

An Invitation to the Inaugural Conference Corporate & College Collaborative for Sustainability Universities and Businesses Partner for New Paths in Sustainability Education

Are colleges keeping up? In just four years, the millennial generation will make up half of the workforce worldwide. However, many students feel unprepared for the challenges ahead. Both CEOs and students have identified sustainability as a key issue for businesses, yet concern is growing that education in this area is falling behind.

Sustainability is a dynamic and cross-disciplinary concept -- and its scope is rapidly growing to encompass environmental, social, economic and cultural concerns. Working alone, undergraduate institutions lack the real-time insights needed to adequately educate their students. But they can obtain those insights from businesses working on the front lines of sustainability in their day to day operations.

A new type of university and corporate collaborative is needed to prepare undergraduates for sustainability leadership.

Join IBM, the College of William & Mary, the Corporate Eco Forum, and a growing list of corporations and universities from across the U.S. in the launch of the first collaborative focusing on undergraduate sustainability education.

The CCCS will focus on these key challenges:

The gap between corporate sustainability strategy and undergraduate education

To date, the focus on sustainability education has been almost exclusively at the MBA level. At an undergraduate level, sustainability is rarely approached collaboratively across university disciplines or with corporate partners. To be effective, sustainability education must be grounded in the challenges facing today's businesses. The CCCS offers a forum where businesses and universities co-create this new approach to sustainability education.

The opportunity for problem-solving partnerships

This initiative will capitalize on experiential problem-solving with business leaders to support the educational effort. Businesses will bring real-time challenges to the universities for student engagement in courses and research projects. Also, the collaborative will create opportunities for business executives to inspire and educate the next generation of leaders.

The need to quickly scale impact

Too often, each university addresses innovation in isolation. This collaborative will focus on discovering best practices in sustainability business education by creating a new network of universities and corporations. Networked collaboration will increase the scale of impact and accelerate the pace of change in sustainability education.

Together participants in the CCCS will help:

- ◆ Prepare students to understand problems from a systems perspective
- ◆ Highlight best practices and key concepts for a sustainability curriculum
- ◆ Identify the leadership skills this future generation of executives will need in an increasing complex and interconnected world
- ◆ Develop collaborative projects between corporations and universities
- ◆ Improve understanding of how millennials can change organizations from within.

Conference Overview

Day 1: Business & University Conversations

Friday, October 1 8:30am-5:30pm

Format: Interactive panels of business leaders, students, and faculty, followed by roundtable discussions. Topics will be explored in greater depth and facilitated by subject matter experts. Current Sessions include:

- ◆ **IBM Future Leaders Study**
Implications for Business and Education of IBM's global survey of 3,600 students worldwide
- ◆ **Changing Corporate and Campus Culture**
Lessons in sustainability change management from Saatchi & Saatchi
- ◆ **The Sustainability & Social Responsibility Gap**
From changing attitudes to changing behaviors (research insights from faculty)
- ◆ **Social Entrepreneurship and Emerging Markets**
New models for economic, social, and environmental sustainability (with Greg van Kirk of Social Entrepreneurship Corps)
- ◆ **Role of Finance in Sustainable Development**
Led by John Greenwood, VP at Citigroup
- ◆ **Engaging Consumers in Sustainability through Social Media & Marketing**
Led by Matt Williams of the Martin Agency

Day 2: Co-creating Sustainability Projects & Education

Saturday, October 2 8:30am-1:30pm

- ◆ **The Sustainability Leadership Gap within Corporations and Colleges**
Led by IBM, Corporate Eco Forum, Carnegie New Leaders Program at the Carnegie Council for Ethics in International Affairs
- ◆ **Innovation in Business Ethics Education**
Led by Mary Gentile, creator of Giving Voice to Values curriculum
- ◆ **Engaging students in Social Entrepreneurship**
Led by Greg van Kirk of Social Entrepreneurship Corps
- ◆ **"Do One Thing for Sustainability" Workshops for Students** Led by Saatchi S Consulting

Participating Universities currently include:

Bentley University	Syracuse University
Boston College	University of Arizona
College of William & Mary	University of Minnesota
Emory University	University of Virginia
George Washington University	Wake Forest University
New York University	Washington U. (St. Louis)
Ohio State University	