



ITHACA COLLEGE

School of Business

Office of the Dean

June 10, 2015

To the PRME Secretariat,

Following this letter please find reports of our achievements in relation to the PRME principles over the last two years. At Ithaca College School of Business we remain deeply committed to the PRME principles and are continuing to work to fulfill them. In addition to the achievements reported below, our goals for the next 24 months include:

- 1) Expand the number of participants in our annual Sustainability Case Competition.
- 2) Continue our work infusing sustainability education throughout our business curriculum.
- 3) Continue our program of bringing a diverse array of speakers to the School to talk about various aspects of sustainability.
- 4) Continue our program of faculty development around issues of sustainability.
- 5) Seek funding to support our sustainability initiatives so that we may develop them more fully.

Sincerely,

Barbara Howard

Barbara Howard
Interim Dean

Sustainability Activities in Ithaca College's School of Business 2014-2015 Academic Year

CURRICULUM

The sustainability modules established in 2011-2012 were continued this year, covering accounting, finance, international business, marketing, and management.

Accounting

Multiple faculty members deliver a sustainability module to sections of Financial Accounting. The focus is on sustainability reporting or triple bottom line reporting. The module, delivered as a lecture, addresses:

- What is sustainability reporting?
- What are the guidelines and the Global Reporting Initiative (GRI)?
- Trends in sustainability reporting.
- Benefits of sustainability reporting.

In addition to the sustainability lecture, several faculty members build upon the theme. For example, Professor Warren Schlesinger also has his students watch a video from the GRI, "The Sustainability Challenge (<https://www.youtube.com/watch?v=ePeYRg8x-4w>). Students are required to do group reports at the end of the semester on a company commenting on both their annual financial statements and on their annual sustainability report.

Finance

Professor Alka Bramhandkar delivered a sustainability module to four sections of Business Finance, focusing on sustainability in publicly traded companies using the Dow Jones Sustainability Index (DJSI). The learning goals for this module were to expose students to an external measure which validates a firm's commitment to sustainability in various aspects of its operations, and to reinforce the principle of triple Ps which states that stakeholders are as important as the stockholders for publicly traded companies.

International Business

Professor Hormoz Movassaghi delivered two modules on best practices in sustainability strategies of leading global companies in the auto industry (BMW and Ford) in his fall 2014 International Business Operations (INTB 265000) course. These two companies have been among select few global firms that have remained in the Dow Jones Sustainability Index of globally ranked corporations every single year since the Index, the first of its kind, was published in 1999.

Marketing

Professor Scott Erickson delivered a module focused on social marketing and sustainability in all sections of Principles of Marketing, totally approximately 400 students (five sections in fall 2014 and three in spring 2015).

Management

Professor Narges Kasiri delivered a module to all sections of her Operations Management course (two sections). In this module, students investigated how sustainability can be incorporated into the life cycle of products and services. They looked at how sustainability has to be taken into account in the design phase, production phase, and logistics. In addition, they looked into possible plans on the end of

the life of products/services. Moreover in this module, students investigated sustainable operations solutions implemented in over 20 international companies.

In addition to the sustainability modules, faculty continue to incorporate sustainability issues into their teaching in multiple ways. For example, Professor Scott Erickson's Social & Non-Profit Marketing class worked with a local client the entire semester, Get Your GreenBack Tompkins (<http://getyourgreenbacktompkins.org/>) and delivered final reports (oral and written) during finals week. In addition, the Masters students in the class did an additional project on restructuring GYGB's website.

FACULTY

Faculty throughout the School of Business continue to distinguish themselves by investing in research, teaching, and practice focused on issues of sustainability.

Notably, Professor Duncan Duke published a paper in the esteemed Harvard Business Review which is focused broadly on sustainability (although not necessarily environmental). The push for large corporations to serve the needs of low-income populations is generally seen as an important step in addressing global social equity issues.

Professor Hormoz Movassaghi delivered an invited talk titled "Sustainable Investing: A Global Outlook" as part of a panel presentation in the national conference of the Association for Global Business on November 14, 2014 in Orlando, FL. Professor Movassaghi also presented a paper co-authored with Professor Narges Kasiri, Assistant Professor of Management, titled "Sustainability Strategies in Operation: A Game Theory Approach" in the same conference.

In October, Professor Marlene Barken, Professor Scott Erickson, and David Barken ('14, H&S), presented at the Social Marketing Advances in Theory & Practice Conference in Lake Louise, AB, Canada. The three presented a paper on "Caroline Elementary School's Hybrid Garden: A Case Study in Social Marketing" and Professor Erickson presented an additional paper "High-Density Housing: Enriching or Eroding the Exchange?" The Caroline Elementary School paper was invited for submission to a special issue of the Journal of Social Marketing and is currently in the second round of a revise and resubmit.

Finally, Professors Movassaghi, Barken, and Mulugetta have been exploring the idea of a faculty supervised student management fund in Sustainable Investing.

ITHACA COLLEGE BUSINESS PLAN COMPETITION

The winner of the 2nd Annual Ithaca College Business Plan competition has sustainability in mind at the center of their business proposal. The company, Subversive Malting & Brewing, is opening a facility to malt grains and brew beer using sustainable methods, as well as providing a local source of malted grains for New York State based brewers - who currently source from the mid-west and Europe.

Zane Coffey '15, Max Ocean '15, and Daniel Minogue '15 walked away with the top prize of \$20,000. Subversive Malting and Brewing is a pre-Prohibition style malt house and brewery located in the Hudson Valley that aims to forge local economy connections among brewers, beer-lovers and farmers.

"Winning the competition is fundamental to us being able to move forward with our business. We already feel the value of winning the competition is going to be much greater than the prize money; it

has already generated a ton of interest in our business (both from consumers and potential investors) and we are confident it will enable us to obtain additional funding with this award under our belts.” said Max Ocean '15.



SPEAKERS

The School of Business held two major speaker events in AY 2014-2015, as a part of the Sustainability Leadership Series.

A clean tech leader, Dan Miller presented on the topic: “How to Fix Climate Change for Free” on October 7, 2014. Mr. Miller is Managing Director of The Roda Group, a Berkeley venture capital group he co-founded that is focused on clean tech. He is a former board member of biofuel manufacturer Solazyme, and he was previously the president of Ask Jeeves, Inc., both former Roda Group affiliate companies. Mr. Miller co-founded TCSI Corporation, which became a leading provider of telecommunications software. Before that, he designed communication satellite payloads at Hughes Aircraft (now Boeing) Space & Communications. Dan received his BS degree from Cornell University and his MS degree from Stanford University.

Marlene Barken, Chair of the Business School's Sustainability Committee, was excited to bring Dan Miller to campus. “Dan is a leading advocate on the need to take urgent action to address climate change. He is a successful venture capitalist with years of experience seeking solutions to technological problems,” says Marlene. “His firm, The Roda Group, now focuses exclusively on funding clean technology that can be scaled to meet the challenges presented by climate change.

The presentation and surrounding activities were a great opportunity for students to engage with an industry leader in clean tech. Mr. Miller was so impressed with the students and programs of the School of Business that he returned in late April to meet with students of Professor Barken’s Environmental Law & Policy Seminar. Professor Mulugetta joined the class to discuss investment in green technologies.

Mr. **Ed Harwood** presented on the topic “Seeking Resilience in Our Food System” on February 9, 2015. Mr. Harwood, Chief Science Officer and Co-Founder, has over 30 years of agricultural and engineering experience. Ed founded [AeroFarms](#) in 2004 as GreatVeggies® LLC before commercializing, further in 2009 with clean tech investment from 21 Ventures and The Quercus Trust.

A proven leader in technology and the environment, Mr. Harwood has been recognized with the following awards:

- 2011 World Technology Awards Finalist for the Environment
- 2011 Clean Equity Monaco Runner Up for Technology Research
- 2010 Red Herring Top 100 North America Winner

A former Associate Director of Cornell Cooperative Extension for Agriculture responsible for supervising NY state agricultural extension education, he also has senior management experience as the former CEO of Topline Waikato, Inc., a New Zealand milking equipment supplier. He was a team member for major developments in automating data collection in the dairy industry and modernizing television weather graphics. Mr. Harwood earned his B.S. in Microbiology and B.S. and M.S. in Animal Science from Colorado State University and his Ph.D. in Dairy Science minoring in Artificial Intelligence from University of Wisconsin-Madison.

The event was very well attended and students had the opportunity to meet with him both before and after the talk.

STUDENTS

Led by faculty advisor, Professor Narges Kasiri, Ithaca College's student chapter of Net Impact continues to make a difference, both on and off campus. Below is the list of activities and events that Net Impact has accomplished in 2014-2015:

Event/Activity: Dan Miller

Description: Collaborated with Ithaca College professors to organize and promote Dan Miller's arrival to Ithaca College for a presentation and student meet-up (see "Speakers" above for more details on this presentation). He is a managing director of a successful venture capital firm in California, Roda Group.

Time Frame: Mid-September – October 7th, 2014

Leadership Team Point Person: Professor Marlene Barken

Event Category: Energy and Clean Tech, Speaker engagement, Networking

Name: CarrotMob: Gorgers Subs

Description: 100% of the profits that Gorgers Subs makes through Net Impacts promotion will go towards making a sustainable change in their business. There will be music and entertainment throughout the day for everyone to enjoy.

Time Frame: Late September - November 24, 2014

Leadership Team Point Person: IC Net Impact Executive Board

Event Category: Community service, Corporate Impact, Entrepreneurship and Social Enterprise, Social.

Event/Activity: Sustainable Entrepreneurship with Bob Ellis

Description: Ithaca College professor Bob Ellis led the undergraduate chapter in a real life sustainability case to teach members what to look for when operating a for-profit business while acting in a sustainable manner.

Time Frame: October 1- October 27, 2014

Leadership Team Point Person: IC Net Impact Executive Board

Event Category: Corporate Impact, Education, Entrepreneurship and Social Enterprise, Speaker Engagement.

Event/Activity: 2014 Net Impact Conference

Description: Ithaca College Net Impact Undergraduate Chapter's Executive Board attended the Breaking Boundaries Conference in Minneapolis Minnesota. Two members of the chapter members won the "Food Should Taste Good and Do Good Ideation Challenge" put on by General Mill's.

Time Frame: November 6-8, 2014

Leadership Team Point Person: IC Net Impact Executive Board

Event Category: Career and Leadership Development, Community Development, Competition, Conference, Corporate Impact, Education, Entrepreneurship and Social Enterprise, Environmental and Natural Resources, Entrepreneurship, Net Impact-Hosted Event, Networking, Nonprofit and Public Sector Innovation, Social, Speaking Engagement, Sustainable Food.

Event/Activity: Student Leadership Institute, Breaking Boundaries: Better Business Today

Description: Ithaca College Net Impact executive board created and presented on key points and experiences of the 2014 Net Impact Conference.

Time Frame: December 4, 2014 12pm-1pm

Leadership Team Point Person: IC Net Impact Executive Board

Event Category: Career and leadership development, Education

Event/Activity: March Madness Tournament Challenge

Description: Ithaca College Net Impact created a NCAA March Madness bracket challenge to raise funds for the club.

Time Frame: March 2015

Leadership Team Point Person: IC Net Impact Executive Board

Event Category: Fundraiser

SUSTAINABILITY IN ACTION COLLOQUIUM

The Dorothy D. and Roy H. Park Center for Business and Sustainable Enterprise hosted the Annual Sustainability in Action Student-Faculty Colloquium on April 23, 2015.

In keeping with the College's commitment to sustainability, students and faculty in the School of Business engage in collaborative research. This year's colloquium featured three talks from students and faculty, led by Moderator, Professor Marlene Barken.

Presentations included:

Get Your GreenBack Tompkins

Presented by: Melinda Carlison, Andrea Clark, Nick Dabrowski, Nick Marcatelli, Pierre Patnode

Faculty Sponsor: Scott Erickson

Creating Shared Value: Case Study of BMW's Sustainability Strategies

Presented by: Jeffrey Ambrose and Julia Harrison

Faculty Sponsor: Hormoz Movassaghi

Net Impact: Business Sustainability

Presented by: Samantha Kirsch, President; Kevin Xu, VP of Marketing; Cailin Korts, VP of Finance; Dwayne Moore, VP of Communications; Otto Bonk, Director of Small Steps

Faculty Sponsor: Narges Kasiri

Sustainability Activities in Ithaca College's School of Business 2013-2014 Academic Year

STUDENTS

This year, five Ithaca College students attended the **Net Impact** conference in **Silicon Valley**, in October 2013. Participants included Anna Isachenko '14, Andrew Ebert '14, Rebecca Blondin '14, Alexandra Robinson '14 and Megan Goodwine '15. The three-day conference brought together 2,500 participants from around the world with one mission in mind – to spark change in themselves, in the workplace and in the world through exploration, innovation and experimentation.

Among the 379 speakers were Denise Morrison, President and CEO of Campbell Soup, Ken Cohen, VP of Exxon Mobil and Blake Mycoskie, Founder and CEO of TOMS Shoes. A total of 187 Net Impact chapters attended the conference, 41 of which were undergraduate chapters. Many of the participants were advocating for increases in Corporate Social Responsibility Policies, ethical and sustainable behaviors in the workplace as well as for companies to involve all stakeholders. The conference also featured an expo where 61% of the companies were recruiting.

SUSTAINABILITY IN ACTION FORUM

The Dorothy D. and Roy H. Park Center for Business and Sustainable Enterprise hosted the Annual Sustainability in Action Student-Faculty colloquium April 17, 2014.

In keeping with the College's commitment to sustainability, students and faculty in the School of Business engage in collaborative research. Four talks from students and faculty are on the schedule.

Mary Ellen Zuckerman, Dean of the School of Business, acted as moderator and the following groups presented, which include two teams from the Third Annual Sustainability Case Competition: Team Community Solutions and People Helping People.

In addition, Alyssa Stoeckl '13, Ali Al Marzouqi '17, Anzella Afroze '17, and Kristen Brown '13, presented: Paper book vs. Ebook: A Carbon Footprint Analysis. This presentation demonstrated how much carbon emission is caused by an IC student during a 4-year period of using textbooks. The analysis will shed light on how we can work to become a more sustainable campus.

Rebecca Blondin '14, from Net Impact, took "A Look Back" at past experiences from Net Impact national conferences.

SUSTAINABILITY CASE COMPETITION

To further highlight business and sustainability, the School of Business sponsored the 3rd Annual Sustainability Case Competition, April 16, 2014. The Sustainability Case Competition focused on a real organization with a business and sustainability issue. The overall goal is for students to learn about how sustainability issues impact the real world, locally and globally.

The 2014 Sustainability Case competition focused on researching and developing a marketing plan for the Greater Ithaca Activities Center (GIAC). The plan focused on the market feasibility of having a food establishment, possibly a franchise, on the Northside of Ithaca, one that individuals served by GIAC

could be trained to run. Student teams were to develop feasibility studies, talk to GIAC personnel and those served by GIAC and develop a plan.

The following faculty and staff members served as competition resources: Bread Treat, Management Lecturer; Robert Ellis, Assistant Professor, Finance and International Business; and Heather Lane, Management Lecturer.

The top prize was awarded to People Helping People. This team included Cameron Miller '16, Erling Kristiansen '16, Spencer Carr '16, Andrew Lightner '16, and Zane Coffey '15. Their plan was to open a small New York style deli in Ithaca that would provide employment to at-risk teenagers from GIAC. The plan also brings healthy, affordable food to the North Side of Ithaca, which currently isn't available. "We hope this model will provide GIAC with a steady income stream as well as a tool to employ members of the GIAC Community." said team member Andy Lightner.

Second place went to Team Community Solutions (David Barken '14, Lewis Kendall '14, and John Winters DiMarco '14) and IConic Inc. (Leonard Davis '17) took third. \$10,000 in total prize money was awarded with first receiving \$5,000, second awarded \$3,500 and \$1,500 for third.

Judges included: Travis Brooks (Greater Ithaca Activities Center), Leslyn Mcbean-Clairborn (Greater Ithaca Activities Center), Barbara Howard (Associate Dean, School of Business), Mary Ellen Zuckerman (Dean, School of Business), Bob Ellis (Assistant Professor, School of Business) and Mary Gold (Challenge Workforce Solutions).

FACULTY

Duncan Duke attended the AACSB (Association to Advance Collegiate Schools of Business) Sustainability Conference in June 2014.

The Board of Trustees visited Duke's class and the program for that day was a case study on sustainability: exploring Puma's Environmental Profit and Loss Statement initiative.

They looked at Puma's history, and the strategic implications of developing and then publishing its "Environmental Profit and Loss Statement" which puts numbers on the negative environmental externalities of the firm's operations (up to its fourth tier suppliers). They examined the potential benefits and risks of this initiative on different dimensions (consumer preference, investor relations, etc.) and how it supported or detracted from Puma's overarching strategy and market positioning.

The trustees were mostly surprised that Puma would go ahead with such an initiative, and quickly grasped the risks and liabilities it entailed – someone could sue Puma for the \$400 million in damages it openly admitted to in this exercise. Students focused more on how this mostly accounting/finance initiative did not have much impact on brand equity from their point of view.