PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)

Communication of Progress

APRIL 2016
Message from the Interim Dean

March 29, 2016

Our mission is to provide an engaging learning and research environment that inspires us to go beyond the commonplace for the development of business and society.

We are committed to developing the potential of our students by providing them with a solid theoretical and practical training that focuses on entrepreneurship, innovative thinking, accountability, ethics and corporate social responsibility. For example, our MBA program includes mandatory core courses in ethics and corporate social responsibility. Our students also get an opportunity to participate in the MBA Community Service Initiative (MBA CSI) – a learning component that helps them understand the complex interconnections between business and society. We are currently revising this program’s curriculum and these elements will be further enhanced when we launch it in 2017.

In 2009 the John Molson School of Business moved into a new LEED (Leadership in Energy and Environmental Leadership) silver-certified 17-floor (with two underground) building in downtown Montreal.

The David O’Brien Centre for Sustainable Enterprise, the most active of our ten research centres, focuses on guiding organizations towards holistic sustainable strategies that focus on innovation, enterprise development, and community outreach. Other research centres generate new knowledge in areas of entrepreneurship, family business, business process innovation, inter-organizational negotiation, innovation in business finance, community entrepreneurship and development, sustainable supply chain and governance of public and private organizations.

During the past few years, JMSB has reached a number of important milestones. The external community has recognized the quality of our programs for their academic rigor and emphasis on responsible management. The John Molson MBA program was ranked twelfth in the world by Corporate Knights magazine in the 2015 Better World MBA Ranking, which rates how successful international universities are at integrating sustainability into the school experience.

JMSB is committed to PRME and delivering on its promise to educate responsible business leaders and global citizens. This is achieved through teaching and research and by setting an example as a business school that implements solid sustainable and ethical practices.

Stéphane Brutus, PhD
Interim Dean, John Molson School of Business
Principle I

**Purpose:** 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.

JMSB signed on to PRME in 2008 in accordance with our emerging focus on CSR and Sustainability and hence our emerging strategic focus. Moreover, PRME is an AACSB initiative in accordance with AACSB’s guidelines for Business schools to include ethics, CSR and sustainability. Our business school rose substantially in Corporate Knights rankings for integrating sustainability into our curriculum.

**Practices**

Our Undergraduate Programs office offers courses with a focus on sustainability and social responsibility. These include, “International Community Engagement (Special Topics in Management),” “Sustainable Management,” “Sustainable Investing” and “Marketing and Social Responsibility”.

At the graduate level, the MBA program offers the following courses: “Sustainability Business Strategy”, “Managing Strategic Action: (Strategy and Social Responsibility in Action)”

The Goodman Institute of Investment Management MBA (with complete CFA Integration) offers students a course dedicated to sustainable investment with “Socially Responsible and Sustainable Investment”.

Our MSc programs offer “Social Responsibility and Public Policy in Marketing” and the PhD in Administration offers “Social Responsibility and Public Policy Topics in Marketing”.

Recently, a number of research assistant positions were established to focus on sustainability research, and a number of students are incorporating the topic of sustainability into their theses. Recommendations have been made to professors to incorporate the topic of sustainability in at least one of the course sessions.
Principle 2

**Values:** 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.

*Many of the courses at JMSB incorporate social responsibility and ethical issues. Twenty-one courses at JMSB do so. In addition, specific courses have been developed to deal solely with the issue of PRME.*

*In addition to curriculum adaptations, the David O’Brien Centre for Sustainable Enterprise (DOCSE) is leading the PRME initiative by offering a Distinguished Speakers Series.*

**COURSES:**

**UNDERGRADUATE COURSES**

MANA 499: International Community Engagement (Special Topics in Management)  
Management (JMSB), Design & Computational Arts (FoFA) and Loyola College of Sustainability and Diversity (FAS)

MANA 374: Sustainable Management  
Department of Management Instructor: Andrea Kim, Part-time Lecturer

FINA 455S: Sustainable Investing  
Department of Finance Instructor: Amr Addas, Lecturer

MARK 4XX: Marketing and Social Responsibility (Note: This course will not be offered until the 2016-2017 academic year)  
Department of Marketing Instructor: Onur Bodur, Associate Professor

**GRADUATE COURSES**

MARK 672Y (MSc Program): Social Responsibility and Public Policy in Marketing  
Department of Marketing Instructor: Onur Bodur, Associate Professor

ADMI 831Z (PhD Program): Social Responsibility and Public Policy Topics in Marketing  
Department of Marketing Instructor: Onur Bodur, Associate Professor

**MBA COURSES**

GIIM 655: Sustainable Investing (MBA with complete CFA Integration Program)  
The Goodman Institute for Investment Management Instructor: Amr Addas, Lecturer

MANA 695U: Sustainable Business Strategy  
Department of Management Instructor: Raymond Paquin, Associate Professor

MBA 625: Managing Strategic Action (Strategy and Social Responsibility in Action)  
Department of Management Instructor: Rajshree Prakash, Lecturer Assistant Professor
MBA 691, GDBA 508 (Graduate Program): Business Ethics
Department of Management Instructor: Tim Field, Senior Lecturer

MBA 695S: Sustainable Investing
Department of Finance Instructor: Amr Addas, Lecturer

MANA 6950, GDBA 595A (Graduate Diploma): Corporate Governance
Department of Management Instructor: Janis Riven, Adjunct Professor

SPEAKERS SERIES:

Distinguished Speakers Series

Hearing leading scholars and thought leaders in any field inspires people to consider greater possibilities in their own work. To assist with the inspiration of our faculty and students, DOCSE has established the Distinguished Speakers Series. DOCSE is consistently bringing in top scholars in all aspects of the field of sustainable enterprise, who are able to speak to both academic researchers and practicing managers. By finding such speakers, not only does DOCSE advance knowledge, but the Center also changes practices.
Principle 3

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

We are excited to create new opportunities in the business school that streamline our processes to enable effective learning experiences for responsible leadership. Moreover, we take great pride in establishing practices that our students can contribute and learn from. By creating an engaging learning experience for both faculty and students, we are supporting the foundation to continue to build PRME principles both within the School and in the community with our students acting as ambassadors to the School spreading knowledge and responsible leadership.

**David O'Brien Centre for Sustainable Enterprise (DOCSE)**
The David O'Brien Centre for Sustainable Enterprise (DOCSE) is a leading research centre focused on triple bottom line success (ecologic, social and economic) for organizations. Named after benefactor David O'Brien, Chairman of RBC and Encana, the David O'Brien Centre for Sustainable Enterprise (DOCSE) was inaugurated in November 2009. Thomas Walker, the Centre’s director, spearheads the Centre’s efforts to be the leader in developing business practices that support corporate social responsibility, environmental health and safety, environmental management, community, and greening activities.

**The Institute for Governance of Private and public Organizations**
Created in 2005 by two academic institutions (HEC Montréal and Concordia’s John Molson School of Business), the Stephen Jarislowsky Foundation and the Autorité des marchés financiers, the Institute for governance (IGOPP) has become a centre for excellence about governance of public and private organizations. Through research, training programs, policy papers and participation in public debates, IGOPP has become a key reference on all issues of governance in the private and public sectors.

**Institute for Community Entrepreneurship & Development (ICED)**
The Mission of ICED is to provide opportunities for members of aboriginal, black, ethnic and immigrant communities to acquire the knowledge and skills necessary to improve their situation as well as the economic and social conditions in their communities. ICED achieves its mission by engaging with key representatives and organizations within these communities, conducting research and providing managerial tools and training that will facilitate social and economic development.

**Sustainability Internship Program (SIP)**
The SIP rewards eight full-time undergraduate students enrolled at the John Molson School of Business with funding of $2,300 for completing four-month internships. DOCSE and the JMSB’s Career Management Services manage the SIP, which is funded by a gift from Deloitte. Students gain experience in corporate social responsibility, ethics, green marketing, the social economy, environmental practices, responsible business practices, consulting, business development, and social entrepreneurship. Exposure and involvement are the keys to awareness and development. The SIP is thus a win-win scenario for both interns and internship hosts. Interns gain valuable hands-on experience, build their business skills, and evolve through exposure to sustainable best business practices. A solid understanding, building of skills, and acquired knowledge around sustainability is paramount for our JMSB students, in a world that is in need of young global thinkers who are socially and environmentally responsible. Sample of previous employers with
JMSB Stairwell Art Gallery

DOCSE transformed the John Molson School of Business Building (MB) stairwells into an art-filled environment, inspiring and encouraging people to walk their way towards a healthier, more sustainable and creative life. The Stairwell Art Gallery contains complex nature and sustainability themes by artists.

Benefits of the project:
• Healthier Concordians – physical exercise in climbing steps
• Increased productivity and chance encounters with others for idea sharing
• Enhanced creativity evoked by art
• Better use of stairwell space
• Augmented awareness of sustainability themes and issues
• Fewer elevator bottlenecks
• Potential for interdisciplinary collaboration and community involvement

The current artwork available in the south and north stairwells include:
• Speak the Future, Bronwen Moen, 2013
• Structure, John Shukin, 2014
• Keep Moving, Zoe Power, 2014
• Row, PA System, 2014
• Family tree, Boris Biberdzic, 2014
• All Is Well, Bronwen Moen, 2014
• Thriving Cargo, Razielle Aigen, Karen Boyle, and Bronwen Moen, 2014
• Untitled, Cam Novak, 2014
• The City, Lori Nix, 2014
• Drawn to trees, Petra Zantingh, 2015

Student-Led Initiatives - JSG

The mission of John Molson Sustainable Business Group (JSG) is to provide students at the John Molson School of Business (JMSB) with the resources to effectively and professionally incorporate sustainability in their pursuit of becoming ecologically aware, socially just, and economically responsible business leaders. JSG is unique in its approach of combining business students from the undergraduate and graduate levels as its executive board. The array of sustainability resources offered by JSG include, amongst others, company tours, speaker series, collaboration with case competitions, and of course its annual Sustainable Business Conference.

The John Molson Sustainable Business Group holds several events throughout the year to educate and inspire students about how to make sustainable business decisions, now and in their future careers.

JSG also work closely with JMSB’s Career Management Services (CMS) to bring in interesting speakers. Through a partnership with the (DOCSE), JSG hosts unique activities for the members such as a walk to raise awareness about climate change.
Principle 4

**Research:** 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.

JMSB prides itself in its accomplishments in research and we are proud the professors who have chosen to dedicate research to PRME activities.

In addition to The David O’Brien Centre for Sustainable Enterprise, JMSB is proud to have the following additional centre dedicated to sustainability and responsible business practices:

**CN Centre for Studies in Sustainable Supply Chain Management:**
The CN Centre was established in 2012 through a donation from Canadian National Railway Company (CN). The mission of the Centre is to establish an effective and mutually beneficial applied teaching and research platform where JMSB and CN will collaborate on designing, executing and bringing to fruition sustainable supply chain management based projects that have academic and business merit.

The following professorships were also created and supported in line with this principle:

RBC Professorship in Responsible Organizations: Claudine Mangen
RBC Professorship in Interorganizational Governance of Information Technology: Rustam Vahidov

**SELECTED ARTICLES BY JMSB FACULTY:**

DOCSE supports research that is intended to help organizations become more sustainable. Some examples of research are included below.

Engaging sustainability through alternative forms of organizing
Raymond Paquin, Associate Professor, Department of Management, JMSB, Concordia University

Modeling the diffusion and impact of industrial symbiosis
Raymond Paquin, Associate Professor, Department of Management, JMSB, Concordia University
Ketra Schmitt, Associate Professor, Centre for Engineering in Society, ENCS, Concordia University

Corporate environmental performance: The role of strategic schemas
Raymond Paquin, Associate Professor, Department of Management, JMSB, Concordia University
Guillaume Pain, PhD candidate, Department of Management, JMSB, Concordia University
The impact of household health on family economic activity
Robert S. Nason, Assistant Professor, Department of Management, JMSB, Concordia University

Is CSR for sale? Investigating the effects of acquisition of socially responsible brands on CSR perceptions
H. Onur Bodur, Associate Professor, Department of Marketing, JMSB, Concordia University
Bianca Grohmann, Associate Professor, Department of Marketing, Research Chair Tier 2, JMSB, Concordia University
Will you be physically active? Marketing a healthy lifestyle to improve consumer well being

H. Onur Bodur, Associate Professor, Department of Marketing, JMSB, Concordia University
Bianca Grohmann, Associate Professor, Department of Marketing, Research Chair Tier 2, JMSB, Concordia University

Integrating CSR campaign into marketing functions: The role of CSR cause and campaign execution style on consumer responses

H. Onur Bodur, Associate Professor, Department of Marketing, JMSB, Concordia University
Bianca Grohmann, Associate Professor, Department of Marketing, Research Chair Tier 2, JMSB, Concordia University

Is social venture capital different? Effects on fund and post-IPO performance

Frederick Davis, Assistant Professor, Department of Finance, JMSB, Concordia University
Ravi Mateti, Assistant Professor, Department of Finance, JMSB, Concordia University

The interaction of corporate social responsibility and the cost of capital: A comprehensive approach

Thomas Walker, Associate Professor, Department of Finance, JMSB, Concordia University
Kuntara Pukthuanthong, Associate Professor, Department of Finance, University of Missouri
Thomas Kaspereit, Lecturer, Department of Business Administration, Economics and Law (Accounting and Corporate Governance), University of Oldenburg
Arash Amoozegar, M.Sc. candidate, Department of Finance, JMSB, Concordia University

The development of environmental capabilities over time

Judith Walls, Assistant Professor, Management and Organization, College of Business, Nanyang Business School

Selected publications:


Principle 5

**Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
The JMSB maintains close ties and partnerships with the local business community. The business school is not separate from the business community but rather is an integral part of it. We engage not only in local PRME activities but also do so on a global level.

**DOCSE Activities**

**SUSTAINABLE REAL ESTATE AND BUILT ENVIRONMENT**

Samcon’s Sustainable Real Estate and Built Environment Program focuses on research, events, and curriculum development in sustainable real estate and the built environment.

The program started in the fall of 2015 and will be administered by DOCSE. Research projects will be interdisciplinary, bringing together academia, industry practitioners, the public, and non-profit sectors. Events will be designed to raise awareness and create dialogue among professionals, students, and the public. The program seeks to support emerging greener building methods, while also challenging the status quo of sustainable development in North America by considering not only the technologies commonly associated with green building, but also the social aspects of space design. Targeted academic research will enable a deep understanding of current as well as envisioned building, and popular dissemination will share this information and encourage action in both industry and the public more generally.

**SUSTAINABLE FINANCE RESEARCH**

Using Bloomberg and Trucost data, we analyze the environmental footprint and responsible investing approaches of global public companies and the implementation of UN-Principles of Responsible Investing. JMSB is a participant in Trucost’s Premiere University Partnership Program which gives students, faculty and staff full access to the database, in addition to various teaching tools.

**SUSTAINABLE INVESTMENT PROFESSIONAL CERTIFICATION (SIPC)**

SIPC is the only online international sustainable investing certification offered by a university business school geared specifically to train finance and corporate professionals. It was developed to meet the demand of financial and corporate professionals to gain the skills and knowledge in the rapidly growing sector of sustainable investing and business sustainability. The SIPC is attracting finance professionals as well as participants from the corporate world in non-finance roles but with an interest in sustainable business. The John Molson Executive Centre now manages the program.

Third-party associations like the CFA (Chartered Financial Analyst) Institute, IQPF (Quebec Institute of Financial Planners), and the SIO (Social Investment Organization) are seeing value in associating themselves with the SIPC brand and are endorsing or accrediting the program.
Principle 6

Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

The exchange of knowledge is an important facet to University research. At JMSB we provide our students with the opportunity to see a Business School in action as we support in-residence collaborations, promotes sustainability conferences and hosts a Distinguished Speaker Series through the David O’Brien Centre for Sustainable Enterprise.

David O’Brien Centre for Sustainable Enterprise
Distinguished Speakers Series

Our Distinguished Speakers Series maintains a healthy flow of new ideas and provocative discussions on sustainability at JMSB.

The presentations by leading scholars and thought leaders are intended to inspire researchers to consider greater possibilities in their own research.

MARCH 18, 2016
Michèle Paulin - Professor of marketing at Concordia University and holder of the RBC Professorship in Strategic Relationship Marketing at JMSB and Ronald Ferguson, Professor of management at Concordia University
Presentation: Millennials’ perception of greenwashing: Social media and the Energy East pipeline

FEBRUARY 5, 2016
Olaf Weber - Associate Professor at the School for Environment, Enterprise, and Development (SEED) at the University of Waterloo and Director, Master’s Program in Sustainability Management.
Presentation: How to create a sustainable financial Sector: Voluntary codes of conduct and financial sector regulations

NOVEMBER 13, 2015
Jon Erickson - Professor in the Rubenstein School of Environment and Natural Resources and Fellow of the Gund Institute for Ecological Economics at the University of Vermont (UVM)
Presentation: Economics for the Anthropocene
Toward a new science of choice in the age of humans

OCTOBER 23, 2015
Cary Krosinsky - Independent Author, Editor, Advisor and Educator on the subject of business, sustainability and investing.
Presentation: Climate Change & Evolving Investment Strategies

SEPTEMBER 25, 2015
Mark Purdon - Expert on climate change policy and political economy, working at the intersection of comparative politics and international relations.
Presentation: Unpacking the California-Québec carbon market: The policy, economics and politics of North America’s most comprehensive emissions trading system

SEPTEMBER 18, 2015
Tonia Ruppenthal – Professor Professor in Management, Business Administration and Economics, Fulda University of Applied Science, Germany
Presentation: The European Food Industry: Attempts of sustainability assessment

MAY 8, 2015
Aydin K. Sunol - Professor of Chemical and Biomedical Engineering, University of South Florida
Presentation: Environmental Sustainability and Supply Chain for Innovative Products Throughout Their Life Cycle

FEBRUARY 13, 2015
David Brinberg – R.O. Goodykoontz Professor of Marketing and Professor of Psychology, Virginia Polytechnic Institute and State University
Presentation: Creating sustainable social change

NOVEMBER 14, 2014
Dale S. Rogers - Professor of Logistics and Supply Chain Management at Arizona State University
Presentation: Sustainability is Free

OCTOBER 31, 2014
Lucie Bourgeois - founder of Umalia
Presentation: Creating shared value through partnerships: How corporate value chains can create business and social impact

OCTOBER 10, 2014
Donald Huisingh - Editor-In-Chief, Journal of Cleaner Production, Institute for a Secure and Sustainable Environment, University of Tennessee
Presentation: Holistic approaches to societal change

SEPTEMBER 18, 2014
Laszlo Zsolnai, Director, Business Ethics Center, Corvinus University of Budapest; Chairman, Business Ethics Faculty Group, CEMS - Global Alliance in Management Education
Presentation: Trajectories of transition to ecological sustainability: Implications for business and business schools

DOCSE Visiting Scholars Program

This program brings together sustainability scholars at JMSB with scholars from around the world. It encourages collaborative work that stretches research in interdisciplinary and cross-national directions. Scholar visits may last from one to 52 weeks and provide valuable face-time to conduct joint research, writing projects, and access to wider research resources of the Montreal region. Each sustainability scholar works closely with a JMSB faculty sponsor who also serves as a collaborator and local guide for the visit. Our past and present visiting scholars are:
YONG LIU  
College of Management and Economics of Tianjin University, China  
Duration of visit: December 1, 2013 – December 1, 2014

Yong Liu is an associate professor at Tianjin University in China. He has published two books and over 30 articles in professional and scholarly journals, including 13 articles indexed by SCI/SSCI and four articles indexed by EI/ISTP/ISSHP. In addition, he has led numerous projects funded by the Chinese National Natural Science Fund, Canada’s CBIE, Austria’s OEAD, the Chinese Ministry of Education, the Chinese Academy of Sciences, and the Fujian National Natural Science Fund. His work has been featured in Xinhua News and the URBACHINA and UPFORUM websites. He is an editor of the International Journal of the Academy of Organizational Behavior Management. While doing his research alongside Paul Shrivastava, Yong Liu managed to enrich his research agenda on topics such as low carbon management, residents’ low carbon behavior, the relationship between culture and firms’ behavior, and the effect of aesthetics on firms’ behaviors.

LASZLO ZSOLNAI  
Corvinus University of Budapest, Hungary.  
Duration of visit: September 1, 2014 – October 31, 2014

Laszlo Zsolnai is a professor and director of the Business Ethics Center at Corvinus University of Budapest, Hungary. During his stay at DOCSE, Laszlo Zsolnai presented at our Distinguished Speaker Series about “Trajectories of Ecological Transition: The Implications for Business and Business Schools”, and participated in the Leaders in Biodiversity Conservation Conference with a presentation on “Spirituality and Biodiversity Management”. He collaborated with Paul Shrivastava on several papers including “Genius of Place: The Idea of Place-based Enterprise” and “Toward Beautiful Organizations”. In addition, Professor Zsolnai had many collaborations with Montreal professors from Concordia, McGill, and HEC Montreal.

CHRISTIAN FIEBERG  
University of Bremen, Germany  
Duration of visit: May 1, 2015 – September 30, 2015

Christian Fieberg is a postdoctoral research fellow at the University of Bremen, Germany. He received a postdoctoral fellowship through the German Academic Exchange Service (DAAD). Fieberg’s research interests include sustainability, empirical finance, asset pricing, portfolio management, and risk management. During his research visit, he plans to pursue a project that investigates performance differences between different types of equity securities. Specifically, Fieberg aims to (1) empirically analyze if the exposure to factor mimicking portfolios or firm characteristics (including a variety of sustainability related measures) explain the dispersion in average stock returns and (2) to analyze the implications on how investors should form portfolios.

FELIX CANITZ  
University of Oldenburg, Germany  
Duration of visit: March 1, 2015 – August 31, 2015

Felix Canitz is completing his doctoral research work in responsible accounting and corporate governance under the supervision of Kerstin Lopatta, PhD at the University of Oldenburg, Germany. He received a visiting fellowship through the German Academic Exchange Service
While at DOCSE, he is working on two research papers that investigate the importance of environmental, social, and governance (ESG) factors on stock price returns and the impact of CFO risk attitudes on the accounting quality of a firm.

**ART AND SUSTAINABLE ENTERPRISE WORKSHOP JUNE 2014, ICN, NANCY, FRANCE**

The International Research Chair on Art and Sustainable Enterprise examines the dynamic relations between art, aesthetics, and sustainable development of organizations. The chair is a joint initiative between DOCSE, the ICN Business School and the ARTEM Program in Nancy, France. This first workshop organized under the chair brought leading art and sustainable enterprise researchers together to present the members’ current and future projects. The workshop promoted a productive exchange between researchers and allowed them to discuss further collaborative work. Paul Shrivastava of DOCSE organized and moderated a workshop.

**UN-PRI CONFERENCE SEPTEMBER 2014, MONTREAL, CANADA**

DOCSE worked with the United Nations Principles for Responsible Investment (UN-PRI) Academic Network to host a conference in Montreal. The agenda covered a wide variety of topics including debates on fossil fuel divestment, investor tax responsibility, green bonds, fracking, human rights in extractives, and executive remuneration. Paul Shrivastava, Amr Addas and Thomas Walker served on the Organizing and Academic Selection Committee.

**DOCSE-FILAGO JOINT WORKSHOP OCTOBER 2014, MONTREAL, CANADA**

The workshop offered participants from Europe, the U.S., and Canada an opportunity to present and discuss their latest research findings in the area of risk management, securities law, corporate governance, and sustainability. The event, co-hosted by Paul Shrivastava and Thomas Walker, was a joint initiative between DOCSE and the Montreal Research Group for Finance, Law, and Corporate Governance (Filago).

**DOCSE CORPORATE ROUNDTABLE AND SHARED LEARNING**

Corporations have some of the greatest ability to affect change and have an impact on creating a sustainable world community. To that end, the David O’Brien Centre for Sustainable Enterprise (DOCSE) invites corporate leaders as well as more entrepreneurial business executives into dialogues about major environmental and social issues.

This allows us to learn about the steps being taken at different levels and to discern where major gaps exist. Moreover, this process provides an opportunity for green leaders to share their success and for companies to learn from their peers.

Example of companies who attend roundtables:

- IBM
- Fast International
- Birks and Mayors
- Deloitte
- Crudessence
• Quebecor
• Bombardier
• J.W. McConnell Family Foundation
• Canada Lands Corporation
• Quo Vadis Development
• Ivanhoe Cambridge
• Ville de Montreal
• United Nations
Looking forward – Next 24 months

PRME practices are a part of JMSB’s strategic plan. JMSB efforts will continue until such time that we have successfully accomplished our goals. Not only do we seek implement our initiatives effectively but also we continue to incorporate PRME activities as a way of life within the School rather than as a separate overall objective.

New Program

DOCSE will soon launch a call for research proposals for a new program at JMSB - the Sustainable Real Estate and Built Environment Program. We have recently assembled an advisory board and a scientific committee of professionals and academics with extensive experience in this area. The program will focus on research, events, and curriculum development in sustainable residential real estate and the built environment. Research projects will be interdisciplinary, bringing together academia, industry practitioners, the public and non-profit sectors. Events will be designed to raise awareness among professionals, students, and the public.

The program will address the social, environmental, and economic impacts of sustainable residential real estate building, both locally and further afield. Targeted research will enable a deep understanding of urbanization and its impact on global infrastructure demand. Stay posted for details.