

Dear Dean Taras,

My name is Jillian, and I am a 2020 Marketing Management graduate from TRSM. As a concerned alumnus, I am writing to you to propose that you implement at least one mandatory climate-related business course across all programs at TRSM. Though I enjoyed my degree, I felt that my education at TRSM was lacking when it came to climate education and its applications to the business context.

As I'm sure you are aware, humanity is facing a climate crisis that is considered an existential threat. Human activities, namely the burning of fossil fuels, have disrupted the earth's natural greenhouse processes and disturbed the Earth's energy equilibrium. Many industries where TRSM graduates will go on to work, such as transportation, tourism, and energy production, are some of the largest global emitters of GHGs. The disastrous effects of climate change are already being felt and will only worsen if nothing is done: severe tropical storms, droughts, wildfires, sea-level rise, biodiversity extinction, infectious diseases, famine, conflict over resources and refugees, and more. Climate change also impacts the economy. It was estimated that climate disasters cost the world \$650 billion from 2016-2018.

TRSM is already doing some work in the area. The faculty generates regular reports on CSR, sustainability and ethics education, faculty members are publishing some research related to the UN's Sustainable Development Goals (SDGs), and there are some great electives offered like GMS 530: Managing Sustainability Internationally. I also know we were recently ranked #1 on Corporate Knight's Business Undergrad Programs Ranking on Sustainability.

These are great first steps; however, TRSM needs to do more.

Business students need to be equipped with knowledge on climate change. Today's business students are the leaders of tomorrow. Climate change is already impacting the business community, and the impacts will worsen as we continue along our current warming trajectory. Climate change impacts supply chains, insurance, labour, and many more areas of business. **We cannot continue to take a business-as-usual approach to business education by teaching profit-centric models that come at the expense of the environment.** A new generation of business leaders need to be cultivated and we have the opportunity to lead the way. They need an awareness of the magnitude and scope of climate change, an understanding of the role that business plays in both contributing to and fighting climate change, and to be empowered to be agents of positive change upon entering the workforce. Ryerson already prides itself on being bold, equitable, inclusive and sustainable, so let's ensure we're at the forefront with forward-looking business education that will create a legion of positive change makers.

I suggest using the University of Waterloo's Environment and Business program as a potential model. Their program offers a number of innovative courses on the environment for business students that I think TRSM could implement, such as an Introduction to Environment and Business.

Thank you very much for your time. I would be happy to discuss these ideas in more detail, so please let me know if that would be of interest.

Sincerely,

Jillian Neufeldt