

# Prepare for the Future

## Leadership for Marine Sustainability



## Online Certificate Program



Huntsman Marine Science Centre in partnership with the University of Fredericton

# The Huntsman Certificate Program in Leadership for Marine Sustainability



The Huntsman Marine Science Centre and the University of Fredericton have partnered to offer a Certificate in Leadership for Marine Sustainability.

This four-course certificate program has been designed by professionals for professionals, and is delivered completely online, including real-time group sessions hosted by experts.

## Who Could Benefit

If you lead or influence an organization that wholly or partly depends on, or affects, the sustained health of our oceans, rivers or lakes, then this program has been designed for you. In other words, if you're an executive, senior manager, senior engineer, or senior consultant in any one of the following types of companies in the list below, then we feel your ability to make strategic decisions pertaining to your organization's sustainability, hence marine sustainability will be substantially enhanced by attending this program:

1. Seafood company, e.g., fishery/aquaculture, seafood products manufacturer, distributor, retailer or restaurant;
2. A civil infrastructure organization, e.g., nuclear or hydro power generation facility, water supply facility, port authority, pulp and paper mills, or sewage treatment facility;
3. Seafood industry supplier, e.g., engineering firm, consulting firm or equipment or services supplier; and
4. Water-centric hospitality and/or tourism company, e.g., cruise line, resort facility or eco-tourism attraction.

## Program Learning Objectives

There are three interdependent "pillars" of expertise that underpin one's ability to make strategic decisions pertaining to marine sustainability:

1. Understanding, formulating and articulating the case for ecological sustainability;
2. Understanding, formulating and articulating the case for community sustainability; and
3. Understanding, formulating and articulating the case for economic (aka financial, business) sustainability.

The objectives of this program are to improve your knowledge of the fundamentals of the components of each case, and help you better formulate and articulate each case individually and in concert, to ensure your own organization's sustainability and that of our marine resources.

## Specific Learning Benefits

As a result of successful completion of this certificate program, participants should have...

- attained the ability to demonstrate understanding of the influential components of sustainable development.
- attained the ability to analyze and critique sustainable development programs and plans.
- a working knowledge relating to the comprehensive concept of sustainability as an applied business organizational process.
- a working knowledge of the informational, technological, and organizational resources necessary for structuring a sustainable development strategic plan.
- attained the ability to consult, lead and/or manage a strategic sustainable development project at a business organizational level.

## Program Overview

This program features three university-calibre online courses and an Integration Project, to be completed in series:

1. Principles and Practices in Marine Sustainability
2. Leading and Planning for Organizational and Marine Sustainability
3. Case Studies in Organizational and Marine Sustainability
4. Integration Project

Each course is delivered through the University of Fredericton over an eight-week period, including a scheduled "live" session once a week with the instructor and class. Each participant will be required to enroll in an Online Orientation prior to beginning their first course. The Online Orientation is a one-week session, which assists participants in navigating the online campus.

## Credentials Upon Completion

Participants who successfully complete the four courses will be awarded the Certificate in Marine Sustainability from the Huntsman Marine Science Centre. Furthermore, participants qualifying for university admission would also receive full course equivalence transfer for the four courses within the University of Fredericton MBA or EMBA program.

# Meet Some of Our Expert Speakers on Marine Sustainability

Each of the first three courses will feature several keynote speakers or seminar leaders from around the world who are recognized authorities in the field of marine sustainability. Here are brief profiles of some of the experts you'll be hearing from:

**Alexandra Cousteau**  
FOUNDER, BLUE LEGACY INTERNATIONAL

A globally-recognized advocate on water quality and policy, Alexandra Cousteau continues the work of her renowned grandfather Jacques-Yves Cousteau and, like her father Philippe Cousteau, Sr. Born into the family business, Alexandra joined her parents in Easter Island on her first expedition at just four months old. By the age of three, she had toured Africa, exploring Egypt, Tunisia, Uganda and Kenya in the arms of her father. And like her father, she is one of the few who learned to dive with SCUBA from Captain Cousteau himself at the tender age of seven. Fluent in English, French and Spanish, Alexandra is rapidly building a significant global audience of her own. She lends leadership on both corporate and non-profit boards around the world including Global Water Challenge and her own Blue Legacy International. She will release her first book—*This Blue Planet*—in 2011 through the Penguin Group.



**Dr. Fred G. Whoriskey Jr.**  
VP RESEARCH & ENVIRONMENT, ATLANTIC SALMON FEDERATION

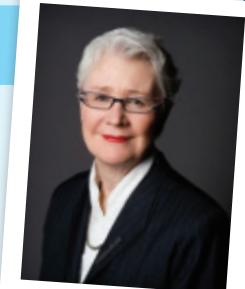
Fred was born and raised in Massachusetts. He has a BSc. Degree from Brown University (1976), a PhD from Université Laval (1984), and held a NATO postdoctoral fellowship at the University College of Wales (1985). Work experience includes stints at the Woods Hole Oceanography Institution (1976 - 1982), as a Professor at McGill University (1986 - 1995) and as V.P. Research and Environment for the Atlantic Salmon Federation (1995 - present).

Fred is an active researcher in fish biology and ecology, and on the impacts of exotic species on native ecosystems. He is author or co-author of over 60 papers in refereed journals, as well as many technical reports, and editor of two books. He has also been heavily involved in public policy issues and science administration, and has worked extensively in public education. Fred served on the Board of AquaNet (Canada's National Centre of Excellence in Aquaculture), and is Co-Chair of the IUCN Salmonid Specialist Group. He is a frequent public speaker.



**Moura Quayle**  
PROFESSOR, UBC SAUDER SCHOOL OF BUSINESS

Prior to her recent appointment to the UBC Sauder School of Business, Moura was Commissioner of the B.C. Pacific Coast Collaborative Commission, leading B.C.'s participation in the forum amongst the Premier of B.C. and the governors of Alaska, California, Oregon and Washington.



From 2005 to 2008, Moura served as B.C.'s Deputy Minister of Advanced Education. She also served as Dean of UBC's Faculty of Land and Food Systems (formerly Agricultural Sciences) (1997 - 2005) and as Associate Vice President, UBC Okanagan Programs for UBC Okanagan in 2004 and 2005.

In 1992, Moura chaired Vancouver's Urban Landscape Task Force, resulting in the city's Greenways program. Awards include the YMCA Woman of Distinction award for Communication and Public Affairs (1993) and an honorary Doctor of Science, University of Guelph (2003). She holds Master's and Bachelor's degrees in Landscape Architecture, and is a graduate of the INSEAD Advanced Management Program. Find her blog at <http://quayle.blogs.sauder.ubc.ca>.



**Dr. Robert Rangeley**  
VP ATLANTIC, WORLD WILDLIFE FUND - CANADA

Bob provides strategic direction to WWF Canada's conservation, fundraising and communication activities in Atlantic Canada, which includes a significant engagement in WWF's National and International Sustainable Seafood Initiative. He seeks to collaborate with leaders in industry, government, academia and any who share a vision for healthier oceans and will act to affect positive change in the marketplace and on the water.

Bob joined WWF in 2001 to open the Halifax office and help develop WWF-Canada's marine program. Prior to 2001, he worked in the field as a marine ecologist, and has over 20 years of research and conservation experience in Atlantic Canada. He holds a Ph.D. in Marine Biology from McGill University.

# Meet Our Course Leaders

Each of the courses will be led by an accomplished professional, with a successful track record as industry practitioner, scholar, consultant and/or seminar leader. Here is our team of course leaders:



Dr. Kenneth E. Green

*Leader of "Sustainable Development Planning"*

B.A. Urban and Regional Planning (Eastern Washington University), M.S., Ph.D. – Rural Sociology (The Ohio State University)

Dean of Academics  
University of Fredericton

Dr. Green's professional experience spans a broad spectrum of practice, teaching, and research relating to resource management, organizational dynamics, and strategic economic development planning. Past research highlights include directorship of three regional water quality projects for the U.S. Environmental Protection Agency, consultant on two major river drainage basin management plans in Washington State, principal researcher on "Marketing Island-Farm Produce: Assessing New Product and Trade Potentials" for the U.S. Department of Agriculture, consultant on "Integrated Renewable Resource Management for U.S. Insular Areas" for the U.S. Office of Technological Assessment, and serving for seven years on the Governor of Maryland's Task force for Water Quality Management in the Upper Potomac River Drainage Basin.



Dr. Gordon J. Lucas

*Leader of "Principles and Practices"*

Dr. Gordon J. Lucas is a strategy consultant and scholar. He teaches management at the University of Toronto at Mississauga, focusing on the alignment of business information systems and strategy. Since 1990, he has advised executives on strategy. At the University of Fredericton, he is Professor of Strategy, focusing on designing and implementing strategies that enable extraordinary growth and profits. During a 22-year career in management, Professor Lucas was Senior Vice President, Unitel (now MTS Allstream Inc.), one of Canada's leading national communications providers, General Manager, Hitachi Data Systems Canada and Chief Operating Officer of Datacrown Inc. (now part of IBM Global Services).



Dr. David Large, PEng.

*Leader of "Sustainable Development Case Studies" and the "Integration Project"*

B.Eng. and M.Eng (Carleton University), MBA and PhD. (Ivey School of Business), P.Eng. (Alberta and Ontario).

Dr. Large began his professional career in 1975 as an engineer, working in Ottawa with Bell Northern Research in project management, then in Calgary with EW Manufacturing in product management, and Esso Resources Canada in project management and business analysis. After completing his MBA and PhD in business, Professor Large joined the University of Ottawa's Telfer School of Management in 1991, teaching in the fields of marketing strategy and the commercialization of new technology. He has been at Telfer continuously since then, with the exception of a three-year leave in industry from 1998 to 2001, comprising one year at Cognos in the Marketing group, and two years at Learnsoft Corporation as an executive officer.



# Certificate Program

## Courses and Descriptions



### Organizational and Marine Sustainability: Principles and Practices

LED BY DR. GORDON LUCAS

This course focuses on the “pillar-by-pillar” foundation of the contemporary sustainability movement and the significant organizational factors which influence changes toward sustainable practices in government, industry, and business. There is also a brief overview of the state-of-practice of marine sustainability accreditation bodies.

### Planning for Organizational and Marine Sustainability

LED BY DR. KEN GREEN

This two-stage course details the necessary considerations and procedures for preparing organizational and operational plans oriented to sustainability goals, all with an eye on marine sustainability. The first stage covers steps and techniques utilized in the formal preparation of program and project plans. The second stage introduces action strategies aimed at the mobilization and acquisition of resources required for plan or plan component implementation.

### Case Studies in Organizational and Marine Sustainability

LED BY DR. DAVID LARGE

This applied course provides participants first with an overview of the principal stakeholders in marine sustainability, including industrial organizations, regulators, creditors and inspectors, among others. Participants will then take an in-depth look at several case studies of successful and unsuccessful organizational engagements with marine sustainability, ranging across several industry sectors including the wild fishery, aquaculture, tourism (recreation and tourism resorts and cruise lines), port authorities, shoreline mills and plants, seafood processors, and retailers, with the intent of expanding the understanding of best management practice.

### Integration Project

LED BY DR. DAVID LARGE

This course incorporates the knowledge and materials gathered over the previous three courses into a team project exercise. Participants will be engaged in research and development activities necessary to formulate a sustainability action plan or to formulate a strategic initiative focused on a barrier issue for sustainability.

## Tuition and Timeline

Tuition may be paid course-at-a-time, in Canadian funds, payable to the University of Fredericton. All four courses are required to earn the Huntsman Certificate.

Each course is eight weeks in duration and requires approximately 15 hours per week of coursework. In the Integration Project, the weekly commitment will increase due to project deadlines.

Refund Policy: We are pleased to provide you with a complete refund within two weeks of the course start date. After the program begins, there will be no refunds granted.

## Registration Process

To register for the Huntsman Certificate, please complete the online application available at <http://www.universityfredericton.ca/applynow.html>.

## Technology Requirements

To successfully complete this program, students will be required to have a computer with Internet connection and a headset with a microphone.



# About the Innovative Partners

## The Huntsman Marine Science Centre

Founded in 1969 by a visionary group of marine scientists and academics, The Huntsman Marine Science Centre was formally established in St. Andrews, New Brunswick, to pursue the mission of facilitating sustainable development and effective management of coastal environments through advancing both the ecology and economy of the coastal environments.

This not-for-profit organization has steadily continued to grow and diversify since its inception. Today, the Huntsman comprehensively incorporates research, education and innovation as its three main functions.

Innovation and ties to industry are growing – including involvement in genomic research for the aquaculture industry, and engagement in ocean-energy initiatives in the Bay of Fundy.

Education, too, has continued to grow and evolve. Universities bring field courses to the Huntsman campus, and high school groups from across North America visit to learn about the marine environment by experiencing it first-hand. The Huntsman partners with the province of New Brunswick, with the Grade 6 Ocean Discovery program, and a new teachers' institute is being launched to assist teachers in delivering parts of the science curriculum in the classroom.

Sustainability is a key component of the Huntsman's mission, and developing new methods of advancing this message are always being sought. In order to meet this challenge, the Huntsman is proud to partner with the University of Fredericton in delivering a new, exciting and important online course as a part of its growing education program.

The Huntsman brings unique assets to this partnership, including the ability to develop and transfer relevant science and technology to the private sector; and contributing to the education of future generations of environmental stewards. The Huntsman recognizes that sustainability is a key component of all future agendas, and education in this area is critical to ensure that issues facing our planet are addressed.

[www.huntsmanmarine.ca](http://www.huntsmanmarine.ca)



Huntsman Marine Science Centre has partnered with the University of Fredericton to offer this online program. The University of Fredericton is a degree-granting University offering graduate business degrees online for participants around the world. Participants are able to complete the Huntsman Certificate Program from their homes, offices or any other location with access to the Internet. The University of Fredericton's priority is superior student services; therefore they will act as the main point of contact for participants from admissions to program completion.

This joint "Leadership for Sustainability" certificate program will provide its graduates with an understanding of the importance of sustainability to industry and the public at large. This growing field is an important one, and the Huntsman and the University of Fredericton are committed to ensuring that sustainability becomes, and remains, a crucial component of all future thinking.

## Further Information

Further information can be found on our website

[www.UniversityFredericton.ca](http://www.UniversityFredericton.ca)

## Contact Information

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