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Procter & Gamble Inc. supports business and sustainability education at Laurier

WATERLOO – Procter & Gamble Inc. has donated \$250,000 to Wilfrid Laurier University's School of Business & Economics to integrate business theory and practice with global sustainability issues of human development and well-being.

The gift will fund Laurier's Centre for Business & Sustainability, which combines important topics of global sustainability – such as energy practice, water provision, food supply, and population growth – with management education and practice. In recognition of its gift, Laurier has named the centre the Procter & Gamble Centre for Business & Sustainability. Procter & Gamble has generously donated nearly \$750,000 to Laurier.

"With this investment from Procter & Gamble, Laurier will ensure that business pedagogy reflects global sustainability practices," said Micheál J. Kelly, dean of Laurier's School of Business & Economics. "I am pleased to see Laurier leading the way in ensuring that Canada's future business leaders play key roles in applying models of sustainability in business practice."

The funding will support the centre's research, teaching, curriculum development and engagement with students, civil society and businesses, as well as student groups, speakers and conferences. More than 15,000 students have learned about the importance of business sustainability since the centre's inception in 2006 under the leadership of Barry Colbert, associate professor of policy and strategic management.

"P&G is thrilled to be supporting Laurier's Centre for Business & Sustainability. I believe that all have a responsibility to conduct business in a way that preserves the planet and improves our communities," said Thom Lachman, president of Procter & Gamble Inc.

P&G's purpose is to deliver products and services that make everyday life better for people around the world. In 2010, P&G declared their long-term sustainability vision that inspires how they innovate. The vision includes powering plants with 100 per cent renewable energy, using 100 per cent renewable materials or recycle for all products and packaging, having zero waste go to landfills, and designing products that maximize the conservation of resources. They believe that most of the sustainability challenges the world faces can be solved with innovation, and that this innovation can have a positive business impact.

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