



Sustainability Mini-MBA Program first for Western Canada

Get a leg up on sustainability education....

Salt Spring Island, BC – November 2007 – Salt Spring Island is on its way to becoming an eco-education destination. The Institute for Sustainability Education and Action (I-SEA) is launching a Sustainability Mini-MBA certificate program on Salt Spring Island. It's part of a growing trend that is sweeping business schools worldwide, allowing professionals to seek out the latest strategies for sustainability improvement. Spring program courses are set to begin on March 22 & 23, 2008 and include local sustainability experiences by interacting with local organizations, enjoying local organic feasts, hikes, walks and kayaking adventures. There is also an on-line component.

Margery Moore, Executive Director of I-SEA says: "Professionals are looking for ways to integrate sustainability into their daily business, without having to take a two-year MBA. This program allows them to develop sustainability knowledge and skills and gain hands-on experience so they can acquire information that can be utilized immediately in their daily work." The Four-course Sustainability Mini-MBA Certificate Program also provides sustainable models for business and non-profit organization, management, marketing and operations.

Course instructors include residents of Salt Spring Island, Ms. Moore and Dr. Mark Starik, Department Chair and Professor of Strategic Management at George Washington University in Washington, DC. He is an expert in environmental entrepreneurship and sustainable communities and organizations. He says there is a growing demand for more programs like this. "We are offering a specific course curriculum that allows anyone interested in attaining a 'green' MBA to decide if this is for them, and if so, how they can apply it to upgrade existing skills or work with sustainability organizations in future."

Co-founders Margery Moore and Mark Starik established the Institute for Sustainability Education and Action (I-SEA) on Salt Spring Island in 2005. Their vision is to identify and encourage sustainability values and "best practices" in cooperation with many communities, organizations, and individuals within and beyond Salt Spring and other Gulf Islands – while having fun! For more information please visit: <http://www.i-sea.org>

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