June 10, 2013

**Senior advisor for sustainability to speak at MacEwan University**

Edmonton—MacEwan University School of Business is proud to host the first Principles of Responsible Management in Education (PRME) Canada Regional Meeting, co-convened by the University of Guelph College of Management & Economics.

The objective of this event is to create a forum for business academics to share experiences in teaching and research on the integration of PRME into the curricula and scholarship of business schools.

The event will feature:

- Dr. Rob de Vrind, Senior Advisor for Sustainability at the Koning Willem 1 College, Netherlands

Dr. de Vrind believes it is possible to have enough food, energy, products and services for humankind. “We have to strive for an intelligent eco-economy where we learn from nature and then copy that knowledge in our economies,” said de Vrind. Production of solar energy, as well as processes in which the value of products and services last as long as possible are critical to a sustainable society.

This event is hosted by Earth Common Journal, MacEwan University Office of Sustainability and the School of Business.

*Founded in 1971, MacEwan University is a comprehensive university offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training. Its philosophy of inspiring minds, academic excellence, and providing career opportunities continues to be its guide as it serves the educational needs of students across Alberta, Canada and the world.*

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