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# DS 150 Scenario Profiles

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## 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

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#### *Scenario from Project Guidelines and Rubric*

You were recently hired as Director of Sustainability at McBurrow Mining, a local mining company. In this role, you will be working to guide the Board of Directors to understand 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 McBurrow Mining profile, 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 1860 by the McBurrow family, a family that has mined the area for decades in central West Virginia. 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 160 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, a descendant 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 Director of Sustainability 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. This 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. Highlighted in this profile is an example of 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](https://research.ebsco.com/c/ix3dnl/search/details/mw54nyuehn?db=bsu) 
- Reading: [Sustainable Mining - a Case Study in Canadian Practice](https://www.researchgate.net/publication/317967431_Sustainable_Mining_-_a_Case_Study_in_Canadian_Practice) 



### **Scenario 2: Social Justice**

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#### *Scenario from Project Guidelines and Rubric*

You live in 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 Elm Glen city profile, 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*

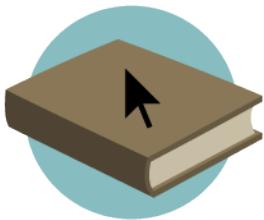
Elm Glen is a primarily residential neighborhood in a mid-sized city. It is a densely urban area with a diverse population. About a quarter of the people in the community speak a language other than English as their primary language. The median family income is average compared to the rest of the city. 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 the environmental concerns they have 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 takes 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, and the impacts disproportionately fell on those with little resources to effectively provide themselves with safe drinking water. The city's governmental leaders failed in providing 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, we have learned lessons about promoting environmental justice in sustainability decision-making.

### *Additional Resources*

- Reading: [Data USA: Flint, Michigan](https://datausa.io/profile/geo/flint-mi/) ↗ (<https://datausa.io/profile/geo/flint-mi/>)
- Shapiro Library Reading: [A Case Study of Environmental Injustice: The Failure in Flint](https://research.ebsco.com/c/ix3dnl/search/details/x23qgjehob?db=edswsc) ↗ (<https://research.ebsco.com/c/ix3dnl/search/details/x23qgjehob?db=edswsc>)
- Shapiro Library Reading: [Flint Water Crisis: Overview](#) ↗



## Scenario 3: Environmental Quality

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### *Scenario from Project Guidelines and Rubric*

You are a member of your college's Environmental Science Quality Club. The group has decided they'd like to move forward with a campaign to help inform and educate the campus community on what environmental quality is, how it should look on campus, and what actionable steps the campus community could take to encourage environmental quality practices. By reading the Environmental Science Quality Club profile, you will learn about an example that highlights sustainability in action. In the Project Template, you will describe some actionable steps the club could take for each pillar of sustainability.

### *Organization Profile*

At a local college, the Environmental Quality Club's goal is to educate the college community and local community on issues facing the environment. It is mostly made up of environmental science majors and minors. The Environmental Quality Club has mainly focused on the outdoor quality issues around campus and in the local community. Many recent reports came out about the poor indoor quality in many of the academic buildings and residence halls on campus. It was found that many of these buildings and halls still had asbestos in the walls and ceilings, as well as dangerous mold that the college has ignored for decades due to lack of funds to remodel and renovate. The college lacks any sustainability plan to help mitigate this very dangerous indoor air quality due to the asbestos. As a member of the Environmental Quality Club, you were referred to the following case study to help lead the charge and educate the campus community on the need to improve the indoor air quality.

### *Case Study Summary*

Indoor air quality is important to consider, as many people spend much of their time indoors. A team at the Faculty of Civil Engineering building on the campus of Technical University of Kosice in Slovakia investigated the indoor environment quality (IEQ) of classroom environments. The study aimed to assess the impact of various factors, including temperature, humidity, air quality, and lighting, on the comfort and well-being of students and teachers. The results of the study showed that the IEQ in the classroom was generally satisfactory, but there were some issues with temperature and humidity that needed to be addressed. The authors

suggest that improving the IEQ in classrooms, through increasing natural ventilation or installing environmental control systems in the building, can have a positive impact on the health and productivity of students and teachers.

#### *Additional Resources*

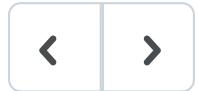
- Shapiro Library Reading: Investigation of Indoor Environment Quality in Classroom - Case Study  (<https://go.openathens.net/redirector/snhu.edu?url=https%3A%2F%2Fwww.sciencedirect.com%2Fscience%2Farticle%2Fpii%2FS1877705817325092>)

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