganda](https://www.facebook.com/cvap.uganda)), or come by our office Room 210, the 2nd floor in the V annex building on McKay street (next to the Frigo Vert). For enquiries or to book an appointment, email admin@concordiavolunteers.org

A non-profit organization dedicated to sustainable international development, CVAP offers students the opportunity to use their skills and knowledge outside of the classroom. Started by Concordia undergraduates, the organization is funded and run by students. In this respect we are unique in Canada, and offer one of the most affordable volunteer abroad experiences. Each summer student volunteers travel to Gulu, northern Uganda for 2 months to work with our community partner organizations. Our projects focus on poverty alleviation, education and healthcare and revolving loans to assist entrepreneurs. We run weekly training sessions during the winter semester to prepare our volunteers to go abroad.

This year CVAP is working to increase its presence around campus by organizing numerous social events, education and skills workshops and offer students more opportunities to volunteer in Montreal. Some our workshops this year include bike maintenance, gardening and compost, tricks for sustainable lifestyles, and cooking and diet. If you are interested in organizing a collaborative workshop please contact us to discuss this further.

Early September we are having an art exhibit and book launch for Mak Cala, a photo book by photography student Eleonore Gauthier. The book details her work and experiences at St Jude Childrens Home, a community partner which operates a primary school and orphanage in Gulu, Uganda. Our Director of Operations Jimmy Otim will be visiting from Uganda and will speak at the event about Concordia's growing presence and community involvement in northern Uganda as the region recovers after more than 20 years of civil war. In October we will host a marketing case competition with the John Molson Marketing Association to design and implement a sustainable, environmentally-conscious marketing campaign.

CVAP has recently purchased land in Uganda to build a permanent complex for our volunteers and community activities. Several graduate students in Engineering and Building Design are lending their expertise to help CVAP following a net-zero energy emission approach, integrating solar panels and modern technology with traditional building practices from East Africa.

*Take your learning out of the classroom.
Get involved with CVAP's growing international community.*

A Green Guide for an Easy Transition from Student Life to the Working World

DID YOU KNOW?

Habitat for Humanity has a new environmentally-friendly house that volunteers built in the St. Henri neighbourhood. This is their ninth house built under LEED. Habitat for Humanity is always looking for volunteers.. go to:
habitatmontreal.qc.ca/participation/index_en.htm

One of the biggest challenges that students face is transitioning from university life to the working world. Finding a job that matches your skills and your passion can be difficult, and for those who are looking for a career in environment it can seem even more daunting. Knowing where to look for green employment opportunities and how to prepare your resume to get hired is essential.

A great reference for finding and building meaningful environmental careers is ECO Canada (www.eco.ca). Established in 1992 as part of Canada's sector council initiative, ECO Canada's website provides a job board as well as employment development resources. ECO Canada also offers professional designations specifically for environmental experts. Overseen by the Canadian Environmental Certification Approvals Board (CECAB), their Environmental Professional certification is the only designation of its kind in Canada to provide professionals with formal recognition of their unique environmental competencies.

Once you've identified your dream job, the next step is getting noticed. On average there are 90,000 views to ECO Canada's Job Board per month, so you need make sure that your application is outstanding. While your education is an important asset, the quality of your previous employment and volunteer experience will help set you apart from other applicants.

Volunteering with non-profit organizations and specific community projects will give you the experience push you need while allowing you to do good around you. There are a variety of work roles in these types of organizations to fit any education background. By working on issues that interest you, you will gain valuable knowledge and skills about those topics and network with passionate individuals who can help advance your green career.

Challenge Your World's web platform (www.challengeyourworld.com) is a place where credible experience and networking with like-minded students, professionals, leading experts from around the world can be accessible. Although the traditional employment practices and business methods present today have instigated the production revolution, they have also been the causes of much of the environment's and society's misfortune. With the knowledge and the technology we have inherited, we have the opportunity to work together to improve processes that will result in positive environmental, economic, and social changes.

Natasha Albilis, Challenge Your World
JMSB – BComm, Finance

*Intern, JMSB Sustainable Internship program

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