



# THE FUTURE OF SCHWARTZ IS BRIGHT

A newsletter for the Schwartz School of Business students from the Principles for Responsible Management Education Committee



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## What is Principles for Responsible Management Education?



In response to the mounting threats that are undermining peace and prosperity for people and the planet, the United Nations (UN) developed the Sustainable Developmental Goals (SDGs) to promote action for economic, environmental, and social prosperity and sustainability. Leading business schools are responding to this call to action by signing on to the UN's Principles for Responsible Management Education (PRME) initiative. The PRME committee here at the Schwartz School of Business strives to encourage responsible business by sharing stories of sustainability among the Schwartz family. For more information on PRME initiatives, their 6 Principles and the UN's Sustainable Business Goals, please refer to their website <https://www.unprme.org/>.



**PRME** Principles for Responsible Management Education

*an initiative of the United Nations Global Compact*

By students, about students, for students.



# Adam Starr and DST

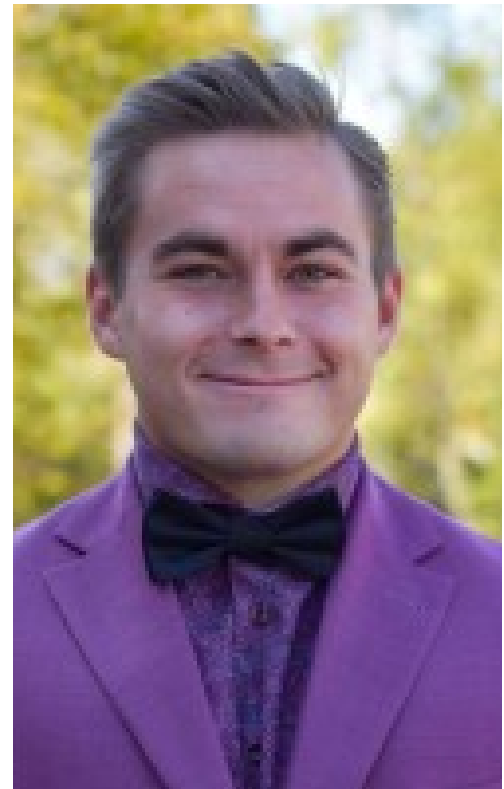
Adam Starr is an alumnus of the Marketing program at the Schwartz Business School at St. Francis Xavier University. Last year, Starr started his own business alongside fellow alumnus Maxwell Gauthier during their Wallace Family Internship, funded by the Wallace Family Entrepreneurship Fund at StFX. The company, Drastic Scholastic Thermoplastic (DST), seeks to take a spin on recycling and repurpose plastic while simultaneously creating value, jobs, and saving the environment.

Starr's inspiration for DST came from a 2019 service learning trip to Ghana. During the trip, Starr realized the danger posed to the environment by current waste disposal practices, after observing a local community burning their waste. Starr believes that Canada's waste management systems have much room to improve, citing that 91% of all of Canada's

recycling is not recycled due to contamination with food, bacteria, metals, and more. From here, the idea to bring a small-scale decontamination technology to Canada was born.

Starr decided to start small and bring a higher form of recycling to the St. Francis Xavier University community. Through a biweekly agreement to collect and sort plastic, Starr uses machinery located on campus at StFX to decontaminate and repurpose plastic. Starr sees many potential revenue streams coming from this process, including recycled plastic pellets individually, 3-D printer filament, and various plastic products.

DST's mission is to vertically integrate plastic recycled at academic institutions across Canada. Through pairing his business experience and passion for climate action, we will be one steps further from living in a world plant free from misplaced plastic waste.



**"DST believes that a community based solution to a global issue will solve the plastic problem we all face,"**  
-Adam Starr





## WIB Conference Case Study

On March 19th and 20th, 2021, the Schwartz Women in Business Society held their 6th annual conference, Pushing Perspectives 2021. At this conference, Schwartz WIB highlighted the importance of diversity in business, as well as working together to push past outdated perspectives regarding gender and race that dominate the business world at present. Through panellists, keynotes and workshops, speakers and delegates discussed their experiences navigating issues in the industry.

Notably, the case competition portion of the conference highlighted Naomi Osaka, the famous tennis player who fought against racial injustice by wearing clothing featuring the names of those killed by anti-Black police violence in the United States. From this case, delegates created a presentation based on the instruction to “address an issue that enables you to engage and lead with a community that would benefit from assistance/support.”

Delegate groups discussed issues of anti-Asian violence, noting the recent rise of anti-Asian hate crimes, much of which stems from the current Coronavirus pandemic. Delegates presented intelligent and critically thought-out plans for marketing campaigns that sought to break stigmas, debunk harmful stereotypes, and encourage mental health support for Asian communities.

Schwartz Women in Business seeks to diversify the image of business and provide opportunities for marginalized groups within the Gerald Schwartz School of Business. Through this conference and case competition, Schwartz WIB encouraged out-of-the-box thinking for problems of inequality in business environments and wider communities.





# Mairi McKinnon and CarbonCure

The climate crisis is an important and time-bound issue facing our society today. As we work to achieve the 2030 goals from the Paris Climate Agreement, innovative tech businesses are leading the way; one of which is CarbonCure. CarbonCure specializes in making a greener form of concrete, as concrete production creates an incredible amount of carbon dioxide, damaging the environment greatly. CarbonCure finds a solution to this problem through their Ready-Mix technology, which injects CO<sub>2</sub> into cement mix, forming CaCO<sub>3</sub>. This strengthens concrete, thereby reducing the quantity of cement needed, which consequently reduces the carbon footprint of concrete production as well as production cost.



Mairi McKinnon, a student at the Schwartz School of Business at St. Francis Xavier University, began working at CarbonCure in the spring of 2020. Beginning as a Co-op summer placement, enabled through the StFX Co-operative Education Program, this opportunity has now blossomed into a part-time position as a Business Development Analyst, with a secured full-time position beginning after McKinnon graduates from her B.B.A. in Management and Leadership this spring.

Through her position at CarbonCure, McKinnon works to research into international markets as CarbonCure begins to expand outside

Canada and the United States. She looks into the competition present in these markets, finding contacts of concrete producers and scoping out challenges to expansion.

CarbonCure's mission is to reduce embodied carbon in the built environment by 500 megatons annually. McKinnon expresses great pride in working for a company with such progressive goals and describes how the work of CarbonCure is contributing to important climate goals in a major way. Companies such as CarbonCure are utilizing the ways that technology can provide creative solutions in the fight for climate action and sustainability.







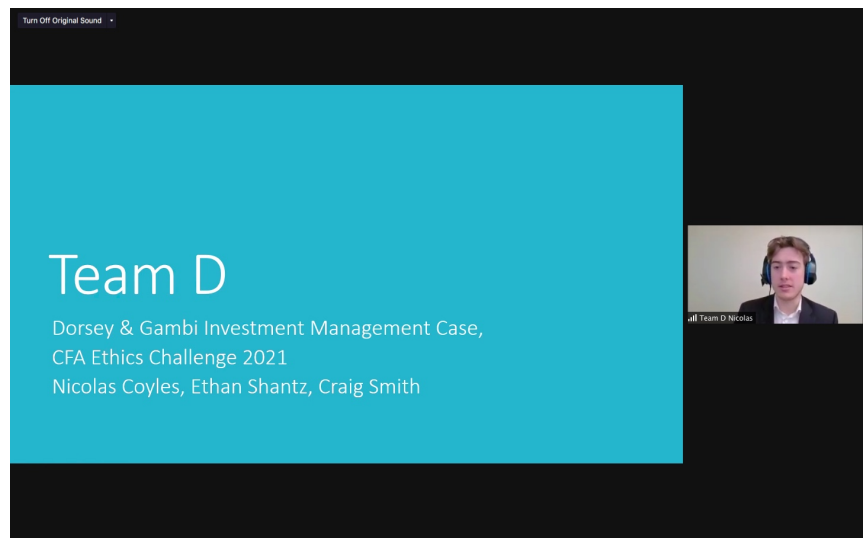
# CFA Ethics Challenge

In 2021, students from the Schwartz School of Business at StFX competed in the CFA Ethics Challenge. This challenge is an annual opportunity for students to learn about and apply the CFA Code of Ethics and Standards of Professional Conduct. Students who participate in this event are required to complete a series of online training modules which review the standards and how they might apply in real working scenarios. The standards cover everything from the prohibition on using material non-public information, to disclosure requirements to clients, to overall independence and objectivity

PURPOSE



DIALOGUE



The CFA Institute Code of Ethics and Standards of Professional Conduct is essential to the CFA Institute's mission to lead the investment profession by promoting high standards of ethics, education, and professional excellence. By participating in this event, the Schwartz School of Business is helping to both provide effective learning experiences for responsible leadership and develop the capabilities of students to be future generators of sustainable value for business and society. The Schwartz team won this event in 2019-20, their first year of participation, and followed this up with an impressive virtual presentation in 2020-21, supported by faculty advisors Dr. Long and Dr. Parikh.



# Enactus Girls Mean Business



Enactus StFX is a social entrepreneurship platform that allows students to build networking and leadership skills while making a difference in the local and global community. Their mission is to use entrepreneurial and innovative solutions to enable positive social, environmental, and economic change in the StFX community. Enactus has a close partnership with the Centre for Employment Innovation (CEI), which supports and sponsors all Enactus programs. Notably, Enactus StFX recently placed first in a regional Enactus competition and looks forward to competing in the national Enactus competition in late April 2021.

In the Fall of 2020, Enactus StFX hosted the inaugural Girls Mean Business Program. This free, four-week program for young girls in Antigonish, NS sought to provide young girls with the opportunity to develop and sell products.

Twelve girls between the ages of eleven and fourteen each developed a product to sell at the local Christmas Market in December 2020. Due to the COVID-19 pandemic, the products were sold instead to local friends and family to reduce the risk of spreading the virus. During this program, participants also learned how to make business plans and developed basic marketing and finance skills.

The goal of the Girls Mean Business program is to encourage entrepreneurial skills in young women, who represent a statistically small portion of young entrepreneurs around the world. The project manager of this initiative and president of Enactus StFX Grace Moffatt, says this program found much success, reflected in several positive testimonials from participants. Thus, Enactus StFX has hopes of growing and continuing to offer this program in the future.

“  
This was literally  
the BEST DAY  
EVER!”  
-Participant





# Schwartz Internal Case Competition



The Schwartz Business Society (SBS) of the Gerald Schwartz School of Business seeks to enhance the experience of business students at St. Francis Xavier University by providing opportunities both socially and academically while inspiring students to become leaders and pursue their goals. Established in 2004, the vision of SBS is to be active and innovative as a society while providing opportunities that enable all students to excel in their future endeavours.

On February 20th, 2021, the Schwartz Business Society hosted its second annual Internal Case Competition. Eight teams competed in two categories, novice and intermediate. Participants analyzed a case which highlighted the challenge of manufacturing companies to meet sustainability targets.



The case also highlighted the importance of achieving B Corporation Status, which verifies that businesses meet the highest standards of social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Students presented their analysis to judges, and winners included Elizabeth Kennedy, Daniel Laursen, and Liam Mann (novice pool) as well as Ethan Heavey, Derin Deric, and Brianna Rose (intermediate pool). Notably, following the focus of first-year professors on PRME principles and the UN's 2030 Sustainable Development Goals, judges testified to the strength of first-year students to comprehend and contest the importance of sustainability and responsibility in business.







# A message from the Schwartz PRME Steering Committee

Hello students of the Gerald Schwartz School of Business. We would like to thank you for taking the time to read our newsletter. For our Spring 2021 issue, our primary editors were two students, Cassidy Pettipas and Hannah George, with the assistance of the committee coordinator, Brad Long. The committee also includes faculty members, Mark Fuller, Rhonda McIver, Bobbi Morrison and Bhavik Parikh. As members of the committee, we strive to encourage sustainable business goals and responsible management.

If there are any questions regarding the committee, our newsletter or PRME initiatives, please reach out to either Cassidy ([x2019awt@stfx.ca](mailto:x2019awt@stfx.ca)) or Hannah ([x2019blt@stfx.ca](mailto:x2019blt@stfx.ca)). Additionally, we would love to motivate Schwartz students to share their stories with us, with the opportunity to be included in an upcoming newsletter.

“I think it’s an important milestone in the history of the Gerald Schwartz School of Business. I look forward to seeing what comes out of it. We’re on a journey, and I’m excited to see where that takes us.”

-Dr. Long



PURPOSE



VALUES



METHOD



RESEARCH



PARTNERSHIP



DIALOGUE

## SUSTAINABLE DEVELOPMENT GOALS

