



IDS-13525 Scenario Profiles

Introduction

In this course, you will choose a scenario for your project. Below is information related to each scenario, including the organization profile and related case study.

Scenario 1: Business

Scenario From Project Instructions

You were recently hired as a sustainability specialist at McBurrow Mining, a local mining company. In this role, you will be working to guide leadership in understanding how policies, vision, and manufacturing processes relate to sustainability and environmental issues. Once they gain that understanding, they will want to see how this has worked in other companies facing similar issues. By reading the organization profile for McBurrow Mining, you will learn about an example that highlights sustainability in action. In the Project Template, you will describe some actionable steps the board could take for each pillar of sustainability.

Organization Profile

McBurrow Mining was founded in 1960 by the McBurrow family, a family that has mined the area in central West Virginia for decades. They were able to make a name for themselves by employing workers at a higher rate than most big competitors and working on specialty mining projects. Nearly 60 years later, McBurrow Mining has 250 full-time employees, and they are solely focused on mining rare earth minerals (REMs) all over the world. During the last decade, they have been seeing an average revenue of \$5 million per year but know that to grow, they need to improve their organization. The new CEO, the great-great-granddaughter of the founder, wants McBurrow Mining to be the primary sustainable mining company in the region while increasing revenue. You have been hired as a sustainability specialist to help achieve this goal. Please read the case study below of a sustainable Canadian mining organization.

Case Study Summary

Sustainable mining is about balance. Mining natural resources is a natural fact of life as humans extract resources to live and thrive in their environment. Sustainability in mining is complex, as these resources are limited and don't just grow back, so mining companies, engineers, and government officials work together to focus on mining responsibly. Mining responsibly means they aim to meet the three tenets of sustainable mining—minimize waste and maximize the number of natural resources mined, reduce negative disturbances to the environment, and reduce the environmental footprint by helping the land recover after mining. Canada is a global leader in sustainable mining and has introduced mandatory policies and regulations aimed at ensuring minerals and resources are mined sustainably. This profile highlights how a mining company mined coal while adhering to the three tenets of sustainable mining, which resulted in a nicely reclaimed landscape with abundant vegetation planted and a new water tower for the local community.

Additional Resources

- Shapiro Library Reading: [How Home Country Industry Associations Influence MNE International CSR Practices: Evidence From the Canadian Mining Industry](#)
- Reading: [Sustainable Mining - a Case Study in Canadian Practice](#)



Scenario 2: Social Justice

Scenario From Project Instructions

You live in Elm Glen, a neighborhood with an active community organization. You and your neighbors are very concerned about inequity, as the city is spending money on improving road conditions in some areas but not others. One of your neighbors asked you to join them in attending a community action meeting to address these observations in the form of an informational campaign. By reading the city profile of Flint, Michigan, you will learn about an example that highlights sustainability in action. In the Project Template, you will describe some actionable steps the organization could take for each pillar of sustainability.

Organization Profile

Elm Glen is a primarily residential neighborhood in a mid-sized city. It is a densely urban area with a diverse population. About a quarter of the people in the community speak a language other than English as their primary language. The median family income is average compared to the rest of the city. The neighborhood is served by public transportation and is home to a commercial strip along Academy Boulevard. The neighborhood has a community organization called the Elm Glen Community Association, which is made up of a small group of residents of the neighborhood who work to make sure the area is safe and well-maintained by the city. The neighborhood has a mix of streets, with some generally more well-maintained than others. Members of the community association have observed that the city has prioritized spending money on repairing broken sidewalks, clearing sewer drains, and beautifying medians in some areas while neglecting other areas. In looking at their environmental concerns for the neighborhood, the association has decided to look at the specifics of the Flint, Michigan, water crisis to see what issues, missteps, and obstacles the city encountered in addressing that crisis. They will then use that information to help determine the steps they should recommend the city take to prevent inequity in addressing the concerns of the neighborhood.

Case Study Summary

The water crisis in Flint, Michigan, is a case of governmental negligence and environmental injustice. As a sustainability pillar, environmental justice relates to the human impact on environmental quality and its unfairly distributed impacts. Flint's mishandling of the water supply in 2014 adversely affected the drinking water supply of 100,000 people. The impacts disproportionately fell on those with little resources to effectively provide themselves with safe drinking water. The city's governmental leaders failed to provide the basic necessity of water to its residents, resulting in tragic lead poisoning, which is especially dangerous to children. As you will read in detail, the Flint water crisis is about much more than lead water pipes. It is about intentional environmental injustice. In the aftermath of the tragedy, there have been many lessons about promoting environmental justice in sustainability decision making.

Additional Resources

- Reading: [US Census Bureau Quick Facts: Flint City, Michigan](#)
- Shapiro Library Reading: [A Case Study of Environmental Injustice: The Failure in Flint](#)
- Shapiro Library Reading: [Flint Water Crisis: Overview](#)