

## MSLS Thesis Projects Winning Prizes Around the World

A group thesis completed in just 4-5 months is a challenging task, indeed. So, completing that task and submitting the final draft to your advisor can be a very rewarding experience, worthy of celebration. Imagine how it feels to later find yourself receiving congratulatory emails and phone calls to advise that you have also been awarded additional prizes.

This is the case for three MSLS 2011 thesis projects, who have recently won awards for their excellent work. Big congratulations go out to our students: (1) the thesis group of Tamar Harel, Carmelina Macario, and Sara Carreno, who won 50,000 SEK in the Sparbanksstiftelsen Kronans Awards; (2) the thesis group of Alison Cretney, Steven Cretney, and Tracy Meisterheim, who won 25,000 SEK in the Sparbanksstiftelsen Kronans Awards; and (3) the thesis group of Funmilayo Akinosi, Daniel Nordlund, and Alejandro Turbay, who won at the International Microfinance Awards 2011.



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## Guidebooks for Sustainability Practitioners

-by Christopher Baan

With the ever-increasing complexity and speed of change in society and in the world today, how can we tap into the wisdom, clarity, and commitment needed as sustainability practitioners, and find ways to engage people in participatory ways, to facilitate the transformation towards sustainability in our organisation or community? Two guidebooks were written by 2011 MSLS graduates that attempt to answer this question, from two distinct perspectives. Relevant to leaders, facilitators and change agents working on the intersection of leadership, hosting, and sustainability, these guidebooks document personal leadership practices (*The Lotus*) and participatory process templates (*The Weave*) for sustainability practitioners. The guidebooks, which are freely available to download or to order as hardcopy,

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## Message from the Programme Team

Karlskrona's famously strong wind has been blowing proudly for the past week and seems symbolic of the pace of change and power in the MSLS programme this year. Our 54 amazing students, representing 26 countries, are showing both their brilliance and perseverance, now nearly halfway through the programme. STM projects, ASL and ESS presentations are keeping them focused and honing their skills. They are feeling the weight of the November weather and work load, and we know our MSLS alumni would smile knowingly and cheer them on. Holiday break is just around the corner, opening up time to relax before the deep dive into the thesis period.

Our staff team has worked brilliantly to capture their collective institutional knowledge, to support the students and programme through the transition to a new Programme Director. On October 31<sup>st</sup>, Tracy Meisterheim joined the MSLS team in this capacity and we're happy to have her with us. You can [click here](#) to read her bio.

In this edition, we'll celebrate with three MSLS 2011 thesis teams who won awards for their work. MSLS has been well represented this year at conferences and award ceremonies. We'll also get a variety of updates and contributions from alumni from all over the world who are doing some very exciting work to bring sustainability into mainstream thinking. Karlskrona has been abuzz with alumni visits this fall, and it has been so rewarding to see so many friendly faces coming back for a visit.

We are inspired by the creative marketing work being championed by Dana Pearlman, Simon Goldsmith and Tamara Connell. Great work, team! Applications are rolling in and we continue to see evidence that our alumni network is our biggest asset in continuing this trend. Please refer any fee-paying (i.e. non-EU students you think might be interested in applying to Tamara Connell's new company, [Kitesh Leadership Development](#), for free assistance through the application process and scholarship advising.

Since our last report, we have enjoyed many webinars and visiting lectures including Barrett Brown, Susan Szpakowski, Jason Leadbitter, Bob Willard, and a long list of our TNS colleagues from Stockholm and Canada. Many student-planned events are beginning to take shape for the spring, including the 3<sup>rd</sup> Art of Hosting

training for 100+ people, March 20-22. A powerful new event was planned and led by our MSPI students called 'Meet-up & Mash-up'. The idea is to foster unexpected connections between individuals and ideas using a series of short, participant-led presentations related to a common theme. These on-going gatherings are already inspiring new relationships and energy. Nice work!

On the research team side, Tony Thompson and Göran Broman led a Sustainable Innovation workshop with Volvo Construction Equipment's iCoaches programme. Other research proposals and projects are in the works, such as the Center for Sustainable Innovation, which we hope to have updates for in our next edition.

Finally, we have some big news about BTH. As many of you already know, we have been housed under the Department of Mechanical Engineering, one of three departments in the School of Engineering. As of January 1, 2012, the School of Engineering will add a 4th department: the Department of Strategic Sustainable Development! Our educational and research efforts will become a stand-alone department, with Sophie Hallstedt as Head of Department, Henrik Ny as Deputy Head of Department, and Göran Broman as Director of Research. Tobias Larsson has taken on the role of MSPI Programme Director. These exciting developments will give our programs and research more visibility and, hopefully, new opportunities for funding and collaborative partnerships. It's an exciting time at BTH!

The MSPI (Master in Sustainable Product-Service-System Innovation) programme is currently restructuring slightly. We should have more information for you on the website ([www.bth.se/mspi](http://www.bth.se/mspi)) very shortly, along with a new customized application process.

Thanks for reading, and for your continued support and interest in our work!

*The Sustainability Group at BTH.*

(Cecilia, Cesar, Heleen, Henrik, Göran, Kalle, Marco, Massimo, Merlina, Pia, Pierre, Sophie, Tobias, Tony, Tracy, Treva, and Zaida)

## MSLS Alumna Leads the IGBP Conference Planning

-by Reed Evans

On June 2, the day before I graduated the MSLS programme in 2010, I flew to Stockholm for an interview for a job with the International Geosphere-Biosphere Programme (IGBP), a pretty well-known science organisation that happens to be part of the Royal Swedish Academy of Sciences (the organisation that gives out the Nobel Prize) and is sponsored by the International Council on Science (ICSU).

Not being a scientist, I didn't really think I would get the job, even though I seemed to have fairly good qualifications. But, about 3 months later, I did get it! I was hired as Communications Manager and also Science Policy Project Manager to work on a conference that is taking place in London March 26 - 29, 2012 called Planet under Pressure 2012 and also to work on the organisation's communications for Rio+20.

Some of my initiatives so far have been to: develop the sustainability strategy for the conference, implement a carbon offset programme (to try to get the conference to be close to carbon neutral), lead the social media committee in developing a social media strategy, and work on a variety of different communications components leading up to both conferences. It's been a great and challenging experience so far - very long hours and a good team to work with. There are a lot of stakeholders in the conference, so it's been very interesting working with a variety of organisations and individuals living in many different countries.

For the first 3 months, I was working virtually from Chicago, but last week, my work permit finally came through, so I moved to Stockholm, where I'll be living until mid-July! And, a really amazing perk will be this week - I have an invitation to attend the Nobel Prize award ceremony that takes place right in the building where I work! It's great to have a full-time job that is directly related to the experience and education in the MSLS programme. And, I was able to call a few of my colleagues to help review some of the reports and documents I have had to submit, which has been really helpful (thanks Gabi, Cindy, Dana).

The conference is going to be very cool. Not only is the latest in cutting-edge science about the anthropogenic changes on Earth occurring highlighted, but also, there will be some high-level key-note speakers from the science, policy, business, and investment communities. Plus, we are going to be adding some interesting participatory process sessions around a variety of topics.

My job is so busy, that I may not be able to be on the design team of all of them, but I do hope to be on the design team for at least one of the sessions! The breakout convenor sessions are about 135 sessions, about land, ocean, water, air, agriculture, climate change, sustainability, policy - there are many choices of topics.

Plus, we have a special initiative and fundraising process to bring developing nation scientists and journalists to the conference to ensure a more balanced conference with a variety of perspectives. We also hope to find funding for the developing nation journalists to also attend the Rio+20 conference.

Please come to the conference, because it's all about looking at the latest science and research that can inform decision making processes in policy, business, and investment. Sounds like what we learned at MSLS through use of the FSSD!

Check it out: [www.planetunderpressure2012.net](http://www.planetunderpressure2012.net).



**PLANET  
UNDER  
PRESSURE**  
2012 MARCH 26-29  
LONDON

## Alumni Spotlight



### **Kati Thompson '10 (Australia)**

My MSLS was a magic, transformational year for me. Now more than two years since I arrived amongst those beautiful Swedish summer days it's amazing to look back and reflect on how MSLS has shaped what I've been up to since returning to the southern hemisphere. MSLS gave me for the first time an overall framework for sustainability - what it means in practice and how an organisation could work towards it. This was huge - I came to Sweden with a live internal battle between 'selling sustainability' via small-bits-less-bad achievable actions, and a more ideological, despairing calling for urgent systemic change. Kalle, I wonder if you realise quite how soothing the FSSD and SPs are for a burning young heart, and how much they now ground my work for change?!

MSLS' leadership thread and the process of organising the first Art of Hosting Karlskrona also made me realise I wanted to devote my next work phase to supporting those who have a passion for sustainability to be more effective in creating change. Luckily, a few months after graduating in June 2010 I was asked to apply for a job back in Melbourne coordinating the Green Steps sustainability education program within Monash University's Sustainability Institute. Green Steps' purpose is to "empower people with practical skills to create positive environmental change within organisations and the wider community." It's been a perfect fit for me post MSLS and an amazing year, growing my training and facilitation skills and managing an inspiring group of trainers around Australia. Together we've trained just over 350 change agents in 2011, who are more able to create practical change in the wide variety of organisations and industries they work in, the homes and communities they're part of, and the hundreds of future work places Green Steps @ Uni alumni will enter from all types of academic disciplines.

MSLS also made me a true believer in collaboration. Being able to work from the 1 year old Hub Melbourne is a real highlight, as was recently organising Changemakers Connect, the first combined alumni event for four Melbourne sustainability and social entrepreneurship programs who hadn't previously worked together. Despite being far too far from most MSLS alumni, Australia is birthing some exciting sustainability and social entrepreneurship initiatives. Our mining boom and coal fire-powered electricity are major (SP ONE!) challenges though, and my thesis focus on renewable energy is calling louder, so let's see what comes next in 2012!



### **Joel Mulligan '09 (Canada)**

I graduated from the MSLS program in Karlskrona in 2009. I am from Ottawa, Canada, where I studied Industrial Design, focusing on service/system design and sustainability. Before MSLS I did some work with sustainable transportation projects, and for my MSLS thesis worked in a group with my classmates Hyuma and Kate. In our thesis we wanted to investigate how information and approaches could be better shared by cities wanting to improve the number of cyclists in their city and conditions for cycling. We examined this from an organizational perspective and used in-depth interviews as our main research component. Near the end of our thesis, Hyuma and I attended an international conference in Brussels called Velo-city, which is largest conference of its kind for government officials, researchers, advocates, and professionals working with cycling. The conference proved to be a strong compliment to the work we had done during our research and also a great networking event, where I happened to first meet representatives from the company that I now work with.

After MSLS I spent over a year back in Canada and worked as a Cycling Projects Manager at the City of Ottawa, and also worked in a small company that develops IT solutions for sustainable transportation. In 2011 I moved back to Scandinavia and to Copenhagen, Denmark to work with one of our thesis interviewees for a few months at Copenhagenize Consulting. Moving back to Denmark led to other professional opportunities and I am now working at a Danish company called Veksø, as their Product Market Manager of Urban Cycling Solutions. The job is at the interface between product and service development and international sales. Veksø offers products, services, and consulting for public space and people-oriented cities. Furthermore, Veksø is in a group of companies owned by NRGi, which is a large Danish energy company. Both Veksø and NRGi position themselves as leaders with respect to innovation and sustainability. My role at Veksø is extremely interesting, offers many positive challenges, and is proving to be a fantastic learning experience. Furthermore, my opportunity to work for companies like Veksø demonstrates how I have encountered positive opportunities directly related to my time in the MSLS program. If you're ever in Copenhagen, please get in touch.

## Alumni Spotlight ...continued



### Ingrid Jacobson '06 (USA)

It is hard to believe that it has been almost 6 years since I was a part of the MSLS cohort in Karlskrona, but it also feels like a lifetime away. Since my return to Oakland, CA I have spent the last 5 years on a learning journey, finding a place for myself where I can be of best use. This has included: developing/teaching sustainability and financial education curriculum, developing a strategy for green jobs creation at a social justice organization; piloting a solar financing structure at a nonprofit org, working on low-income housing issues, and developing my skills as an independent consultant. It has been quite a ride!

I realized that I while I learned so much that could be immediately applied in many of the above ventures, I desired to be better equipped to communicate with a larger community of stakeholders, and lift the veil of the business world. I made the plunge and entered an accelerated MBA program which was the exact opposite of the Karlskrona experience, I saw first-hand how the traditional business school model continues to teach the kind of thinking that has gotten us into the mess of overconsumption and mindless profit making. It was an eye-opener and I was reminded of the gift that I had been given in Karlskrona. I had saved my notes and books from the year and armed myself with the knowledge that I

had gained while a part of such an amazing educational experience. I now understand the "business as usual" corporate mindset AND have an arsenal of alternatives and examples of another way that does not limit our choices in the future.

I have recently landed at an extraordinary non profit organization, Inner City Advisors, in Oakland, CA where we work with local entrepreneurs who are committed to scaling their business in a way that not only values the planet, but creates quality local jobs for the people that live here. I am blessed to be a part of an amazing local and thriving community here in California, but also to have such a rich growing network of friends and comrades otherwise known as the MSLS alums! Look forward to connecting soon!



### Jovin Hurry '11 (Mauritius/Singapore)

When *execution* is the only key that fits the keyhole

1 framework. 10 months. 30 countries. 60 leaders. 1,000 possibilities.

Transformative, Karlskrona was. My classmates easily can testify.

I heeded my seniors' advice: "It will not happen unless you make it happen. Why else is there 'leadership' in the official name of the programme?" I jumped onboard. Came along then, a slew of participations in amazing events – oikos Winter School on 'Beyond Sustainability', Alliance for Global Sustainability Annual Meeting and the World Business Dialogue on 'Managing Uncertainty' among others.

This spirit of execution carries on after graduation: Now, we know the problems our planet faces. We have many solutions. We have willing and competent people to help. Why is progress so slow? One explanation is a lack of our ability to influence our counterparts. Currently a Master's student on Entrepreneurship & Innovation at the KTH Royal Institute of Technology in Stockholm, I am looking in my thesis at how sustainability entrepreneurs negotiate their way to tackle their wicked challenges. Examples are clearly pitching and stating their own needs, inviting another person to share their perspective, and considering options in advance to help their sustainability business run smoothly and profitably. Negotiation skill is the one skill our leadership style cannot live without.

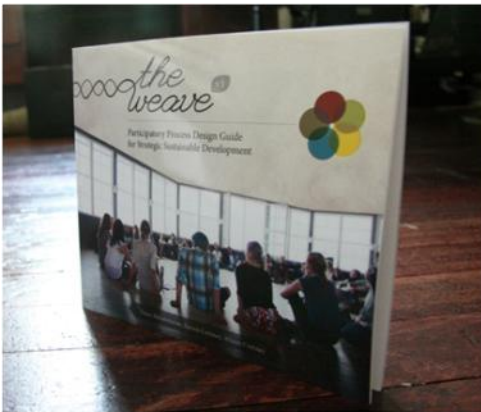
Furthermore, for some of my community service projects, I'll be volunteering for the Winter Youth Olympic Games in Innsbruck, Austria in January 2012 and the London Olympics in summer 2012 both as an assistant to the head of a National Olympic Committee.

As I move on, I carry the encouragement of the BTH staff and my amazing thesis team mates Maja Zidov & Andrew Campbell together with the inspiration of my fellow countryman Xavier Koenig I was blessed to receive. BTH is but a personally demanding preparation for a tough world out there awaiting our skills to be put in their best use. May the Class of 2012 and the MSLS alumni succeed in their negotiations and leadership for a colourful tomorrow.

## Guidebooks for Sustainability Practitioners (continued)

(Continued from page 1)

have been informed by the [Art of Hosting](#) and by the [ALIA](#) (Authentic Leadership in Action) communities of practice. From a community initiative in Halifax (Canada), to strategy development for an energy company in Bolivia, to a sustainability planning engagement by The Natural Step in the Netherlands - practitioners around the world are already applying the models and templates presented in these guidebooks and showing their real-life value.



**The Weave – Participatory Process Design Guide for Strategic Sustainable Development** By Tracy Meisterheim, Alison Cretney and Steven Cretney  
*What would the ideal strategic planning engagement look like?*

Sustainability practitioners using the FSSD play a dual role. Their calling is to shed light on scientific knowledge and provide expertise in the realm of sustainability planning, while at the same time, they must skillfully host the co-creative group processes necessary for actual systemic change. To date however, this topic of developing systematic guidance for weaving sustainability content with participatory processes has never been researched in the context of strategic sustainable development. *The Weave* integrates the Framework for Strategic Sustainable Development (FSSD) with strategic process design principles and dialogue-based methodologies. The result of an award-winning thesis, *The Weave* offers a guiding template for sustainability practitioners wishing to more deeply engage people in creating their sustainable future.

[www.theweave.info](http://www.theweave.info)



**The Lotus – A Practice Guide for Authentic Leadership in Strategic Sustainable Development** By Christopher Baan, Phil Long and Dana Pearlman  
*How can you lead authentically and effectively engage groups in collaborative processes towards sustainability?*

*The Lotus - A Practice Guide for Authentic Leadership in Strategic Sustainable Development* - presents nine personal leadership capacities that authentic leaders find essential in their work when facilitating large-scale, complex, transformational change in organisations and communities. Furthermore, it suggests practices (ranging from contemplative and spiritual to physical, engaging head, heart and hands) that help in developing your personal leadership capacities. You are welcome to download, read and share the practice guide. Feedback and suggestions for improvement are welcome.

[www.thelotus.info](http://www.thelotus.info)

The authors of these guidebooks wish to thank the [ALIA Institute](#) for being able to participate in last year's ALIA Europe Intensive, which provided a platform for deep learning and personal transformation.

Change agents, entrepreneurs and managers wishing to deepen and strengthen their leadership capacity, are not only invited to read, apply and share the insights from these guidebooks, but also to attend the upcoming **ALIA Europe Intensive 2012**, taking place 26-31 March 2012 near Utrecht, the Netherlands. More information: [www.aliainstitute.org/europe2012](http://www.aliainstitute.org/europe2012)

Those interested in training in the **Art of Hosting** practices described in *The Weave* are invited to explore training options at [www.artofhosting.org](http://www.artofhosting.org). The next training to be hosted in Karlskrona, Sweden will be 20-22 March, 2012.

## Slow Fashion Forward, A Collaboration that Keeps Going On

-by *Maureen Dickson*

This is the story of the collaboration between Crystal Grover, Maureen Dickson, Carlotta Cataldi and Stephanie Peterka, who met during the 2009/2010 MSLS program. During this time they collectively wrote an award-winning thesis on Slow Fashion, with the hope of contributing strategically to the emergence of a more sustainable fashion model. Despite different time zones and oceans separating the team, they have been working together since then.

At the end of the MSLS program, with the help of graphic and group facilitator Regina Rowland, they created a vision for their individual and collective future. This sparked the official launch of *Slow Fashion Forward*, a project to inspire, support and guide a sustainable future for fashion. In addition to writing on their blog, they also mentor students, publish articles, host events and develop workshops that aim to educate and inspire change and which can be adapted to different audiences and cultural backgrounds.

One challenge the group faced was how to educate participants on the many social and ecological impacts caused by the fashion industry. A breakthrough occurred and the Slow Fashion team decided to develop a game of cards and illustrations, which encourage the workshop participants to build the supply chain from cradle to grave. It has been

surprising to see how differently people look at processes and what new ideas arise from each unique discussion.

Maureen kicked off the workshop series in Vancouver for fashion industry representatives, collaborating with Social Alterations and the Emily Carr University of Art + Design. She has also co-founded [Fashion on Display](#), an event that merges a boutique tour, artful window displays and community engagement in Ottawa. Carlotta followed Maureen's steps by hosting the workshop in November, adapted to her audience in Barcelona, where she lives. She co-led the workshop with a local sustainable fashion designer and engaged nearly 30 enthusiastic participants.

The group is also helping advise the creation of a global Slow Fashion network, where communities and groups around the world can contribute globally, and most importantly on a local level. This is in the works with other change agents in the fashion industry.

Crystal and Stephanie have been working on the next phase of branding and website development for the project, and in the near future they will follow up with workshops in Portland and Chicago. We invite you to learn more, and if you would like to get involved please contact us!

Blog: [www.slowfashionforward.tumblr.com](http://www.slowfashionforward.tumblr.com)

Website: [www.slowfashionforward.org](http://www.slowfashionforward.org) (coming soon!)

# SLOW FASHION FORWARD



(c) hneagu 2011 - 10

## Creating Sustainability Change Agents within the Chemical Industry

### Applications Open - Leading Change for a Sustainable Chemical Industry 2012

Blekinge Institute of Technology (BTH) and The Natural Step (TNS) are once again running a unique 10-month customized industry course for business leaders and working professionals in the chemical sector and related value chains.

Commencing April 2012 and now entering its third year, the Leading Change for a Sustainable Chemical Industry course combines theory with implementation of projects in the participating organizations or with customers and suppliers. The schedule and course content is specifically designed for professionals working in the industry to apply sustainability concepts in their day to day work.

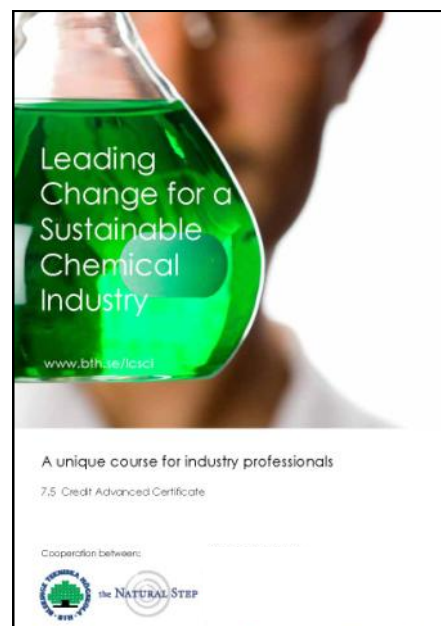
Past participants have come from a range of leading companies in various parts of the chemical sector such as Beckers, Dow, Omya, Chemson, BASF, Hydro Polymers, Akzo Nobel, Tarkett and Baerlocher. In the 2012 course we will be seeking to encourage participation and collaboration from companies tackling sustainability at various positions in a value chain.

Help us spread the word!

**Schedule:** The next course will run from April to December 2012. Course participants should allow 8-10 days for webinars with experts and three industry workshops in Europe, plus time for project work with coaching from a Sustainability Advisor.

**Apply:** Register interest at [www.thenaturalstep.org/lcsci](http://www.thenaturalstep.org/lcsci) or by contacting Richard Blume at The Natural Step ([richard.blume@thenaturalstep.org](mailto:richard.blume@thenaturalstep.org), +46 768 32196). The deadline for application is 24 February 2012.

**Learn more:** visit [www.bth.se/lcsci](http://www.bth.se/lcsci)



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## Bridge Again (Poetry Submission)

-by Cassandra Caroline

Why do processes of fragmentation persist  
when paradoxically all systems becomes more interconnected.

Is it that the bridges between riverbanks, between us  
come second?

how can change go beyond restructuring,  
and towards reconception

Remember that the angle and angel that lets us free

Is the power of perception

Freedom is to maneuver

and we're losing mobility everyday

when there is a patchwork of pieces that don't fit

Together

we'll weather anything

But we must start seeing the bridges between us

This is the social genius of our genus,

homo sapien

Grow our brains again,

so that we're many minds

In the Mind frame, connected by the perception of of interconnection

the bridges matter again

You can read more of  
Cassandra's poetry, written  
word, and other performances at  
her blog

[The Collaborative Word](#)

## Adventures of an alumnus in Bhutan

-by Luke Raftis

Since leaving BTH in June 2008, I have been fortunate enough to become involved with several different sustainability initiatives, each offering a new learning experience, and all of which I have felt well-equipped to embrace, largely because of my experience in the MSLS program.

After two years of promoting institutional change within a large institution at the University of Toronto Sustainability Office, I headed off to Bhutan to work on a project that is helping transform the country's *Gross National Happiness* development philosophy into tangible actions. The project, known as the *Samdrup Jongkhar Initiative*, is one of the first 'civil society' projects in the country, which in itself is noteworthy as Bhutan has a long history of relying exclusively on government programs. The project aims to improve living standards in the remote province of Samdrup Jongkhar by establishing food security, protecting and enhancing the natural environment, and working collectively to direct the socio-economic development of their communities.



The organization collaborates widely; with farmers, government ministries, entrepreneurs, as well as NGOs from India, such as Vandana Shiva's *Navdania* organization, which promotes organic agriculture, and *Barefoot College*, which trains women on a wide-variety of topics, notably (in our case) electronics for solar power in remote locations.

My role was working with a local technical college to develop a centre appropriate technology, which would focus on the needs of the largely remote, rural communities who rely primarily on subsistence agriculture. The program has since been accepted by the national government and will be brought into the mainstream curriculum of the engineering technology students at the college, and, hopefully, later at other colleges within the Royal University of Bhutan system.

We were based in a small town about 25 kilometres from the Indian border, however as part of the project we also made research trips into the some of the more far-flung areas. Roads are yet to reach many areas of Bhutan,



owing to the extremely mountainous terrain as well as a lack of materials and equipment. Conducting interview in remote areas therefore meant hiking in from the road head, in some cases for several days, and being hosted in the home of a local official. Bhutanese people are extremely hospitable and this often led to invitations to all manner of magnificent cultural experiences: archery competitions, tours of ancient ruins hidden in the jungle, samples of the local home-brew and wild edibles, meditation groups, and prayer ceremonies. The stunning landscapes and warm friendly people on top of all this made for an unforgettable experience.



More recently, I am now working closer to home, as the Sustainability Coordinator for the Severn Sound watershed in Ontario, Canada. The region is comprised of a number of small towns and townships that have developed a joint long-range sustainability plan. This promises all sorts of new challenges, but I am looking forward to it, and to continuing this sustainability journey.

\*Luke's blog is found here: <http://raftisl.wordpress.com>

## MSLS students Win Prestigious International Thesis Award

-by Alejandro Turbay

Last Monday, December 5, the annual International MicroFinance Awards ceremony took place at the Louvre museum in Paris. For the first time MSLS was represented among the winners.

For the thesis work entitled, Sustainable Microfinance, the team won first prize of the University Meets Microfinance Award 2011. The team is composed of Daniel Nordlund from Sweden, Funmilayo Akinosi from Nigeria and Alejandro Turbay from Colombia, class of MSLS 2011.

With the presence of TV-channels, laureates, and several hundred practitioners from around the world the FSSD was for the first time introduced at a higher level in the microfinance world.

The thesis group was composed of three different individuals with three very different backgrounds but ONE common desire; to learn more about microfinance, as we believe it is a powerful tool to combat poverty and empower individuals.

It is the group's firm belief that microfinance offers

one way to combat poverty by providing access to credit and financial services to low-income borrowers. The thesis team argue that the interconnectedness of the socioeconomic and ecological system as well as the reliance on ecosystem services make it important to provide microcredit from a full sustainability perspective.

The Framework for Strategic Sustainable Development was used to create a principle-based model of a microfinance institution (MFI) operating in a socioeconomic and ecologically sustainable manner. This model was then compared with the circumstances in which these institutions currently operate. It was then explored how taking a full sustainability perspective could meet current challenges and maximise opportunities. After a prioritization process, recommendations were made on how these organisations could strategically move towards sustainability.

Based on the research the team developed:

- Recommendations for MFIs to strategically move towards sustainability
- Strategic guidelines for sustainable operations of MFIs
- Strategic Plan for Loan Criteria for MFIs
- A list of existing strategic tools MFIs can benefit from

At the award ceremony Alejandro, as the group's spokesperson expressed the expectations of the group: "We hope our thesis contributes to the extensive research already conducted in order to strengthen the microfinance sector and the positive impact it can create in and on society." It is also worth mentioning that the thesis caught a lot of attention at the award ceremony and many good connections were made introducing the MSLS program to a new audience.

During next year the thesis will be published in Germany by Ibidem-Verlag.



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BTH Sustainability Master's (Page)



## Vision 2050 Thesis Awarded 50,000SEK

-by Carmelina Macario

As some of you may know, completing a thesis is an exciting yet challenging task. Getting a trio of independent leaders to come together around a topic they could all agree on makes that same task even trickier. The one thing we could agree on was the wish to create impact on business, so after mulling over several ideas and approaches, we decided to focus on creating a guide for companies seeking to integrate sustainability into their strategies. We based the guide on a report which was released in February by the World Business Council for Sustainable Development's *Vision 2050*, in which they described what a sustainable world with 9 billion people could look like by 2050, and what role business has to play in order to achieve that vision

The report was written by representatives of 29 companies, all members of the WBCSD, including PricewaterhouseCoopers and Accenture who acted as lead consultants. Most data was retrieved by interviewing and surveying the report's authors and staff including representatives from some of the worlds biggest companies like Syngenta, Alcan and Weyerhaeuser. We also approach external experts e.g. Bob Willard. We then developed a six step implementation guide for companies who want to take *Vision 2050* to the next level, and make it more than just another theory on the shelf.

The main focus of the interviews and surveys was achieving a better understanding of the challenges companies face when trying to integrate sustainability into their strategies, as well as understanding what opportunities lay within *Vision 2050* to overcome those challenges. The Implementation Guide was informed by both the results of this research and our knowledge of the Framework for Strategic Sustainable



Development and Leadership.

We believe it was our work with these multinationals that caught the attention of the awards committee and ultimately led us to receive the **2011 Sparbanksstiftelsen Kronan's Scholarship**, given for 'achievements that have excellent prospects of resulting in corporate development, product development, or the creation of new business.'

Aside from the prize, the best part of winning the award was that all three of us got to come back together to Karlskrona to celebrate with our advisors and friends only five months after we graduated!

Again, while completing a thesis an exciting yet challenging task, being honoured with an award that recognizes your hard work is humbling. Thank you to all who made it possible – to our advisors Zaida and Tobias, to our Programme Director Tamara, to our shadow group Dana, Phil and Chris and to all the countless people who took the time to speak with us throughout our thesis journey.



## Leif Johansson coming to BTH

*-by Göran Broman*

Leif Johansson, until recently President and CEO of The Volvo Group and now chairman of Ericsson, is visiting BTH on January 17-18. Leif will lecture to MSLS ([www.bth.se/msls](http://www.bth.se/msls)) and MSPI ([www.bth.se/mspi](http://www.bth.se/mspi)) on strategic leadership and innovation for sustainability. He will also, as part of the Karlskrona Dialogues Series ([www.bth.se/dialog](http://www.bth.se/dialog)), speak to business leaders, municipality representatives and the public in an evening event of the 17<sup>th</sup>. During his visit he will also be updated on the latest of BTH research, education and outreach by the Vice Chancellor and the Sustainability Team and there will be discussions on intensified cooperation with Ericsson.

The Volvo Group has for long had quality, safety and environmental care as its core values and recently sustainability was emphasized even clearer, for example, in the new vision statement; “The Volvo Group's vision is to become the world leader in sustainable transport solutions by: creating value for customers in selected segments; pioneering products and services for the transport and infrastructure industries; driving quality, safety and environmental care and working with energy, passion and respect for the individual.” With this, Leif Johansson handed over a very strong company with a sharp and timely vision to the new leadership. For more information, see [www.volvo.com](http://www.volvo.com).

The vision of Ericsson is; “To be the Prime Driver in an all-communicating world”, and “respect, professionalism and perseverance are the values that are the foundation of the Ericsson culture”. Ericsson emphasizes sustainability and corporate responsibility; “We apply our innovation to market-based solutions that empower people and society to help shape a more sustainable world. In the Networked Society, Ericsson is the leading advocate of Technology for Good. By using broadband and mobility to address poverty, human rights, climate change and other challenges, we work to ensure that our technology is a force for good and lasting change.”

It is obvious that transportation and communication are key areas in the sustainability discourse and that the Swedish companies Volvo and Ericsson are key players in these areas. Leadership and innovation in these strongly interrelated areas are utterly important and it is hard to think of a person that has a better overview and that could speak more competently about this than Leif Johansson. It is also hard to think of a person that that better personifies the vision of BTH; “A globally attractive knowledge community within applied IT and innovation for sustainable growth”. We are deeply honored and thrilled to once again host our Honorary Doctor Leif Johansson at BTH.

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## Student Reflections from the Engineering for a Sustainable Society (ESS) Class

*-by Sijme Geurts*

//Week 44// This week I've been spinning my head around an idea that rose during the lecture Ecodesign and Materials management from Pia Lindahl. During this lecture, we were informed that the selection of a material for a (sustainable) product heavily relies on which selection criteria are used. For example, a material can be selected for smallest energy use, for smallest carbon footprint and for biggest total availability. Which of these criteria are used again depends on the organisation's vision of success. Pia explained that in general it seems impossible to create a list of materials in which their environmental impact is compared. This is due to the different applications of the material, the different locations of the companies and different recycling approaches.

During a previous internship at DSM (The Netherlands) I was actually asked for the existence of

such a comparison of materials, so that an optimally 'sustainable' material easily could be selected. In MSLS, we'd consider such a list to be a quick fix, because it doesn't integrate sustainability in a company's vision of success. However, this week I wondered if the application of such a list might actually be an organization's first step towards sustainability.

Currently, a lot of organizations are quite well aware of the urgency of moving towards sustainability. However, such a transition is feared to implicate a huge reorganisation which (in their view) does not necessarily return enough benefits for all the effort. As a result, a transition towards sustainability is often not even started. In my opinion, a decently compiled list of materials could actually help many companies to get started; especially smaller ones, which don't have much time or resources to

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## Student Reflections from the ESS Class (continued)

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investigate sustainability.

Such a list should be designed carefully though, giving advice for different scenarios in terms of applications of the material, recycling methods and other geographical issues. Most importantly, this list should encourage users to look into truly investigating sustainability, as it most likely leads to much higher returns. After applying this first step towards sustainability, employees might be enthusiastic and therefor the board might have been informed and then... the fire might have been lit. Who knows!

//Week 48// At Stena Technoworld I was reminded of an idea which I had before. We saw employees taking old consumer electronic products apart for separating the materials. However, these products clearly weren't prepared for that: it required quite some time to separate the materials. About a year ago I thought of an easier means of separation: by carefully

designing a 'weak spot' in consumer electronics. After disposal, this spot should be hit with the appropriate force, after which the product entirely falls apart. In this way materials are much easier to separate for reuse. Some products (such as TVs) might need bigger or multiple punch holes. I've been evaluating what it would take to actually realise this, which is quite a lot. It would involve: a design for disposal, encouragement to properly dispose the product, and many places for disassembly. Due to the large scale and complexity this is an innovation which might seem impossible on a short timeframe. However, in my opinion it could start as a marketing campaign of only one company. Eventually, it should be quite possible to design machines which do the punching and separation, as the recognizing of the punch holes shouldn't be that difficult. Of course, this type of recycling still reduces the quality of the materials, but I think that this could be a gigantic step towards implementing reuse of those materials on a bigger scale.

[www.sijme.com](http://www.sijme.com)



### The Karlskrona Dialogues continues in 2012

This year's MSLers and the programme team are excited to continue the public lecture series *The Karlskrona Dialogues*.

This series connects the local community with renowned leaders to address the vital importance of sustainability and the values of leadership and innovation.

Our next guest is **Leif Johansson** – Chairman of Ericsson and former CEO of Volvo Group and Electrolux – on Tuesday the 17<sup>th</sup> January 2012.

More information on: [www.bth.se/dialog](http://www.bth.se/dialog)





## *Apply to join the MSLS and MSPI programmes!*

**MSLS:** Online applications are now open. Check [www.bth.se/msls](http://www.bth.se/msls) for more information.

Note: If you are a student who is required to pay tuition fees, you are welcome to contact Kitesh Leadership Development ([kitesh.org](http://kitesh.org)) to get free assistance with your application questions and scholarship search. Kitesh is run by our former programme director, Tamara Connell.

*The essential documents and steps* (see online for more details):

1. Online application: Before Jan. 16, 2012
2. Documents arrive in Sweden: Before Feb. 1, 2012
  - Degree certificate & Transcripts (Certified)
  - Proof of English
  - Additional documents: CV/Resume, Two Letters of Reference, and a personal essay/letter of motivation.
3. Notification of acceptance: March 2012
4. Start date for classes: late August 2012

**Fees:** 900SEK for applications + 100000SEK per year for tuition, unless you hold an EU/EEA/Swiss Passport. Scholarships are available.

**MSPI:** This year, MSPI will run a customized application process. Check [www.bth.se/mspi](http://www.bth.se/mspi) for upcoming information on the process.