

**MASTER OF ENVIRONMENT AND BUSINESS (MEB)  
ENBUS 601: BUSINESS AND THE CASE FOR SUSTAINABILITY**

**COURSE OUTLINE & SYLLABUS**

- Lecture Time:** Monday to Friday, 8:00 am – 4:00 pm, August 19 – 30, 2019
- Lecture Location:** Alumni Hall, St. Paul's University College, University of Waterloo
- Professor:** Dr. Blair Feltmate  
Head, Intact Centre on Climate Adaptation  
Associate Professor, Faculty of Environment  
School of Environment, Enterprise and Development (SEED)  
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**COURSE DESCRIPTION**

This on-site course introduces students to business concepts and integrates them with concerns for sustainable development. The underlying emphasis is on the value, rationale, opportunities and risks for business and government to undertake and integrate environmental, social and economic best practices. Topics covered include an introduction to concepts and terminology from finance, accounting, strategy, marketing, organizational behaviour and operations. Guest speakers come from industry, government, NGOs, consultancies and academe. Students will learn about the MEB program, meet faculty members, meet each other, and they will be introduced to distance education tools.

## COURSE SYLLABUS

### August 19 - Monday

- 8:00 am **Continental Breakfast/Buffer** – Alumni Hall
- 9:00 am **Welcome and Overview of the MEB Program** – Dr. Dan Murray, Academic Advisor, MEB Program
- 9:45 am **Introduction of Key Faculty and Staff for the MEB Program**
- 10:00 am **Student Introductions and Interests**
- 10:45 am Break
- 11:00 am **ENBUS 601 Course Evaluation** – Dr. Blair Feltmate
- 11:15 am **Introduction to Distance Learning** – Dr. Dan Murray
- 11:50 am **Discussion about the MEB** – Dr. Dan Murray and Teresa Wilson
- Electives ranking and audience assessment
  - Clarify the roles of the Graduate Officer, Graduate Coordinator, and Center for Extended Learning
  - Check-in regarding online access and electronic library access
  - Discuss electives, transfer credits, and milestones
  - Q & A regarding the MEB program
  - University of Waterloo Student Card (WatCard)
- 12:30 pm **Catered Lunch**
- 1:45 pm **Introduction to ENBUS 601/Course Highlights and Goals** – Dr. Blair Feltmate
- 2:00 pm **Sustainable Development, Value Creation and the Capital Markets** – Introductory Lecture, Dr. Blair Feltmate
- What is Sustainable Development?
  - Which companies and industry sectors are embracing SD?
  - Are governmental operations “on board” to SD?
  - What is the business case for SD?
  - What are the emerging SD business drivers?
- 4:00 pm **Open Discussion/Key Messages/Announcements**
- 5:00 pm [East Side Mario's](#) 170 University Ave W, Waterloo (10 minute walk from campus)

## **August 20 - Tuesday**

- 9:00 am      **The History of Environmentalism in North America: What's Old is New Again** – Dr. Blair Feltmate
- Many of the environmental, social and economic challenges facing business/government are not new – accordingly, lessons of history that can be applied to contemporary practices will be addressed
- 12:00 pm      Lunch
- 1:30 pm      **Preparation for the ENBUS 690 A/B Thesis** – Dr. Dan Murray
- 2:30 pm      **Introduction to Sustainable Development for Business** – Dr. Amelia Clarke
- Overview of the 602 course
  - Key sustainability issues and concepts
  - Activity with short case studies
- Facilitated Group Discussion**
- What are the emerging SD drivers in your organization?
  - What are the stumbling blocks to SD in your organization?
- 4:00 pm      **Open Discussion/Key Messages/Announcements**

## **August 21 - Wednesday**

- 9:00 am      **Sustainability Reporting: the Good, the Bad, and the Ugly** – Kathrin Bohr, Senior Partner, Stakeholder Research
- 10:30          Break
- 10:45          **Introduction to Academic Referencing** – Dr. Dan Murray
- 11:30          **Environmental Degradation and Violent Conflicts: An Under-Appreciated Source of Global Tension** – Joe Battikh
- 12:30          Lunch
- 1:30 pm      **Facilitated Group Discussion** – Joe Batikh
- Will Canada be a refuge for eco-refugees? How should Canada prepare?
- 2:45          Break
- 3:00          **Sustainability Round Table** – Dr. Blair Feltmate
- 4:00          **Open Discussion/Key Messages/Announcements**

## **August 22 - Thursday**

- 8:30 am      **Sustainable Development Strategies for Enterprises** – Dr. Amelia Clarke
- Introduction to Strategic Management
  - Levels of strategy / Strategic positioning
  - Interface FLOR case study
- 10:00      **Maintaining and Restoring Canadian Biodiversity: The Role Corporations Can Play** – Steve Hounsell, Chair, Canadian Business and Biodiversity Council
- 12:30 pm      Lunch/**Group Photo**
- 1:45      **The Evolution of Codes and Standards, and the Ethical Corporation** – Bob White, President, BRI Consultants, Canada Delegate to ISO 26000
- 4:00      **Open Discussion/Key Messages/Announcements**

## **August 23 - Friday**

- 9:00 am      **Bay Street's Receptivity to Sustainable Development: Winning Over the Capital Markets** – Kathryn Bakos, Business Analyst - Cougar Global Investments (affiliate of Raymond James Financial)
- 10:30      Break
- 10:45      **Delivering Effective Presentations** – Dr. Blair Feltmate
- 12:00 noon      Lunch/ **Individual Headshots**
- 1:00      **Basic Marketing Principles** – Dr. Jenn Lynes
- Market orientation and product life cycle from a marketing point perspective
  - 4 P's of marketing
  - Market segmentation
  - Accountability and green marketing
- 4:00      **Open Discussion/Key Messages/Announcements**
- 5:30      **Solé Restaurant** – 83 Erb St West

## **August 26 - Monday**

- 10:00 am      **Climate Change Adaptation: A Priorities Plan for Canada** – Dr. Blair Feltmate
- 12:00      Lunch
- 12:30 pm      **Prepare for Group Presentations**

1:15 **Environment 3 Tour with Dr. Paul Parker, Professor and Associate Dean, Strategic Initiatives (Optional)**  
See the Faculty of Environment's LEED Platinum building

### **August 27 - Tuesday**

9:00 am **Prepare for Group Presentations**

12:30 pm Lunch

1:15 **Briefing for Full-Time Students** – Dr. Dan Murray and Teresa Wilson  
Only for those students considering full-time

1:45 **Sustainability, Climate Change and Legal Due Diligence** – Laura Zizzo,  
Founder and CEO, Mantle314

2:45 Break

3:00 **The Relevance of SD and Climate Change to Banking** – Peter Johnson,  
Senior Manager, Environmental and Social Risk, ScotiaBank

5:15 **Open Discussion/Key Messages/Announcements**

### **August 28 - Wednesday**

9:00 am **Operationalizing Sustainable Development in Business and Government: How you Make It Happen** – Dr. Blair Feltmate

10:30 Break

10:45 **Introduction to Sustainable Finance**– Dr. Olaf Weber

- Sustainable Corporate Finance
- Sustainability in the Financial Sector

11:45 **Facilitated Group Discussion**

- Does your organization see sustainable development as the “cost of doing business” or a revenue generator?
- How should government operations, crown corporations and not-for-profits position the business case for SD – or should they use a different approach to promote SD?

12:10 pm Lunch

1:45 **Leveraging Sustainability to Advance Government Relations** – Mark Rudolph, President and CEO, justenvironment

4:00 **Open Discussion/Key Messages/Announcements**

## **August 29 - Thursday**

9:30 am      **Sustainable Development Q&A** – Dr. Frank Frantisak OC

- Dr. Frantisak transformed two industries — mining and forestry— onto the path of sustainable development. In 2002, Dr. Frantisak was awarded the Order of Canada for his outstanding contributions to the advancement of sustainable development. Some of Dr. Frantisak's numerous achievements include: leader of the Canadian delegation to the ISO Technical Committee on Environment, which resulted in the ISO 14001 standard; Chair of the Environmental Committee of the Canadian Council for International Business; Chair of the Canada/US Relations Subcommittee on Environment; Head of the Environmental Business/Industry Advisory Committee to the OECD; and, founder of the Friday Group. In 1998, Frank retired after 20 years with Noranda.

10:45      Break

11:00      Continued Discussion/Q&A

12:00 pm    Lunch/Prepare for Group Presentations

## **August 30 - Friday**

9:00 – 11:00    **Examination**

11:30      **Catered Lunch**

12:30      **Group Presentations** (20 minutes/group)

## COURSE WEBSITE

Accessed through LEARN for registered students ([learn.uwaterloo.ca](http://learn.uwaterloo.ca))

## READINGS

There is no text for this course – however, it is recommended that students read “**The Vanishing Face of Gaia**”, by Dr. James Lovelock, prior to the course starting. All readings will be assigned during the course through UW-LEARN. Readings will come from a range of sources and web sites, and citations and/or web links will be provided.

## COURSE COMPONENTS and EVALUATION

Examination	40%
Group Project/Presentation	25%
Participation	25% (10% reported back end of week 1, 15% week 2)
Individual	10%

### Group Projects/Presentations (3-4 students/group x 6 groups)

Prepare 20 Minute PowerPoint Presentations (15 minute presentation, 5 minutes for questions)

- Group 1** Should the Chemistry Industry Association of Canada produce a “Sustainable Development Report”, rather than a “Responsible Care Report”?
- Group 2** Does the “Sustainable Electricity Program – Canadian Electricity Association” adequately address the sustainable development concerns of its stakeholders?
- Group 3** From the perspective of a financial analyst, does Suncor’s “Report on Sustainability, 2018” provide meaningful and actionable information?
- Group 4** Compare and contrast the Sustainable Development Reports (or Public Accountability Statements) of CIBC, RBC, TD, Scotiabank and BMO
- Group 5** What are the areas of strength and weakness in reference to Intact Financial Corporation’s “2018 Social Impact Report and Public Accountability Statement”
- Group 6** Should the Pembina Institute produce a Sustainable Development Report?
- Group 7** Other Projects...pending discussion and approval by Dr. Feltmate

## CLASSROOM ETIQUETTE

You are expected to arrive several minutes before the start of class, as the class will start precisely on time. Please respect those around you. Laptops in the classroom are fine as long as they are used for course purposes. The use of a cell phone//Blackberry is not permitted in the classroom.

## ACADEMIC INTEGRITY

New graduate students will enroll in a mandatory Academic Integrity course which will be available on LEARN.

To maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. ENV students are strongly encouraged to review the material provided by the university's Academic Integrity office ( see: <http://uwaterloo.ca/academicintegrity/Students/index.html> ). Students who are unsure what constitutes an academic offence should visit the on-line tutorial at: <http://www.lib.uwaterloo.ca/ait/>.

*A student is expected to know what constitutes academic integrity, to avoid committing academic offenses, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or to better appreciate “rules” for group work/collaboration, should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.html>*

*Within ENV, those committing academic offences (e.g. cheating, plagiarism) will be placed on disciplinary probation and will be subject to penalties which may include a grade of 0 on affected course elements, 0 on the course, suspension, and expulsion.*

**NOTE FOR STUDENTS WITH DISABILITIES: AccessAbility Services**, located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility at the beginning of each academic term. More information is available from: <https://uwaterloo.ca/disability-services/>

**RELIGIOUS OBSERVANCES:** Please inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.