Agenda

1. Program requirements
2. Application process
3. Faculty intros & course previews
4. Alumni testimonials
5. Q&A
About the HBA Sustainability Certificate

• Launched in 2008 by Professor Oana Branzei
• A coordinated set of courses and experiences designed to provide a strong grounding in the principles and best practices of sustainability.
• Geared towards students:
  • Committed to starting careers in social or sustainable ventures or,
  • Interested in sustainability consulting or,
  • Passionate about transforming traditional organizations from the inside or,
  • Who have a personal call to make a difference
Program Requirements: Courses

• Required Courses
  • Impact Assessment (0.5 course)

• Elective Courses (students must take 1.0 credits)
  • Leading Change
  • Design Driven Innovation
  • Africa Service Learning
  • The Performing Leader
  • Reputation Management
  • Building Consumer Brands
  • Power & Politics
  • Social Enterprise
  • Case Writing or Research Project (on approved sustainability topic)
  • NEW: Technology and Humanity
Program Requirements: Other Engagement Activities

• Events
  • Opening ceremonies: March 2021
  • Live case: September 2021
  • “Field” trip: September 2021
  • Worldchangers: March 2022
  • Closing ceremonies: March 2022
  • + more optional events and socials throughout the year

• Purpose statements
  • Submission of two one-page reflections

• Mentorship
  • 1-on-1 meetings with an assigned mentor
Guest Speaker Examples

Flashfood®

World Vision

The New York Times

i³ INTERNATIONAL

Hooked

CENTRE FOR SOCIAL INNOVATION

Toronto Board of Trade

Urban Roots London

Ivey
Application Process

• Photo & short bio
• 4 questions
  • What is your personal definition of sustainability? (100 words)
  • What role do you see sustainability playing in your professional career? (200 words)
  • What sustainability projects have you been engaged in? (200 words)
  • List of sustainability interests
• Due Friday, February 28th
• Acceptances sent out by mid-March
• Application form: go.ivey.ca/hbasustainabilitycertificate under “Resources”
Special Considerations

• Dual degree
  • Very doable but can require overloading & extra planning

• Exchange (pending offering by HBA Program Office)
  • 0.5 certificate electives can be taken on exchange, but these must be approved by the HBA office and the certificate program prior to your departure

• Tips:
  • Plan ahead as much as possible
  • Confirm program requirements with academic advisors (Ivey and main campus)
  • Take advantage of intersession courses (esp. HBA required courses like C&S, GMM)