

Global Compact Relevant Case Study Opportunities

by Paul Beamish
Ivey Business School
University of Western Ontario
London, Canada

Presentation at the Global Forum for Responsible Management Education
New Learning Methodologies Session (2A)
United Nations Headquarters
New York
December 5, 2008

Yesterday's Opening Session...

... Included a story of how much money COSTCO saved in shipping costs by asking a supplier to package mixed nuts in square cartons rather than rounded cans.

Rather than shipping “air”, COSTCO did not need to send as many trucks out, reducing emissions. This of course is consistent with Global Compact Principle 8: undertaking initiatives to support greater environmental responsibility.

Let me start with a similar story in my capacity as the Director of Ivey Publishing (the world's second largest producer and distributor of interview-based, decision-oriented case studies)

IVEY PUBLISHING: Save a Tree Initiative

Take 3 small actions ...

- Reduce font size of cases by one point
- Extend margins slightly
- Ask authors to condense certain full page exhibits to a few lines of text

How tall was the tree saved?

- 500 sheets of paper = 2 inches
- 3,000 sheets of paper = one foot
- 30,000 sheets of paper = one story of a building

We are already over halfway to the top!



1400

1300

1200

1100

1000

900

800

700

600

500

400

300

200

100

ft

Empire State Building

New York City

Height: 1454 ft, 102 stories

Source: www.esbnyc.com, accessed Dec 10, 2008

The Global Compact and Case Studies

- After lecturing, the second most common learning methodology used in most business schools is the case method.
- A common perception is that there is a dearth of relevant case study teaching material for many of the global compact themes. New cases for this established methodology believed to be needed.
- This is an empirical question.
- Ivey Publishing conducted an analysis and compiled sets of GC relevant cases.

Global Compact Related Cases available from Ivey Publishing

	<u>Cases Available</u>
• Human Rights (Principles 1-2)	45
• Labour Standards (Principles 3-6)	32
• Environment (Principles 7-9)	69
• Anti-Corruption (Principle 10)	28

For full selection, go to www.iveycases.com or www.unprme.org

The Good News

- More material than most people expected is already available from Ivey (and presumably) the other major case distributors (Harvard, ECCH)

The Bad News

- Many of these cases still consider a limited number of stakeholders. At a minimum, many of the accompanying teaching notes need to be supplemented. Cases from additional nations needed.

Opportunities

As a signatory of the Global Compact (and PRME) each of us has assumed an individual and institutional responsibility to promote the core principles.

We each bring different contexts and experiences to bear on how we can do this. From a “case study” perspective, I see three major opportunities for many of those present.

My experience in this arena is a function of:

- Case writing output (>100 cases since 1982)
- Editing casebooks or text & cases (>30, in multiple languages)
- As Director of a major case distributor

Opportunity 1:

Establishing Broad Awareness

(if you build it they may come)

- (1) Write a case with teaching note
(or encourage colleagues to do so)
 - I will personally provide a detailed review / comments
 - If you are interested, consider submitting to Ivey Publishing (but there is no obligation whatsoever)
 - Accepted cases all undergo professional copy editing at Ivey expense, and authors of cases (or their designates) receive a 10% royalty on all external sales
 - Your cases will be actively marketed to 80,000+ business faculty registered with us, plus 16 distributors (including Harvard and ECCH)

Opportunity 2:

Add Course Content / Create a Course

(2) Use the Global Compact Relevant Cases in Your Teaching

... in Emerging Markets

- On a cost-recovery basis, Ivey Publishing offer a special emerging markets pricing, which is two-thirds off the regular price (instead of US\$3.00 per case per student, price is US\$1.00)

... in Markets which can afford regular prices

- Cases can be combined with your other pedagogical preferences

Opportunity 3: Do a Book

(3) Use the Global Compact Relevant Cases as the basis for all or part of a case book or text & case book in your country

- This is an established model. There have already been over 46 books of Ivey cases done for the China market . (All book royalties were donated to charity.)
- Books in languages other than English welcome
- In some markets, we will waive the traditional \$500/case permission fee to reproduce a case
- Contact me for further details