

Teaching Resources

Case 3: Fuji Xerox Australia

Background information/Resources on Organisation/Sector

The FXA website and, within it, the page on FXA sustainability, is a good resource for lecturers to click to during class to show graphics like the Fuji Xerox Sustainability Timeline and sustainability report, as well as information about product stewardship and resource recovery:

<http://www.fujixerox.com.au/>

<http://www.fxasustainability.com.au/>

Further, the 2010 sustainability report is summarized in this 7 minute video:

<http://www.youtube.com/watch?v=0dkGAMHW2G0>

And, the Fuji Xerox sustainability story is told in this short video:

<http://www.fxasustainability.com.au/2010/story.php>

Background information/Resources on sustainability practices presented in case

The key sustainability practice outlined in the case is eco-manufacturing, a practice that FXA has helped pioneer. Eco manufacturing is explained using a tour of the FXA ecomanufacturing centre in this 6 minute video:

<http://www.youtube.com/watch?v=X6fQgdpXiK0&feature=related>

Background information/Resources on theories presented in case

The key theoretical framework presented in the case is based around "Phases in the Development of Corporate Sustainability", which integrates human and ecological sustainability (Dunphy, Griffiths and Benn 2007). The concepts of human and ecological sustainability are explained in this paper, available online:

http://www.minerals.csiro.au/sd/pubs/Benn_Dunphy_Final.pdf

Lecturers may wish to use some of the explanatory slides from presentations on the phase model, available on line:

http://www.slidefinder.net/H/Human_and_Environmental/Sustainability_here/1547750

http://www.aries.mq.edu.au/publications/aries/Org_Change_Presentation/

Also available online are articles that borrow from the phase model such as the following:

Cases in Corporate Sustainability and Change: A Multidisciplinary Approach
Suzanne Benn, Dexter Dunphy & Bruce Perrott

<http://www.cloudcitizen.com/acceleratedsustainability/which-way-are-you-heading-on-the-dunphy-sustainability-scale.html>