



**COLLEGE of BUSINESS
AND ECONOMICS**

PRME

**Sharing Information on Progress
2016 - 2018**

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On the Cover

Located at the centre of the Paul Macpherson Marketplace in Macdonald Hall, the building's donor exhibit is a reflection of the students journey. Raw metals descend from the building's skylight, transforming into coins with CBE's core values proudly engraved. The coins become larger, transitioning into a larger coin which lists the major donors who contributed to the building's renovation. This donor coin is encircled by CBE's three pillars: active learning, research with impact and community engagement.

DEAN'S MESSAGE

We are extremely proud to submit our third PRME SIP report.

The University of Guelph exists to “Improve Life.” Guelph’s College of Business and Economics is improving life by redefining leadership. We are responding to the changing business world and what employers are looking for in this next wave of responsible business.

1 of 2
Canadian business schools recognized as PRME Champions

As a result, Guelph business graduates are some of the most sustainably-minded leaders entering the workforce, with the academic credentials to match. The College of Business and Economics continues to be a proud champion of PRME, something reflected in the renewal of our PRME Champion status this year.

This global affiliation allows us to offer and promote unique, innovative and sustainably-focused

business curricula that reflects the values of the UN. We have actively engaged in the PRME Champions’ flagship project, “Mainstreaming the SDGs in PRME Institutions.” And we are committed to taking transformative action towards the integration of the Sustainable Development Goals (SDG’s) across our academic programs, research and community partnerships.

Our Bachelor of Commerce program empowers students to explore areas including sustainability, CSR and responsible business in a highly collaborative and active learning environment.

As an example, all first year students participate in the “Great Ethical Dilemma”. This immersive and applied case competition sees students working in teams, analyzing topical business dilemmas, and presenting their analyses and recommendations to senior industry leaders in a boardroom setting.

In their third year, all students engage in a core course on



Julia Christensen Hughes, Dean
College of Business & Economics
University of Guelph

corporate social responsibility, which incorporates the SDG’s and the AIM2Flourish program. Our students have been selected each year as recipients of the Flourish award.

Faculty within the College have also been recognized for their contributions. In 2017, hospitality and foodservice professor Bruce McAdams received the United Nations Excellence Award for service to the PRME community, for

his groundbreaking work hosting an annual Sustainable Restaurant Symposium. Bringing together practitioners, researchers and students to explore sustainability-driven disruption, Bruce’s work exemplifies “research with impact”. This is just one example of how we are aligning our research activities with the mission of the Global Compact, as well as our commitment to disseminating our findings broadly.

In the fall of 2017, we were pleased to host the 4th annual PRME North American Regional Meeting, which brought together over 100 academics and industry professionals to explore how business and academia can better collaborate in advancing the United Nations SDG’s.

Over the course of three days attendees visited a B Corp restaurant chain and First Nation’s village, heard from panellists on integrated reporting and engagement with Syrian refugees, participated in a student led AIM2Flourish poster session, discussed sustainable teaching innovations and attended a “field-to-fork” dinner hosted by noted management consultant and author Chris Houston.

Over the past two years, through our Centre for Business and Student Enterprise (CBaSE), we incubated over 54 social enterprise startups. Each of these startups underwent a mini B Corp certification that ensured all of our aspiring entrepreneurs understood the social and environmental impact of their businesses. CBaSE is the only incubator in Canada incorporating B Corp into its framework.



236 research publications focused on sustainability, CSR, and business ethics topics

We will continue to develop and inspire social entrepreneurs who will lead the shift to a more sustainable, responsible, and equitable world, and drive the highest possible standards.

We will continue to push the frontiers of knowledge through a research-inspired and socially-relevant education. We have recently appointed a coordinator to intentionally drive our sustainability commitments. She will be forming a coalition of faculty from across the college to ensure we truly take our efforts to the next level.

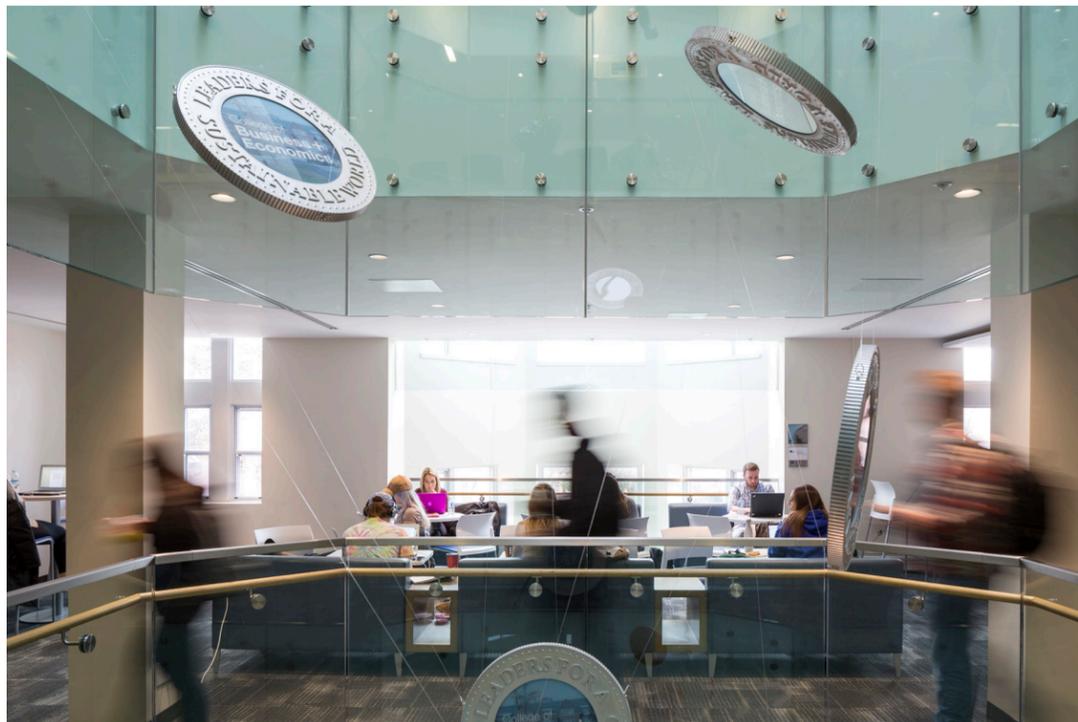
As I approach the end of my term as Dean, I want to continue to invest in the area of sustainability and, along with other deans, help inspire more business schools to integrate sustainability practices in their curricula and drive higher

standards and commitments in this area.

We are excited by what we have achieved to date and look forward to continuing to engage with PRME in the years ahead.

For more details on these and other initiatives, I encourage you to visit uoguelph.ca/business.

LEADERS for a SUSTAINABLE WORLD



Our vision is to develop and be Leaders for a Sustainable World.

We provide a **transformational learning environment** that encourages critical reflection, personal growth, community engagement and global awareness.

We foster **social and ethical responsibility** to prepare graduates for leadership roles that will improve the effectiveness of their organizations and the well being of people around the world.

LEADERS
for a
SUSTAINABLE
WORLD

Our commitment to the United Nation's Global Compact and PRME

As one of 38 business schools across the world, and the first Canadian institution to be considered a PRME Champion, we commit to transforming management education, research and thought leadership by using the Principles for Responsible Management Education framework, helping to develop a unique learning community while promoting awareness of the United Nations' Sustainable Development Goals.

Mission

We aim to push the frontiers of knowledge and foster the long-term success of our students' career aspirations, organizations and society, through:

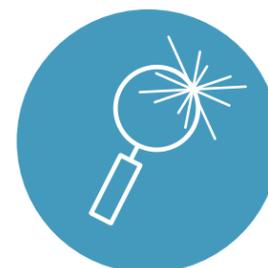
- **scholarship in business, management and economics**, building on industry foundations and opportunities unique to the University of Guelph.
- **socially-relevant and research-inspired educational programs** which develop teamwork, critical thinking and problem-solving skills.
- an **ethos of community service and integrity**.

Pillars

Our Vision and Mission are built upon our three pillars:



Active Learning



Research with Impact



Community Engagement

3,500+
undergraduate students

8 undergraduate majors

6 masters programs

3 streams in MBA program

2 PhD programs



We value pedagogies that foster student engagement. We are committed to providing a supportive and challenging learning environment, in which students apply theory to real world problems, work collaboratively with others, and have the opportunity to develop transferable skills to be future generators of sustainable value for business and society at large.

Ethical Dilemma Competition

Managing a dilemma in an ethical and sustainable way is an important skill for any aspiring business leader to have. During the first semester of their undergraduate degree, 850 Bachelor of Commerce students learned how manage an ethical dilemmas as part of a live case competition in their Introduction to Business class. Students were divided into 176 teams, each of which had 38 hours to prepare a presentation on how their assigned company should respond to a crisis.

The competition started after students received an urgent “email” from their public relations department at their assigned company, informing them of an ethical dilemma that needed immediate resolution. Each team’s proposal was presented to an executive board of directors comprised of an industry professional, one faculty member, and a fourth-year student ambassador. Industry attendees included senior representatives from the hotel industry, Ford, Maple Leaf Foods, Thomson Reuters, Tesla, Gordon’s Food Service, Magna and Linamar.

After each presentation, teams were required to think quickly on their feet to

provide thoughtful and relevant responses to questions proposed by the board.

“The teams used the information that they gathered throughout the term pertaining to the organization as well as applying the tools and checkpoints for ethical decision making taught in class. It is very interesting to see how these student teams view the company through the available public information lens,” professor Kathleen Rodenburg. The course allowed the students to enhance their teamwork and collaboration skills while taking on the roles of managers within pre-determined organizations.

The teams conducted an exhaustive company analysis which included: an environmental scan of the political, economic, social, technological, environmental and legal forces that potentially influenced or impacted the organization; a market and competitive analysis as well as an internal assessment which included a strategic and financial overview.



SDG Course

Undergraduate business students are learning how to incorporate the United Nation’s Sustainable Development Goals (SDG’s) into their daily lives and their future careers. Over the 12-week course, students learn about global sustainability issues by focusing on multiple SDGs per class. Each class begins with a guest speaker who is an expert in a field related to the SDGs, followed by a group activity designed to reinforce students’ understanding of each goal.

Guest speakers have included a representative from Lucky Iron Fish, which produces fish-shaped pieces of iron that release iron into cooking water to help reduce iron deficiency in developing countries; Prof. Ralph Martin, Loblaw Chair in Sustainable Food Production in the Department of Plant Agriculture, who discussed SDG 12 (responsible consumption and production); Robert Hanner, associate director of the Canadian Barcode of Life Network, who discussed sustainable use of aquatic life; and Marcel Savard, retired director of UN peacekeeping missions, discussed SDGs 16 (peace, justice and strong institutions) and 17 (partnerships for the goals).

CBE is recognized as “Full Players” of the UN-inspired Sulitest, allowing us to benchmark student literacy and our effectiveness at teaching topics related to sustainability

“Living sustainably is more than just helping the environment,” says student Carson Balestreri. “When going through the SDGs in class, we could see that the goals were very diverse and appeal to many different disciplines.”

The course taught him how to apply the SDGS in his personal and professional life. “The truth is that we don’t need to make dramatic changes to our lifestyles to live sustainably. This class showed me that with real examples all over the world.”



Tourism Course in Nepal

Professor Joan Flaherty traveled with five undergraduate students to mountain villages in Nepal for a two-week field course to learn about the positive effects of Nepal’s burgeoning sustainable tourism industry. It was a unique opportunity for students to learn how their decisions as tourists and actions of social entrepreneurs can improve the lives of people in developing countries.

“We looked at sustainable tourism that’s linked to social enterprise,” said Flaherty. “Learning about these topics can be so impactful for all the participants because it involves more than intellectual awareness and understanding. It involves a strong emotional component.”



Flaherty emphasized that these types of interactions are what promote understanding, build stronger countries and subsequently create a more sustainable and ethical tourism industry.

Academics

Campobello Island

A new course, run through the College's Centre for Business and Student Enterprise (CBaSE), is taking learning outside the classroom to help the people of an isolated maritime island, Campobello Island, New Brunswick. Unemployment, education, food security and waste management are just some of the issues plaguing the island. Hired by the island's mayor, U of G business and science students act like consultants to analyze the socioeconomic challenges of Campobello Island and develop strategies to address them.

In April 2018, the students traveled to Campobello Island to speak with community members and gain first-hand experience of what it's like to live there. Building relationships with these communities will be an ongoing focus for the course, as the challenges faced by one community are often shared by others.



Photo: Dr. Shoshannah Jacobs

BComm student Jackson Boyle says he was inspired to take the course because of the opportunity it provided to use his skills to create long-term, sustainable solutions for a Canadian community in need.

"Our intention with this project was to obtain an objective, non-political assessment of our community. Eventually leading to a set of guidelines or recommendations that will inform council, and the rest of the community on how to best guarantee our future as a community," said Mayor of Campobello Island, Stephen Smart.

"I see the partnership with Guelph as better equipping the community with information, best practices, and hopefully innovative solutions to the challenges that we face."

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- Stephen Smart, Mayor of Campobello Island



MBA

U of G's MBA in Sustainable Commerce stream explores how sustainability can be integrated into modern business operations and practices.

The program explores the operational side of corporate social responsibility, why it is important and what leaders can do to inspire organizational and social change. Of the three streams offered in the MBA program, the Sustainable Commerce stream is the largest.

100%
growth in MBA Sustainable
Commerce stream since 2015

2018 MBA Sustainable Value Creation

In this course, students are asked to identify an organization and an industry that can be transformed to become a force for good through a strategic sustainability reinvention.

Students work in groups and research an organization that they believe would benefit from a reinvention along sustainability considerations of economic, social and environment value creation.

These cases are carefully selected, researched, and analyzed and proposed reinventions are presented in class. One example of transformational thinking was a lingerie company known for the objectification of women that was reinvented in response to the #MeToo movement.



Masters in Leadership

The College's MA (Leadership) program is the largest graduate program at the University, with over 140 students currently enrolled.

The program focuses on developing leadership skills for working professionals across a variety of industries, including healthcare, education, policing and business. A critical component of this program is the Major Research Paper (MRP). Students often elect to focus their MRP's on SDG and PRME related themes.

Student successes include:



Michael Harris and Sony Dosanjh, prepared and presented bill 126 to the Ontario provincial parliament, which aimed to prevent criminal organizations from accessing the pill presses required to produce counterfeit pills. The main purpose of implementing the bill was to provide law enforcement agencies with the necessary tools to target organized crime. Canada is currently facing an opioid epidemic, and bill 126 would potentially prevent further overdose deaths if law enforcement could prevent drug traffickers from accessing the tools required to produce the harmful, illicit pills.



Amani Hitimana, conducted a major research project focused on persons with disabilities in the workforce. His research shed light on this particularly vulnerable population and aims to bring positive change to his community and abroad. The paper was accepted at the 34th International Conference on Case Method Research & Application held in Graz, Austria. This research was also deemed meritorious for expansion at a doctoral level.

Guest Speakers

By engaging with inspiring industry leaders and visiting professors, U of G business students are better equipped to apply theory to the real world.

The following guests spoke to students, faculty and staff to promote a dialogue of responsible and ethical management practices.



Toby Heaps
CEO, Corporate Knights



Bryan Gilvesy
Owner, Y U Ranch

Additional speakers included:

- **Bob Desautels**, Alumnus and founder of local B-Corp certified restaurants;
- **Tom Ewart**, Senior Manager, Sustainability at The Co-operators;
- **Ramazan Gencay**, distinguished professor of economics, Simon Fraser University;
- **Amanda Lang**, award-winning business journalist and author;
- **Pam Laughland**, Director, Network for Business Sustainability;
- **Stephen Lewis**, Co-founder of AIDS-Free World and former Deputy Executive Director of UNICEF;
- **Samantha Nutt**, Founder and Executive Director of War Child Canada; and
- **Mike Schreiner**, Leader of the Green Party of Ontario.



OUTSIDE *of the* CLASSROOM

We foster learning opportunities that are outside of the traditional classroom setting, allowing students to gauge the economic, social and environmental impact businesses have on the community. We support the creation of scalable and sustainable new ventures, helping entrepreneurs develop skills, business models and growth strategies to help their venture succeed.

Social Entrepreneurship

The College's Centre for Business and Student Enterprise (CBaSE) is the hub of innovation and entrepreneurship at the University of Guelph.

The Centre offers students experiential learning opportunities, community engagement initiatives and incubation for student and alumni startups. The Centre specializes in socially responsible enterprises, bringing to life innovative and socially conscious startups.

CBaSE's Hub Incubator Program is an incubator unlike any other. An experiential learning opportunity for students and alumni, the Hub provides space, mentorship, and funding for entrepreneurs to bring their new venture ideas to life.

To ensure each startup is considering their social and environment impact of their business, **all CBaSE startups undergo a B-Corp Certification inspired sustainability assessment to help guide their practices.**

B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability, and aspire to use the power of



markets to solve social and environmental problems. Hub startups are assessed on their impact on: Environment, Workers, Customers, and Community.



CBaSE has helped launch the following startups:

Salus Innovations: Develops a soft exomuscular device that will help patients with walking disabilities achieve a normal walking cycle after suffering a stroke or other neurological disorders. They are dedicated to providing patients with the opportunity to experience life without discomfort.



54

startups have graduated from CBaSE's Hub Incubator program

Souper: A Guelph-based soup delivery service specializing in the creation of wholesome, made-from scratch, ready-to-eat soups featuring seasonal ingredients. Souper hopes to combat the limited options that consumers face when wanting a quick, healthy meal.

Taurus3D: Provides 3D modeled prosthesis for patients across the world. Engineering student Jerry Ennet has travelled to India to help produce affordable prosthetics for people in need.

Tempus Bikes: Tempus Bikes manufactures vintage style high quality electric bikes. They balance sleek and elegant style with the clean and powerful force of electricity and batteries. With a range of 50km and a max speed of 45km/h Tempus offers a truly unique product.

WELO Juice: a natural, organic juice manufacturer, WELO has distribution across the majority of Canada. For every bottle sold, WELO donates 5 cents to build water wells in Africa.

492

students have been hired as business consultants, working with community organizations on business challenges.

\$150,000

invested each year in CBaSE startups

Outside of the Classroom

My World, My Choice

The student group My World, My Choice is an educational mentorship program where elementary students in the Guelph community are mentored by U of G business students to develop projects that are profitable, as well as beneficial to society and the environment.

“Our mentorship program allows business students to share what they learn in the classroom at the University of Guelph to see the positive impact that they can spread in the community,” says Lianne Foti, Assistant Professor at the U of G and MWMC Founder.

In the past, student groups have been inspired by their mentors to create projects that reduce their school’s footprint, such as:

- Community gardens;
- Paper and waste management;
- Improved use of their school facility; and
- Real cafeteria lunches.



5 Days for the Homeless

Each year U of G business students give up the comfort of their everyday life and spend 5 full days and nights living outside in support of the national initiative 5 Days for the Homeless.



\$30,000+

Amount U of G business students have raised for youth homelessness

The national initiative raises awareness and money for youth homelessness. In 2018, the team of students raised over \$5,000 for Wyndham House charity. Since its inception, U of G business students have raised more than \$30,000 for youth homelessness.



Student Organizations



Enactus

Enactus Guelph is a community of U of G students, academics and business leaders who are committed to using the power of entrepreneurial action to transform lives and shape a better more sustainable world.



Guelph Women in Leadership (GWIL)

Guelph Women in Leadership (GWIL) provides inspiration, leadership and empowerment for all students, particularly women at the University of Guelph. They offer creative and unique events throughout the school year that cater toward female students. Their mission is to empower female students to be confident in their networking abilities, supporting one another to stand out as a young professional.



NetImpact

The mission of Net Impact Guelph is to advance awareness of the role of business in positive change and work for curriculum change to reflect the ideas of sustainable commerce; to bring together those individuals and organizations across campus with shared sustainability goals; and to motivate business students and students of all programs to use their skills for lasting social and environmental good.



We value a diverse array of scholarly pursuits, including discovery, integration, application, and the scholarship of teaching and learning. Our impact is realized through the advancement of disciplined-based theory, management practice, and public policy.

Food

Longo's Food Lab



Resembling a grocery store with fully stocked shelves and check-out counter, the Longo's Food Retail Lab utilizes eye-tracking equipment and cameras to gauge buyer behaviour patterns as consumers shop.

Researchers will explore a number of areas including how consumers value and learn about different foods, and their decision making when purchasing and consuming foods.



Bruce McAdams

Food waste is an increasingly important issue in all food-service establishments, including retirement living communities. With residents of these communities having faced food insecurity as children and young adults, they have unique and very strong feelings regarding this issue. Hospitality prof. Bruce McAdams is hoping to gain an understanding of how their experiences, behaviors, and feelings toward food waste may impact their quality of life.



Tim Dewhirst

Prof. Tim Dewhirst and PhD student Rumaila Abbas, both in the Department of Marketing and Consumer Studies, are studying the implied messages behind food and beverage packaging that contains the heart symbol to better understand why it's being used and how it's interpreted by consumers.



Tirtha Dhar + Tanya Mark

This collaborative research project aims to understand whether consumer nutritional labeling system is effective in helping shoppers choose healthier foods and influencing how they consume them.

Working with a prominent Canadian food retailer, and nutritional science researchers at U of G, the team hopes to study the effectiveness of the retailers point-based nutrition labeling system that ranks foods according to their nutritional value. This research is funded by the Ontario Ministry of Agriculture, Food and Rural Affairs.



Tourism + Community



Marion Joppe

Professor Marion Joppe, PhD candidate Sandy Shen and PhD student Michael Lever are using eye-tracking glasses to improve the traditional marketing travel brochure, used by so many tourist destinations.

The resulting data generated by the glasses helps the research team identify how long tourists stare at particular points on the brochure, and what information is most relevant.



Elliott Currie

Representatives from First Nations communities, provincial government, and the University of Guelph were on campus for the inaugural First Nation Agricultural Workshop, in support of the pursuit of food self-determination among First Nations communities.

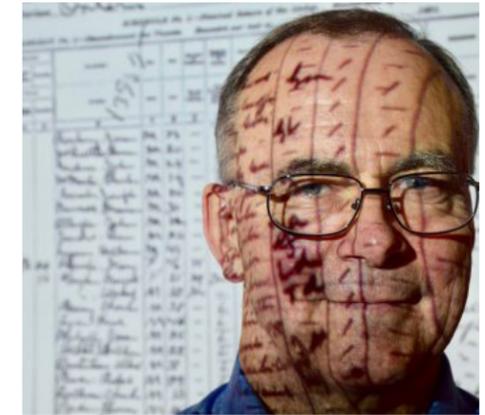
Prof. Elliott led the workshop with the goal of advancing initiatives in the areas of self-sustaining food systems, nutrition, and economic development, the workshop will serve as an opportunity to connect First Nations members with government resources and University of Guelph capabilities.



Jane Londerville

Retired Real Estate and Housing professor, Jane Londerville, co-wrote a report on national housing with Macdonald-Laurier Institute senior fellow Sean Speer.

The report illustrates a number of recommendations to help inform the federal government's national housing strategy. Specifically, it urges the federal government to encourage more home ownership as a central feature of the strategy.



Kris Inwood

Prof. Inwood's research project explores the quantitative aspects of well-being and inequality in British settler societies.

Inwood takes an economic and historical approach to examine the origins of inequality, to understand how it has varied over time and why inequality is greater in some areas than others. This research is funded by a \$148,374 SSHRC grant.



Management



Phillipe Lassou

Accounting prof. Phillippe Lassou has made it his life's work to seek ways of alleviating poverty in developing countries by researching how central and local governments can improve their resource management and accountability for public monies. Attempts to implement such accounting reforms have been met with failure in many circumstances. Lassou is researching what conditions and factors result in successful and sustainable accounting reforms.



Nita Chhinzer

Prof. Chhinzer researches how downsizing is implemented in different industries. Her research concludes that a hike in minimum wage may result in more layoffs, and those who manage to keep their jobs may be faced with bigger workloads. One of her research projects looks at the effects of the minimum wage increase on the hospitality industry, which typically employs a large number of minimum wage workers.



Jamie Gruman

Prof. Gruman's research explores how using your "down time" more effectively can boost your work performance and make you more productive. Through his current research, he's developed an approach called the ReNU model, which focuses on steps to recharge your batteries while away from work, so you can return happier and more resilient.



Sean Lyons

According to research by professor Sean Lyons, Baby Boomers, Generation Xers and Millennials often share like values within their respective groups, but it is insufficient to paint so many people with the same brush based solely on their birth year. Lyons's findings on within-generation variance form an updated and more complex picture of generational identity, information that could help managers gain a stronger understanding of their multi-generational teams.



Sara Mann

Mann's research aims to improve HR practices within the agricultural sector. Her research team has helped develop a training program for supervisors and managers in the agriculture sector with a grant from the Ontario Ministry of Agriculture, Food and Rural Affairs. More than 150 farmers participated in the training program, which aimed to develop their supervisory and management skills.



Rumina Dhalla

The global wine industry is facing a wide range of rapidly emerging, eco-certifying programs and there are increasing numbers of sustainable, organic and biodynamic wines emerging from the global wine regions. Prof. Dhalla's research explores the sustainability related strategies of the Australian wine industry in response to increasing global pressures for responsible viticulture and distribution of wine.



Economics + Finance



Ilias Tsiakas

Tsiakas research examines carbon emissions and global financial markets. His study investigates if the performance of investment portfolios that divest from high-carbon emitting firms is different from those that are indifferent. It also investigates the effect of recent environmental regulation on the profitability and financial performance of affected firms. This research is funded by a \$79,310 SSHRC grant.



Miana Plesca

More women are earning their way onto Ontario's Sunshine List, which records all public-sector employees who earn \$100,000 or more, but men still outnumber women on the list, according to a study of gender-based wage differences by Prof. Miana Plesca, Department of Economics and Finance. As a labour economist, she studies how wages are determined and what factors influence wage differences.



Mike Hoy

Hoy's research explores social evaluation, risk and information. His research aims to investigate the benefits and costs of new safety and information technologies. His study will help to determine the new value of technologies as well as help find a solution on how these technologies should be regulated. This research is funded by a \$65,880 SSHRC grant.



Rene Kirkegaard

A Canada Research Chair (Tier 2), Kirkegaard's research aims to enhance our understanding of the characteristics of optimal performance pay contracts. Ultimately, this research may help explain why businesses use certain types of contracts and may also help improve government regulation in a range of industries. This research is funded by a \$68,600 SSHRC grant.



Alex Maynard

Maynard's research explores financial and macroeconomic time series data. His research aims to expand the definition of a long-run relationship to include small but persistent deviations from a long-run equilibrium. It is key to ensuring that economists are working with inclusive definitions and tools that can fully analyze economic variables. This research is funded by a \$94,000 SSHRC grant.



COMMUNITY ENGAGEMENT

We value authentic and meaningful partnerships, recognize the importance of collaboration and community outreach, and appreciate the role of others in achieving our goals for a more sustainable and equitable future.



PRME North America Conference, 2017

The University of Guelph's College of Business and Economics hosted the 4th annual North American Regional Meeting in October 2017.

Academics and business leaders from across North America gathered on amplus to discuss how academics and businesses can integrate the United Nations Sustainable Development Goals (SDGs) into their organizations.

PRME regional meetings aim to promote the UN Global Compact principles to academic institutions, businesses and society. The theme of the 2017 meeting was "Realizing the United Nations Sustainable Development Goals through Education, Research and Partnership."

The two-day meeting united prominent speakers from academia

and industry, and provided attendees with insight on the challenges and opportunities surrounding sustainability as well as the implementation of PRME in business schools.

Topics such as social corporate responsibility, global initiatives to achieve the SDGs, gender equality and the evolving world of academia were discussed.

Noted external academics included:

- Anthony Cherwinski, Fritz Knoebel School of Hospitality Management, University of Denver
- Charles Cho, Schulich School of Business, York University
- Amelia Clarke, University of Waterloo
- Elizabeth Collier, Dominican University
- Deborah de Lange, Vice-Chair, PRME NA Chapter, Associate Professor, Global Management Studies, Ted Rogers School of Management, Ryerson University, Toronto
- Fiona Duguid, Saint Mary's University
- Janet Hale, Texas State University
- Maureen Kilgour, University of Winnipeg
- Odeeth Lara Morales, University of Waterloo
- Mark Meaney, Chair North America Chapter - PRME; Leeds School of Business, University of Colorado, Boulder
- Eduardo Ordonez-Ponce, University of Waterloo
- Heather Ranson, Peter B. Gustavson School of Business, University of Victoria
- Daphne Rixon, Sobey School of Business, Saint Mary's University
- David S. Steingard, Saint Joseph's University
- Amy Verbos, University of Wisconsin-Whitewater
- Cheri Young, Fritz Knoebel School of Hospitality Management, University of Denver

Noted business leaders included:

- Gavin Armstrong, President and CEO, Lucky Iron Fish
- Gordon Beal, VP, CPA of Canada
- Peter Cameron, Acting Executive Director, Ontario Co-operative Association
- Sarah Cobourn, Director, Corporate Responsibility, Deloitte Canada
- Jim Estill, President and CEO, Danby Appliances
- Adam Gordon, Engagement Manager, Global Compact Network USA
- Paul Greven, Chief Counsel for Canada, JLL
- Jonathan Halperin, Founder and President of Designing Sustainability and Head of External Affairs at Greyston Social Enterprise
- Pam Laughland, Director, Strategic Partnerships at the Network for Business Sustainability
- Claire Sommer, Director, AIM2Flourish
- Sebastian Teunissen, Managing Director, Solidaridad North America,
- Barbara Turley-McIntyre, VP, The Co-operators Group Ltd.



PRME Champion

In January of 2018, the University of Guelph's College of Business and Economics (CBE) was named Champion of the United Nations initiative Principles for Responsible Management Education (PRME) for another two-year period.

Over the next two years, CBE will continue to contribute to thought and action leadership on responsible management education in the context of the United Nations sustainable development agenda and will actively engage in the PRME Champions' flagship project, "Mainstreaming the SDGs in PRME Institutions."

PRME officially announced the 2018-2020 Champion schools at the Global 100 Executive Roundtable at the World Economic Forum in Davos, Switzerland on January 23, 2018.



Community Engagement



U of G's Business Pentathlon

In 2018, the College of Business and Economics hosted over 220 high school students and teachers from across Ontario for the inaugural University of Guelph's Business Pentathlon.

This high school outreach initiative saw students participate in five challenging events which heavily emphasized sustainable and responsible business strategies. At one of the events, students presented a responsible way in which an energy company could focus its business operations to be more environmentally and socially responsible sustainable, while still driving profit for its shareholders.



Discourse in Davos, WEF

Dean, Julia Christensen Hughes took part in an invite-only roundtable discussion in Davos, Switzerland during the 2018 World Economic Forum. Co-hosted by PRME and Corporate Knights magazine, the roundtable was comprised of business and academic leaders from around the world to discuss timely and impactful ideas to support sustainable capitalism. Christensen Hughes discussed the role business and management education plays in transitioning society to a more sustainable future, by using the UN's Sustainable Development Goals (SDGs) as a guiding framework.



Deans and Directors as Catalysts for Change

Deans and directors from business schools throughout Canada gathered at the University of Guelph to discuss how they can create positive change in management education to emphasize responsible and ethical leadership. This inaugural meeting of the Deans and Directors as Catalysts of Change Cohort is part of the Globally Responsible Leadership Initiative (GRLI), a leading incubator of innovation and new practice in business schools started by the United Nations Global Compact and EFMD.

Throughout the two-day meeting, attendees discussed a range of topics connected to achieving the mission of the GRLI. The main objectives included exploring the current management education landscape, its key future challenges and what they mean, as well as the requirements for achieving a collective and sustained impact. The meeting was initiated through the encouragement of dean, Julia Christensen Hughes.

"Fostering leaders who make ethics and sustainability key priorities starts with the type of education they receive. Meetings like this are integral to encouraging worldwide adoption of teaching responsible management."

Dean Julia Christensen Hughes



ACCOLADES & AWARDS

Our graduates are some of the most sustainably-minded business leaders entering the workforce, with the academic credentials to match. They are inspired and empowered to build thriving and sustainable communities through purpose-driven work and work collaboratively to solve some of society's most pressing social and economic issues.



▲ The winning essay was authored by instructor Ruben Burga and students Caitlin Hardiment, Blake Cabeldu, Eric Boucher, Ryan Di Nunzio, and Dan Gilmour (left). Gilmour was asked by PRME to present the essay at PRME's Global Forum in NYC in 2017.

AIM2Flourish Awards

AIM2Flourish is the world's first global initiative that helps steer future business leaders towards achieving the UN Sustainable Development Goals (SDGs).

Post-secondary students are asked to submit essays that best meet each of the 17 SDG's. Launched in 2017, the AIM2Flourish awarded U of G business students in each of the past two years.

2017

Alumna Gavin Armstrong, and a team of U of G business students each won a 2017 AIM2Flourish awards, recognizing business leaders who are actively improving life. Armstrong's company, Lucky Iron Fish, produces fish-shaped iron pieces for those suffering from iron deficiency and anemia - a major health challenge in Cambodia. The business students won the prestigious award based on their essay titled "An Ironclad Solution," which detailed the global impact that Armstrong's company has had.



2018

A team of U of G business students were awarded another AIM2Flourish award in 2018. The students were chosen from 503 essay submissions from across the world.

The U of G students' story – Explore a Better Way – focused on terra20, a business that helps consumers find healthy, sustainable products. They were chosen as one of the best stories exemplifying how business is a positive force for good and demonstrating progress towards the Global Goal #12 – Responsible Consumption and Production.



Alumni Spotlight

Gabrielle Morrill
CPA, CGA, BComm
Economic Development
Officer, City of Iqaluit

In her role at the City of Iqaluit, Gabrielle Morrill promotes economic development that benefits its



residents, which includes providing programs needed for residents to start up a business, supporting partner organizations and acting as a liaison between the business community and the municipal government.

In April of 2018, Morrill was part of the 2018 Generation SDG Summit in Waterloo, Ontario, discussing how Canada can better implement the UN's Sustainable Development Goals (SDG'S).

"Having worked in business and economic development in the North (primarily Nunavut) for the past four years since I graduated, I have been privileged to get a firsthand view as to the vital need our country has to properly implement the SDGs."

Accolades & Awards

Good Food Innovation Awards



6 Canadian restaurants were awarded with the University of Guelph's Good Food Innovation Gold Awards for their menus which support sustainable management practices using Canadian ingredients. These awards link top chefs with U of G food researchers and often open new research avenues. Gold award recipients are invited to U of G to meet with students and faculty, and to discuss their business and menu creation as well as locally sourced food and sustainability.



PRME Excellence Award for Service

Hospitality and foodservice professor Bruce McAdams was recognized by PRME for his work within the realm of responsible management education during the 4th PRME Regional Meeting North America at the University of Guelph. McAdams was one of three recipients of the PRME Excellence Awards, which recognize the ongoing efforts of individuals in advancing the six United Nations Principles for PRME in the areas research, teaching and service.

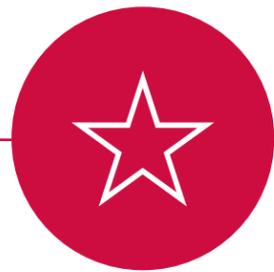
McAdams' commitment to advancing the principles has been demonstrated through his founding of the University of Guelph Sustainable Restaurant Project (UGSRP), which supports both faculty and student research on topics related to sustainability in the foodservice industry. McAdams was also recognized by the Ontario Hospitality Institute (OHI) in 2016 as its "Educator of the Year."



LOOKING FORWARD

2018 - 2020

As we look ahead to the next two years, the College of Business and Economics at the University of Guelph commits to the following priorities, as they relate to the PRME.



Have our MBA in Sustainable Commerce ranked by Corporate Knights “Better World MBA” rankings.

Target date: Fall 2018



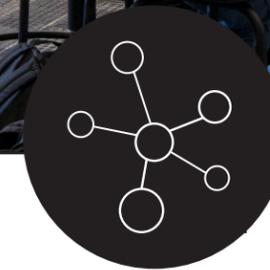
Hold an undergraduate case competition, focused on industry application of sustainability

Target date: Fall 2018



Establish a centre to support and advance research, curricular innovation and community engagement within sustainability.

Target date: 2019



Engage with other PRME Champions business schools; Globally Responsible Leadership Initiative (GRLI); AIM2Flourish; and contribute to shared projects.

Target date: Ongoing



