**Sustainability Integration Playbook:**

**Easy ways to build support for sustainability in any business school**

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**Some Ideas for Developing Sustainability Teaching at Your Business School**

1. **Work with the school’s strategy –top-down**

Gain the support of the dean, advisory council etc.

Why:

* Deans are key as they hold the budget of the school as well as having influence over the operations of the school.
* Deans are influenced externally by advisory boards and external organizations such as accreditation agencies, other deans, and organizations that show up to Decanal meetings such as Principles for Responsible Management Education (PRME) and UN Global Compact.

How:

* share sustainability reports by other schools, by businesses and even funders,
* connect sustainability to their areas of expertise (strategy, marketing etc.),
* help them see what the university is doing about sustainability and what other faculties on campus are doing.

**2. Work with the school’s strategy –bottom - up**

Gain the support of your students (classes, internships and co-op positions, extracurricular activities)

Many students are motivated to be sustainable, but some are not. Some don’t know how. You can get student support through

* + Peer pressure (give students who know about sustainability principles air time in class
  + Personalized assignments – I have my students complete an ecological foot print calculator. It opens their minds and provides hands-on tangible wasy to reduce their footprint.
  + Personalized research assignments, students who are into cars can research e-cars, foodies can look at food waste, industrial agriculture etc., fashionistas can look at fast fashion, organic cotton etc.

Gain the support of fellow faculty (team teach a sustainability case, offer them cases, articles and guest speakers on sustainability topics)

**3. Engage stakeholders**

AACSB and EQUIS are your friends – both have mandates that call for schools to build sustainability into their curriculum

Competitors are also your friends – faculty are generally competitive and want to belong to a school that is leading the way. Use PRME Sharing Information on Progress reports to show your dean and other faculty what other schools are doing.

Advisory Boards offer examples of firms acting sustainably. Invite them into your classroom or faculty council meeting to share what they are doing about waste, water, CSR and other issues.

**4. The Value of Time** – over time organizations change. Start with new faculty and staff to build a culture of sustainability in the business school. Soon they will think they have always done it this way.

Welcome new faculty/staff with information about sustainability at your school.

* + Information on recycling
  + Bike/bus to work maps and schedules
  + Buy them a reusable coffee cup/water bottle
  + Give them cases, readings and guest speaker ideas for their courses

New faculty/staff are looking for ways to fit in. If you set the sustainability bar high at the start, they will work with you on many initiatives. They also come with ideas from their own institutions.

**5. Provide materials**

- collect news articles, cases, guest speakers, readings and other materials to share with faculty

- building complete lessons in business subject areas (i.e. sustainability reports for an accounting class) include a lesson plan, slides, quiz/exam questions etc.

**6. Educate your faculty/staff**

- lunch and learns on specific topics (composting, recycling, reusable packaging for Christmas etc.)

- offer on-line classes from experts (Recycling Council of Canada)

- send them to industry conferences to meet practitioners

- share/present text book chapters across business topics (operations, marketing, accounting)

**7. Clean up your business school operations**

- measure your carbon footprint, water usage etc.

- work to reduce your carbon footprint (competitions, awareness, education)

- offset your travel

- report out to stakeholders