

## **SFU Press Releases Collection**

These archival copies have been generated from web press releases maintained and originally written by SFU Communications and Marketing. Where possible, an effort has been made to preserve the public comments left on the website as well as any included photos or other images. All textual content should be faithful to the original press releases; contact numbers have been removed but they have not otherwise been altered in any way. However, this collection of documents spans multiple generations of web authoring software and not all formatting will be exact.

**MEDIA RELEASE**

# Winning business plan greens Singapore's hotel sector

July 12, 2011

[Tweet](#) [Facebook](#) [Pinterest](#) [Email](#) [Print](#)**Contact:**Kathleen Williams, 778.834.3724; [Kathleen\\_Williams@sfu.ca](mailto:Kathleen_Williams@sfu.ca)Derek Moscato, Beedie School of Business, 778.782.5038; [Derek\\_Moscato@sfu.ca](mailto:Derek_Moscato@sfu.ca)

A plan to boost environmental standards in Singapore's thriving hospitality sector has earned international honours for a team of graduate students from Simon Fraser University's [Beedie School of Business](#).

Conceived by Kathleen Williams, Peter Konefal, Eva Tidlund and Connie Chang, the proposal was selected from a global field in the prestigious [Graduate School Projects@Singapore](#) competition. This is the first time a Canada-based team has been selected in the program.

The project—now accepted by [Contact Singapore](#), an alliance of the Singapore Economic Development Board and Ministry of Manpower—focuses on integrating corporate social responsibility (CSR) and environmental standards in Singapore's hotel industry, which comprises four percent of the nation's annual gross domestic product.

The plan notes: "Hotels have the potential to be influential corporate hosts.... Positive environmental practices...have the potential for wide-reaching effects such as setting new industry expectations."

"These students took the initiative to enter this competition and wrote a winning proposal while carrying a full course load in our full-time MBA program," says the program's academic director David Hannah.

"We want our graduates to be great thinkers and communicators, and be motivated to solve challenging problems. Needless to say, this group exemplifies these qualities and we're very proud of them."

The students will travel to Singapore this September to meet with stakeholder groups and conduct field interviews and research. The team's findings will be presented to Singapore government officials later that month.

The Graduate School Projects@Singapore program offers international graduate students from all disciplines the opportunity to create a project that benefits the economy of Singapore.

-30-

**No comments yet**[Comment Guidelines](#) 

[Learning](#)  
[Research](#)  
[Community](#)  
[About](#)

[Academic Calendar](#)  
[Road Report](#)  
[Give to SFU](#)  
[Emergency Information](#)

**CONNECT WITH US**

[Facebook](#)  
[Instagram](#)  
[Twitter](#)  
[YouTube](#)

**CONTACT US**

Simon Fraser University  
8888 University Drive  
Burnaby, B.C.  
Canada V5A 1S6

[Terms and conditions](#)  
© Simon Fraser University