September 27, 2012

The Bainbridge Graduate Institute (BGI) is committed to upholding the Principles of Responsible Management Education. BGI aspires to promote and practice these principles through continually striving to fulfill of our sustainability-focused mission and vision.

OUR MISSION. BGI's mission is “To prepare students from diverse backgrounds to build enterprises that are financially successful, socially responsible and environmentally sustainable.”

We fulfill this mission in two ways: by preparing our own students and by helping other business schools integrate sustainability into the heart of their programs.

OUR VISION. BGI’s vision is “To infuse environmentally and socially responsible business innovation into general business practice by transforming business education.”

BGI's industry-guiding curriculum integrates sustainability throughout our MBA and Certificate programs and prepares students to create positive change through innovation, entrepreneurship and organizational leadership.

BGI's programs are designed to produce successful entrepreneurs, change agents, managers, social innovators and leaders.

BGI aspires to:

- Provide students with the attributes, knowledge and competencies required of leaders transforming our economic system toward sustainability;
- Equip students to achieve a satisfactory financial return for themselves and stakeholders in the very activities through which they help transform the economy;
- Create a powerful supportive network of sustainability and business experts involved in lifelong collaboration, learning and action;
- Develop curriculum, course materials and programs that will support the infusion of sustainability into mainstream business education; and
- Make tangible contributions to the theory and practice of sustainable business through research, experimentation and application.

Thus, through fulfillment of our own mission and vision, BGI upholds the Principles of Responsible Management Education.

Sincerely,

Gifford Pinchot, III
President
2012 PRME
Sharing Information on Progress Report
As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

**Principle 1 | Purpose**: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values**: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method**: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research**: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5 | Partnership**: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue**: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

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The Bainbridge Graduate Institute (BGI) is committed to upholding the Principles of Responsible Management Education. BGI aspires to promote and practice these principles through continually striving to fulfill our sustainability-focused mission and vision, as summarized on the following pages.

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*Our goal at BGI is to integrate sustainability into every aspect of our curriculum and teach business in a way that treats people and planet as precious resources to be nourished rather than expenses to be sacrificed in the name of profit.*

*Fortunately, business students are on the side of the future. They are hungry for business models and careers with a higher purpose than maximizing shareholder value.*

*At BGI, we are deeply aligned with the values of our students, with their hunger for meaning and purpose, with their belief that the future will be fundamentally different from the past, with their willingness to confront the messiness of the world from a stance of “not knowing” and being willing to fail fast into new and uncharted success.*

*Our learning community is just that: a community of students, faculty, practitioners and friends committed to working in the world and sharing our lessons in real time.*

-- Jill Bamburg, BGI Co-Founder and Lead Faculty
PRINCIPLE 1 | PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The Bainbridge Graduate Institute (BGI) was founded to develop business solutions for the world’s most pressing challenges and to influence business education in the direction of sustainability and social responsibility. BGI’s very mission and vision demonstrate our inherent commitment to Purpose.

MISSION

BGI’s mission is “To prepare students from diverse backgrounds to build enterprises that are financially successful, socially responsible and environmentally sustainable.”

We fulfill this mission in two ways: by preparing our own students and by helping other business schools integrate sustainability into the heart of their programs.

VISION

BGI’s vision is “To infuse environmentally and socially responsible business innovation into general business practice by transforming business education.”

BGI has pioneered a graduate curriculum for sustainable business education that infuses social and environmental responsibility throughout the curriculum. We train students with the leading sustainability case studies, best practices, models and business management tools. With this knowledge, graduates are well-equipped to successfully lead a large corporation, small business or nonprofit organization toward sustainability as a core strategy or to launch their own sustainable entrepreneurial ventures.

CREATING A SUSTAINABLE WORLD

Business—as society’s most influential institution—is a powerful force for social change. Because of this tremendous power, business has the opportunity to be a great force for good in the world. At BGI, our programs harness that power by integrating environmentally and socially responsible innovations with traditional business education, enabling future and current business leaders to harness the power of business to create a sustainable world.

BGI aspires to:

• Provide students with the attributes, knowledge and competencies required of leaders transforming our economic system toward sustainability;
• Equip students to achieve a satisfactory financial return for themselves and stakeholders in the very activities through which they help transform the economy;
• Create a powerful supportive network of sustainability and business experts involved in lifelong collaboration, learning and action;
• Develop curriculum, course materials and programs that will support the infusion of sustainability into mainstream business education; and
• Make tangible contributions to the theory and practice of sustainable business through research, experimentation and application.

The BGI community incubates industry breakthroughs and innovations by bringing together a network of talented people who share their expertise, support and insight. We gather world-class faculty, visiting change agents, industry leaders and students to create an intense and engaging learning community. Our graduates go on to develop their own business ventures as entrepreneurs, to transform existing companies as intrapreneurs, to lead the movement towards sustainable business as consultants and analysts and to bring sustainability to the far reaches of the globe by leading nonprofit organizations.
PRINCIPLE 2 | VALUES

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Bainbridge Graduate Institute’s commitment to the values of global social responsibility and to teaching and fostering socially responsible business practices is evident in our mission and vision, and is at the heart of our curriculum and academic community.

CURRICULUM

BGI’s industry-guiding curriculum provides the core competencies of traditional business education programs while infusing sustainability and socially responsible business practices throughout our MBA and Certificate programs.

BGI’s programs prepare students to create positive change through innovation, entrepreneurship and organizational leadership. We train students with the leading sustainability case studies, best practices, models and business management tools. With this knowledge, graduates are well-equipped to launch their own sustainable entrepreneurial ventures or to successfully lead a large corporation, small business or non-profit organization toward sustainability as a core strategy.

MBA Programs

The Program Learning Outcomes for all of BGI’s programs contain as core outcomes a deep and demonstrable knowledge of the intersection of business and sustainability. For example, the Program Learning Outcomes for our MBA programs are as follows.

MBA IN SUSTAINABLE BUSINESS

Program Learning Outcomes for graduates of our MBA in Sustainable Business program include the ability to:

Core Business Functions

• Understand and apply the core concepts of strategy, accounting, finance, marketing, management and operations.

• Integrate these core concepts with sustainability principles for both business advantage and service to the community and nature.

Business and Sustainability

• Articulate the underlying assumptions and global consequences of the prevailing economic system and worldview.

• Propose alternative business models and alliances more aligned with the needs of people and planet.

• Understand the role of business in society and the foundational concepts of, principles of and practical approaches to business sustainability.

• Identify opportunity in the world’s major problems and ways to use business to address these problems to create value for the enterprise and the common good.

Entrepreneurship, Intrapreneurship and Innovation

• Design and build successful sustainability-driven ventures that create value for multiple stakeholders and enable all life systems (natural, individual, community) to flourish.

• Foster breakthrough innovation across the value stream by applying principles of innovation and sustainability to organizational projects, processes, systems and culture.
Leadership and Management in the Context of Change

- Develop the self-knowledge and personal capacity to lead—ethically, effectively and with integrity.
- Apply systems thinking, creativity and critical analysis to addressing problems and opportunities.
- Leverage theory, technology and collaboration strategies to foster learning and drive change at the individual, team, organizational and societal level.
- Apply cross-cultural competence to foster diversity and to work with people of different backgrounds.
- Communicate clearly and persuasively in writing, speaking and interpersonal relations.

MBA IN SUSTAINABLE SYSTEMS

Program Learning Outcomes for graduates of our MBA in Sustainable Systems program include the ability to:

- Understand the capacity and operation of natural systems, recognize the impact of business on those systems and seek opportunities to apply new business thinking to design, mitigation and restoration strategies.
- Articulate the underlying assumptions and consequences of the prevailing economic system and work with relevant stakeholders to build just and sustainable economic alternatives that achieve better value for all.
- Seek opportunity in the world's major problems and design creative ways to engage business in addressing these challenges while creating value for the enterprise, its stakeholders and the common good.
- Master the traditional business disciplines of finance, accounting, marketing, sales, operations, management and economics and apply them in a broader, interdisciplinary approach to the design of responsive and innovative business solutions.
- Generate both business performance and sustainable social change through principled and inclusive relationships, appropriate organizational structures and effective participation in face-to-face and virtual teams.
- Cultivate the self-awareness, humility, integrity and cross-cultural competence to lead effectively, authentically and collaboratively.
- Communicate clearly and persuasively in writing, speaking and online media.

Certificate Programs

In addition to our ground-breaking MBA programs focusing on the integration of business and sustainability, BGI offers three graduate-level Certificate programs. Each Certificate program delves deep into the unique opportunities and challenges in sustainability in some of the core industry sectors that are changing business for good.

CERTIFICATE IN SUSTAINABLE BUILT ENVIRONMENT

BGI's Certificate in Sustainable Built Environment explores the systemic, philosophical and historical forces that have given rise to the green building field, and examines technological, political and economic forces shaping its current and future development, providing a solid overview of the trends favoring a shift to a more sustainable built environment.

CERTIFICATE IN SUSTAINABLE ENERGY SOLUTIONS

BGI's Certificate in Sustainable Energy Solutions provides an overview of the terms, concepts, technologies and framework needed to take a concept or idea for a new venture through the final steps to making the “pitch” in the sustainable energy marketplace. The program presents the economics of alternative energy systems from a utility perspective and consumer, national and new venture perspectives.
CERTIFICATE IN SUSTAINABLE FOOD AND AGRICULTURAL SYSTEMS

BGI’s Certificate in Sustainable Food and Agricultural Systems offers an integrated examination of food systems in the U.S. and the broader movement toward sustainable practices, innovation and whole-systems development.

ACADEMIC AND STUDENT ACTIVITIES

Diversity and Social Justice (DSJ) Committee

Our student-led Diversity and Social Justice (DSJ) Committee assists BGI in becoming a more welcoming community to diverse populations and helps ensure that the school is meeting its mission and vision of a curriculum that infuses social justice throughout the curriculum. The Committee’s vision is that BGI becomes a leading example of racially mixed and economically integrated community that joins together to solve the business challenges of our time. Members of the DSJ Committee review all BGI syllabi for content related to diversity and social justice.

Net Impact Committee

Net Impact’s mission is to improve the world by growing and strengthening a network of new leaders who are using the power of business to make a positive net social, environmental, and economic impact. BGI is a Gold Member of Net Impact. Gold status indicates the most outstanding Net Impact chapters. These chapters provide many opportunities for their local members to develop professionally, network and engage in passionate idea-driven conversations with other Net Impact chapters, and make long-lasting positive change through participation in Impact Programs.

Madrona League

BGI is one of the founding institutions of the Madrona League. The Madrona League is a budding collection of schools, including BGI and Presidio Graduate School, which build their curriculum from the ground up with the lens of sustainability. The league is built in the spirit of cooperation by leaders of sustainable business education, such as BGI co-founder Gifford Pinchot III, to reflect the values of people, planet, profit and purpose. The initial collaboration of the Madrona League was the 2012 Madrona League Business Plan Competition, which culminated with the final competition and awards banquet on May 4th, 2012.

The Madrona League Business Plan Competition fosters innovators to change business for good. The competition emphasizes all bottom lines: profit, people, planet and purpose. By doing so, the competition helps create business leaders who understand how resilient sustainable businesses are founded, nurtured and grown.

INTERNATIONAL PROGRAMS AND PARTNERSHIPS

BGI has become an internationally recognized leader in sustainable business education. BGI is now increasingly being sought out by international businesses, programs and schools to prepare their employees and students to secure competitive advantage and success by embracing sustainability—environmental and social responsibility—as a core business strategy.

We have met this global request by developing International Programs and Partnerships (IPP). IPP has several components:

• Study Abroad
• International Business Exchange Programs
• Partnering with Sustainable Business

Study Abroad

BGI offers students and alumni a unique opportunity to study global perspectives and approaches to environmental and social sustainability, sustainable business, management and leadership theories and practices, economic policies and specific environmental and social impacts, e.g., supply chain, labor, lifecycle analysis and waste, etc. The intent of the study abroad course is to develop both awareness and sensitivity to other cultures and to learn new technologies and
responses that those cultures have developed to achieve social, environmental and economic sustainability in business.

Study tours are generally 10-14 days in length and focus on sustainability and social justice issues within the areas visited. Students can elect to participate in the study tour for credit, as an auditor or as continuing education. Study tour destinations are selected each year through a student-led process. Past study tours have gone to Vancouver, Canada, to Cuba and to China.

**International Business Exchange Programs**

In this world of global markets, entrepreneurs need to deepen their multicultural awareness. BGI prepares students for membership in the global community through developing relationships with other business schools for cultural and intellectual exchange. We also invite future international leaders to study, learn and exchange sustainable experiences with BGI at our Metro programs in Seattle and our hybrid programs at IslandWood.

Starting in 2011-2012, BGI and the School for Inspired Leadership (SOIL) in New Delhi, India, initiated an exchange program.

**Partnering with NGOs and Businesses**

BGI has been approached by international sustainable businesses, NGOs and nonprofit organizations for assistance in making the case for sustainable business, assisting start-up business and developing social entrepreneurship opportunities. BGI students can choose to work on these ventures as part of their course work or on their own, in addition to the BGI curriculum.

In 2011, BGI had requests for involvement in a sustainable shrimp farm in Ecuador, in meaningful volunteering in India’s NGO and social enterprise sectors and in building inclusive community in Japan.

**CARBON NEUTRAL**

At BGI, we pride ourselves on preparing sustainable business leaders to create the next generation of triple-bottom-line businesses. Part of that effort involves walking-the-talk: that means running BGI as its own sustainable organization. Of course, we have electricity bills, trash cans and a few thousand pieces of marketing collateral. But we also recognize that our footprint does not stop with our classrooms and offices. Our students have laptops and cars, and 37% of our students travel from out of state once a month to study on Bainbridge Island. Because of this, we include the footprint of student travel when accounting for our impact on the environment.

Year after year, we respond to our environmental impact by voluntarily purchasing carbon offsets to bring us as close to carbon neutral as possible. We are proud to proclaim 2012 another successful year for offsetting the carbon footprint of our entire business school. Thanks to help from partner organizations like the Solar Electric Light Fund, our offsets provide energy solutions and address poverty issues for people in developing countries.

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**PRINCIPLE 3 | METHOD**

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

BGI’s approach to curriculum design and delivery methods demonstrates our commitment to providing an optimal learning experience. This approach, combined with our innovative and highly regarded Leadership and Personal Development (LPD) curriculum and our interactive and dynamic learning community, serves to foster effective and creative change agents for sustainability.

BGI graduates go on to develop their own business ventures as entrepreneurs, to transform existing companies as intrapreneurs, to lead the movement towards sustainable business as
consultants and analysts, and to bring sustainability to the far reaches of the globe by leading non-profit organizations.

OUR APPROACH

The BGI education combines traditional instruction and course work with team-based applied projects, research and field experience to solve real-world business challenges. BGI faculty design instructional activities to encourage students’ active engagement with the learning content, creating interactive dialogue. This approach stimulates critical thinking, analysis and application of theory to complex business situations.

Curriculum design and delivery methods are selected based on content, topic, learner needs, learning objectives, optimal pedagogy and computer technology capabilities. We believe leadership, teamwork and fluency with software programs and online collaboration tools are essential competencies for business leaders and managers.

Students are expected to build and demonstrate a mastery of skills and knowledge, defined by learning objectives. This requires active participation in learning activities. Given the importance of high-performance teamwork to managerial and leadership roles, a large percentage of learning activities and assignments require collaboration. Students are evaluated based on both individual and team performance.

BGI is rapidly implementing the practice of “flipping the classroom.” With the “flipped classroom,” students view lectures and cover written material asynchronously, outside of class time. When students come together during class, they therefore don’t passively listen to a lecture, but rather they practice what they’ve learned, through exchange, discussion and exercises with both faculty and fellow students. This process leads to mastery of the subject matter.

LEADERSHIP AND PERSONAL DEVELOPMENT

As part of the curriculum for both the MBA in Sustainable Business and the MBA in Sustainable Systems programs, students take a required series of six Leadership and Personal Development (LPD) courses. The courses meet in small groups throughout the program. The LPD curriculum is designed to deepen community-building and leadership skills through learning objectives that grow personal awareness as well as build capacity to lead individuals and teams. We cultivate experience as a text from which to learn to live and lead authentically. The course design continues to evolve based on current leadership and personal development research.

The innovative LPD curriculum helps to distinguish BGI from other business education programs, and is consistently rated by students as among the most valuable and life-changing courses at BGI.

BGI COMMUNITY

BGI students form a diverse and highly interactive community of adult learners committed to changing the world. Our learning community shapes the academic experience and provides a framework for lifelong learning among the alumni and extended BGI community. Students learn from each other, enhancing their educational experience and outcomes.

As a learning community, we make time to appreciate other perspectives and get to know one another. Building community takes time but is seen as an important part of one’s academic development at BGI. We believe that every voice and viewpoint deserve to be heard, and we strive to create opportunities to engage more fully in dialogue and solve problems co-creatively.

The greater BGI community includes academic leaders, industry innovators, students and alumni who provide a continuing source of knowledge, experience and inspiration for each other outside the classroom and after graduation. The BGI community incubates industry breakthroughs and innovations by bringing together a network of talented people who share their expertise, support and insight. We gather world-class faculty, visiting change agents, industry leaders and our students to create an intense and engaging learning community.
Our community’s collective intelligence and energy drive industry breakthroughs that advance sustainability across the globe. BGI students become members of a dynamic community of change agents—industry pioneers, world-class faculty, business-leading alumni and talented peers—who are working together to change business for good.

**PRINCIPLE 4 | RESEARCH**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

BGI aspires to make tangible contributions to the theory and practice of sustainable business through research, experimentation and application. As we approach our ten-year anniversary, our research aspirations remain strong but as yet not fully realized, given our student-centered approach and our necessary focus on program development, on-going evolution of our curriculum, pedagogy, outreach and support of the BGI community.

**PRINCIPLE 5 | PARTNERSHIP**

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

BGI fully supports the Partnership principle, and we continue to expand our outreach to and interaction with the business community.

The successes of our graduates inspire the greater business community—its leaders, educational institutions, and stakeholders—to make sustainability more integral to their organizations. Sustainability is now becoming an industry standard, and our overarching purpose to change business for good is leading to worldwide progress.

**OUTREACH AND PARTNERSHIP INITIATIVES**

Recent initiatives include involvement of business representatives in a retreat in December 2011 to plan further development and evolution of our Metro programs - MBA in Sustainable Business, Certificate in Sustainable Business and planned executive education offerings.

Starting in Fall 2012, BGI will launch the reconfigured MBA in Sustainable Business curriculum. The revised MBA curriculum includes eight “Sustainability Seminars” which offer a focus on sustainability within the core MBA disciplines of accounting, finance, economics, marketing, management, strategy, quantitative methods and operations. These seminars will be available to qualified business professionals as stand-alone courses and will help to form the basis for a new executive education initiative.

Also in Fall 2012, we are planning to launch greater collaboration and conversation with corporations through focused executive forums on topics around upholding principles of sustainability, creating viable organizations and applying sustainability principles within specific business disciplines such as accounting and finance.

**CENTER FOR IMPACT AND INNOVATION**

We at the Bainbridge Graduate Institute The Center for Impact and Innovation is a newly-formed joint venture of BGI, HUB Seattle and Social Venture Partners. As of mid-October 2012, the three organizations will share the newly renovated historic Masins Building, at 220 Second Avenue South in Seattle's Pioneer Square neighborhood. This partnership will create a space to educate inspiring leaders and incubate ventures for the common good, bringing together students and
entrepreneurs who want to foster change and representing one of the largest concentrations of social entrepreneurs in the country.

“Entrepreneurs, nonprofit innovators, and creative people of all kinds are all-too-often isolated from one another while pursuing their plans to make the world a better place,” said Will Poole, an entrepreneur, former Microsoft executive and BGI Board member who has been helping to lead the charge on the new facility. “The Center for Impact and Innovation will bring them together, under one big, newly refinished, roof in a beautiful and creative space. And better yet, we’ll have the widest cross-section of world-changers anywhere.”

**US BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT**

BGI is a “Friend and Colleague” of the US Business Council for Sustainable Development (US BCSD). Launched in 2002, the US BCSD is a regional partner of the World Business Council for Sustainable Development (WBCSD), a global network of 200 international companies with members from 35 countries and 20 major industrial sectors.

In June 2012, BGI President Gifford Pinchot III participated in the US BCSD’s “Spring Meeting 2012: Collaborate Today, Change Tomorrow.” Gifford took the stage along with other presenters to explore how different structures and cultural practices can successfully spread sustainability through organizations and embed sustainability practices, concepts and ideas into business decisions and operations.

**STARTZONE**

StartZone is a Highline Community College program whose vision is a community where everyone has the opportunity to become financially self-sufficient by participating in a diverse, strong and sustainable local economy. In pursuit of this vision, StartZone provides economically disadvantaged residents of South King County with no-cost training, technical assistance and other resources to improve financial self-sufficiency through self-employment and small business ownership.

BGI is currently exploring options with the StartZone program to provide support in expanding this program outside the South King County area.

**ACTION LEARNING PRACTICUM**

Action learning is a central component of BGI’s curriculum. Action Learning Practicums (ALPs) are designed to bring real value to an organization through project-based student internships, allowing the student to both learn and contribute. We believe that working with community and business organizations not only deepens students’ educational experience but also provides a context for coursework beyond traditional syllabus expectations by immersing students in the challenges businesses face every day as they try to implement sustainability practices.

Students focus their practicum experience in one of three broad areas:

- **Organizational Leadership**, for students who wish to effect change within large established organizations;
- **Local Living Economies**, for students who plan to work on business and social change at the community level;
- **Entrepreneurship**, for students who hope to start their own business or social enterprise.

**CHANGE AGENT IN RESIDENCE (CAIR) PROGRAM**

BGI’s Change Agent in Residence (CAIR) program invites national and international figures in sustainability into the BGI community to spend a weekend “in residence.” This brings the expertise and wisdom of successful community members and role models directly to the learning community with opportunities for group and even one-on-one interactions. Leaders are sought in three categories: entrepreneurs, executives and activists.

Through the CAIR program, BGI has further enhanced relationships with business leaders.
**FACULTY**

BGI's highly diverse Faculty Academy is uniquely structured to include active business leaders and practitioners who can both teach and leverage connections in both for-profit and nonprofit organizations.

Faculty hold affiliations with corporations in the Northwest and West, broadening our interactions with thought leaders from varied industries.

**CURRICULUM SHARING**

As a key part of BGI's mission and vision, we seek to influence other business schools to include sustainability as an integral part of their programs. We do this through thought leadership and through direct sharing of our innovative sustainable business curriculum. By fostering responsible business education, BGI can further influence business in the direction of sustainability and social responsibility.

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**PRINCIPLE 6 | DIALOGUE**

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The Bainbridge Graduate Institute purposefully engages in and facilitates dialogue and discussion regarding social responsibility and sustainability, especially as they relate to business and industry.

**THOUGHT LEADERSHIP**

Given the leadership capabilities of faculty and management at BGI, keynotes and presentations have been effective in positioning the school as a thought leader on sustainability. BGI seeks events in alignment with its mission, including events and conferences centered on sustainability, diversity or environment. For example, President and Co-Founder Gifford Pinchot III and Dean & Vice President of Academic Affairs John Gardner, PhD, are actively sought as keynote speakers at numerous events.

**EVENTS**

Sponsorship of and participation in local, regional, national and international events are key components of BGI's engagement in dialog and debate concerning issues of sustainability and social responsibility. Through this engagement, BGI remains at the forefront of thought leadership regarding these issues, ensuring that our curriculum remains current and innovative and striving to influence other entities towards sustainable and socially responsible practices.

**BGI-Sponsored Events**

BGI-sponsored events such as Change Agent in Residence (CAIR) presentations, Building a Sustainable Economy (BASE) Bainbridge Lecture Series, Ignite BGI, BGI Open Houses and NetWork BGI events provide opportunities to reach out to local business leaders, community members and prospective students. Through such events, BGI fosters dialog concerning pressing issues surrounding business and sustainability.

**Local and Regional Events**

Participation in local and regional events comprise a key component of outreach for BGI. BGI is an active member of business and sustainability organizations and their respective events in the Greater Cascadia region. BGI participates in a wide cross-section of regional events, including:

- Sustainability events offered by local industry leaders such as the “Yes” magazine anniversary event, City Club’s series on Environment and Sustainability, Washington Clean Technology
Alliance events, Climate Solutions annual breakfast, Green Drinks sponsorship, Northwest Solar conference and the Poulsbo Farmers’ market;

• Business events such as the Puget Sound Business Journal Expo, Net Impact events hosted by BGI, Seattle Chamber of Commerce events, Washington Clean Technology Association events and industry specific events; and

• Diversity and social justice events such as Bottom Billions and the White House Summit on Asian Americans and Pacific Islanders.

**National and International Events**

BGI’s participation in national events further enables us to promote dialog and debate on a wide scale regarding issues of sustainability and social responsibility. BGI faculty/staff frequently participate as presenters or facilitators at events including:

• Social venture and social leadership events such as SVN (Social Venture Network) events and BALLE (Business Alliance for Local Living Economies) events.

• Sustainability events such as the US Business Council for Sustainable Development’s Spring Meeting 2012; Retail Industry Association Conference on Sustainability (RILA); International Society of Sustainability Professionals (ISSP)/Local Living Economies; GreenFest events; and Go Green Conferences.

**LEVERAGING THE SOCIAL WEB**

To have the impact we wish to have on the world, BGI must be an important source of breakthrough thinking on the role of business in building a sustainable economy. Through well-planned participation in the social web, we will become a major node in the worldwide conversation on sustainable business.

BGI’s social media strategy includes:

• **Blogs.** President Gifford Pinchot, Dean John Gardner, faculty, staff, alumni, students and other BGI community members actively post blogs that serve to foster dialog on business, higher education, sustainability and social responsibility.

• **Twitter.** BGI uses of Twitter to showcase BGI’s thought leadership at events and academic programs utilizing student- and faculty-generated content.

• **YouTube.** Through YouTube, BGI directly provides samples of courses and programs at BGI.

• **FaceBook.** The BGI community actively uses FaceBook to discuss ideas and events and to engage with prospective students and others interested in BGI and sustainable business.

Join the sustainable business conversation on Twitter, Facebook and Google+.

Follow our hashtags on Twitter at #CB4G (Changing Business for Good) and #BGIhybrid (for updates about our hybrid MBA in Sustainable Systems program.)
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