



Communication on Engagement

We value authentic and meaningful partnerships, recognize the importance of collaboration and community outreach, and appreciate the role of others in achieving our goals.

The Lang School is committed to incorporating the Ten Principles of the UN Global Compact for Human Rights, Labour, Environment and Anti-Corruption into our strategies, policies and procedures. We aim to nurture a culture of integrity and responsibility to our planet and inspire future leaders to use business as a force for good.



March 29, 2021

H.E. António Guterres
Secretary-General United Nations
New York, NY 10017 USA

Dear Mr. Secretary General,

I am pleased to confirm that the Gordon S. Lang School of Business and Economics, University of Guelph supports the ten principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to support the Global Compact advancing these principles and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to participate in and engage with the UN Global Compact in the following way(s):

- We are a Champion School for the Principles for Responsible Management Education (PRME)
- We will promote thought leadership to advance best practices in sustainability
- We will support research, teaching and engagement activities to achieve our vision of developing 'Leaders for a Sustainable World'
- We will promote the UN Global Compact Ten Principles and educate our stakeholders and other audiences about sustainability
- We will engage with the Global Compact Local Network

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization's efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact and every two years thereafter according to the Global Compact COE policy.

Sincerely yours,

A handwritten signature in blue ink that reads "L. Porth".

Dr. Lysa Porth
Dean, Gordon S. Lang School of Business and Economics
University of Guelph



IMPROVE LIFE.

Gordon S. Lang School of Business and Economics
50 Stone Road East
Guelph, Ontario, Canada N1G 2W1
uoguelph.ca/lang

The Gordon S. Lang School at the University of Guelph is redefining leadership and business education to respond to our changing world. We believe that ethical and collaborative business leaders are unquestionably the future

We value authentic and meaningful partnerships, recognize the importance of collaboration and community outreach, and appreciate the role of others in achieving our goals.

The Lang School is committed to incorporating the Ten Principles of the UN Global Compact for Human Rights, Labour, Environment and Anti-Corruption into our strategies, policies and procedures. We aim to nurture a culture of integrity and responsibility to our planet and inspire future leaders for a sustainable world.

We are excited to include key initiatives, research and profiles of our community using business as a force for good. At the heart of our mission is a newly launched Institute which examines how business education and research can support the UN Global Compact.

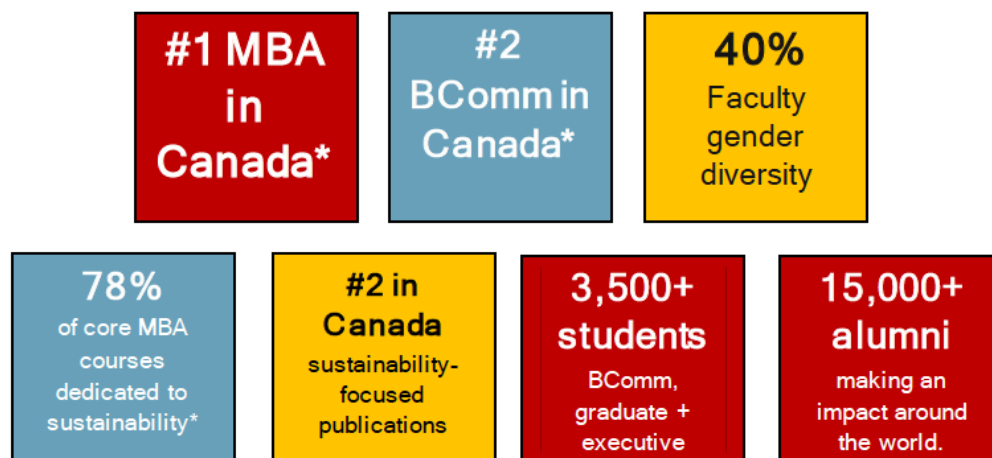
Lang's new Institute for Sustainable Commerce at Guelph aims to support Lang's vision to inspire and develop leaders for a sustainable world, advance research and education in corporate social responsibility, the Sustainable Development Goals (SDGs) and other business sustainability-related initiatives.

Other important activities and news from Lang include the following:

- The Lang MBA was ranked #1 in Canada (#6 globally) by Corporate Knights Better World MBA Ranking. From business ethics to green supply chains, to measuring environmental impacts of operations, themes of sustainability and corporate social responsibility are woven into all programs at Lang.
- Lang's Bachelor of Commerce program was ranked #2 in Canada by Corporate Knights undergraduate business school rankings.
- Lang faculty were profiled in highly ranked journals including the Journal of Business Ethics, Organization & Environment, Journal of Cleaner Production, Business Strategy and the Environment and Accounting Research Journal.
- Lang faculty have received funding from the Social Sciences and Humanities Research Council (SSHRC) for research in sustainability, the impact of SDGs on supply chains, food security and business models during crisis.
- Students across the University of Guelph can add a minor in sustainability, adding valuable knowledge to their undergraduate degree.
- The Lang Students' Association hosted its annual, highly successful Lang Sustainability Conference, bringing undergraduate students from across Canada to learn about business sustainability.

- Lang launched a new scholarship to support students who have demonstrated social entrepreneurship and innovation through academic and community experience.

Quick stats:



Our vision is 'to be recognized locally and globally for our commitment to developing future leaders for a more sustainable world'.

Reflecting the University of Guelph's commitment to 'Improve Life', Lang's vision represents a foundational belief that business can and should be a 'force for good' in the world. This translates into our mission, wherein we seek to:

- Push the frontiers of knowledge through research in business, management and economics, building on industry foundations unique to the University of Guelph.
- Foster the long-term success of our students' career aspirations, organizations and the betterment of society through research-inspired and socially-relevant educational programs, which develop teamwork, critical-thinking and problem-solving skills.
- Encourage an ethos of community engagement and ethical and responsible leadership in a complex and ever-changing world.

Education

Active Learning at Lang

The Gordon S. Lang School of Business and Economics at the University of Guelph is committed to developing leaders with a social conscience, an environmental sensibility and a commitment to their communities. We offer a wide range of specialized programs in business and economics across undergraduate, graduate and professional education.

Below are examples of sustainable business/responsible management courses in our graduate and undergraduate programs that integrate and develop an understanding of topics related to the Principles of UN Global Compact

Lang MBA

Course Name	Course Description
BUS*6600 Sustainable Value Creation	Many organizations have redefined their business strategies in line with principles of sustainability in order to maximize value creation for the organization and its stakeholders. In this course students will critically examine these sustainability drivers and strategic approaches to value creation.
BUS*6300 Business Practices for Sustainability	This course focuses on critical strategic and managerial issues related to sustainability and introduces students to concepts linking organizational strategies and sustainability principles. It explores how managers can integrate consideration of the environment and society into business strategies and business practices to improve competitive advantage and create environmental, social and economic value.
BUS*6500 Governance for Sustainability	This course introduces MBA students to the rise of environmentalism and state-led environmental management, and the evolving world of environmental governance. Coupled with this review is coverage of some key contemporary environmental issues of relevance to business executives such as climate change and fisheries decline.
BUS*6850 Marketing Strategy	An advanced course for those specializing in marketing. Deals with marketing theories, models, and specific subsets of marketing such as pricing, consumer and industrial-buyer behaviour, distribution, services, and service-delivery concepts.

Lang BComm

Course Name	Course Description
MGMT*1000 Introduction to Business	This course is intended for B.Comm. students in semester one. It provides students with an understanding of the evolution of forms of business organization and their role in social and economic development. The main focus is on current economic, social and environmental issues that impact business organizations and which, in turn, are impacted by business decisions. Ethical considerations and the concept of sustainability are essential components. Students develop oral and written communication skills in small seminar groups.
MGMT*1200 Principles of Management	This course provides an overview of the role of managers in the modern organization. Students will learn about the history of management theory and will examine in depth the major management functions of planning, leading, organizing and controlling. The concepts of management ethics and sustainability are also introduced.
MGMT*3020 Corporate Social Responsibility	This course provides students an opportunity to examine a comprehensive range of topics and issues related to business and sustainability and aims to explore the implications of changing stakeholder expectations, and opportunities for organizational sustainable value creation. Key topics will include CSR theories and frameworks, global issues and role of business in society, socially responsible investing, green consumption, CSR and firm competitive advantage, reputation, corporate governance and ethics, regulation and social/environmental reporting.
HTM*1070 Responsible Tourism Policy and Planning	This course focuses on the various aspects of tourism policy, planning and development with a heavy emphasis on responsible choices. Tourism is reviewed in a global context and its role, both positive and negative, in socio-economic development, poverty alleviation, climate change, and other topics of current importance are explored.
HTM*3090 Restaurant Operations Management	This course covers the application of managerial functions to restaurant and foodservice operations with the emphasis on teamwork and the principles of food production and service in a sustainable commercial restaurant setting. Students gain hands-on understanding of scheduling, purchasing, costing, nutritional analysis, and food safety while operating a student run restaurant.
HTM*4090 Hospitality Development, Design and Sustainability	This course focuses on the development, design and management of the hospitality built environment. It explores issues related to the planning and development of hospitality and sporting event properties, provides an introduction to property and asset management as related to the hospitality and sport industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.
ECON*2650 Introductory Development Economics	This course introduces students to the economic experience of developing countries, the ways in which economists try to understand it, and the implications for policy. The basic tools of economic analysis as taught in the introductory courses are used to analyse topics that may include theories of growth, trade, education, foreign investment, exchange rates, labour markets, the role of government, environmental sustainability and strategies related to agriculture, population, industry and investment.

Research

Lang scholars are committed to research with impact

Through ground-breaking research that connects theory to impact, Lang faculty are generating powerful ideas and insights that are helping reshape how organizations contribute to the SDGs and integrate the principles of human rights, labour, environment and anti-corruption in their operations.

Some examples of the research being conducted by Lang researchers:

Strengthening resource allocation in developing countries.

Professor Philippe Lassou

Ensuring access to justice for all and building effective, accountable institutions at all levels is critical in promoting peaceful and inclusive societies for sustainable development.

People tend to look at development issues in developing countries as resource-based. However, Philippe's research suggests that it's not about how much resources are available, but that it is how those resources are allocated and used. His research focuses on accountability and resource management in developing countries in an effort to ensure that dollars reach those most in need. His research looks at resource allocation, distribution, and accounting processes at the government and institutional levels in an effort to leave a positive impact on practices and policies in developing countries.

Helping farmers navigate a changing climate and a growing population.

Andrew Nixon

A changing climate presents new challenges for agriculture and forces farmers to adapt their operations. If Ontario farmers can pivot quickly and efficiently, they will have opportunities to grow new crops and continue producing enough food for the growing population. PhD candidate Andrew Nixon is researching the technologies.

Nixon is also a co-founder in a growing start-up in the Guelph/Wellington area called Zerocery - a zero-waste grocery store that delivers farm-to-table produce right to your door. The majority of Zerocery's products are either sent out in reusable and returnable jars, packed in compostable wax-free butcher wrap or in recycled paper bags. A small number of items unavailable in bulk are delivered in recyclable containers, helping reduce the customer's carbon footprint.

Improving the sustainability of businesses by hiring a diverse board of directors **Jing Lu**

There's a large gap between the percentage of women sitting on corporate boards versus their male counterparts. Based on research by Lang professor Jing Lu, this has had an impact on the environmental performance in business.

Lu's research examined 857 firms from the S&P's 1500 Composite Index, which represents about 90 per cent of stock market capitalization in the U.S. Lu's research found a strong link between gender diversity on boards and environmental performance.

Among the industries that can benefit the most from hiring a more diverse board of directors are the oil and gas, construction, agriculture, mining, and manufacturing. Lu hopes that her research can help firms in these industries realize the value of hiring more qualified women to their boards and having a better chance of improving their environmental performance.

Ensuring no entrepreneur is left behind because of perceived barriers

Dr. Felix Arndt

How do people with perceived barriers overcome them and become more successful than the average person? Lang professor and the John F. Wood Chair in Entrepreneurship Felix Arndt is using his research to better understand how people with disabilities or impairments are able to overcome perceived barriers to success.

Ranging from people with a disability to those experiencing extreme socioeconomic conditions, Arndt's research looks at how these entrepreneurs overcame their perceived barriers. Arndt is hopeful that his research will lead to the development of better support systems for entrepreneurs and help motivate others to start their own business.

Ensuring the supply chain is both profitable and sustainable

Dr. Simon Somogyi

In 2050, there will be more than 10 billion people on earth to feed. This not only requires the production of more food but needs to also be delivered efficiently and sustainably. This requires a healthy and strong supply chain, from producer to consumer.

Dr. Simon Somogyi, Lang professor and Arrell Chair in the Business of Food, is a researcher in the area of agri-food value chain management and international market development. His research is driven by connecting food suppliers with end consumers with a focus on the beverage, seafood, and horticulture sectors.

One of Somogyi's recent research projects looks into the Chinese market for Canadian shellfish exports. There is a lot of competition in the shellfish market and that competition is based on price and quality. By speaking with members across the shellfish supply chain in Canada and China, it was discovered that there is a market for sustainably caught shellfish and elements of sustainability are becoming part of that value proposition in the supply chain.

Dissemination and Engagement

Engagement with United Nations Principles of Responsible Management Education (PRME)

We are fully engaged with PRME both as PRME Champions and with PRME North America Chapter. Lang is one of the 36 global business schools recently named Champion of Principles for Responsible Management Education (PRME). Lang Professor Rumina Dhalla is the Vice Chair of the PRME North American Chapter

Lang professor receives UN Excellence Award for Service



Lang business professor and Director the Institute of Sustainable Commerce, Rumina Dhalla, was announced the recipient of the Excellence in Service award from the United Nations PRME Chapter North America. The award is one of three Excellence Awards, which recognize the ongoing efforts of individuals in advancing the six United Nations Principles for PRME in the areas of research, teaching and service.

Partnerships and community engagement is at the heart of everything we do at Lang. We are a partner of the GRLI and participate in initiatives including the Deans and Directors Cohort. Lang faculty are also on the Board of Trustees, the Guardians of the GRLI Council and members of the Sustainable Development Solutions Network Canada. Additionally, Lang's Institute for Sustainable Commerce is a member of the Sustainability Centers Community with the Network for Business Sustainability.

SUSTAINABLE DEVELOPMENT GOALS



Student Activities

Our students engage in activities that promoting sustainability and SDGs beyond Lang

Student Club Achievements

- The Lang Students Association (LSA) Sustainability Conference brings together over a hundred of Canada's brightest undergraduate students to explore and discuss sustainable business solutions to the social, environmental and economic challenges facing our world. Now in its second year, the Conference is one of Canada's largest sustainable-focused undergraduate case competitions.
- The Net Impact (Graduate) Chapter at the University of Guelph achieved Gold standing in 2019, a designation that is awarded to Net Impact's top chapters across the world. Net Impact, which has chapters worldwide, aims to mobilize next-generation leaders to use their skills and careers to make a positive impact on the world.

NetImpact (Graduate) Chapter

Net Impact Guelph is a graduate chapter of an international organization that brings together staff, practitioners, faculty, and graduate students who are interested in using business as a force for good. The Guelph chapter is committed to developing partnerships and creating an alliance of people who are passionate about sustainability.

The United Nations' Sustainable Development Goals are at the heart of Net Impact Guelph. In an effort to generate productive conversations around sustainability, Net Impact Guelph organizes events throughout the year that bring people together to talk about sustainable practices and integrate business with sustainable solutions.

In 2019, Net Impact Guelph hosted Beyond Business as Usual, an event that invited researchers from across campus to present their research and develop cross-discipline partnerships.

Dr. Rumina Dhalla
Director, Institute for Sustainable Commerce

isgc@uoguelph.ca



INSTITUTE FOR
SUSTAINABLE
COMMERCE

at GUELPH