

CERTIFICATE IN SUSTAINABILITY

PURPOSE

The Certificate prepares students to create, lead and grow brands and organizations that:

- a) Commit to the implementation of the UN Global Compact's 10 principles of human rights, labour, the environment and anti-corruption; and/or
- b) Champion the 2030 Agenda for Sustainable Development, by adopting the 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change.

WHY A SUSTAINABILITY CERTIFICATE?

The Certificate provides students with a coordinated set of courses and experiences that position them as responsible, forward-looking leaders. Students will network with morally exemplary CEOs, sample best-for-the-world sustainability reporting and consulting practices in different types of organizations and sectors, master storytelling for positive change, and hone your ability to evaluate, communicate, design, and deliver sustainability-focused innovations.

This certificate will appeal to students:

- Committed to making business a significant force for good in the world
- Motivated to identify and implement socially-transformative business models
- Aiming for board or leadership positions in the non-profit sector or in the government

REQUIREMENTS

Academic Requirements

0.5 required courses: To complete the Certificate you must successfully complete HBA1 and the following HBA2 course:

- 4620 Impact Assessment (0.5 course)

1.0 electives: You must also complete a minimum of 1.0 credits from the following:

- 4458 Leading Change (0.5 course)
- 4525 International Business Environment Studies: Service Learning in Africa (0.5 course)
- 4564 Design-Driven Innovation (0.5 course)
- 4580 Reputation Management (0.5 course)
- 4495 Building Consumer Brands (0.5 course)
- 4619 The Performing Leader (0.5 course)
- 4596 Power & Politics (0.5 course)
- 4553 Social Enterprise (0.5 course)
- 4499 Case Writing or Research Project (0.5 course) – **see further information on page 2**

* Students selecting Building Consumer Brands as a certificate elective must opt to do their final course project on a sustainability-oriented brand/organization.

Engagement Requirements

Sustainability certificate students are expected to engage in 4 exclusive, events in September and March. Events are **mandatory** for all students with the exception of students with class conflicts. Students will also get exclusive access to optional speaker events throughout the year (not currently listed).

- Difference-makers: a live case with real-time dilemmas presented by the executive team (*September*)
- Impact Day: on-site hands-on activities hosted by multiple leaders & organizations (*September*)
- Gamechangers: a showcase of "Sustainability by Ivey" featuring Ivey alumni who have started sustainable start-ups or are leading sustainability strategies (*March*)
- Closing Ceremony: a keynote presentation and networking with Ivey faculty, alumni and the incoming 2021-22 certificate cohort (*March*)

Reflection Requirements

Students will be asked to write and submit two one-page reflections. The first will be a personal sustainability statement written in the beginning of the year. The second will be a professional sustainability statement written at the end of the year. Students will have the opportunity to seek guidance and discuss their statements with certificate alumni currently working in the field they wish to enter. Statements will be shared with other certificate students to encourage community and accountability on goals (opt-out available for students that want their statements to remain private). Templates and required readings will be available in September.

MENTORSHIP

Certificate students will each be paired with a sustainability mentor in the summer before their certificate year. Sustainability mentors are Ivey alumni working in sustainability-related fields or roles. Many are also alumni of the certificate program. Mentors will support students throughout the year and provide feedback on the professional reflections that students will write. Mentors will also be invited to attend major certificate events (i.e. Gamechangers, Closing Ceremonies).

ADMISSION

Students apply into the Certificate program during March of their first HBA year (or for combined degree students at the end of your first or second HBA year). The application for admission consists of essay questions plus a short biography, photo and up-to-date resume. For more information, please contact the Sustainability Certificate Program.

EXCHANGE

Students going on exchange in the second term must complete all core courses at Ivey but can substitute **0.5 electives** with sustainability-related courses offered by your host institution. Students must obtain pre-approval from the Sustainability Certificate Program and the HBA Program Office for these substitutions before leaving on exchange.

FURTHER INFORMATION ON 4499: CASE WRITING OR RESEARCH PROJECT

All sustainability certificate students have the option to complete a half-course (80-hour equivalent) case writing OR research project under the direct supervision of an Ivey faculty member. Projects must have a sustainability or social impact component and must be approved by the Sustainability Certificate Program before being submitted to the HBA Program Office. Students can receive course credit for either a case writing or a research project, but not both.

Projects can be completed in either term of the student's HBA2 (or HBA3) year, but cannot be completed while on exchange. Beginning and end dates on your chosen case writing project can be flexible, as long as the 80-hour equivalent has been satisfied and the case has been completed by the end of the chosen term.

Students are responsible for scoping the project and finding a faculty member willing to supervise them. Students must discuss the project with their faculty advisor, fill out the Case Writing Proposal Form, and get approval from both their faculty advisor and the HBA Program Office before the end of the add/drop period in September or January. If you have any questions or concerns about the proposal process, please reach out to the Sustainability Certificate program for assistance.

For all published cases, Sustainability Certificate students will receive case writing co-authorship.

QUESTIONS

If you have any questions, please reach out to sustainability@ivey.ca.