



# Sustainable Business in the Nordics

University of California, Berkeley  
Professor Robert Strand

UGBA192T-1  
1 credit

Spring 2019  
Wednesdays, 12-2pm  
January 23 – March 20, 2019  
N440 Chou Hall, Haas School of Business

The world faces big problems. Climate change, poverty, health & wellbeing, gender equality, decent work, clean water, growing inequalities, and threats to democratic institutions represent a few of the many interconnected sustainability challenges articulated by the Sustainable Development Goals (SDGs).

In the face of these big problems, **the Nordics provide inspiration**. Nordic countries and Nordic companies are frequently cited as global sustainability leaders and are disproportionately represented atop the variety of sustainability performance measurements. In this course, we deeply explore sustainability and social responsibility in the Nordics and consider what learnings may be prosperously applied in the U.S. context.

While we center our attention on Nordic business, our line of inquiry extends beyond to consider the role that Nordic culture and Nordic policy has on sustainability practices and performances of Nordic business - and society as a whole. As part of this, we consider the very nature of capitalism and compare and contrast "Nordic Capitalism" with "American Capitalism" while exploring the sustainability ramifications of the differing approaches.

As an upper division undergraduate course, this course is **open to undergraduate and graduate students from all schools across the university** as an elective (see <http://www.haas.berkeley.edu/Undergrad/current/course/enrollment.html>). Classes will include lectures, guest speakers, and interactive discussions and debates. We intend for this course to serve as a platform for cross-disciplinary discussions and understanding for which the only prerequisite is an open and curious mind. Interested students may also have the opportunity to engage in ongoing Nordic-minded research activities that may extend beyond the duration of the course. To express interest and receive any relevant updates, email [SustainableVikings@gmail.com](mailto:SustainableVikings@gmail.com) with "UGBA192T-1" in the subject line.

*Dr. Robert Strand is the Executive Director of the Center for Responsible Business and member of the faculty at the Berkeley Haas School of Business. He is also Associate Professor with the Copenhagen Business School in Denmark and a former U.S. Fulbright Scholar to Norway. His research and teaching compares U.S. and Nordic approaches to sustainable and socially responsible business. More recently, he has turned attention to contrast capitalism in the U.S. and Nordic contexts. He is currently working on the book project "Sustainable Vikings."*

