

## Global Network Week – October 2026

**Course:** Innovation and Sustainability

**Dates:** October 19 to 23, 2026

**School:** Sauder School of Business, University of British Columbia, Canada

### Summary

This intensive 5-day course explores how innovation and sustainability are powerful drivers in business. You'll discover how emerging technologies and sustainable innovations are reshaping corporate strategy and entrepreneurship. Through real-world case studies and hands-on frameworks, you'll learn to navigate complexity, inspire change, and identify opportunities that align profit with purpose. By the end of the course, you'll be equipped to lead with impact—bringing sustainable thinking into the heart of innovative decision-making.

### Course Structure

- **Lectures & Discussions:** Interactive sessions that connect key concepts to real-world cases.
- **Expert Panels:** Insights from industry leaders on Canada's innovation ecosystem.
- **Final Presentations:** Collaborative group work tying together course themes.
- **Background Materials:** Pre-readings and podcasts to prepare ahead of sessions.

### Course Themes

October 19, 2026	<b>Introduction</b>	Why sustainability is <i>the</i> generational business challenge, and why innovation is the engine that turns it into opportunity.
October 20, 2026	<b>Drivers of Sustainability</b>	The technological, political, economic, and social forces pushing companies to act — and where the largest commercial openings sit.
October 21, 2026	<b>Methods of Innovation</b>	From incremental tweaks to exponential disruption — the frameworks for recognizing, classifying, and pursuing innovation that matters.
October 22, 2026	<b>Applied Innovation</b>	Putting the frameworks to work on real sustainability opportunities through cases and group work.
October 23, 2026	<b>Connecting the Dots</b>	Synthesis and final presentations — what actually catalyzes sustainable change, and what stalls it.

### Instructor Profile

#### Justin G. Bull, PhD



*Lecturer, Entrepreneurship, Sustainability and Innovation Group*

Justin is a Lecturer at the UBC Sauder School of Business and Academic Director of the Masters of Engineering Leadership in the Faculty of Applied Science. He is an active supporter of the investment community in Vancouver, serving as the lead moderator for the Creative Destruction Lab — a venture scale-up program at UBC that has helped companies create more than \$5 billion in equity since inception.