Grow or Die

Mutuality in Learning

&

How Corporate Social Responsibility Enhances Outcomes

Michael Richards  ADVA  MA  PhD
DONATE TO HELP NEPAL

THE RELIEF EFFORT IN NEPAL CONTINUES AND YOU CAN HELP!

Your donations will go towards the Australian Red Cross. Learn how the Red Cross is helping: www.redcross.org.au/nepal-earthquake-2015

On April 25th, Nepal was hit with a 7.8 magnitude earthquake, the most powerful disaster to strike the country in more than 80 years. The country is in crisis and ILSC is pulling together across locations to fundraise for the relief efforts and offer support.
Planet
People
Profit
Purpose

http://www.socialenterprise.net/assets/files/TipSheet13QBL.pdf
Grow or Die - The Unifying Principle of Transformation

George Lock Land

Random House 1973
Three Types of Growth

- **Accretive** – an accumulation of sameness - expand boundaries without changing basic form

- **Reproductive** – the creation of a likeness - through cellular division, generation from a seed, sexual reproduction

- **Mutual** – an interactive sharing between two (or more) organisms that extends the capacity of both
ILSC’s CSR Mission Statement

... to positively contribute to the sustainable growth of people and communities, throughout ILSC and its operations, within each campus and extending to the local community, and beyond that around the world.
ILSC’s CSR Goals (1)

• To cultivate within ILSC ideals of generous cooperation and service ...

• To express these ideals in positive action to nurture the growth of all members of the ILSC family ...

• To exemplify the values and ideals of this policy in the delivery of ILSC programs ... and more broadly throughout ILSC’s operations and associations.
ILSC’s CSR Goals (2)

• To be active in our local communities ... to enhance the quality of life and the social and physical environments we all share.

• To extend this activism beyond communities in which ILSC operates ... so ILSC becomes an agent for positive global change.

• To promote the values, ideals and goals expressed in this policy ... providing an exemplar of ethical, socially and environmentally sustainable management that gives this policy real impact.
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Rio Tinto Ride to Conquer Cancer - Benefits

• Raised $5.2 million
• Corporate branding – public relations – goodwill
• Publicity for the cause
• Bring community together in a community event with community benefits (health, recreational, social etc)
• Generate satisfaction & individual self-affirmation (leading to behaviour change)
• Bring succour to the sufferers
• Provide an example to others
Involvement Criteria

• Provide rich authentic experiences
• Make it safe, enjoyable & satisfying for students
• Make a genuine contribution to a worthy cause
• Strengthen the ILSC family
• Showcase ILSC mission and values
• Forge positive links with the community
• Strengthen ILSC’s brand and business model
• Grow the whole person – it’s not just about language
Dear FOSSIL FUEL COMPANIES,

WE’RE OUT.

We’re cutting ties with you.
We’ve sold the shares that we previously owned in you.
We are 2,000 Australians, growing in number every day, who’ve switched our superannuation savings away from funds investing in the fossil fuel industry.
Your business model has us on track to overshoot 4 degrees of warming this century.

Take this as a warning.
We don’t want our retirement savings put at risk by short-term thinking.

So we’re out.

Signed, 2135 Australians who’ve switched to Australia’s first fossil fuel free super fund

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Purpose of People = Profit

http://www.socialenterprise.net/assets/files/TipSheet13QBL.pdf
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Thank You!

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