Cases in Sustainability  
IBUS 545 ~ Winter 2017  
Tuesdays 6-9:20p ~ PCAR 395

Instructor  
Carlton Wilson - carltonw@uw.edu  
Office hours by appointment

Required Texts  
The Sustainable Company, Chris Laszlo  
Class Course Pack

Class 1: January 3  
Introduction/Philosophy/Economic

Required Readings  
5. “Making the Business Case for Sustainability,” Epstein & Roy

Class 2: January 10  
Environmental/Social

Guest Speaker: Ben Packard, Dr. Corp Engagement The Nature Conservancy & Fmr VP Global Responsibility SBUX  
DUE: Individual Written Assignment #1: Theory and Conflict, Sustainable Company Reading

Required Readings  
1. “At Patagonia, the Bottom Line Includes the Earth,” NYTimes 07/2014  
2. “Why Elon Musk Just Opened His Patents to His Biggest Rivals,” Bloomberg 06/2014  
5. “Why Sustainability is Now the Key Driver of Innovation,” HBR 09/2009  
7. The Sustainable Company, pg. xiii, Introduction, Chapter 1

Class 3: January 17  
Economic/Environmental/Energy

Guest Speakers: Bryce Smith, Board Member and Former CEO, One Energy Renewables  
Team Presentations: 1, 2

Case Discussion: Legrand: Lightening Their (Electricity) Load

Required Readings  
2. “Google, Apple, Facebook Race Towards 100% Renewable…,” The Guardian 12/2016  
5. “Global Climate Change and Children’s Health,” American Academy of Pediatrics 11/2015  
Class 4: January 24
Economic/Social/Environmental
Guest Speaker: Elizabeth Stearns, Senior Lecturer of Marketing and International Business
Team Presentations: 3, 4
Due: Sustainable Company Reading

Case Discussion: Interface Inc., the Next Industrial Revolution

Required Readings:
1. “Self-Sustaining Micro-Finance Programs to Help Brazil’s Poor,” ABN AMRO 2004
2. “Climate Change Seen as Posing Risk to Food Supplies,” NYTimes 11/2013
3. “A Warming Planet Struggles to Feed Itself,” NYTimes 06/2011
4. “In Brazil, Paying Farmers to Let Trees Stand,” NYTimes 08/2009
5. “Norway to Complete $1B Payment to Brazil For Protecting Amazon,” Reuters 09/2015
7. “Keep the Fires Burning,” The Economist 04/2015
8. The Sustainable Company, Chapters 10 & 11

Class 5: January 31
Economic/Social/Environmental
Guest Speaker: Will Lana, VP Trillium Investments Impact Investing
Team Presentations: 5, 6, 7

Case Discussion: RBC Financial Group: The Equator Principles

Required Readings:
1. “Memo to Board: We Need to Talk About BP,” Financial Times 11/2010
2. “Making Sustainability Profitable,” HBR 03/2013

Class 6: February 7
Social/Environmental/Economic
Guest Speaker: Brenna Davis, Dr. of Sustainability at Virginia Mason Medical Center
Team Presentations: 8, 9, 10
Due: Organization Profile for Individual Assignment Two

Case Discussion: Watson Cooperative: Ethanol (handout in prior class)

Required Readings:
3. “Sustainability Nears a Tipping Point,” MIT Sloan 01/2012
4. “Strategies for Sustainability: Going Green in the OR,” American College of Surgeons 05/2015
5. “From Triple to Quadruple Aim: Care of the Patient Requires Care of the Provider,” Annals of Family Medicine 12/2014
7. “Unilever Finds that Shrinking Its Footprint is a Giant Task,” NYTimes 11/2015
Class 7: February 14
Social/Environmental/Economic
Team Presentations: 11, 12, 13, 14

Case Discussion: Bayer CropScience in India (A): Against Child Labour

Required Readings
1. “Profit and the Public Good,” The Economist 01/2005

Class 8: February 21
Social/Customer/Environmental
Guest Speakers: Davey McHenry Dtr. Client Engagement The Hartman Group
Due: Outline for Assignment Two

Required Readings:
1. “A 20-year-old is Planning a 62 Mile Floating Wall…,” Business Insider 09/2015

Class 9: February 28
Environmental/Social/Economic
Guest Speakers: Matt Syzmanowicz, Graduate Student Speaker, School of Marine and Environmental Affairs
Team Presentations: 15, 16, 17

Required Readings
3. “Evil Orbs,” The Economist 08/2015
5. “China’s Poisonous Waterways,” NYTimes 04/2014

Class 10: March 7
Wrap Up/Systems Thinking
Team Presentations: 18, 19, 20
Due by March 14: Individual Assignment Two: Creating Sustainable Value

Required Readings:
2. “Stuff: When Less is More,” HBR 03/2015
5. “Joining Forces: Collaborative Leadership for Sustainability,” Rotman Magazine Fall 2015
STUDENT ASSESSMENT is based on:

- Individual Written Assignment:
  - Theory and Conflict 15 points
- Two Team Class Discussions (with ppt submission) 40 points
- Individual Written Assignment:
  - Creating Sustainable Value 30 points
- Class Participation 15 points

Class Participation is important and either counts for or against your final assessment depending on the richness and quality of your contribution to the overall experience. You are responsible for readings.

INSTRUCTOR-STUDENT INTERACTION

Please feel free to contact me if you have any questions regarding class policies, readings, written assignments, or any other aspect of the course. Many of you are either Evening Students or from other UW schools, it is better to prearrange meetings. I am available in person by appointment.

The best way to reach me is email: carltonw@uw.edu

Email Etiquette:

At minimum, all emails sent Monday through Thursday will be answered within 24 hours. Emails sent Friday through Sunday will be answered on the following Monday.

If for some reason you would like to discuss something, please indicate your phone number in the email and include a few good times to call you.

Class Attendance:

- Students are responsible to attend every class session, but it is understood that sometimes work requirements or events come up that cannot be moved.
- Missing more than one class session is discouraged and will lead to a grade adjustment.
- If you are going to miss a session, please inform me by email in advance.

HONOR CODE

The UW Foster MBA Honor Code is strictly followed for individual and team assignments. No discussions or assistance should occur outside of your designated mini team or case team.