



Sustainable Business in the Nordics

University of California, Berkeley
Dr. Robert Strand

UGBA192T-1
Class # 11258
1 credit

Spring 2020
Mondays, 12-2pm
January 27 – March 20, 2019
(first half of spring semester)

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 can provide inspiration**. Nordic countries and Nordic companies are frequently cited as global sustainability leaders topping most sustainability performance metrics. 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 a key 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>). (We have deliberately secured a larger classroom where space constraints should not be an issue.) 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 MrNordic@berkeley.edu 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: Nordic Leadership in Sustainable Capitalism.”

