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At the UBC Sauder School of Business, we are training tomorrow’s thought leaders and business leaders to grapple with environmental and social challenges that are more acute and complex than ever before. If they can deliver against the triple bottom line—people, planet, profit—our graduates will not only be more desirable to employers, but also will have positive long-term impacts in how they run their businesses and contribute to society.

With the recent launch of our new strategic plan, UBC Sauder is enabling students to grow into these roles. By incorporating responsible leadership through our curriculum, in areas such as pro-social marketing and environmental economics, and through our research, including social impact management and corporate social responsibility, we encourage students to immerse themselves in the values of ethics and sustainability throughout their daily lives on campus.

UBC Sauder places considerable focus on the teaching, study and promotion of values-driven business practices and aims to be a leading international voice in the development, analysis and application of responsible business practices.

Being a signatory to the Principles of Responsible Management Education is an important part of UBC Sauder’s commitment to responsible business. We are delighted to be part of the network of academic institutions around the world dedicated to inspiring and championing responsible management education, research and global thought leadership in this area. As a signatory to PRME, we look forward to further strengthening our own capacity and working with other institutions in the years ahead to contribute to the vital transformations that lie ahead.

Robert Helsley
Dean, UBC Sauder School of Business
Grosvenor Professor of Cities, Business Economics and Public Policy
Overview

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

UBC Sauder recognizes that business has a purpose beyond traditional profit-maximizing motives. It emphasizes the potential for business to generate large-scale positive change, and this mentality is seen in its students as well as its faculty.

Over the years, this emphasis on value-driven approaches has only become further reflected in the school, in everything from its curriculum development to its organizations and initiatives.

In this section, we will highlighted a sample of initiatives and organizations for students at UBC Sauder School of Business.
UBC Social Enterprise Club
Founded in 2012, the UBC Social Enterprise Club supports students from all faculties at UBC interested in the world of social enterprise. By hosting various events in collaborations with BC’s social enterprise community, UBC students are given the opportunity to discover how they can be socially innovative through their professional career. Their flagship event, the Social Enterprise Conference, brings together 350 students with industry professionals from organizations ranging from LUSH, Vancity, and RED Academy. The UBC Social Enterprise Club hosts other events such as Innovation Jam where UBC students consult local social entrepreneurs on current problems that they face in their business.

CUS Commerce Community Program
The UBC Commerce Community Program (CCP) is a non-profit organization that aims to create shared value for business and society while promoting social responsibility. CCP’s mission is to look beyond business and give back to the UBC Sauder, UBC, and Vancouver community by hosting philanthropic events and working with local non-profit organizations to create a positive social impact. Examples of CCP initiatives include the Care Packages program, where practical and personal care packages are distributed in Vancouver’s Downtown Eastside, or the Share Your Smile campaign, that promotes a positive and healthy mindset.

CUS Sustainability
CUS Sustainability is a service of the Commerce Undergraduate Society (CUS) that strives to bridge the gap between business and sustainability. Through their events and workshops, they aim to increase the understanding of, and commitment to, sustainability within the UBC Sauder community. Their flagship event, the Chasing Sustainability Conference, teaches participants how to incorporate sustainable practices into their personal and professional lives.

UBC Sauder Philanthropy Program
Housed at the Peter P. Dhillon Centre for Business Ethics, this student program aims to educate UBC Sauder students about philanthropy and provide unique opportunities to apply skills they acquire. Learning components include a speaker series, a social enterprise consulting initiative, and mentorship opportunity that pairs students with philanthropic leaders.

Net Impact (UBC Chapter)
UBC’s chapter of Net Impact, an international network of students and professionals using business for social impact, is led by MBA students. The club brings together like-minded individuals in lively discussions around sustainability, curriculum development, planning, promoting opportunities to learn and volunteer in the community and hosting the annual UBC Net Impact Conference.
Sauder Gives Back
Sauder Gives Back serves as an outreach opportunity for the UBC Sauder MBA program, helping facilitate meaningful engagement with community organizations. It helps students find volunteer opportunities, create one-off service projects with not-for-profit organizations, fundraise, and advocate for awareness campaigns. The group's aim is to highlight a broad diversity of causes that exist within the UBC and Vancouver communities.

Women in Business
The Sauder Women in Business Club (WIB) is an open space for building trust, empowerment and confidence while working together as women to achieve goals, encourage each other and learn how to create a more equal world. Officially founded in 2010, WIB's mission is to encourage women to take leadership roles in their careers and lives to accelerate gender parity. The organization provides developmental opportunities, such as workshops on building assertiveness or on countering gender stereotypes. In conjunction with other MBA clubs, WIB invites supportive business leaders and entrepreneurs from a variety of functional areas to address the issues of inequality in the workplace. Members also focus on volunteering with organizations that aims to assist women in challenging situations.
Key results

• In 2017, UBC Sauder introduced a new five-year strategic plan which articulates the school’s vision, mission, and goals, which reflects its commitment to ethics and values in business.

• In 2018, UBC Sauder Professor Katherine White became the inaugural Academic Director of the UBC Sauder Dhillon Centre for Business Ethics.

• As a result of its efforts in offering learning experiences related to responsible business, UBC Sauder School of Business was ranked among global leaders in sustainability. The Corporate Knights Better World MBA Ranking for 2018 placed UBC Sauder 26th in the world for integrating sustainability, ethics and social responsibility topics into the education of future business leaders.

Future Objectives

• The school will continue to leverage the values-based business expertise of its faculty and staff to operationalize the objectives of its strategic plan.
Overview

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

In 2017, the UBC Sauder School of Business released a new five-year strategic plan. The plan articulates UBC Sauder's vision which is “To build a more just, sustainable and prosperous world through innovation and responsible leadership.”

UBC Sauder’s vision is reflected in many aspects of students’ educational journey, including the courses we offer. The list of sustainability-related programs/certifications and courses only continues to grow. This section will highlight courses offered that are focused on topics related to sustainability or ethics.
Programs

Sustainability and Social Impact Concentration (BCom)
The sustainability concentration recognizes students who undertake nine credits in sustainability, ethics and social impact courses offered by the faculty of commerce and three or more credits in sustainability courses offered outside of business, including from forestry, economics, history, philosophy, political sciences, conservation, earth and ocean sciences, and geology. This concentration is intended to prepare students to begin to address environmental, economic, and social sustainability challenges and opportunities that are relevant in, and critical to, business and its role in society.

Ch’nook Indigenous Business Education
Ch’nook is a center founded in 2002 to advance the goal of enhancing economic self-sustainability for Indigenous communities in BC and across Canada. Ch’nook provides educational opportunities and resources to Indigenous learners, leaders, and entrepreneurs through programs such as Ch’nook Scholars, the Aboriginal Management Program, and the Community Entrepreneurship Course.

Undergraduate Courses in Sustainability, Ethics and Social Impact

COMM 386A Business Ethics Leadership
This course focuses on three types of skills that develop the capacity for students to improve the moral culture of the organizations they are involved with. First, students will be trained to identify the values of their organization, and to recognize ways to better deliver those values. Second, students will be taught the best practices in business ethics leadership and management. Third, students will develop a plan for business ethics leadership.

COMM386B Joint Ventures: First Nations and Private Sector Partnerships
The goal of this course is to equip students with the knowledge and skills needed to participate in forging new partnerships with Aboriginal communities, based on mutual respect, economic benefit and equality. For non-Aboriginal private sector partners, sensitivity to the history, culture and ideals of First Nations people is the most common barrier to successful collaborative initiatives. This course provides students with opportunities to orient themselves to Aboriginal perspectives and to identify possibilities for economic partnerships. Students will research, articulate and critique a Joint Venture proposal, taking advantage of valuable, hands-on learning opportunities to master practical, Aboriginal community partnership skills.
COMM386I Innovation and Sustainability
This course explores sustainability as an opportunity for innovation. The term sustainable business refers to competitively advantageous strategies and practices that firms adopt to grow revenues, cut costs, improve market share, enhance brands, and redesign products and processes to reduce or eliminate adverse environmental and social impacts. This course considers the multiple ways that sustainability is understood across various industries, including its biophysical, political, economic, institutional, ethical and technological implications. Students look at the drivers of corporate innovation, strategic shifts, and new markets as well as learn to identify innovation opportunities while recognizing the tools, concepts, standards and frameworks used by companies currently pursuing a sustainable business model.

COMM386J Strategies for Responsible Business
This course provides students with an understanding of the positive and negative impacts business can have economically, socially, and environmentally – and how long-term, strategic decision making can unlock business opportunities while addressing these societal issues. The language and tools of sustainability and responsibility are a new standard currency in business, and understanding the long-term impacts of business decisions can lead to more successful business models that readily adapt to the demands of new evolving markets.

COMM386L Impact Investing: Social Finance in the 21st Century
Impact investing is one of the most talked about strategies for tackling social and environmental problems. With the goal of creating both measurable impact and financial returns, impact investing selects ventures working towards positive social or environmental outcomes. Through a combination of readings, discussions, lectures, research, and projects, students will gain insight into the different perspectives brought by the impact investor aiming to stimulate social and environmental impacts while generating financial return. Business students will complete the course having obtained a strong understanding of the positive impacts financial tools can have economically, socially, and environmentally. Students will also acquire practical knowledge of the tools and methodologies brought to impact investment decisions and assessments.

COMM460 Social and Nonprofit Marketing
This course challenges students to think of marketing as a way to achieve social change. By discussing the practice of marketing when the objective is not to make profits, but to achieve a social goal, students are exposed to the opportunities and barriers to effective marketing in a new setting. The application of marketing is used beyond the corporate world, to create value for the consumer, client, and related stakeholders.
COMM484 Sustainability Marketing
This course integrates marketing fundamentals with the core principles of sustainability. Consumer awareness of sustainability issues has evolved from an emerging social movement to mainstream values, and marketing strategy plays an important role in a business’ ability to respond to these issues in a genuine manner. In this course, students analyze current sustainability trends that influence marketing applications and develop strategic and practical marketing recommendations. The full potential and the pitfalls of sustainability marketing from a for-profit perspective will be explored and discussed using relevant readings, current media, real-world examples, and an applied project.

COMM485 Social Entrepreneurship
The goal of Social Entrepreneurship is to create organizations that advance social change, using classic management tools and models to social and environmental issues. This course provides an overview of social enterprises; outlines the business structures and funding methods used by social entrepreneurs; illustrates the mechanics, tensions, and realities of starting and/or managing a social enterprise; and engages students through hands-on experience with real social ventures.

COMM487 Environmental Management
In a business context, environmental management describes the set of tasks related to developing, corporate environmental strategy in a world characterized by unprecedented environmental challenges such as climate change, air and water pollution, water scarcity, health risks, as well as the challenges posed by resource depletion and the increasing need to change from carbon-based energy sources to renewable energy sources. To explore the role of an "environmental manager" in a firm and understand corporate environmental strategy, this course explores economic principles underlying environmental policy, environmental law, and the environmental technologies that facilitate pollution prevention and pollution abatement. Theoretical analysis is complemented by an exploration of practical tools that include environmental management systems (EMS), ISO 14001 certification, environmental marketing and eco-labeling, and life-cycle analysis. Small case studies augment the discussion by focusing on conceptual issues as well as individual BC-based ventures, particularly those in the renewable-energy sector.
MBA Modules in Sustainability and Ethics

Core Modules

BA560 Ethics and Sustainability
This course is positioned in the first period of the MBA program to provide students with a broad foundation for understanding the positive and negative impacts business can have socially, environmentally, and economically. Key topics include the importance of internal corporate governance and ethical systems, stakeholder and community engagement, and innovation to address pressing issues like environmental degradation and climate change, widespread poverty and social inequity, and the need for renewable sources of energy.

Elective Modules

BAEN548 Social Entrepreneurship
Social entrepreneurship exposes students to the basic principles and concepts of the emerging business practice. In this module, students gain an overview of the field, different business models, and the realities of starting and managing a social enterprise. A core component of the module involves MBA student teams working with a venture from the Coast Capital Savings Innovations Hub. Examples of projects include industry analysis, idea validation, and consumer research.

BAEN549 Innovation and Sustainability
This course is centered in sustainability as an opportunity for innovation. By examining trends shaping the future of business, it will explore how sustainability offers competitive advantages. Students will learn to manage the complexity of sustainability, identify how it motivates governments, the private sector, as well as civil society, and be exposed to frameworks that foster innovative thinking. Examples from a wide range of businesses will be used to evaluate the relationship between sustainability and innovation. Case studies and frameworks will expose students to a wide variety of technological, political, economic, and ecological implications. Students will complete the course equipped with the tools to effectively apply sustainable thinking to business opportunities.

BAEN580 Indigenous Relations and Economic Development
The business community in Canada is striving to build stronger economic relationships with Indigenous communities. This course will introduce students to political, legal, cultural, and historical contexts that make developing and improving relationships with Indigenous communities a priority for the private sector in Canada. Using a flipped classroom approach with significant readings and prep work required for each lecture students will identify the context, tools, and best practices required to support and promote relationships between the private sector and Indigenous communities.
Key results

• During the reporting period, UBC Sauder added both the undergraduate course “Impact Investing: Social Finance for the 21st Century” as well as the MBA course “Impact Investing”.

Future Objectives

• In 2019, UBC Sauder Executive Education will offer a new course called “Behavioural Insights for Social Good: Nudging for Social, Environmental, and Organizational Impact”, and the school will offer the undergraduate courses “Philanthropy in Review” and “Indigenous Peoples and Economic Development”.

• In 2019, the Dhillon Centre for Business Ethics will conduct a review of its value-based academic offering, and those of peer schools, and support, or lead, the development of new courses related to ethics and responsible business.
Overview

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

At the UBC Sauder School of Business, aspiring social entrepreneurs, socially-minded students and accomplished alumni alike all have resources and environments through which they can pursue their responsible leadership objectives. This section outlines the opportunities for responsible leadership skills development offered at UBC Sauder.
Development of the Social Entrepreneurship Ecosystem

Through the support of the J. W. McConnell Family Foundation, UBC Sauder has taken a leadership role in developing UBC’s leading social innovation zone. With a $500,000 grant, the RECODE program at UBC, led by the UBC Sauder School of Business, will expand and integrate initiatives related to social entrepreneurship and innovation on campus. Additionally, students and alumni with an ambition to become social entrepreneurs are strongly supported with the resources offered jointly by entrepreneurship@UBC (the university’s entrepreneurship community) and UBC Sauder’s Centre for Social Innovation and Impact Investing. Financial support, mentorship and resources are made available to young social entrepreneurs at every stage of their business development.

The Changemaker Showcase: Led by the Centre for Community Engaged Learning at UBC and supported by the Centre for Social Innovation and Impact Investing, the UBC Changemaker Showcase brings together hundreds of UBC students to explore the area of social entrepreneurship.

Idea validation—the Lean LaunchPad: The e@UBC Lean LaunchPad Accelerator program guides a new startup team through their customer discovery and validation processes. Through five free-of-cost intensive sessions, the team is supported by mentors to test business hypotheses and discover relevant players in their industry ecosystem.

Business acceleration—Coast Capital Savings Innovation Hub (CCSiHub): Sponsored by Coast Capital Savings, the CCSiHub admits a cohort of 5–6 social ventures every year. The program encourages venture growth by giving early-stage startups office space, the opportunity to hire interns, and connection to university resources and networks.

Investment—e@UBC Impact Fund: The e@UBC Impact Fund was developed in 2015 to provide early-stage seed funding for social ventures that are strongly connected to UBC, such as ventures coming out of the CCSiHub or those launched by UBC graduates.
Values-based Case Competitions

UBC Design Challenge
Launched in 2015, the UBC Design Challenge applies a strategic design method to social, cultural, environmental, and economic issues. The cross-campus pilot program allows students, faculty, private and public partners to collaborate, break down and respond to real-world challenges. Championed by the Office of the President and the Liu Institute for Global Issues, the UBC Design Challenge is supported by the business, arts, science and applied science faculties. The topic of this year’s challenge is “How might urban centers prepare for a water crisis—either flooding or drought?”

Chartered Financial Analyst (CFA) Canadian Ethics Challenge
The Canadian Ethics Challenge is designed to increase students’ awareness of the ethical dilemmas and issues they may face when they enter the investment management industry. Teams are given an ethics case to analyze and present to a panel of judges, selected by the hosting CFA Society. The case competition allows participants to improve presenting skills and gain ethical decision-making experience. UBC Sauder entered teams in the competition in 2017 and 2018.

Business Ethics Case Competition
In 2017, UBC Sauder coached and supported a team that participated in the Ted Rogers Ethical Leadership Case Competition at Ryerson University in Toronto.

Social Entrepreneurship - Kenya
The Sauder Social Entrepreneurship (SSE) program challenges UBC students to apply business concepts and tools in a classroom of aspiring entrepreneurs. Students travel to Kenya and deliver a series of workshops to empower Kenyan participants to create or improve their own business ideas.
Key results

• During the reporting period, UBC Sauder supported teams participating in four ethics related case competitions.

• During the reporting period, UBC Sauder and its centres hosted approximately 10 events with values-based business themes for students.

Future Objectives

• Over the reporting period, UBC Sauder will provide students with exposure and opportunities related to ethics and values in their student experience and future careers through extra-curricular initiatives and experiential learning opportunities.

• On an annual basis, the Dhillon Centre for Business Ethics will coach and support at least one team for a business ethics case competition and at least one professional ethics case competition.

• At least once per semester, UBC Sauder or its centres will host an event for students related to ethics and responsible business.
Overview

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.*

The UBC Sauder School of Business features a number of professors who are researching some of the greatest ethical issues facing business today. These academics span a wide range of disciplines—from marketing and behavioural sciences to operations and logistics—and have published papers in some of the most frequently cited academic peer-reviewed journals globally. This section of the report will highlight selected publications from some of these faculty members, as well as the research units available through the UBC Sauder School of Business.
Selected publications by UBC Sauder faculty members

Gene Moo Lee
Division: Accounting and Information Systems

Ilan Vertinsky
Division: Operations & Logistics

Katherine White
Division: Marketing and Behavioral Science

Daniel Skarlicki
Division: Marketing and Behavioral Science
“Corporate social responsibility and employee engagement: The moderating role of CSR-specific relative autonomy and individualism” (2018, Journal of Organizational Behavior)

Karl Aquino and Daniel Skarlicki
Division: Marketing and Behavioral Science (both)

JoAndrea Hoegg and Karl Aquino
Division: Marketing and Behavioral Science (both)

Danielle van Jaarsveld and Daniel Skarlicki
Division: Marketing and Behavioral Science (Skarlicki) Organizational Behavior & Human Resources (van Jaarsveld)
“Sticks and stones can break my bones but words can also hurt me: The relationship between customer verbal aggression and employee incivility.” (2017, Journal of Applied Psychology)
Katherine White

Division: Marketing and Behavioral Science

“When social identity threat leads to the selection of identity-reinforcing options: The role of public self-awareness” (2018, Organizational Behavior and Human Decision Processes)

Marc-David L. Seidel

Division: Entrepreneurship and Innovation

“Questioning Centralized Organizations in a Time of Distributed Trust” (2017, Journal of Management Inquiry)

Yanwen Wang

Division: Marketing and Behavioral Science


UBC Sauder Research Units

The Peter P. Dhillon Centre for Business Ethics

The Dhillon Centre mandate is to support the study, teaching and research of values-based business practices at home and abroad and to provide governance and other training to the private sector. The centre strives to develop a global research hub for business ethics.

UBC Sauder S3i (Centre for Social Innovation and Impact Investing)

The Centre for Social Innovation and Impact Investing focuses on leveraging business tools to advance social innovation and sustainability. One of its key activities is research. Since 2007, the centre has completed over 50 research projects on topics such as affordable social housing, green jobs in the inner city, First Nations aquaculture opportunities and B.C.’s clean energy sector.

Student-driven Research Initiatives

Commerce Scholars Program

This two-year program allows undergraduate commerce students to receive hands-on research experience under the mentorship of a distinguished faculty member. Students engage in research assistance with their mentor and conduct their own independent research projects, to be presented orally and in a written report at the end of the two-year program. In the past three years, students have conducted independent research projects on topics such as income share agreements as an alternative to student loans in developing countries, the impact of ESG ratings within socially responsible investing, social enterprises in Vancouver and electronic waste management. Many mentors have research interests in topics related to CSR and ethics, as evidenced by their publications.
Key results

• In 2018, UBC Sauder hosted visiting academic Professor Shunsuke Yagi of Japan who focused on corporate social responsibility and sustainability reporting.

• Beginning in 2018, Carol Liao of the UBC Allard School of Law joined the UBC Sauder Distinguished Scholar program. Her research focuses on corporate social responsibility and the law.

• In 2018, UBC Sauder faculty authored, or co-authored, numerous academic articles and book chapters focused on topics connected to business responsibility.

• In 2018, UBC Sauder Professor Katherine White served as special issue editor for an academic journal issue on prosocial consumers.

• In 2018, UBC Sauder Assistant Professor Katherine White, and UBC Sauder Senior Associate Dean and Professor Darren Dahl, co-organized an academic conference on prosocial consumer behavior.

• In 2018, UBC Sauder supported a series of conferences entitled “A BIG Difference for BC: Using Behavioural Insights to Solve Policy Challenges Together”.

Future Objectives

• Over the reporting period, UBC Sauder research faculty will continue to publish scholarly values-based research in top-tier business, ethics, and public policy journals.

• During the period of 2019-2020, the Dhillon Centre for Business Ethics will host a visiting scholar focused on values-based research.

• Over the reporting period, UBC Sauder will continue to synthesize, disseminate, and communicate research knowledge related to ethics and responsible business, including hosting events for academics to share their research findings.
Overview

*We will interact with business leaders to extend our knowledge of their challenges in meeting social and environmental responsibilities and to jointly explore effective approaches to meeting these challenges.*

The UBC Sauder School of Business has established several partnerships, with the aim of adopting a collaborative approach in tackling corporations’ biggest challenges today. These partnerships include social enterprises, non-profits, consulting firms, corporations and educational institutions. The school recognizes that many of the problems faced by businesses today cannot be tackled alone. This section will explore the various partnerships held and fostered by the UBC Sauder School of Business, and how they are contributing to the promotion of responsible business practices.
Faculty-led Partnerships

Social Venture Stream
The Social Venture Stream, an updated version of the Coast Capital Savings Innovation Hub program, welcomes entrepreneurs who have ideas on solving pressing social, economic, or environmental problems. The program, which is sponsored by Coast Capital Savings Credit Union, offers workshops, office space, mentorship, and the possibility of investment funds from UBC, all with the intention of supporting entrepreneurs and growing their ideas. The Social Venture Stream also runs an internship program, allowing five UBC Sauder students to grow their knowledge and work with startups. Some current and past ventures include:

• **Kanekta** is a website that connects ethical brands and suppliers to retailers around the world. It is designed for retailers who are looking to stock their shelves with responsible brands. Kanekta streamlines the process, allowing retailers to order from multiple brands at the same time. The website is transparent in requiring brands to either provide third-party certification or to be vetted by Kanekta’s team.

• **Brave** is a Vancouver based tech co-operative that provides digital tools for drug users who are taking drugs alone. The goal is to prevent accidental death from an overdose. Brave does this in many ways, from an app that connects drug users in remote locations to volunteers that can provide life-saving naloxone to a button for drug-users in supportive living that alerts other residents in the building if there is a drug related emergency. Brave is currently developing a wearable piece of technology that aims to detect overdoses by tracking the user's respiration rate.

Master of Management (MM): Community Business Project
The Community Business Project gives non-profit organizations and social enterprises access to five months of business consulting from teams of graduate student volunteers. Organizations get the chance to tackle key challenges, while giving students the opportunity to hone their business skills and gain real-world experience. Students provide help in the form of business plans, feasibility studies, fundraising initiatives, and marketing strategies. Past partners include:

- United Way Lower Mainland
- Spinal Cord Injury BC
- British Columbia Society for the Prevention of Cruelty to Animals
MBA: Global Immersion
The Global Immersion Experience gets MBA students out of the classroom and puts their knowledge to practical use. Students work as consultants for local organizations (NPO, Business, Government) on real-life business problems around the world. Locations vary by year, in 2019 students will be able to go to either Israel, Chile, Germany, or Hong Kong. The project is two months of work that culminate in a two-week trip to the city of the organization’s operations. Students present to leadership, gaining valuable insights into cultural differences and sensitivity. Past partner organizations in the NPO sector have included:

- **Aravind Eye Care System**: a leading social enterprise located in Bangalore that provides vision care for those who otherwise could not afford it. UBC Sauder’s MBA students provided recommendations for improving the flow of patients through Aravind’s care centers.

- **VIDYA**: an NGO located in India that empowers the most vulnerable members through education. Women, children, and youth are provided with a holistic, practical education training. MBA students provided assistance with their fundraising efforts, through crafting a social media strategy.

Student-led Partnerships

**Enactus (UBC chapter)**
Enactus UBC strives to make measurable improvements in the Vancouver community through the use of entrepreneurship while helping UBC students become socially responsible business leaders. With a team of over 80 members, Enactus is able to continue developing two existing projects, while being able to implement and launch two new projects as well as host events for the UBC community. Examples of Enactus UBC projects include:

- **Autism Works Entrepreneurship** is a program delivered by Enactus UBC student consultants for individuals with Autism Spectrum Disorder (ASD). The mission is to assist in creating and developing employment opportunities, through providing business consulting services for aspiring entrepreneurs who are on the Autism spectrum.

- **Impel** is a pro-bono consulting group of motivated students from all faculties who help non-profit companies and social-enterprises with their business. It focused its consulting work on numerous areas of business, including marketing, industry research, and partnerships.
Strategy Consulting Initiative (SCI)
Strategy Consulting Initiative (SCI) is a student run not-for-profit program that offers pro-bono consulting services to businesses and charities in Vancouver. SCI staffs UBC’s top performing MBA and undergraduate students, and provides them with industry mentors working at top strategy consulting firms. SCI is dedicated to enhancing students’ learning and growth through collaboration with the Vancouver business community. The program strives to deliver long-term value to participating organizations while providing students the experience necessary to gain a competitive advantage in the consulting industry. Partners include:


Ventures:
   David Suzuki Foundation was assisted by creating metrics to allow the foundation to evaluate its social impact.

   The Carbon Initiative is a project formed at UBC that develops technologies for stabilizing the levels of Carbon in the atmosphere. SCI helped the Initiative with market evaluation.
Key results

• Through the reporting period, UBC Sauder academics and staff have been engaged with the business community, the public, and policy makers on numerous topics related to values-based business. Staff and academics affiliated with the Dhillon Centre for Business Ethics alone, presented at dozens of industry and professional events with more than 1,500 people in attendance.

• During the reporting period, UBC Sauder has coordinated on various projects and initiatives with external partners including other faculties at UBC, other universities across Canada, business and professional associations, companies and individual business leaders.

Future Objectives

• At least monthly, UBC Sauder representatives will present to industry or professional audiences on topics related to ethics or responsible business.

• During the reporting period, UBC Sauder will continue to work with a wide range of external partners.
Overview

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The UBC Sauder School of Business hosts a multitude of events that encourage dialogue among students, professors and business professionals alike. Many of these events—whether led by faculty, staff, or students—are focused on the realm of responsible business and how to integrate key stakeholders in some of the greatest issues faced by businesses and society today. This section explores past and annual events that encourage this progressive, complex dialogue.
Dean’s Speaker Series
Through this speaker series, prominent alumni and major business leaders return to UBC Sauder to share their knowledge and experiences with students. A unique chance for student-alumni interaction, past speakers have included Belinda Wong, the CEO of Starbucks China, and Christine Day, former CEO of Lululemon, who guided the company to become the most profitable retail apparel company in the world.

UBC Sauder 360 Newsletter
UBC Sauder 360 is the monthly e-newsletter devoted to UBC Sauder. It is devoted to the spectrum from innovative academic programs to world-leading faculty and research to student and alumni achievements. At the same time, it celebrates the innovation, diversity, and internationalism that UBC Sauder is recognized for. Recent issues have featured pieces on the affordable housing crisis in Vancouver and on Trump’s rollback on fuel-emissions standards for American cars.

UBC Changemaker Showcase
UBC Changemaker is a series of events hosted by the Centre for Community Engaged Learning. It offers a platform to identify, build, or expand the vision and action of ideas. Ideas range from solutions for local issues to tangible proposals for startups. The Changemaker Series includes a pitch competition, where students can pitch sustainable ideas for the chance to win prize money.

Viewpoints Magazine
Viewpoints magazine is published once per semester, primarily for UBC Sauder alumni. Each issue covers a different topic of interest that is pertinent to the school's recent initiatives. Most issues feature stories on UBC Sauder alumni, as well as research initiatives or programs within the school that are tackling topics related to the issue’s main headline. In 2017, the magazine devoted an issue to responsible leadership.
Student-led Dialogue

Chasing Sustainability Conference
Organized by the Commerce Undergraduate Society’ Sustainability club (CUS Sustainability) and UBC’s MBA chapter of Net Impact, Chasing Sustainability is an annual sustainability-focused business conference. It aims to connect UBC Sauder undergraduates and MBA students with business leaders and engage all parties in discussions on the intersection of business and sustainability. In bringing accomplished business leaders who have adopted a sustainable culture, the conference hopes to instigate a call to action towards students. Workshops at the 2018 conference included topics such as integrating sustainable practices into your everyday life and social sustainability.

Social Enterprise Club Innovation Jam
The Innovation Jam is a partnership between UBC Sauder’s Social Enterprise Club and entrepeneursip@UBC. It provides an opportunity for students to interact and collaborate with impact-focused ventures. It brings students who are passionate about social and environmental change together with start-ups, to gain different perspectives on problem-solving and ideas for growth. The Innovation Jam lets students apply theoretical skills learnt in the classroom to real-world issues, and lets start-ups tap into the large and diverse student body of UBC for potential interns or growth ideas.

Social Enterprise Conference
The UBC Sauder’s Social Enterprise Club puts on an annual conference for 300-350 students. It offers speakers and workshops over the course of one spring day, which are centered around challenging existing ideas in the world of business.
Key results

- During the reporting period, UBC Sauder and its centres have hosted several multi-stakeholder events, including the annual Academic-Practitioner Roundtable on Business and the Law hosted by the Dhillon Centre in 2017 and 2018.

- During the reporting period, UBC Sauder and staff were frequently featured addressing responsible business issues in major media outlets.

- During the reporting period, UBC Sauder frequently brought in responsible business leaders as guest speakers for events and classes, as well as initiatives such as ethics case competition coaching.

- Several UBC Sauder values-focused centres have actively engaged advisory boards made up of prominent business and community leaders.

Future Objectives

- At least annually, UBC Sauder, or one of its centres, will host a multi-stakeholder event on a topic related to ethics or responsible business.
About UBC Sauder
The UBC Sauder School of Business is one of the world’s leading academic business schools. Located in Vancouver, Canada’s gateway to the Pacific Rim, UBC Sauder provides a global business perspective at a dynamic crossroads of the international marketplace. Dedicated to rigorous and relevant teaching, our programs generate business leaders who drive change and shape industries and organizations around the world.

UBC Sauder has approximately 4,400 undergraduate and graduate students as well as more than 40,000 alumni in 80 countries. The faculty is made up of over 100 full-time tenured or tenure-track professors, as well as approximately 100 full-time and sessional lecturers. Of those faculty members, approximately 100 are from countries other than Canada, with representation from approximately 25 countries.

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