



Overview of Initiatives

Description

Inspire, educate and connect your community through various events and initiatives that contribute to your sustainability mission! Inspire students (within business and also in other faculties) to explore and discover sustainability initiatives and careers, encouraging them to take action in their own lives. Educate your community on various topics and opportunities, creating awareness and advancing your mission.

Acknowledgements

This guide was created with the help of knowledge and experience obtained from:

- Maxime Lakat
 - McGill University, Bachelor of Commerce 2021, Major in Managing for Sustainability
 - Co-President, Desautels Sustainability Network
 - Director, Re_Generation

About Re_Generation

[Re_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

Inspire

Inspire students to discover concrete opportunities in the field for themselves

- An [annual large conference](#) allows you to invite important industry leaders and organize recruiting sessions which inspire students to dedicate their careers to sustainability. Refer to the [large conference](#) (link to large conference guide) guide for more
- Organizing [industry-specific events](#) allows you to focus on one industry and go more in-depth through various formats of sessions (panels, keynotes, workshops). This is a great opportunity to give a concrete idea of what an industry looks like and convince even people who are not knowledgeable. Indeed, having more in-depth content allows to shed light on industries which are not being taught in traditional business classes
Example: refer to the [sustainable finance event](#) (link to sustainable finance event guide) guide
- [Event on career paths in sustainability](#) to showcase the diversity of career paths with a business background and a passion for sustainability. Don't forget to promote opportunities in various sectors and industries

Work with your faculty's Career Services to make sure they promote the importance of having an education in sustainability when being recruited. Career Services can also play a key role at communicating with HR departments from companies, to build new relationships with sustainability-driven companies and also push companies to promote the fact that understanding sustainability is a competitive advantage when applying to jobs.

Inspire students to take a more proactive and a leadership role within different environments to bring awareness of sustainability challenges and opportunities

- Create an online "[Community Group](#)" where your organization can foster a culture of sustainable business thinking and behavior, supporting students in enhancing their knowledge by sharing articles but also share jobs and events from the local community
- Promote [concrete and creative actions](#) accessible to everyone. In partnership with the university, you can play a pivotal role in implementing new initiatives on campus such as composting, awareness campaigns on waste management, an urban agriculture project on campus to exchange and reflect on food & biodiversity issues

Inspire students from non-management faculties to explore the business case for sustainability and apply it to their future careers.

- Working with organizations in different faculties to create [events that connect the business case for sustainability with their respective faculty's](#) perspectives can open the eyes of students who have never had the opportunity to see how business can apply to their future careers and projects

Educate

1. Initiatives which allow the transfer of knowledge from leaders to the next generation of changemakers and train the latter.
 - Practical skills training and simulation can help students launch their careers in the sustainability space, but also develop their entrepreneurial, analytical and innovation skills. Events can include:
 - [Case Competitions](#) - Find more details in our [case competition](#) (link to case competition guide) guide
 - [COP Simulation](#)
 - Real-life work opportunities empower students by giving them practical skills but also help them realize that they can have an entire career dedicated to sustainable development.
 - [Impact Consulting Program](#)
 - [Sustainability Consulting Team](#)
 - [Social Enterprise Coaching](#)
2. Advocating for more education on sustainability through courses by working directly with professors and faculty leadership.
 - To mainstream sustainable business practices and ensure a faster transition, we
 - must tackle the root of the problem: education!
 - While it is important to create alternative ways of learning, such as organizing
 - events and other student initiatives, we should not forget that also working with
 - our faculty to change what is being taught in our courses is the only way for our
 - organizations to have a truly systemic approach to change.
 - Refer to the [Waking Up Your Institution](#) page for more information.
3. Monthly workshops on practical skills

- Give people things they can actually put on their resume and talk about in interviews (helps to get hired in recession and gives necessary connections)
- Topics can include: How to become a social INTRAprenuer, How to create Regenerative & Blue Economy Business Models, Impact Measurement & Management, Impact Investing, ESG Screening of investments, Decolonizing Business & Indigenous knowledge for Sustainability

4. [Debate Series](#) to promote critical thinking

Connect

1. Students to students:

- Complementary events can be small, more informal events like a [Meet & Greet](#) or larger, more formal events like networking cocktails during conferences or seminars.

2. Students to alumni:

- An Alumni Network intends to connect your faculty's alumni from around the world working in sustainability to current students to provide mentorship, exclusive career opportunities, and a network to be inspired by. Some of the council member organizations have successfully gathered data on hundreds of alumni (from analysts to CEOs) with the help of a survey and have used this data to ensure meaningful connections.
- One useful tool can be a LinkedIn Community Group where you regularly posts to engage with the community of alumni and students you invited to join the Alumni Network.
- Other initiatives within the Alumni Network can include Webinars with alumni, Networking Cocktails, an Alumni Award Ceremony, a monthly Newsletter highlighting key posts from the Alumni Group, and more.

3. Students to industry leaders:

- Complementary events can be small [networking events](#) where students have higher chances to meet professionals, or larger networking cocktails during conferences or seminars.

4. Student organizations to each other:

- University-wide Sustainability Mixers allows you to gather all your university's sustainability-related organizations to build bridges between faculties and recognize that business students won't tackle sustainability challenges on their own, especially after university, so you need to start engaging more in cross-dis-

- ciplinary discussions and projects. These Mixers can lead to cross-faculty initiatives such as [cross-disciplinary events](#), [campus-wide events on sustainable development](#), but also a more [institutionalized cross-campus council](#) to unite university groups dedicated to sustainability and make their voices much louder.
- City-wide Sustainability Mixers to gather all of your city's sustainable business student organizations to build bridges between universities and create a bigger and stronger movement. These Mixers can lead to cross-university events such as the [Montreal Youth Summit on Sustainable Business](#), Canada's largest youth conference on the topic with over 500 participants and 45 speakers in two days.