Introduction

This report covers the period from January to December 2020. Notwithstanding the closure of the campus in March in response to the global COVID-19 pandemic, the School has enjoyed ongoing success, with several highlights:

• SEED has more than doubled incoming research funding over 2019, totalling $3,851,687.
• SEED and the School of Accounting and Finance (SAF) have partnered under an ENV-Arts agreement to create Canada’s first undergraduate degree that brings sustainability into the training of accountants and financial managers. The Bachelor of Sustainability and Finance (BSFM) will be presented to Senate for approval in May 2021.
• As one of the 35 global hosts in the 1,436 member UN-SDSN Global, the Sustainable Development Solutions Network (SDSN) Canada continues to expand its national membership of universities and colleges in Canada, focused on sustainable development research and education. SDSN Canada now has 50 institutional members drawn from across the country. SDSN Youth Canada is very active nationally and with partners around the world and is focused on educating young people about the challenges of sustainable development and creates opportunities for youth to use their creativity and knowledge to pioneer innovative solutions for the SDGs.
• Our students and faculty continue to work closely with a range of stakeholders, locally, nationally and internationally, ensuring SEED’s continued visibility in research, teaching and professional service (see Achievements and Impacts).

SEED Enrollment Trends

At the aggregate level, the School’s enrolments have remained in a steady state, with a total of 906 in Fall 2020 (compared to 903 last year). After three years in operation, the Ph.D. in Sustainability Management currently has 63 students enrolled. The program continues to attract strong interest as it enters its fourth year (next intake in Fall 2021). Likewise, the MES in Sustainability Management remains strong, with 68 students enrolled. SEED’s three professional programs continue to train domestic and international students in International Development Practice, Economic Development and Innovation, and Environment and Business.

| Year* | Undergraduate | | Graduate | | |
|-------|---------------|-------|-----|-----|-----|-----|-----|-----|
|       | EB | INDEV | MEDI | MEB | MDP | MES SUSM | PhD SUSM | Total |
| 2019-20 | 601 (108 1st years) | 58 (14 1st years) | 29 | 65 | 22 | 68 | 63 | 906 |

*Denotes IAP numbers from Fall 2020 Term, which typically have the most representative headcount for reporting purposes.

Faculty

In 2020, SEED had 22 faculty members (including one professor who is 0.5 FTE and cross-appointed to Geography). In addition, SEED has one Adjunct Professor; three affiliated faculty members who are appointed at St. Paul’s University College and who teach in the School; four post-doctoral fellows; one project manager; and several sessional instructors.
Staff

At the end of 2020, the School’s administration team comprised Marion Brown (Administrative Manager), Karen Robertson (U/Grad Admin-INDEV), Cheri Oestreich (U/Grad Admin-ENBUS), Tracey Beirness (Grad Admin-MEB, MDP), Dragana Kostic (Grad Admin–MEDI, SUSM), John Abraham (Lecturer and INDEV and MDP Field Placement Manager-St. Paul’s), Jon Beale (Manager, Sustainable Development Solutions Network (SDSN) Canada), and Sharon Jones (Program Administrator for the Economic Development Program).

Faculty Administrative Roles

In 2020, the following faculty members held administrative appointments within the School and the Faculty: SEED Director, Bruce Frayne; Associate Director Undergraduate Studies, Mike Wood; Associate Directors Graduate Studies, Prateep Nayak and Steven Young; Associate Dean, Graduate Studies, Simron Singh (sabbatical leave); Associate Dean, Research, Amelia Clarke; and Associate Dean, Strategic Initiatives, Paul Parker.

Program Updates

SEED houses two undergraduate programs (International Development, and Environment and Business); three professional graduate programs (Master of Development Practice, Master of Economic Development and Innovation, and Master of Environment and Business); and two graduate research programs in Sustainability Management (MES and PhD). The PhD in Sustainability Management accepted its third cohort of students in September 2020.

COVID-19 Pandemic Impacts

The global COVID-19 pandemic has posed challenges for teaching and experiential education across all programs. However, we have continued to deliver our courses in all programs and have been able to adapt project and placement/internship activities to the online environment. The only cancellation was the INDEV 617 Field Course (India) which would normally have taken place in August 2020. This is currently being developed as an online offering for 2021, assuming travel remains constrained.

Undergraduate Programs

Environment and Business Program

Now in its 19th year, the Environment and Business Honours co-op program currently has more than 600 students, including students from Nanjing University of Finance and Economics (NUFE) who complete the final two years of their degree at UW through our 2+2 program. The highlight of the program for many students is the eight-month capstone project that they complete in their final year. Students work in teams with ‘real-world’ clients on a specific sustainability issue related to the organization.

International Development Program

The INDEV Program continues to place students on eight-month field placements with World University Service of Canada partner organizations in the Global South as part of their Practice Specialization. Students also continue to opt to undertake their thesis research under the INDEV
Research Specialization. The Program continues to successfully host the International Development Speakers Series, providing weekly guest lectures in the Winter Term that are open to students, the broader university community and the public. Since 2012, the program has successfully placed some 235 INDEV students with organizations abroad.

**Professional Graduate Programs**

**COVID-19 Pandemic Impacts**

COVID-19 and the consequent restrictions on field and person-to-person activities has resulted in all experiential aspects of these programs being achieved through a combination of online internships, placements and capstone projects.

**Master of Development Practice Program**

The Master of Development Practice (MDP), a 16-month professional course-based program, is part of the Global Association of MDP Programs that currently has 37 programs in 25 countries. Experiential learning and field placements are an integral component of the MDP program with an ever-growing network of partners available at grass-roots organizations to international institutions. Since 2013, more than 100 MDP students have been placed with partner organizations overseas.


In February 2020, MDP students spent a week in Mexico on their field course learning about the development challenges faced in that country and the initiatives and activities of a range of local actors and stakeholders, both urban and rural.

**Master of Environment and Business Program**

The MEB program continues to offer a high-quality online professional course-based master's degree that can be completed part-time in three years or full-time in one year. With sustainability fully integrated into all courses the program empowers current professionals to integrate sustainability into their own organization to take advantage of strategic opportunities in the space, or to apply business tools and strategies to advance sustainability across broader community contexts. The majority of MEB students are Ontario and Canada based, although the online focus of the program also draws a limited number of international students. Online, with smaller class sizes and high instructor student ratios, the MEB program offers an accessible opportunity to advance the sustainability knowledge and careers of our students.

**Master of Development and Innovation**

MEDI is a three-term program with a strong focus on experiential learning and using the Kitchener-Waterloo region as a living laboratory to understand the innovation ecosystem and the underlying economic development processes that support it. Over the Fall term, students heard from experts in the economic development field, virtually visited a range of organizations in the local area (for
example, Communitech Hub, the Working Centre, and Lutherwood) and used Kitchener as a learning environment related to a range of economic development and innovation activities. As part of their course work, students worked with community partners to find solutions to economic development challenges faced by those partners.

Since May 2020, MEDI has been working in partnership with the Canadian Rural Revitalization Foundation (CRRF) to explore the impacts of COVID-19 on rural communities across Canada and the responses needed for recovery. This work has included a team of SEED graduate students: Camila Bravo, Daniel de Prats Cid, Emma Stucke and Nana Ntim.

Furthermore, MEDI has carried out the following activities in 2020:

- Posted 30 rural innovation stories on CRRFs social media platforms #COVID19rural;
- Updated the CRRF COVID-19 Resources page to include over 125 links to resources from across Canada and around the world;
- Completed a rural impacts scan for each province and territory in Canada; and
- Launched a survey with rural economic development practitioners across Canada to understand the impacts, responses and recovery efforts needed for Rural Canada.

This research received funding from the SSHRC Partnership Engage Grant, Special COVID-19 Initiative.

**Economic Development Professional Program**

The COVID-19 pandemic forced the Economic Development Program to move to online delivery. The result was that the program reached every province and territory attracting 954 participants, triple the usual number. The program ran a series of free COVID related webinars that attracted 501 participants and had 453 in the regular courses and seminars. Forty specialized speakers contributed to 10 training programs. The online delivery of training has increased accessibility to the program across Canada.

**Research Graduate Programs**

*COVID-19 Pandemic Impacts*

COVID-19 and the consequent restrictions on field and person-to-person research has created significant challenges for graduate students. In all cases, students’ research plans were halted in March 2020. Students and supervisors have been working together to develop new methods for undertaking research under the current pandemic-related restrictions, with some success. However, uncertainty continues with hope of an easing of restrictions in 2021.

**Master of Sustainability Management Program**

The Masters in Environmental Studies in Sustainability Management continues to attract strong students that gain an applied research education while supporting the School’s research. Student experiences have included research placements with municipalities and companies, as well as providing opportunities for overseas and local field research. The program is supported with scholarships from the University of Waterloo’s Water Institute, SSHRC graduate awards, Mitacs, and with funds provided under professor research grants. Students in the program have published in the
popular press, crafted policy papers, delivered conference papers, and some have authored in peer reviewed journals. A number of graduates are continuing studies in Ph.D. programs.

**Ph.D. in Sustainability Management**

The School welcomed the third cohort of students to the new and innovative doctoral program (established in 2018). There remains very strong interest in the program, which indicates the strong demand for a doctoral program in this newly emerging field, which trains students for the professional and academic markets in sustainability management.

**Research Activities**

- Faculty at SEED have been very active on the research front. SEED faculty have continued to successfully attract research funding ($3,85,1687 in 2020 compared to ($1,292,117 in 2019) from major granting agencies, government agencies and private funders, including foundations, NGOs and industry. In additional to our collective and strong record of outputs, SEED’s professors have published a book, 12 book chapters and 49 journal articles, as well as contributing to industry and other forms of knowledge dissemination.

**Achievements and Impact**

While it is not possible to summarize all of the outstanding impacts made by our students, staff and faculty over the past year, below is a small selection of highlights as an indication of the local, national and international reach of our School.

**Students**

- Carter Kirilenko - *In Your Palm* documentary, which has garnered six awards including Winner – Awareness Festival, Winter Oregon Documentary Film Festival and Best Student Film at the American Conservation Film Festival
- SEED congratulates the first Master’s students in the school to be awarded the prestigious Joseph-Armand Bombardier Canada Graduate scholarship distributed by the Social Sciences and Humanities Research Council for their research. Sandra Biskupovic, Leah Whittaker, Danielle Lebre and Gayathri Valappil are all Master’s students in the department’s Sustainability Management program. [https://uwaterloo.ca/school-environment-enterprise-development/news/introducing-seeds-first-joseph-armand-bombardier-canada](https://uwaterloo.ca/school-environment-enterprise-development/news/introducing-seeds-first-joseph-armand-bombardier-canada)
- Corporate Knight’s Top 30 under 30 – has 4 SEED student/alumni: Truzaar Dordi (SUSM PhD candidate); Beth Eden (BES’19 Environment and Business); Graeme Reed (BES’14 International Development); and Nadine Pinto (BES ’16 Environment and Business [https://uwaterloo.ca/school-environment-enterprise-development/news/corporate-knights-announces-2020s-class-top-30-under-30](https://uwaterloo.ca/school-environment-enterprise-development/news/corporate-knights-announces-2020s-class-top-30-under-30)
- MDP students attended and presented at the 8th Annual International Conference for Sustainable Development (ICSD), September 2020, New York.
Staff

- Marion Brown – for student and course support on the School’s Mexico field course

Faculty

- Sean Geobey - Legacy Leadership Lab continued to build its presence and influence on the national social finance and social purpose sectors by growing the systemic infrastructure for conversions of conventional enterprises into social and co-operative enterprises, in:
  - supporting the design of 15 social acquisition system prototypes across 19 design meetings and 1 major design workshop with a total of 115 participations overall
  - generating social acquisitions engagement support in 6 community activation meetings with 15 total participants
  - running 4 community-wide knowledge and engagement events with a total of 327 registrations and 215 participations
- Prateep Nayak – Awarded the SSHRC Partnership Grant for the international project Vulnerability to Viability (V2V): Global Partnership for Building Strong Small-Scale Fisheries Communities.
- Bruce Frayne – Associate Director of the Hungry Cities Partnership working to effect change with universities, government, civil society and the private sector in China, India, Jamaica, Mexico, South Africa, Mozambique, Malawi, Cameroon, Namibia and Kenya. Also, for advancing to Stage 2 of the SSHRC Partnership Grant competition for the international project South-South Migration and Migrant Food Insecurity: Interactions, Impacts and Remedies (MiFood Project).
- Jon Beale – managing SDSN Canada and bringing on board 50 post-secondary institutions as members (with Dean Andrey, SDSN Chair).

Prof. Bruce Frayne, Director
May 10, 2021