

2010 PhD Sustainability Academy Markets and Movements for Sustainability

<http://www.ivey.uwo.ca/centres/building/outreach/PhDAcademy>



ARCS
Alliance for
Research on
Corporate
Sustainabili

THE
Great-West Life
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Canada Life

IVEY

Richard Ivey School of Business
The University of Western Ontario

STRONGER COMMUNITIES TOGETHER™

The PhD Sustainability Academy is an annual event of the Alliance for Research on Corporate Sustainability (ARCS) hosted by The Richard Ivey School of Business at The University of Western Ontario (IVEY) and generously supported by The Great-West Life, London Life and Canada Life.

The 2010 theme is Markets and Movements for Sustainability. We will explore the intersection of social movements and market creation for more socially and environmentally responsible products and services; governance and leadership topics that bridge the social and organizational domains; and capabilities for leveraging positive social change. We also welcome submissions on sustainability issues in strategy and policy, economics, entrepreneurship, ethics, environmental studies, and international business and international development. Different theoretical lenses, including management, economics, psychology, arts, philosophy, political studies, geography and sociology are encouraged, as are novel methodologies.

The PhD Sustainability Academy includes interactive paper development workshops with four guest faculty:

Jay Barney, Fisher College of Business, Ohio State University
Tom Lawrence, Simon Fraser University
Wes Sine, The Johnson School, Cornell University
Klaus Weber, Kellogg School of Business, Northwestern University

Oana Branzei is the Ivey faculty host.

Fire-side chats hosted by ARCS founders Tima Bansal, Andy King and Glen Dowell as well as seminars, panels and site visits where participants dialogue with leading practitioners increase the relevance and impact of the intense manuscript working sessions.



Tima Bansal



Jay Barney



Oana Branzei



Glen Dowell



Andy King



Tom Lawrence



Wes Sine



Klaus Weber

Generous funding from The Great-West Life, London Life and Canada Life covers all the local expenses for the guest faculty and the invited participants.

The Network for Business Sustainability sponsors a Best Paper Award accompanied by a \$500 cash prize.

2010 PhD Sustainability Academy Program

Thursday, November 4th

3 p.m.-5 p.m.

Check-in

4:30 p.m. – 5 p.m.

Meet the Group @ Windermere Café

5 p.m.

Shuttle leaves for Downtown London

5:30 p.m. – 8 p.m.

Sustainable dining at *The Only on King, 172 King Street*

Chefs Paul Harding and Jason Schubert



Harding started cooking for his family and took the culinary program at George Brown community college. He went on to work at Jov Bistro and Auberge du Pommier in Toronto, working with chefs such as Jamie Kennedy and Michael Stadlander.

8:00 p.m.

Shuttle back to Windermere Manor

8:30 p.m. – 10 p.m.

ARCS Welcome & Fireside Chat: **North Dining Room**

[Andy King](#), Tuck School of Business @ Dartmouth

[Glenn Dowell](#), Johnson School @ Cornell University

2010 PhD Sustainability Academy Program

Friday, November 5th

Working Manuscript Sessions, Breakfast & Lunch: North Meeting Room

8:30 a.m.- 9:00 a.m.

Breakfast

9:00 a.m.-10:00 a.m.

The Intersection of Markets and Social Movements



Ted Soudant (left)

President, [Field Gate Organics](#) & [FGO Organic Processing](#)
Vice Chair, [The Organic Council of Ontario](#)

Mark Soudant (right)

Plant Manager, [Field Gate Organics](#) & [FGO Organic Processing](#)

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m.-12:00 p.m.

Faculty Panel: Hard Talk on Business Sustainability
ARCS Founders

Tima Bansal, Glen Dowell, Andy King

2010 PhD Sustainability Academy Faculty

Jay Barney, Oana Branzei, Tom Lawrence, Wes Sine & Klaus Weber

12 p.m. – 1 p.m.

Lunch, Windermere Manor

1 p.m. – 4 p.m.

Working Manuscript Session: Industries

PRADO, Andrea – Jay Barney, Wes Sine; *Peer: Hans*

GEORGALLIS, Panayiotis, G. – Klaus Weber, Jay Barney; *Peer: Andrea*

RAWHOUSER, Hans – Wes Sine, Oana Branzei; *Peer: Panikos*

4 p.m. – 5:30 p.m.

Personal Time

5:30 p.m. – 7 p.m.

Ethical Fashion



Tal Dehtiar, Founder

[Oliberté Footwear](#). This is Africa.

See our [Spring Summer 2011 Collection](#):

[In the news](#)

7:00 p.m. – 9 p.m.

Dinner, Windermere Manor – [Windermere Café](#)

2010 PhD Sustainability Academy Program

Saturday, November 6th

Working Manuscript Sessions & Breakfast: North Meeting Room

Lunch: Western Fair's London Farmers Market; transportation pre-arranged to Ontario and Dundas St.

8:30 a.m.- 9 a.m. Breakfast

9 a.m.-12 a.m. Working Manuscript Session: Systems

TAUSSIG, Markus – Tom Lawrence, Klaus Weber; *Peer: Brent*

IVERTSEN, Karin Stzeletz – Tom Lawrence, Jay Barney; *Peer: Markus*

MCKNIGHT, Brent – Wes Sine, Klaus Weber; *Peer: Karin*

12 p.m. – 3 p.m. Lunch, Western Fair London's Farmers Market

Coffee Tasting, Fire Roasted Coffee Company



David Cook

Founder, [Western Fair London's Farmers Market](#)

Founder, [Fire Roasted Coffee Company](#)

[In the news](#)

[Food for thought](#)

3 p.m. – 4 p.m. Personal Time

4 p.m. – 7 p.m. Working Manuscript Session: Movements

MISUTKA, Patricia – Klaus Weber, Oana Branzei; *Peer: Barbara*

STROUBE, Bryan — Tom Lawrence, Klaus Weber; *Peer: Patricia*

LARSON, Barbara Zepp – Klaus Weber, Wes Sine; *Peer: Bryan*

7:00 p.m. – 9 p.m. Dinner, Windermere Manor – [Windermere Café](#)

2010 PhD Sustainability Academy Program

Sunday, November 7th

Working Manuscript Sessions, Breakfast & Lunch: North Meeting Room

8:30 a.m.- 9 a.m. **Breakfast**

9 a.m.-12 a.m. **Working Manuscript Session: Organizations**

FAROOQ, Omer – Oana Branzei, Tom Lawrence; *Peer: Vivianna*

SAKUMA, Kyoko – Jay Barney, Oana Branzei; *Peer: Omer*

FANG, He (Vivianna) – Oana Branzei, Tom Lawrence; *Peer: Kyoko*

12 p.m. – 1 p.m. **Lunch, Windermere Manor**

1 p.m. – 4 p.m. **Working Manuscript Session: Networks**

NARTEY, Lite – Oana Branzei, Wes Sine; *Peer: Natalia*

KEMPER, Alison— Jay Barney, Tom Lawrence; *Peer: Lite*

ORTIZ-DE-MANDOJANA, Natalia – Wes Sine, Jay Barney; *Peer: Alison*

4 p.m. – 5:30 p.m. **Personal Time & Optional Tours**

[Elsie Perrin Estates](#)

[Victoria Park](#)

5:30 p.m. – 7 p.m. **Networking Time**

7:00 p.m. – 9 p.m. **Awards Dinner, Windermere Manor – [The Grand Hall](#)**

[Tima Bansal](#), Director of the Centre for Building Sustainable Value

2010 PhD Sustainability Academy Program

Monday, November 8th

7 a.m.- 7:30 a.m.

Breakfast

7:30 a.m.-10 a.m.

Bus to Burlington, *2065 Fairview St, Burlington (South of QEW, Brant & Fairview)*

10 a.m. – 11:00 a.m.

Walmart Model Store



Andrew Telfer

Manager, Sustainability

[Walmart Canada Corp](#)

[In the news](#)

[Food for thought](#)

11:00 p.m. – 12:15 p.m.

Bus to Toronto

12:15 p.m. – 12:45 p.m.

Lunch, The Roastery Coffee House, *401 Richmond*

1 p.m. – 2 p.m.

Bullfrog Power Inc., *119 Spadina Avenue, Suite 1000*



Tom Heintzman

Co-founder, [BullFrog Power](#)

[In the news](#)

2 p.m. – 2:15 p.m.

Bus to University of Toronto's Art Centre (UTAC)

2:15 p.m. – 2:30 p.m.

Coffee Break & Welcome, *15 King's College Circle, University College (Main floor of Laidlaw Wing)*

2:30 p.m. – 4 p.m.

Multi-industry Panel, *15 King's College Circle, University College (Main floor of Laidlaw Wing)*

Matthew Brower, Art Curator, [University of Toronto's Art Centre \(UTAC\)](#)

Michelle McCulloch, Senior Manager, TD Environment, [TD BankFinancial Group](#)

Wesley Gee, Senior Sustainability Consultant, [Stantec](#)

Kevin McLaughlin, President, [AutoShare](#)

Rob Grand, Owner, [GrassrootsStore.com](#)

4 p.m. – 4:15 p.m.

Short walk from UTAC to the Royal Ontario Museum

4:15 p.m. – 5:30 p.m.

Royal Ontario Museum, *100 Queen's Park*

Exhibition: [El Anatsui](#)

5:30 p.m. – 7 p.m.

Personal Time

[Walking Tour of Downtown Toronto](#)

7:00 p.m. – 10 p.m.

Great-West Life, London Life & Canada Life Dinner

[360 & CN Tower](#)

10 p.m.

Bus to Windermere Manor

2010 PhD Sustainability Academy Program

Tuesday, November 9th

Breakfast, Ivey Publishing Workshop & Teaching Sustainability with Cases: The Grand Hall
Classes, Tours & Lunch: Ivey, UWO

8:30 a.m. – 9 a.m

Breakfast, Windermere Manor – [The Grand Hall](#)

9 a.m. -10 a.m

Case Writing/Publishing – [The Grand Hall](#)
[Paul Beamish](#), Director, [Ivey Publishing](#)

10 p.m. – 11 a.m.

Teaching Sustainability with Cases
[Oana Branzei](#)

11 a.m. – 12:40/50 p.m.

You can sign-up to observe one of the following sessions:

BUS4359(1)	11:20 - 12:40 pm	M. Valente	1B08	The Political Role of the Corporation
BUS4519(2)	11:20 - 12:40 pm	N. Billou	2R09	Ethics and Values
BUS3303-1	11:20 - 12:40 pm	A. Previtero	3B02	Encana Corp
BUS3303-7	11:30 - 12:50 pm	C. Southam	1B06	Encana Corp
BUS3311-6	11:30 - 12:50 pm	A. Frost	1B04	We Googled You
BUS3301-5	11:30 - 12:50 pm	M. Taylor	1B02	Hilti France

Alternatively, you can opt for a tour of Ivey or UWO.

[Ivey Building Tour](#)

[UWO Tour](#)

12:40/50 p.m. - 2 p.m

Networking Lunch, Faculty Lounge 2nd Floor

[Centre for Building Sustainable Value Centre Faculty & Students](#)