

## ***BACKGROUND***

The goal of the Educational Leadership Chair in Consumer Sciences and Sustainable Development is to develop knowledge and practical training for professionals and researchers who are called upon to work with companies to develop consumer relationships in keeping with sustainable development goals. To remain competitive, Québec companies must rely on professionals on the cutting edge of their field, and on a dynamic new generation that understands societal issues related to the environment.

**DRIVING  
PROGRESS**

FOR 350 ANS



## ***THE EDUCATIONAL LEADERSHIP CHAIR IN CONSUMER SCIENCES AND SUSTAINABLE DEVELOPMENT***

Through their financial support, the Chair's partners will help to enrich study consumer science programs, especially those focused on consumption, sustainable development, and the consumer-company relationship.

**Recipient of the prestigious  
Office de la protection du  
consommateur award**

**250% increase in student  
enrolment over the past ten years**

The Educational Leadership Chair in Consumer Sciences and Sustainable Development will build on UL's dynamic consumer science programs. The growth of the Chair is supported by Université Laval's Educational Leadership Chair Program (CLE). The program is in line with the university's desire to improve business competitiveness by developing unique areas of expertise.

**The Chair's financial partners support the following objectives:**

- Help advance the knowledge and develop the methods and tools needed for Québec companies to implement sustainable development practices
- Train professionals capable of helping Québec companies achieve their sustainability objectives
- Make Québec an expert on sustainable development issues in consumer-company relationships
- Improve the competitiveness of Québec companies through high-caliber research on issues related to the environment
- Encourage a new generation of Québec professionals and scientists to think innovatively about environmental issues in consumer-company relationships

**IMPACTS AND BENEFITS**

By supporting higher education in the consumer sciences through the Educational Leadership Chair in Consumer Sciences and Sustainable Development, the partners ensure that Université Laval —an institution deeply engaged in its community— is even better equipped to deal with the social challenges facing Québec. UL is an internationally recognized leader in sustainable development, and the Chair further strengthens this expertise by focusing on the consumer-company relationship, attracting students, professionals, and company managers who are more and more concerned with social responsibility and the environment.

In the short term the Chair, in keeping with consumer sciences programs, will help develop excellent undergraduate and graduate teaching and research on the challenges of sustainable development in consumer-company relationships.

***BUDGET***

**Average operating budget**

Total project:

**\$ 116,000/year**

for five years

***IMPACT***

Partners of the Chair will enjoy a competitive edge that fits into their succession planning strategy. They will also contribute to the advancement of knowledge and Québec expertise on the environment and consumer-company relationships. In practical terms, the Chair will also contribute to company growth by creating an environment that produces skilled professionals who can help Québec companies build business strategies that meet the environmental needs of their customers.