

The Trunk & Branches



Strategic Leadership towards Sustainability

International Master's Programme
at the Blekinge Institute of Technology (BTH),
Karlskrona, Sweden

Spring 2008

News for the StratLeade Network

Newsletter 4

Alumni take home prize in Växjö for MSLS Thesis collaboration

MSLS '07 grads Ann Cassidy and Delphine Le Page made an unexpected return visit to Sweden in November to pick up a 25000 SEK award from Sparbanksstiftelsen Kronan.

The two, as well as Sean Spender (who could not attend), received the money as a prize for their thesis "Enhancing Planning for Local Energy Systems with the Strategic Sustainable Development Framework".

Every year, Sparbanksstiftelsen Kronan offers scholarship to students who work in collaboration with external partners to give an added value to the region. The three applied with their thesis project, in which they worked in partnership with Karlskrona Kommun to enhance their planning methodology for the local energy system with the Strategic Sustainable Development (SSD) concepts. The partnership was very successful and Karlskrona Kommun has since been approached by other organisations to look at their enhanced planning methodology.



Alumni Ann Cassidy and Delphine Le Page collect their award (on behalf of their thesis partner Sean Spender) of 25000 SEK for their thesis collaboration with Karlskrona Kommun.

Ann and Delphine were invited to Växjö for the one-day celebration, where they attended the ceremony and received the prize money. They then extended their visit to Sweden by a couple of days to visit Karlskrona and their old MSLS family, before returning to their respective home countries.

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Students make presentation to BTH on Walking the Talk

By Tim Nichols

On February 15th, the BTH board of governors listened to Annie Nolan and me present the business case for BTH to take steps towards becoming a more sustainable campus. The presentation served as a culmination of 5000+ hours of research undertaken by the MSLS class and covered five main areas: procurement; transportation; energy and water management; physical learning spaces; and the research and education environment. In addition to the presentation, a small group of MSLS students, selected by the class as representatives, working in conjunction with the MSLS programme team compiled a 25-page document detailing the first steps BTH can take in moving towards sustainability. The results were nothing short of impressive, and the presentation was extremely well received, sending encouraging signals to the class.

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Message from the Programme Team

Here in Karlskrona, the days have gotten longer and the flowers are beginning to poke their heads out of the ground. All of us are quite excited about the coming of spring – it really does wonders for the psyche, doesn't it? But before we jump fully into dreams of swimming in the Baltic, we would like to take a few moments to reflect on the fantastic work that came out of the past several months here in Sweden.

This winter in period 2, we experimented with some new course designs. The Engineering for a Sustainable Society course (ESS) and the Advanced Societal Leadership course (ASL) had a fantastic opportunity to work with BTH as the primary case study. This culminated in an official report complete with recommendations to the Vice Chancellor and Board on how BTH can become more sustainable (see pages 1 and 3 of this newsletter). The Strategic Management for Sustainability course (STM) took on direct collaboration with organisations throughout the world, and produced 15 excellent detailed reports to these companies, again with specific recommendations for each on how to reach their organisational visions in a progressively more sustainable manner.

Supporting these processes, we welcomed some key speakers including Dr. Bob Willard, Dr. Göran Carstedt, Dr. Stenbjörn Styring, Dr. Thomas B. Johansson, Dr. Jason Leadbitter, and many of our friends from The Natural Step. The class also took a short trip to Göteborg to tour the Volvo production facilities and offices, and receive a keynote presentation from Dr. Leif Johansson, CEO of the Volvo Group.

And without much time for a breather, we launched right into the thesis period. Two weeks ago we saw the first round of student presentations about their work to date. The projects this year are tackling some timely and interesting topics, and we look forward to sharing the results of all this hard work in the summer when theses are published.

Starting back in the fall, the students have been busying themselves with various projects throughout BTH and the community, some of which you'll hear about in subsequent articles. The class has been very engaged in working to better many aspects of the student experience for future MSLSers. Included within this is work to update the student arrival guide, creation of a platform to host our collective 'sustainability toolbox', and the Student Council's work to document processes and create a 'legacy portfolio' for future years. On the social side, the students have taken an active role in creating and running a set of 'open mic nights' and an excellent international culinary feast called 'World on a Plate', and have recently finalised a venue and partnership with Karlskrona Kommun for a Community Art Event (coinciding with our own graduation celebrations) to thank Karlskrona for hosting everyone so graciously for the past year (more on this later as well). And finally, on the academic side, class members have worked hard to engage various TNS representatives from around the world in online dialogues about current and potential projects, set up a two-day speaker series on National Sustainable Development Strategies, and have set the foundation for future networking with other sustainability-minded students in the region. (And believe it or not, this list is actually much longer – Phew!)

And while all this has been going on, BTH representatives (including our own Alexandra Lichtenberg, a Brazilian architect) joined a group of project planners and architects to draft plans for expansion of the campus (since it was decided that Karlskrona will be the future location of the existing three campuses). Almost simultaneously, the BTH administration spent many long hours deliberating on the proposal to merge with Kalmar and Växjö Universities into what would be called *Academi Sydöst* (SouthEast Academy). After careful consideration of all the anticipated pros and cons of this decision, BTH recently decided to forge ahead on its own.

And last but not least, we welcomed Edna Aguiñaga (back in November), who is working to enhance our marketing efforts, both for the MSLS programme and other TEK department courses and programmes. Please take a look at the recent promotional material she has coordinated (with help from our own graphic design superstar, Jennifer Nichols) and pass them along to any people you feel might be interested in attending or supporting our programme. Pong was so impressed by Edna's work that he asked her to marry him (Ok, they've actually been together for several years...), and we are excited to share this additional good news with you all.

There is much more inside this latest edition of the Trunk & Branches! Thanks for reading; we hope you enjoy hearing about our adventures.

Until next time,

The MSLS Programme Team 2007-08

Students make Presentation to BTH Board on 'Walking the Talk' (continued)

...continued from page 1

The MSLS class undertook the project in an effort practice what we preach. While BTH has taken some steps to be greener, the class realized the potential for more and therefore spent three days together brainstorming all the possibilities available to BTH, focusing on the aforementioned five areas. Our goal was to help BTH, the home of our course, take steps in the right direction toward sustainability.

In many areas, the class was fortunate to have members who had just completed two-month long research projects on subjects closely aligned with the topics. Most groups tapped this knowledge, in effect, keeping the ball rolling. For procurement, the students realized that the current policy has few requirements for staff in the area of environmental responsibility. Additionally, the staff who issue calls for tender number around 500, which tends to slow things down. The group recommended sustainability workshops for the staff members to convey reasons and methods for a sustainable procurement policy and more centralized structure with perhaps 10 sustainability officers to help save time and money.

Transportation initiatives were a more delicate subject due to the connection people feel to their automobiles. The campus currently has a large portion of space allocated for car use. Additionally, there are few incentives advocating sustainable transportation. The class recommended the implementation of a sustainable transport plan that included a salary bonus system for teachers and improvement and development of bicycle infrastructure. York University implemented a similar transport plan to reduce single-occupancy travel with great success.

As for energy and water management, research found a myriad of waste reduction opportunities available for the campus. Nearly 60% of the water usage on campus goes to the toilets, and lights are frequently left on overnight. The class recommended the installation of an energy management system (which works for both water and electricity consumption) as a means of accurately measuring the consumption of utilities. With this knowledge, precise strategies for education and reduction can begin. These strategies will decrease and maintain lower energy and water bills. In addition, they recommended taking advantage of the great Swedish labeling system to purchase the most energy efficient equipment.

The physical learning aspect presents a unique opportunity, as BTH is currently working with an architect (who was also at the meeting presenting "green building" options to the board) to design a new building to be constructed over the next two years. The Swedish education system encourages



group work, however classroom structure, in its traditional sense, does not encourage participation or conversation. The inclusion of more circular classrooms and use of natural lighting, as recommended by the class, has been proven to promote more interactive education.

While most of the previous sections included educational aspects, the students promoted these concepts more explicitly in the final section. This included recommendations for the integration of sustainability into the various other educational programmes. With a common language, cross communication between departments would increase, further spreading the benefits associated with sustainability. Furthermore, the inclusion of all the stakeholders will empower the community, strengthening the foundation on which the new concept is built. Finally, in taking these steps towards sustainability, BTH will emerge as a leader in this field and be at the cutting edge of this movement.

The MSLS class put forth a strong case for creating a more sustainable campus. These steps will help BTH move towards its vision of being a leader in sustainable development in science and society. Finally, a good sign of the warm reception came with the first question from the board after the presentation. We were asked to discuss some of the 'crazy' ideas we had to become more sustainable. To this we responded that we would start here and let the future classes develop the wind farms and urine collection system.

You can find a copy of the full report on our website at: <http://www.bth.se/site/sustainability.nsf/pages/mslsstudentboardreport>

Congratulations to all students and staff involved in the process of preparing and presenting this report!

Alumni Spotlight



Roya Khaleeli '05

In July 2006 I visited London for a week to meet with organizations involved in sustainability. While it took some time to set up the meetings prior to arriving it was well worth the effort as from this experience I gained insight into the skills being used and the approach each was taking to sustainability in general. Amongst those I met were - Beyond Green, Carbon Trust, Forum for the Future, LEAD and Interface. Unexpectedly I also discovered areas I didn't want to work in.

When moving to London in January 2007 an initial waitressing stint allowed me to wait until a position with one of the groups I had wanted to work with was available. In March I began with Beyond Green (www.beyondgreen.co.uk), first part time as a researcher and then full time in the Sustainable Construction and Technology team. Our main focus was consulting to developers, constructors and architects on how to incorporate holistic sustainability into built environment projects.

One of my "small wins" came when working with a developer of a regeneration area in London with an intended focus on sustainability. They insisted that a high parking ratio was needed to ensure the financial viability of the site – we didn't agree. I was able to use the backcasting argument to convince the developer that ideally the site would not have so many parking spaces and a solution to this could be a commitment from them over time to support businesses in the area to propose alternative uses for the parking spaces. They loved the idea and immediately included it in their bid.

After sharing the principles for sustainability with my team, Beyond Green underwent a restructure, and in November my department merged with a new consultancy, Inbuilt (www.inbuilt.co.uk). It's exciting to be part of a new organization and to have the opportunity to shape the direction it takes. It is also very interesting, and not without challenges, to be in a transdisciplinary environment and to practice some of the experiences gained from MSLS. We have started Lunch Box sessions and I am hoping to use Open Space, the two minute presentations and maybe even the multi-cultural card game at some point in the coming months.

Keeping connected to Alumni continues to serve as a source of inspiration and I send you all my well wishes while you drift in alertness on your quest to be sustainability leaders.



Geneva Rae '06

The MSLS program in Karlskrona was the summit of a long journey for me. It was, and remains in my memories, periods of joy and bewilderment, of "h*ly sh*t, what have I gotten myself into?" and "please, never let this end". And when I left Sweden, I had to figure out, as many of us do, "what's next?"

I didn't have a clue about what was next. But I kept my options open and I found myself moving to Calgary, Alberta working for a think tank researching and writing about natural capital public policy. It was an interesting position, and the perfect job after writing a thesis. It was stable for a time, but I got restless and ready to dive into something different.

Into the abyss once again. Time to leap for joy and what I Love: both personally and professionally. My partner, Jonas, a Swede I met while in Karlskrona, the Lovely man he is, said "yes" when I asked him to marry me. We'll be married this summer and I Love him heaps. And to round out all of my good fortune, the perfect job found me: a sustainability consultant with Deloitte. The work I do is diverse, from strategic planning to green community development, from assurance of wind energy to training program design. The majority of our clients are concerned about climate change issues, and an interesting development is the fusion of mitigation (i.e. GHG emissions reductions) and adaptation (i.e. building adaptive capacity to respond to changing climate conditions) approaches. I am very excited about what the future holds.

I left Karlskrona with a heavy heart, scared at the abyss beyond. I keep a little scrap of paper that Ingrid posted above the kitchen sink at the Hållbarhet Huset as a reminder to keep focused and to persevere: "when you come to the edge of all the light you know, and are about to step off into the darkness of the unknown; Faith is knowing that one of two things will happen: There will be something to stand on, or you will be taught to fly."

While the journey is uncomfortable at times, keeping Loved-ones close, Love in my heart and faith in myself brings me closer to the world I aspire towards: ecotopia.

Alumni Spotlight ...continued



Tomomi Takada '05

After I graduated from BTH, I returned to my work at G-PROJECT Inc., a company in Japan trying to create ecovillages. The plan to develop a new ecovillage in Shiga Prefecture, west Japan, was started in 2000 as an initiative of a non-profit organization called Eco-mura Networking. In collaboration with this organization, we have been consulting with researchers and local authorities since 2003, and finally we have come to the stage of having our first residents in Kobunaki Ecovillage this fall.

I have tried to apply several MSLS concepts and ways of thinking during our trial to create a new sustainable community; some are successful, and others are still on the progress. The ideas of "backcasting from success" and "the five-level model" for sustainable development has been very helpful for my colleagues and partners in a very wide range of conditions we need to consider for community development. Sometimes we can easily lose track of the vision because of its complexity.

Now we get to know some families who decided to live in Kobunaki Ecovillage, and I feel it would be very important to encourage some of them to take leadership to move this new community more towards sustainability. In doing so, what kinds of leadership training would be good for them? How can we prepare and involve them? (This can be the matter of 4th system condition?) I would like to learn more from the TNS and MSLS network!



Michal Bitterman '07

I arrived to the MSLS program with a general wish and primordial reflections on the potential of integrating the themes of sustainability and conflict resolution. Contrary to their apparent contradiction, I felt the two themes could enhance each other, thus engaging sustainability actions can foster tolerance, promote the building of supportive relationships, trust, and initiate a momentum towards the reconciliation of conflicts. The program has enlightened and poured content into these thoughts, especially through our thesis work. Altogether this year has been a real eye opener, an inspiring experience.

Coming back to Israel strengthened my wish to apply the SSD approach into conflict resolution processes, through mutual environmental and human needs projects, conducted between Israel and its neighboring countries. I intend to pursue that through my PhD studies starting next semester. In this sense, I have already been involved in two projects. In the first project I assisted Mrs. Limor Alouf (former TNS Israel) in writing a position paper for the newly nominated president of Israel, Mr. Shimon Peres, regarding peace and ecology- plausible connections along with practical proposals for joint environmental projects between Israel, Palestine and Jordan. In the second project, I took part in the drafting committee of the Geneva environmental accord, an environmental cooperation draft agreement between Israel and Palestine, being prepared as a continuation of the existing interim-agreement in the area.

Currently, I am working with the "Heschel Center"- an environmental NGO, which has launched a national campaign of local authorities for climate protection and air quality (partnered with "Forum of 15" and ICLEI). I am in charge of writing the guide for local authorities; a preliminary practical tool, recounting the various stages in order to accomplish a reduction in GHG emissions and air pollutants. In parallel, I have started conducting the first emission's inventory, with a leading city in Israel.

I am also involved in two additional initiatives. I joined the initiating group of Israel Green Building Council, an emerging council of the World Green Building Council (WGBC). The council aims to promote green building through a unique structure, involving building industry's multi-stakeholders. I am also taking part in the Green Economy Forum, run by the Israel Democracy Institute- endeavors to generate a consensus based position paper of young leaders, representatives of multiple sectors in the society.

On a personal note- we rented an apartment in a village near Jerusalem and "enlarged" our family with a tiny kitten we found. I am sending warm regards to all MSLS 07 and hope to see you all soon.

Leveling the Playing Field

By Shawn Westcott

Like most of my fellow classmates, I was attracted to the MSLS programme for its unique focus on developing sustainability leaders. The ‘whole-systems’ strategic planning we learn makes us well suited for careers as thought leaders. For many of us, that means a future career in consulting. But MSLS students come from a range of backgrounds and careers, so to ensure we all re-enter the working world with the necessary skills and knowledge, I founded the Consulting Club in order to ‘level the playing field’ and arm MSLS students with the tools they will need to supplement their education.

The Club was founded to provide a forum for students interested in pursuing a position in the consulting field, along with those looking for general knowledge of working with the business world, the opportunity to learn about the Industry and its practices; advance their personal and professional skills to effectively market themselves; and develop, expand and utilize their personal and professional networks for future employment or professional purposes.

The organization’s mission is accomplished through weekly member-led skills workshops that last approximately 2 hours. By engaging the myriad talents of fellow MSLS students, as well as those in the BTH and professional communities, the club covers a range of topics that include

personal visioning, CV and cover letter preparation, interviewing techniques, networking and objection handling. In addition to these topics, other initiatives include lectures and videoconferences with leaders in the field of consulting, as well as ‘real world’ application of the group’s skills and knowledge.

While the club was developed for MSLS students, it is open to all BTH students, as well as those outside of the BTH community. After all, while we focus on strategic sustainability, the personal and professional development skills learned in the class are applicable to any number of academic specializations. With highly qualified professionals coming from a range of fields, the group dynamic contributes to a broad range of experiences that help the club serve its participants.

The club has been a great an example of co-creation. A number of side projects have evolved from the business-minded atmosphere of club meetings that have included new business ventures, the creation of a community Arts and Music Festival and auditing work with ClimateCounts.org.

If you’re interested in connecting with the Consulting Club to offer advice, to speak to the club, or to share professional opportunities, please email Shawn Westcott at shawn.westcott@gmail.com.

Former Programme Manager takes key role with the David Suzuki Foundation

By Tamara Connell

Those of us from the first three generations of MSLS alumni (and programme friends) are quite well-acquainted with the programme’s first manager, Dave Waldron. Dave was the one who spent several years of his time getting the MSLS programme from concept to paper to reality, welcoming the first students in the fall of 2004.

Since passing the torch of Programme Manager to Pong Leung in 2006, Dave has been spending his time consulting on a variety of interesting sustainability projects around the globe. After spending some time reviewing the situation back home in Vancouver, he decided to start looking for a ‘real job.’ And, boy, did he find one!

Earlier in January, Dave joined the team of the David Suzuki Foundation (DSF) in Vancouver as the Director of Sustainability. DSF is one of Canada’s leading environmental NGOs. They have a staff of approximately 60 employees, most of whom work from the main Vancouver office, while several others are spread out in Toronto and Ottawa.

The DSF was born largely out of the work of Dr. David Suzuki, an award-winning environmentalist, scientist and

broadcaster - probably Canada’s pre-eminent voice on environmental matters. Dr. Suzuki first became known as the host of the television series *The Nature of Things*, and has since continued his efforts through the establishment and work of the Foundation, with the goal of “achieving sustainability within a generation.”

In Dave’s new position as Director of Sustainability, he will be leading the Sustainability Team (currently 6 employees) and participating with the management team in the overall direction of the organization. Dave is looking forward to seeing to what extent, and how, *strategic sustainable development* concepts, *systems thinking*, and *transformational leadership* ideas can help the Foundation. Clearly, this is an exciting opportunity for Dave to showcase his exceptional skills to promote and support the development of a much more sustainable Canadian and global society!

Best of luck in the new position, Dave!

For more information on the David Suzuki Foundation, please see www.davidsuzuki.com



David
Suzuki
Foundation

To contact Dave, please email dwaldron@davidsuzuki.com

Scientific Fluff—Reflections of a Current Student

By Kim Edwards

It has been pointed out that there is a global trend in the formal education systems of the world to emphasize the development of the left hemisphere of the brain. This is loosely associated with logic, analysis, linear thinking, objectivity and thinking of parts. The right side is acknowledged and has received some attention in art, drama and language classes, however a hierarchical appreciation for left-side related learning has evolved in our formal systems of education.

During my time studying here, somewhere in the personal development stuff that has an awkward place in any formal education system, the power of storytelling surfaced. Thirteen years of left-brain public school, and 4 years towards a sport-science and business degree taught me to assign this concept little value, despite an internal sensation of “oh that’s fun!” However my more recent 6 months, in an educational program that pushed the limits of the traditional system to tell me about storytelling, has taught me more than the seventeen years worth of formulas, grammar and muscle insertions ever did. I think they’re onto something.

At some point in this Master’s Programme - in between the lectures and dialogue cafés – I made a groundbreaking discovery for myself. It hit me on a run, just past that point of the “runner’s high” and reaching the end of the shadows, when the

sun was waiting behind the corner for me to run head first into its wall of light and energy. Maybe within the next instant, maybe it took another kilometer, I’m not sure, but I pieced together my interests in sport, health, nature, the greater good and a few others to perfectly lead me to my role or purpose in life. Thanks to a word limit on this article, I won’t elaborate fully. However, it resides in this place where all realms of life - play, work, love etc. - merge because I care deeply and am passionate about how I can contribute to this world. It’s my life. Every step, action and thought I take in my waking 16 of 24 hours is a reflection of who I’ve become - complete with strengths and weaknesses - and now, it includes who I want to be.

What’s important is that something here has triggered me to consider exactly that – who am I every instant of the day and who do I want to be?

It could be that I’m a 24-year old Canadian woman and it was my turn to happen across these deeper thoughts.

It could be that I recently lived for a year in the culture of Trinidad and Tobago where I did not fit and did not understand why.

It could be some vibe that this setting has created for me: a found sense of safety to question these things, an understanding of my relationships with the systems of the world, or ‘unscheduled’ time with my thoughts and feelings.

I don’t know which factor was the tipping point, or if it was a true synchronicity of all factors coming together, but what I do know is that my 24 years in Canadian culture didn’t help me to think this way. There were some rare times in school when I was asked to consider who I was or what I felt, but there was no grade for the personal planning course.

Now I am in Karlskrona and seeing this. What if I had stayed in Canada and remained *successful*, would I still be on a path of being the best, the fastest and the busiest? My main concern is that it wasn’t sustainable and it wasn’t actually living. This certainly hasn’t been an easy lesson for me to learn, nor is this an easy story to tell and yes, there is much more. To some degree, for me to actually learn about life and grow, I needed to leave the education system. But isn’t that what we say education is for? The point that I’d like to make is that this programme, with all of its factors, called me here and shoved me into a new state of mindfulness. It works within the limits and walls of the traditional educational systems, but pushes on them quite a bit. This also pushes on the minds of the students and staff, challenging them quite a lot. This push is helping its participants see beyond those walls, into a new way of life, into totally new possibilities, with a grounded respect for the natural cycles of our host, the earth.

I know I’m never done learning and perhaps at 25, 26 or 30, I will have a new story to tell, with new challenges and failures. Actually, I hope I do. So for now, this is my story. Thanks.

Community Art Event Coming Soon

By Ryan Richardson

As visitors to Karlskrona, MSLS students are in a unique position to experience the Swedish culture and surroundings, but time is short and it can be challenging to break out of the MSLS bubble and mingle with the community at large. In an effort to bridge this gap, and to give back to a community that has hosted us so graciously, members from the 2008 MSLS class are organizing a community event focused around art and community involvement. Our vision is to hold an event that would allow local artists, musicians and community groups to reach out to the general public in an entertaining and creative atmosphere. This will be a non-profit event with all proceeds raised given back to local charities, community groups, and artists.

The event will kick off on the evening of June 5, 2008 which corresponds with World Environment Day, and will continue all day on June 6, 2008 for Swedish Flag Day. Although the event is in its early planning stages, it has been very well received by local government and community groups. We are collaborating with many local groups to incorporate our art event into the current celebration of World Environment Day. Karlskrona Kommun, the local municipality, has sponsored and funded our event, and encouraged us to hold it on Swedish Flag Day. It is a perfect fit for this event to be held on a day meant to celebrate Sweden, and a great match with the MSLS programme to kick-off on a day that celebrates the environment.

Sustainability Day for Staff at BTH

By Merlina Missimer

As part of the Sustainability Bridge Project, BTH held a Sustainability Day for the entire university staff on February 7th. This day was a result of the requests made by staff during the Internal Survey, which the Bridge Team undertook last fall. During this Internal Survey, respondents frequently commented on the desire to learn more about sustainability in general and what the different departments at BTH were doing with respect to research and education related to sustainability.

The afternoon entitled “Exploring Sustainability within our research and education at BTH” included various presentations as well as a dialogue café on Sustainability within the daily work at BTH. The presentations were kicked off by a welcome and an introduction to BTH’s position regarding Sustainable Development by Prorektor Claes Wohlin. The Sustainability Bridge Team reported on their work to date and provided the audience with a brief introduction to socio-ecological sustainability. Representatives from the Engineering department (TEK) as well as a Technoculture, Humanities and Planning department (TKS) then introduced some of the sustainability-related work their respective departments are engaged in. The presentations

came to a close with BTH’s environmental manager, Irene Bohman, speaking about incorporating sustainability into curricula.

After a short coffee break, the participants moved on to the Sustainability Café, a dialogue café on sustainability. The café is a methodology to host a conversational process, which facilitates cross-pollinating ideas and discovering new ideas and connections (see <http://theworldcafe.com/what.htm>). In rotating groups, the participants discussed how they currently incorporate sustainability into their daily work, the challenges and opportunities they were having, and what as a group we could do to help each other to work together towards sustainability.

A total of 20 BTH staff from 8 offices and departments participated in the Sustainability Day and the feedback was overwhelmingly positive. The participants appreciated the information on sustainability as well as the opportunity to mingle and speak to members of other departments in a relaxed, café-like setting. While this was intended as a pilot project only, the positive feedback has strengthened the Bridge Team’s plan to develop additional similar workshops in order to spread sustainability knowledge and facilitate interdisciplinary collaboration at BTH.

Combining Sustainability with Entrepreneurship: The Venture Cup

By Dermot Hikisch

Six adventurous MSLS students decided to test their business ideas against some of Sweden’s best this year. With sustainability on their minds and the allure of prize money up for grabs, the group pooled together to submit a total of 6 business proposals to the national competition known as Venture Cup.

Venture Cup is an open annual business plan competition held in Sweden that helps students, researchers, and other entrepreneurs take their idea from concept to actual startup.

Through hands-on coaching, events, and workshops, the Venture Cup motivates participants to develop their ideas beyond just simply being ideas. The event provided a unique opportunity for students in this year’s class to meet Swedish business professionals from Karlskrona and around southern Sweden.

In particular, students were able to form friendships with several business owners and entrepreneurs currently working in Telenor City, the industrial park on the hill above the BTH campus. Through open and ongoing conversations, many of these local business people were happily surprised to learn about the sustainability knowledge that is present just a few steps down from their office doors.

Anastasia Dewangga, Simon Goldsmith, Dermot Hikisch, Ben Kneppers, Brendan Moore, and Shawn Westcott shared their ideas and know-how to produce 6 interesting business proposals for the competition. These ideas included: a discreet carrying device for storing and reusing plastic bags, a portable white board design, a fashionable bicycle addition to enable transport of friends, and a franchise model of a retail store focused on selling climate friendly products. In total, 256 proposals were submitted in Sweden. Although the group did not place in the top 10 at the prize ceremony held in mid December, a good time and great learning experience was had by all.

Simon, an MSLSer from the UK, commented “the competition helped me focus my business plan and reinvigorated the development of my invention”.

While the competition may be over for this year, the new relationships have continued. MSLS students have returned to visit Telenor city in the past month to speak with local entrepreneurs and help them understand how to incorporate sustainability into their own businesses.

Special thanks to Richard Blume for providing logistical support and capable driving ability to handle the challenges of the Swedish countryside.

Something else for the Sustainability Toolbox

By Fiona Wright

Remember the 2nd floor hallway outside the MSLS Learning Lab (er, Common Room)? Probably not. The empty walls and plain grey tables were not so eye-catching. Now, however, thanks to the outreach mandate of the Sustainability Bridge project, we have developed a series of posters (see two examples below) and displays relating to sustainability which are being showcased in the 2nd floor hallway. They are aimed primarily at BTH staff, students, and visitors as a source of more in-depth information about sustainability. To date, we have received a lot of interest in them for a variety of other places: company lunch rooms, school classrooms, offices, and other university departments. The posters are now available on the website as a set of resources for our personal ‘sustainability toolboxes’! The display cases are still in the process of being assembled, and so far ideas include books and displays on the ‘Polymer and Metal Mines of the Future’ (plastic bags & bottles, and broken mobile phones and computers), different Eco-Labels and products available in Sweden, and various scales of problems in our ‘current reality’ (using piles of rice as the medium, inspired by the ‘Understanding’ exhibit at the ALL WE NEED exhibition in Luxembourg).

We are also planning, in collaboration with the Student Help Desk, another series of upgrades for the 3rd floor hallway, focusing on women in science, work in other departments, and generally improving the atmosphere of student space.

You can download copies of these posters (and others) from our website:
<http://www.bth.se/site/sustainability.nsf/pages/sustainability-resources>

WHAT IS SUSTAINABILITY?

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs”
The Brundtland Commission, Our Common Future, 1987

HOW?
by not systematically degrading the ecological system

HOW?
...by chemical means
...by physical means

by not systematically degrading the social system

...by abusing political power and responsibility
...by abusing economic power and responsibility

Sustainability Principle #1
To eliminate our contribution to the systematic increase in concentrations of materials from the Earth's crust

Sustainability Principle #2
To eliminate our contribution to the systematic increase in concentrations of substances produced by society

Sustainability Principle #3
To eliminate our contribution to systematic degradation by physical means

Sustainability Principle #4
To eliminate our contribution to the systematic undermining of people's capacity to meet their needs

from imports into the biosphere from the lithosphere
from activities within the biosphere

Selecting and prioritizing actions which are in accordance with these 4 sustainability principles helps organizations make meaningful progress towards sustainability.

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THE BUSINESS CASE FOR SUSTAINABILITY

Sustainable Development... can also be called:
 Corporate Social Responsibility (CSR); Good Corporate Citizenship; Conscientious Commerce; Sustainable Capitalism and Triple Bottom Line.

1. **Easier Hiring of the Best Talent** PEOPLE BENEFIT
2. **Higher Retention of Top Talent** PEOPLE BENEFIT
3. **Increased Employee Productivity** PEOPLE BENEFIT
4. **Reduced Expenses in Manufacturing** ENVIRO BENEFIT
5. **Reduced Expenses at Commercial Sites** ENVIRO BENEFIT
6. **Increased Revenue & Market Share** PROFIT BENEFIT
7. **Reduced Risk, Easier Financing** PROFIT BENEFIT

Common Objections

"WE'RE TOO BUSY!"
Sustainability is a long-term strategy, not a short-term fix. It's about making smart investments that will pay off in the long run.

"WE CAN'T AFFORD IT!"
Sustainability is not just a cost; it's an investment. It can lead to cost savings through energy efficiency, waste reduction, and improved productivity.

"WE NEED SHORT-TERM RESULTS!"
Sustainability is a long-term strategy. It's about building a resilient business that can thrive in the future.

"WE DON'T WANT TO BE ACCUSED OF GREEN WASHING!"
Sustainability is a real business strategy. It's about making meaningful progress towards sustainability.

Invite people to be part of something meaningful.

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Strategic Leadership towards Sustainability



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Applications for 2008-2009 Draw to a Close

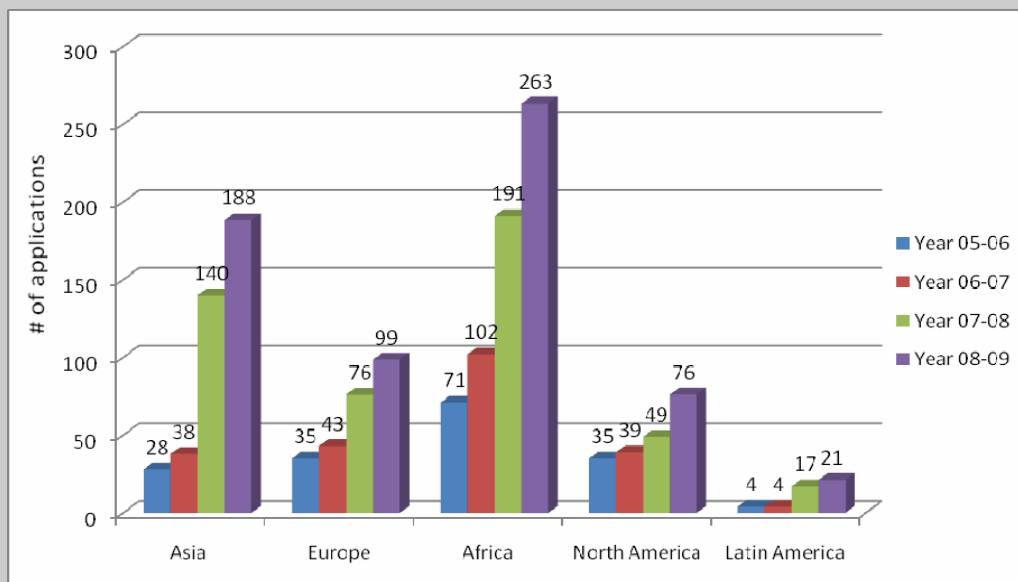
By Edna Aguiñaga

The MSLS programme has proved to be an enriching experience for students that have taken part on it, and we can see the word spreading from the increase in applications every year. In 2005, there were about 170 applications and 45 students joined the course. For this coming year, which starts in the fall 2008, we received 650 applications and we are hoping to get a class of a similar size to this year (63 students).

There have been collaborative marketing efforts to promote the programme, but certainly word of mouth from alumni is one of the most effective ones. One of our students, Jen Nichols, helped us design flyers and posters for the programme, which you can see on our website. We recently used these materials at Education Fairs in Hungary, Turkey and Poland. We have also promoted the programme at conferences that students and staff have attended in Sweden, Germany, the Czech Republic and Dubai!

We have been collecting updates from our alumni, to showcase how they are bringing their knowledge and experience back to their own communities. It has been quite exciting to learn what they are doing and how they are working towards sustainability. Learn more about this in the alumni section in our website: www.bth.se/msls.

Regional distribution of applications for the MSLS Programme from 2005-2009*



* Figures from applications for the 2004-2005 programme year are unavailable.