Sharing Information on Progress

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

2015-2016
Our Mission
By creating and communicating powerful ideas, we educate and inspire the founders, leaders and managers of organizations that are internationally competitive, locally responsive and sustainable.

Our Commitment
In the last two years, the Beedie School of Business at Simon Fraser University has continued to create and develop opportunities for students, researchers, and partners to collaborate, discuss, and implement ideas. This work extends the reach of the School’s mission of educating and inspiring sustainable enterprise in our undergraduate and graduate students going beyond the classroom to practice, apply and engage with the world and communities they live, work and study in.

The Beedie School’s social venture lab and venture incubator RADIUS, and the Canadian International Institute for Resource Extraction and Development (CRIDI) partnership with the University of British Columbia and École Polytechnique, continue initiatives that address collaborative dialogues and opportunities for underemployed and marginalized populations and communities in developing nations engaged in mining and natural resource management.

Leadership development and innovation have been core components of School activities with the launch of a certificate in Entrepreneurship open to all students at SFU and School graduates have established small businesses, independent ventures, co-operatives, and organizations that address or incorporate sustainability or community-driven considerations as part of their purpose.

Since assuming the role of Dean in January 2016, I have been inspired by the dedication to research, practice and knowledge dissemination through action that underpins much of what happens at Beedie. The principles of responsible management education and the concepts behind each principle continue to guide many aspects of our engagement with our stakeholders and communities we serve.

Over the next 24-months we look forward to continuing our practice in each of the six principles through the further development of experiential learning opportunities for our students and strengthening our partnership activities in social innovation and student entrepreneurship.

Ali Dastmalchian
Dean, Beedie School of Business
Simon Fraser University
PRINCIPLE 1: 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.

Karen Robson receives American Marketing Association Award
Jul 06, 2015

Beedie School of Business PhD candidate Karen Robson has received the Rising Star Award from the American Marketing Association (AMA) Consumer Behavior Special Interest Group – one of the largest special interest groups within the AMA.

Along with fellow PhD candidate Stéphane Beninger, Robson has published two peer-reviewed journal articles, with another peer-reviewed journal article forthcoming. Their article, “Marketing at the base of the pyramid: Perspectives for practitioners and academics”, in Business Horizons, discusses issues concerning marketing in impoverished markets, supported by survey research with managers active in those contexts.


Karen Robson has research specialization in:

- Creativity and innovation
- Consumer behaviour
- Consumer economics
- Services marketing

Karen Robson
PhD candidate

MBE graduate’s venture delivers healthy snacks across Canada
Oct 26, 2015

Naked Snacks is an e-commerce company that delivers nutritious, affordable, and delicious snack creations across Canada. Founded in December 2014 by Neil Thomson, one of the company’s first customers was MBA graduate Tom Malcolm. Malcolm was impressed by the product and came on board as CEO in June 2015.

In addition to improving the lives of Canadians through healthy diet, Naked Snacks also seeks to better the lives of those less fortunate through a commitment to social responsibility.

The company works on a daily basis with Pot Luck Café Society, an award wining social enterprise that creates jobs for residents of Vancouver’s downtown eastside who have barriers to traditional employment. “At Naked Snacks, we are firm believers that business can be the catalyst for change for good,” says Malcolm.

For more information visit:
https://www.nakedsnacks.ca/
http://potluckcatering.org/

BBA alumni named on Business in Vancouver’s Forty Under 40
Oct 28, 2015

Beedie School of Business BBA alumni Manny Padda and Raman Randhawa have been ranked among B.C.’s top entrepreneurs, executives and professionals in the 2015 Business in Vancouver Forty Under 40 awards.

Padda is founder of New Avenue Capital (NAC), a global investment firm with interests in venture capital, private lending and real estate, recruitment, and philanthropy. Valued at more than $30 million, NAC has more than 50 investments in 12 countries. His dedication to philanthropy sees Padda sit on a number of advisory boards in the education, not-for-profit, and social venture sectors, including Social Venture Partners, SOAR Philanthropic Society, Global Agents for Change, Change Heroes, and Room to Read.

Randhawa is Vice President, Operations, Finance at Goldcorp, where he has held a series of leadership roles since joining in 2005. A Chartered Accountant with over ten years’ experience in the mining industry, he has also worked at the international firm of Ernst & Young.

For more information visit:
http://bit.ly/1L37Fma

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The 2015/16 RADIUS Ventures Slingshot cohort focuses entirely on food-related ventures, including the Capilano Tea House and Botanical Soda Company, which infuses traditional local First Nations blends with traditional global tea varietals.

SFU’s RADIUS Slingshot program to boost B.C.’s sustainable food industry
Nov 19, 2015

Insect-based protein powder, First Nations tea blends, and home-delivered healthy snack boxes are just some of the local food-related ventures that will receive a jump-start from their inclusion in SFU’s third annual RADIUS Ventures Slingshot Accelerator.

The intense six-month cohort program for high impact ventures is run by RADIUS, a social innovation lab and venture incubator based at Simon Fraser University’s Beedie School of Business.

There is no requirement that the participating ventures have any previous connection to SFU.

Designed to take growth-ready social ventures to the next level, members of the 2014-15 Slingshot cohort have already achieved 50% percent revenue growth relative to their pre-RADIUS baseline.

Over the next six months the cohort will be immersed in design thinking, lean start-up methodology, and hands-on mentorship and collaboration in order to prepare their ventures for growth and investment.

RADIUS is an integral component of SFU Innovates, Simon Fraser’s recently launched innovation and entrepreneurship strategy.

For more information on the 2015/16 RADIUS Ventures Slingshot cohort, visit radiussfu.com/apply-now-to-the-radius-ventures-slingshot-accelerator-program

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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.

2015-2016 HIGHLIGHTS

Energy-generating shoe concept wins IxDA Challenge

Feb 16, 2015

Taylor Ward’s innovative energy concept “Step” insole took first place at the 2015 IxDA Student Design Challenge, held at the Interaction15 Conference in San Francisco.

This year’s competition theme challenged students to develop concepts that connected to and improved their cities and life within them.

Ward’s concept is a shoe insole that would contain piezoelectric nanogenerators and compactors for transforming each step into energy, storing it in the insoles and then transferred, using wireless inductive charging, from transfer stations into the city’s power grid.

Along with finalists from the United States, Sweden and Italy, he worked with industry professionals at the Interaction15 Conference to sharpen and further develop the concept before pitching it to a panel of judges and more than 900 attendees.

Stephanie Bertels honoured with SFU President’s Award for Leadership in Sustainability

Mar 31, 2016

Beedie School of Business associate professor Stephanie Bertels has been awarded the SFU President’s Award for Leadership in Sustainability, recognizing her efforts in advancing the cause of sustainability both within and beyond the University.

Bertels is an enthusiastic teacher and regularly coaches graduate student sustainability case competition teams. Recently, she coached a team of Beedie graduate students who were selected for the regional final of the prestigious Hult Prize for Social Entrepreneurship. Last year her students took second place at the 2015 Business for a Better World – Corporate Knights Case Competition, held at the World Economic Forum.

She is also the faculty sponsor and advisor for the SFU Net Impact chapter, connecting students with sustainability professionals and helping organize the SFU Net Impact Sustainability Challenge, a sustainability-focused case competition for graduate business students in the Pacific Northwest.

EMBA in Aboriginal Business and Leadership facilitates international Indigenous connections

May 02, 2016

Students in the Executive MBA in Aboriginal Business and Leadership (EMBA ABL) program benefit from a new partnership that will expose them to some of the world’s top research in Indigenous governance and economic issues.

This past January, six students in the EMBA ABL travelled south to Tucson, Arizona. There, they participated in January-in-Tucson, a series of courses run by the University of Arizona’s Native Nations Institute, the world’s premier Indigenous governance and economic research institute.

The three-week session not only offers courses on Indigenous governance and rights issues taught by leading faculty from across the globe, but also facilitates dialogue between Indigenous peoples from all over the world who are in attendance.

The 2016 Tucson trip received such positive feedback from participating students that from next year it will become a core component of the EMBA ABL program for all students.
The following article was published in the Vancouver Sun on May 10, 2016. By Randy Shore, Vancouver Sun.

A social enterprise startup on the Downtown Eastside is assembling a small army of casual workers trained to meet the needs of the city’s business community.

Knack (knackworks.ca) puts its candidates through eight workplace readiness workshops during which they earn “micro-credentials” for each skill they acquire, including workplace communication, time management, teamwork and more recently, professional kitchen skills. Badges earned can be displayed in LinkedIn or Facebook profiles. “It’s not unlike a Boy Scout’s badge, they are competencies that are far more attainable than university degrees,” said program manager Anna Migicovsky.

The micro-credential movement is gaining traction in the United States as a way for people to earn and display skills acquired without formal education.

Knack is reaching out to local businesses interested in employing people with barriers to employment, even for occasional jobs of just a few hours. “For businesses that are already engaged in impact hiring, Knack is a way for them to streamline that process,” said Colin Stansfield, executive director of Potluck Cafe Society, which runs Knack. “For folks who are looking to get into inclusive employment, it can be a confusing environment so this is going to be a very easy first step.”

Companies interested in acquiring a social sustainability certification, such as B Corporation, may satisfy community service requirements by employing Knack’s workers, Stansfield said. “We do a lot of talking about the power of business to achieve change and this is an opportunity to really do that,” he said. The workers — called Knack Earners upon graduation — are people who have spent time away from the workforce or who have struggled to maintain full-time employment for a variety of reasons from physical or mental illness to unstable housing. “These are people who actually have a lot of assets and expertise, but sometimes that doesn’t show on a resume,” she said. “What employers tend to notice is gaps in employment history.”

Thi Ngo was out of the workforce for six years before she was referred to Knack. “I used to work but I left because of my depression,” she said. “After so long I didn’t feel comfortable going back.” Knack gave Ngo the foundational skills and — more importantly — the confidence to re-enter the workforce. “It was a good step for me, it really made me feel that I could come back,” said Ngo, who now works at Potluck Cafe. “After taking some steps with Knack I feel ready to go back to the regular workforce.”

Three groups of about 15 people have gone through the eight-week program. After a few dropouts, Knack has about 30 workers ready for casual and task-based employment. A separate stream of workers started a 12-week kitchen skills training program. The first few cohorts were drawn mainly from local non-profits, longtime volunteers who are ready to graduate to paid employment.

“We have taken people from SOLEfood Farms, East Van Roaster, Union Gospel Mission and the Carnegie Centre,” said Migicovsky. “We are hoping that we can get them out of supported work environments and show that they have the skills to work for traditional businesses.”

Knack is operating with a two-year grant from the Vancouver Foundation and using the infrastructure and template created by the success of Potluck Cafe, a social enterprise caterer that has been employing people from the Downtown Eastside for 15 years. Knacker Earners are usually on income assistance or a disability pension, so they are only permitted to earn between $200 and $800 a month without penalty, under ministry rules.

Developed in partnership with RADIUS SFU and Ecotrust Canada’s joint initiative LEDlab, Knack expands Potluck Café Society’s successful social impact hiring model. “Potluck has a long history of employing people in the DTES and those are stable, permanent jobs,” said Migicovsky. “Knack is a way we can touch a lot more people and connect them with the greater business community.”
SFU Beedie School of Business receives Net Impact’s Gold Chapter standing

Aug 05, 2016

Net Impact has announced the 2016 Gold standings for Net Impact chapters, awarding Simon Fraser University’s Beedie School of Business the prestigious Gold standing. These standings, based on the chapter’s performance this past academic year, represent the most outstanding chapters in the Net Impact network. This year, just 38% of over 300 Net Impact chapters worldwide achieved Gold standing.

"Of our network of over 300 chapters worldwide, Net Impact’s Gold chapters represent the brightest, most committed impact leaders who are making a difference on their campuses and in their communities," says Net Impact CEO Liz Maw. "These chapters are inspiring and equipping young people to use their careers to lead our world to a more sustainable and equitable future."

Chapters achieve Gold standing by meeting a rigorous set of requirements based on their activities, programming, and network contribution. This year, the Net Impact network led a multitude of events and programs that allowed members to positively impact their communities. Gold chapters also strengthened the overall network through regional collaboration, mentoring and helping launch other chapters, and sharing successful ideas with their peers.

This year’s SFU chapter was led by the executive committee of Grace Potma (President), Spencer Westlake (Vice President), Jacqueline Norris (Director of Communications), Saman Moradi (Director of Community Outreach), Harshil Cherukuri (Director of Academic Outreach), and Rylan Dobson (Director at Large). SFU’s chapter activities this year included a wide variety of topics: from movie nights on climate change and sustainable supply chains, to expert panels on socially responsible investment, career paths in sustainability, and business in a First Nations context. The annual Net Impact Sustainability Challenge allowed students from business schools across North America to compete for thousands of dollars in prize money, while analyzing and presenting solutions to an expert panel on a live sustainability case extremely relevant to the BC business community.

"It was a privilege to work with such a capable team," said Potma. "While balancing a busy MBA course load, the SFU Net Impact chapter created a dynamic flow of events that met peers’ learning needs and provided opportunities to connect with local professionals. We are extremely grateful for the strong support we received from the staff and faculty at the Beedie School of Business. Stephanie Reimer (Manager, Student Engagement) and Dr. Steph Bertels (Faculty Advisor and Associate Professor) were particularly instrumental at providing the institutional memory and industry connections that made our event portfolio so strong."

Gold chapters are recognized broadly across the Net Impact network through Net Impact’s digital channels and at the annual Net Impact conference. The SFU chapter is already continuing its momentum: among many other engaging events to be hosted by the new incoming graduate business cohorts, the fourth annual SFU Net Impact Sustainability Challenge will be held March 24-25, 2017, at the SFU Beedie School of Business’ Segal Building in downtown Vancouver, BC. Learn more, or see the video of this year’s successful competition here.

About Net Impact:
Net Impact is a leading nonprofit that empowers a new generation to use their careers to drive transformational change in the workplace and the world. At the heart of our community are over 100,000 student and professional leaders from over 300 volunteer-led chapters across the globe working for a sustainable future. Together, we make a net impact that transforms our lives, our organizations, and the world.

For more information visit: http://beedie.sfu.ca/netimpact/
The following article was published in the Vancouver Sun on December 21, 2015. By Denise Ryan, Vancouver Sun.

Lupii in Champlain Heights serves up zero-waste vegetarian food, with a side of social inclusion.

When Lisa Papania learned about the demise of Champlain Video last December, a beloved local hub for families and film buffs, the Killarney resident decided to turn the loss into an opportunity for her community.

A Simon Fraser University professor with expertise in social responsibility, sustainability and product development, Papania decided to turn the space into a zero waste vegetarian café named Lupii.

“When the space came up for rent, it seemed like a really great idea to put the things I’ve been teaching into practice. The research I’ve been doing for the last 10 years with regard to food and material waste, and social inclusion all came together.”

The six-month-old café seats 16, serves up vegan and vegetarian grub, sells upcycled products, hosts drop ins for local parents with kids, movie nights (last week was a six-night Star Wars marathon), and even homework help nights for local kids, facilitated by the video store’s former manager, Allan Wong.

“It’s all about bringing people together,” says Papania. “Our mission is to connect people within the community. When people know each other, then they take care of one another.”

With the help of her husband Daniel, Papania repurposed a gymnasium floor to build counters and tables and reached out to local farms, stores and farmers markets to source food that would otherwise be headed to the landfill or waste — seconds, ugly vegetables or excess stock — around which she designs her daily menus.

The zero waste concept means that if you want takeout, bring your own container, or, for a toonie deposit you can use a returnable foodsafe container.

And at Lupii, every coffee comes with a conversation. Encouraging social interaction, and getting to know people, is a big part of Lupii. “We are trying to get people to stop, chat with their neighbours, which from a coffee shop perspective is quite an uncomfortable thing for people in this city.”

Papania also hosts a monthly vegetarian dinner at the Champlain Heights Community Centre. The free dinner does come with a non-monetary price: “We ask people to talk with someone in the line up that they don’t know, or sit and eat with a stranger.”

Community dinner menus are designed around whatever food Papania can source — last week, for example, she turned an excess of butternut squash and potatoes into a vegetarian curry and a “ton of mashed potatoes with lentil and tomato gravy.”

Papania believes that moving to a more sustainable culture is more likely to happen if options are readily available.

“People don’t ask for changes in behaviour. They didn’t ask for the iPhone, they didn’t ask for the internal combustion engine. Somebody presented them with a car, somebody presented them with an iPhone, and people consumed it. If we want people to get off waste and not throw things into the trash and not pollute the air and water, we have to provide them with the alternatives. I wanted to create a space that took the worry about waste away from the consumer.”

The idea for the social inclusion aspect of the project came partly from Papania’s own experience in the community.

“When we moved into the neighbourhood (10 years ago), we had a three year old. We didn’t have any connections, we didn’t have any social networks. We wanted to make sure no one else had to go through that, so we made a place where people could form bonds and make connections.”

The café, which began as kind of “action research” project, has become a venture of the heart. “It’s changed everything about where I live,” Papania says. “I feel like I’m intrinsically part of the neighbourhood and I’m helping to create that for others.”
PRINCIPLE 3: METHOD
We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

2015-2016 HIGHLIGHTS

Entrepreneurship certificate open to all SFU undergraduates
Sep 23, 2015 / Jun 17, 2016
A new certificate from Simon Fraser University allows any undergraduate student from faculties across the university to add innovation and entrepreneurship training to their education.

The Certificate in Innovation and Entrepreneurship (CIE) teaches students skills such as creativity, adaptability, teamwork, collaboration, communication, and implementation. It will also develop the innovation and entrepreneurship skills necessary for students interested in establishing their own startups.

Using a unique, interdisciplinary approach to entrepreneurship, the CIE has been designed to build the multi-faceted teams required for a realistic entrepreneurship experience. The CIE is designed to be customizable and work with the student’s primary degree.

In June 2016, Beedie alumnus Charles Chang established the Charles Chang Institute for Entrepreneurship which hosts the certificate program.

For more information, visit: https://beedie.sfu.ca/bba/CIE/

Undergraduate students put business education into action through BUS 202
Nov 03, 2015
An innovative new partnership between SFU’s bookstore and a class of Beedie School of Business undergraduate students could point to a new direction in the future of university bookstores – as a laboratory for putting business education into action.

The partnership sees students from the Beedie School of Business’ Bus 202 Foundations for Collaborative Work Environments class exercise control over SFU Beedie-branded products in the SFU bookstores.

Students in the class were divided into 12 product groups made up of three task teams, each focusing on one particular area of the retail experience: marketing and promotions; product management and research; and accounting and operations.

Net profits from sales will be split between the SFU bookstore and the Beedie School of Business, with the monies generated by one class invested in more products for the next cohort of students, thereby creating a perpetual student experience.

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### Student Leadership

Enactus SFU, students at Simon Fraser University develop new skills, and are empowered to become future leaders while transforming lives in their community. Through that focuses on social entrepreneurship to make a positive impact in the community.

For many students at Simon Fraser University, the dedication to social innovation paid off at the Enactus National Exposition, as Enactus SFU took home the Capital One Financial Education Challenge award and reached the semi-finals of the overall competition. In addition, Beedie student and president of Enactus SFU, Wlonna Bhatti, was named Student Leader of the Year at the competition held in Toronto in May 2016. Enactus is a global student-led organization that focuses on social entrepreneurship to transform lives in their community. Through Enactus SFU, students at Simon Fraser University develop new skills, and are empowered to become future leaders while making a positive impact in the community.

For more information on Enactus SFU, visit enactus.sfu.ca.

### BC Business Top 30 Under 30

BBA graduates Naqib Azad leaves behind a legacy in empowering students to benefit society through social entrepreneurship. Upon arriving in Vancouver from his hometown of Nakuru, Kenya, Azad quickly set his sights on helping others through his academic experience. By the time he reached his second year, he had founded Social Entrepreneurship SFU, a business club that trains students to use their knowledge and entrepreneurial spirit to benefit the community.

As president, he was responsible for organizing the club’s signature event, the Social Innovation Case Competition, an annual undergraduate case competition that addresses pressing social issues.

BBA alumnus Kyle Krystalfich credits the Leaders of Tomorrow program for helping him land a job with Ernst & Young upon graduation.

For more information visit: http://www.bcbusiness.ca/30under30

### PRME SHARING INFORMATION ON PROGRESS 2015-2016

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### Student Leadership

Student of the Year award in 2014. Alice Parks is a BBA alumna and founder/ CEO of Go2Gether Inc, a vehicle sharing platform that focuses on social entrepreneurship to make a positive impact in the community.

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For more information visit: http://www.bcbusiness.ca/30under30

### PRME SHARING INFORMATION ON PROGRESS 2015-2016

Beedie School of Business students’ dedication to social innovation paid off at the Enactus National Exposition, as Enactus SFU took home the Capital One Financial Education Challenge award and reached the semi-finals of the overall competition. In addition, Beedie student and president of Enactus SFU, Wlonna Bhatti, was named Student Leader of the Year at the competition held in Toronto in May 2016. Enactus is a global student-led organization that focuses on social entrepreneurship to make a positive impact in the community.

For more information on Enactus SFU, visit enactus.sfu.ca.
The prospect of a financial institution being unable to determine whether or not a customer is eligible for a loan is an alien one to Canadian residents. In western society, the population has become used to loans being approved within minutes, often without even speaking to someone face to face. Yet in developing parts of the world, the systems required to determine whether a prospective customer is viable often do not exist, making it impossible for institutions to make finance available to millions of small and medium sized enterprises.

Beedie School of Business alumnus Bailey Klinger, however, is determined to address this issue – and thanks to his Entrepreneurial Finance Lab (EFL) technology, customers in 26 developing countries across the globe who would previously have been turned down have been able to access an incredible $500 million in loans.

Klinger spoke about his incredible story in front of a packed audience at the annual Beedie School of Business Alumni Reunion. The event, held at the Segal Graduate School on January 13, saw Klinger interviewed by Donovan Woollard, Director of RADIUS Ventures.

Woollard first asked Klinger to describe just what the pressing societal problem was that he was trying to solve.

"For loan officers in Nairobi or Bangalore, the majority of the population walks in with a job in an informal micro enterprise – taxi driver or hairdresser for example – but how can they evaluate whether they are a good risk option for a loan?" said Klinger. "In developed countries there are options such as personal credit checks, or you can look at the business books. In developing countries you have none of that. All the transactions are cash based, and there is no option to develop credit. They can’t evaluate the person, so every day they just say no. I was fascinated by this problem."

In searching for a solution to this issue, Klinger and his co-founders examined what he referred to as some “crazy” options, including lie detectors, DNA swabs, and voice analysis. He revealed that the moment of insight happened in a typically entrepreneurial fashion: over beers.

“We came across some research papers that looked at entrepreneurs in emerging markets and identified that they had different personality characteristics to managers," he said. “They studied these differences using psychometric tests, and there is some forty years of research using these tools. We thought we could apply that to our problem, so took a few existing things and combined them in different ways to suit our purpose.”

The EFL technology utilizes psychometric tools and principles to enable banks & microfinance institutions in emerging markets to lend profitably to business owners and consumers lacking credit history and collateral. Importantly, the technology has a number of characteristics that make it attractive to banks and lenders in developing countries: it is low-cost, and can be applied by anyone, any time, anywhere, without any training.

Asked whether it is possible for potential customers to cheat the system, Klinger responded that it is an important concern, and one which they work to ensure is not an issue. The tool includes potential traps so as to spot people attempting to play the system, and as time goes on the data collected allows EFL to ensure that any tactics successful in gaming the system will not work in the future.

Touching on his career path, Klinger reflected on his time as a business undergraduate at SFU, citing current Beedie Associate Dean of Undergraduate program Andrew Gemino as a big influence on his career. He described how an application for a Rhodes Scholarship as an undergrad made him realize that he was interested in private sector development in emerging countries, and caused him to draw career road map – an exercise he said was invaluable in determining his path, and led him to do a Masters and PhD at Harvard.
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.

2015-2016 HIGHLIGHTS

Sarah Lubik to advise on Government of Canada’s Innovation Agenda

Jun 30, 2016

Sarah Lubik, Director of Entrepreneurship at Simon Fraser University, has been named one of Canada’s ten Innovation Leaders who will help form the nation’s Innovation Agenda.

Each of the Innovation Leaders will host round-table discussions across the country, which will allow the government to gather information and feedback from experts, networks, and individuals involved in innovation.

The ten Innovation Leaders represent the private sector, universities and colleges, the not-for-profit sector, social entrepreneurs, and businesses owned and operated by Indigenous people.

Lubik was selected for the role after being part of a delegation from SFU that presented the SFU Innovates strategy to government officials in Ottawa.

For more information visit: http://bit.ly/2VZ9uddenly,
http://innovates.vpr.sfu.ca/.

Businesses that show commitment to sustainability inspire greener customers

Aug 25, 2016

Spending a little to prove a commitment to sustainability can help tourism industry businesses such as hotels inspire customers to conserve resources. The paper, “Turning Off the Lights: Consumers’ Environmental Efforts Depend on Visible Efforts of Firms,” was co-authored by Brent McFerran, associate professor at SFU’s Beedie School of Business; University of Michigan marketing professor Aradhna Krishna; and Wenbo Wang, Hong Kong University of Science and Technology.

The study found that hotel guests’ willingness to conserve resources — such as turning off lights, reusing towels, or setting the thermostat at a specific temperature — is affected by how “green” they perceive the hotel to be.

The more environmentally friendly consumers perceived the firm to be, the more patrons themselves conserved.


Beedie PhD Bryan Gallagher nets SSHRC Storyteller award

Jun 03, 2015

Beedie School of Business PhD student Bryan Gallagher has been selected as one of five winners of the Social Sciences and Humanities Research Council of Canada (SSHRC) 2015 Storytellers contest.

Gallagher was chosen for the award based on the strength of his three-minute live presentation, drawn from his original video submission explaining key findings from his dissertation, “Urban Entrepreneurship and Indigenous Identity: An interview Study on the connections between indigenous identities and Entrepreneurial Practices in Australia”.

The annual Storytellers contest challenges postsecondary students to demonstrate – in three minutes or 300 words – how SSHRC-funded research is making a difference in the lives of Canadians.

For more information visit: http://bit.ly/1dDMWj
Business Ethics


Why might high-status organizations, seemingly secure in their positions, resort to illegality? This study considers the possibility that status theory might have overestimated the relative security of high-status organizations. We examine our theory that an inability to meet associates’ expectations about quality might be the source of insecurity, using data on the illegal loan recovery practices employed by commercial banks in India between 2005 and 2009.


This article examines perceptions of low-income consumers receiving government assistance and the choices they make, showing that this group is viewed differently than those with more resources, even when making identical choices. A series of five experiments reveal that ethical purchases polarize moral judgments: whereas individuals receiving government assistance are perceived as less moral for making the identical choice. Price is a central component of this effect because equating the cost of ethical and conventional goods provides those receiving government assistance some protection against harsh moral judgments when choosing ethically.

Corporate Governance


Purpose – The purpose of this study is to investigate the role of internal variables, such as strategic governance and operational controls, along with external variables that influence sustainability reporting.

Findings – Using a sample of companies in high-polluting industries, the authors find that while contractual governance works well in situations with high levels of environmental uncertainty, both types of uncertainty are low or high. We find that contractual governance works best under low to moderate levels of uncertainty and moderate to high levels of environmental uncertainty. It is detrimental to alliance performance when both types of uncertainty are high or low. Trust-based governance is most effective at high levels of behavioral uncertainty and low levels of environmental uncertainty. It suffers a large loss of usefulness at high behavioral uncertainty as environmental uncertainty increases.


Purpose – This study is to investigate the role of internal variables, such as strategic governance and operational controls, along with external variables that influence sustainability reporting.

Practical implications – Considering the formation of several international initiatives such as International Integrated Reporting Council to improve sustainability reporting for decision-making, the authors’ research provides interesting insights both to policymakers and managers about organizational characteristics that are important to make reporting useful and relevant.


Policy designers seeking to harness profit-driven efficiency for public purposes are increasingly employing public-private hybrid organizations with fractionalized property rights that distribute “ownership” among public and private actors. The resulting hybrids are quite diverse, including mixed enterprises, public-private partnerships, social entrepreneurship organizations, government-sponsored enterprises, and various other hybrid forms. The authors’ purpose is to identify factors influencing public purposes to private sector efficiency and strategic flexibility and to develop a typology for use in policy-making.
Purpose – The purpose of this paper is to investigate the relationship among consumers' corporate associations, consumer-corporate connection, and corporate brand loyalty, with a particular focus on the moderating role of national culture.


The authors built upon models of workplace bullying to examine how racial/ethnic bullying can lead to racial/ethnic minorities’ sensitivity to future discrimination via its effects on race/ethnic-related stress. With a sample of racial/ethnic minorities, they found support for this process. Individual differences in social dominance orientation (SDO) also attenuated the mediation: The indirect effect of race/ethnic-related stress on bullying to examine how racial/ethnic bullying affects rejection sensitivity. The role of social dominance orientation. Cultural Diversity & Ethnic Minority Psychology, 21(1), 154-161. doi:10.1037/a0037930

Social Values/Issues


The paper analyzes the relation between growth and income inequality in the US during the post-war years (1953–2008). We show that the top income groups in the US are more sensitive to growth, defined broadly as current growth and changes in expectations of future growth, compared to the income of the lower income groups. We provide evidence that this increased sensitivity arises for two reasons: (a) the top income groups receive a large portion of their income from wealth, which is more sensitive to growth than labor income and (b) the top income group comprises a larger portion of their labor income in the form of pay-for-performance (equity compensation), which is also sensitive to growth. Consequently, we conclude that growth and income inequality are positively associated.


Corporate Social Responsibility


The positive influence of corporate social responsibility (CSR) associations on social self-concept connection is stronger in individualist than collectivist culture, whereas the positive influence of personal self-concept connection on hoCial loyalty to the corporate brand is stronger in individualist than collectivist cultures.

Practical implications – Firms are advised to assess how customers of the target market across different national cultures perceive their CSR initiatives and corporate brand is strongly in individualist than collectivist cultures.


Multinational enterprises (MNEs) encounter relational strategies when working across linguistic, cultural and institutional boundaries. Our aims are to examine whether and how acquisition of language resources may help MNEs to bridge these boundaries and reduce pressures on MNE legitimacy by improving their corporate social responsibility (CSR) outcomes. We propose an MNE model of language resource acquisition policy based on the three stages of CSR relating to the customer, employee, investor, community, and environmental stakeholders. The extent to which the financial benefits of various configurations of CR practices are attributable to institutional factors is examined.

In base of the Pyramidal (BOP) and subsidiarity strategies, a general consensus prevails that the process of creating solutions for the poor is most successful when marketers gain a local perspective. This paper highlights that, as companies seek this local perspective, CSR practices are “language-as-right”. Using sociolinguistic tools – an “ecological” analysis of how language affects MNE–stakeholder relationships – and surveying 15 mining MNEs from Australia, Canada, China, South Africa, Switzerland and the United Kingdom operating in East Africa, our research found some MNEs employ regional lingua francas like Swahili and local leadership practices to build sustainable relationships with local stakeholders.

The authors should build upon to reduce local perspectives in the form of pay-for-performance (equity compensation), which is also sensitive to growth. Consequently, we conclude that growth and income inequality are positively associated.
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.

Embedding Project

The Embedding Project is a public-benefit research project that relies on strong social science research methods to bring together thoughtful sustainability intrapreneurs from across industries and around the world, and partner with their collective knowledge to develop rigorous and practical guidance that benefits everyone.

Collaboration underpins all that we do. By partnering with our member companies, our research team helps companies embed sustainability into their core strategy, their operations and their culture. Support from our member companies, funders, and our universities and technology partners make this work possible.

The Embedding Project started as a Network for Business Sustainability (NBS) effort to systematically gather the best available knowledge on how to embed sustainability in business. In 2010, Dr. Stephanie Bertels developed her original work as part of a Systematic Review and Executive Report on Embedding Sustainability. This framework outlined a portfolio of business practices that help companies embed sustainability.

For more information visit:
http://nbs.net/

Two Beedie sustainability initiatives garner prestigious Clean 50 honours

Oct 02, 2015

Two sustainability-related initiatives with their roots in the Beedie School of Business have been named among Canada’s top 15 sustainability projects for 2016. The Embedding Project, led by Beedie associate professor Stephanie Bertels, and VeloMetro, co-founded by Beedie MOT MBA alumnus Kody Baker, were named on the prestigious Clean50 Top15 Projects list, which each year recognizes Canada’s leaders in sustainability for their contributions over the prior two years.

The Clean50 selects initiatives from 16 diverse categories that transcend numerous industries, academia, different levels of government, and thought leaders and advocates. In being named among the Clean50 Top15 Projects, VeloMetro and the Embedding Project are recognized for their innovation, and their ability to inform and inspire other Canadians.

For more information visit:
http://clean50.com/about-clean50/
http://www.velometro.com/
https://www.embeddingproject.org/

Canadian International Resources and Development Institute fosters collaborative spaces for learning, action research, and innovation

Jun 11, 2015

How can cross-sector partners in developing countries come together to find new solutions to complex issues related to extractive activity, sustainable development, well-being, and poverty reduction?

A team at CIRDI, an interdisciplinary, research institute coalition of the University of British Columbia, Simon Fraser University, and École Polytechnique de Montréal, believes innovative solutions to questions like this will best surface in a collaboratory — where policy makers, researchers and entrepreneurs from governments, communities, NGOs and resource companies can come together to compare ideas and experience.

Through CIRDI, SFU and the Beedie School faculty and students engage with a global community of institutions and organizations that are dedicated to improving responsible resource governance and management practices in emerging markets, within the context of global sustainability challenges.

For more information visit:
http://cirdi.ca/
Local Economic Development Lab (LEDlab): An initiative of Ecotrust Canada and RADIUS SFU

LEDlab is a time-bound, place-based and action-focused initiative. Through it, we will build, test and scale solutions that put money in the pockets of Downtown Eastside (DTES) residents; enhance the capacity of individuals, organizations and networks; and disrupt traditional patterns of power and resource use in the community.

Since September 2015, the LEDlab team has been building projects in partnership with the DTES Street Market, Potluck Cafe Society, The Binners’ Project, and the Carnegie Community Center – each with a graduate student team member bringing additional capacity to the organization’s efforts. Now we’re ready to tell the world about it, with the launch of our website, newsletter, and the first stories of our efforts.

For more information visit:
http://www.radiussfu.com/
http://www.radiussfu.com/what/radius-lab/
http://ecotrust.ca/
http://ledlab.ca/

Active LEDlab projects include:

The DTES Street Market (Community Partner: DTES Street Market)
The Downtown Eastside (DTES) Street Market runs every Sunday at Pigeon Park, Saturdays at 501 Powell St. and Monday through Friday at Area 62. It supports hundreds of vendors to be more independent and to make much needed extra money for themselves to supplement low welfare rates. Alongside creating safe and legal spaces for survival vending, the DTES Street Market is building community capacity by offering regular volunteer positions with stipends, combating social isolation and economic exclusion, and enhancing local serving retail.

Potuck Cafe Society (Community Partner: Potluck Cafe Society)
Knack is an expanding initiative of the Potluck Cafe Society to share its best practices delivering on-the-job, proactive, preventative, wrap-around life skills support with other enterprises and managers who employ people facing barriers to traditional employment. The goal of this program is to promote and support the creation of new and meaningful income generating opportunities while helping to reduce the social stigma surrounding workers with barriers.

The Binners’ Project (Community Partner: The Binners’ Project)
The Binners’ Project is a group of binnies dedicated to improving their economic opportunities and reducing the stigma they face as informal recycling collectors. The Binners’ Project have identified a number of pilot projects to promote better access to recyclables for binnies, while increasing awareness of the work binnies do and building connectivity between binnies locally and nationally to improve quality-of-life.

The Binners’ Project pilot initiatives: Binners’ Carnegie Cooking Collective (Community Partner: Carnegie Community Center)
Carnegie Community Centre – often referred to as the living room of the Downtown Eastside – provides social, educational, cultural and recreational activities on-site, at nearby Oppenheimer Park and through an outreach team. Carnegie’s Community Kitchens Project works with the staff of several local Single Residency Occupation (SRO) hotels to program classes designed to get residents cooking and eating together, sharing healthy meals and building community to fight social isolation.
PRINCIPLE 6: DIALOGUE

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.

2015-2016 HIGHLIGHTS

Beedie hosts historic presentation on China’s 13th Five-Year Plan
Jan 19, 2016
A commitment to innovation and green technologies, and a shift away from the inefficient economic model that relies on cheap labour for manufacturing will play fundamental roles in the future of China’s economy.

These were some of the revelations at a historic special presentation from Mr. Han Jun, Vice Chairman of China’s Office of the Central Leading Group on Financial and Economic Affairs and Central Rural Work Leading Group, at a special event hosted by the Jack Austin Centre for Asia Pacific Business Studies at SFU’s Beedie School of Business on January 15 at the Wosk Centre for Dialogue in downtown Vancouver.

To realize China’s plan for economic growth, the Five-Year Plan focuses on five key adjectives: innovation, coordinated, green, open, and inclusive. Han described these keywords as an “integrative development strategy and concept”, and noted that the core of the plan is innovation, with a purpose of shared, inclusive development. In order to successfully implement the Five-Year Plan, China must deepen reforms, Han said – a process in which they are already deeply committed.

Centre for Corporate Governance and Sustainability: The role of investors in building sustainable capital markets
Mar 01, 2016
Despite recent success in making responsible investing more attractive to investors, more support is required from governing bodies to continue the momentum. Money managers are proven to respond to demand – meaning that pressure from clients to consider environmental, social and governance factors in investment strategies would be a huge step towards progress.

This was the message delivered by a panel of ESG (environmental, social and governance) experts at a special event, Building Sustainable Capital Markets: The Role of Investors. The event was part of the annual BC Pension Summit, and was hosted by the SFU Centre for Corporate Governance and Sustainability, the United Nations-supported Principles for Responsible Investment, and SHARE (Shareholders Association for Research & Education).

For more information visit: http://bit.ly/2cbkAeK

Beedie’s Co-Laboratorio Peru initiative facilitates planning dialogues
Aug 11, 2016
Titled “Collaborating for Transformation”, the working sessions brought government officials, community leaders, academics, and NGOs together to dialogue and plan.

Held at the Universidad del Pacifico in Lima in spring 2016, the sessions were the next stage of the programming that is picking up steam under the Beedie School of Business based Co-Laboratorio (Co-Lab) Peru.

Led by Beedie faculty June Francis and Kristina Henriksson, the Co-Lab program aims to strengthen systems change, innovation and collaboration among policy-makers, local government, universities, industry, NGOs, and community leaders.

The Co-Lab mobilizes and engages cross-sector stakeholders in generating knowledge, experimental learning, and shaping inclusive solutions to complex resource governance and sustainable livelihoods challenges.

For more information visit: https://colabperu.wordpress.com/
Some of the brightest young minds from across the Pacific Northwest region will congregate at the Beedie School of Business in April to tackle sustainability issues in business at the third annual SFU Net Impact Sustainability Challenge.

Each year the competition allows graduate students with a passion for sustainability to practice their skills, and network with like-minded students, faculty, and industry professionals.

This year’s competition will for the first time require competing student teams to solve a real-world sustainability-related problem currently faced by competition headline sponsor FortisBC.

With ten teams from across the Pacific Northwest region currently registered, a prize pool of over $8,000 will be on offer for winning teams.

"The SFU Net Impact Sustainability Challenge is a fantastic opportunity to engage the next generation of corporate leaders and foster a robust dialogue around sustainability," says Vanessa Connolly, Manager of Public Affairs at FortisBC.

"We’re proud to be a title sponsor and look forward to seeing how the teams apply the skills and theory learned in classrooms to develop innovative and strategic solutions,"

Competition details:

The competition featured ten teams from six universities (University of Victoria, Pinchot University, University of Calgary, University of British Columbia, Vancouver Island University, and Simon Fraser University), presenting on a live case provided by FortisBC.

The live case featured the issue of Liquefied Natural Gas (LNG) Marine Bunkering, with the teams answering questions on analytics, implementation and community partnerships to a panel of expert professional and academic judges from FortisBC, Port of Vancouver, Telus, Simon Fraser University.

Winning Teams:

1st Place: University of Victoria
2nd Place: Pinchot University
3rd Place: Simon Fraser University

For more information, visit beedie.sfu.ca/netimpact/