



Sustainability Enterprise Partnership: A Transdisciplinary Approach

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Why the Interest in Sustainability?

- 70% of companies plan to step up investment and management of sustainability over the next year¹
- 54% say pursuing sustainability-related strategies is necessary to be competitive now, and 32% more say this will be true in the future¹
- 76% of executives say sustainability contributes positively to shareholder value in the long term²
- 72% of managers say sustainability is “extremely” or “very important” to managing corporate reputation and brands²
- 92% of executives said that their company was addressing sustainability²

¹Sloan Management Review (Winter 2011)

²McKinsey Quarterly (March 2010)

What is Sustainability?

- The traditional definition of sustainability calls for policies and strategies that meet society's present needs without compromising the ability of future generations to meet their own needs.
- Current needs reflect economic, social, governance, technological, and environmental issues:
 - Global Resource Use and Consumption
 - Climate Change
 - The Earth as a System
 - The Triple Bottom Line
 - Technological and Policy Solutions
 - Global Citizenship and Environmental Stewardship

Sustainable Enterprise Partnership

- Whitman School of Management at Syracuse University
- State University of New York College of Environmental Science and Forestry
 - All programs relate to natural resources and the environment.
- Syracuse Center of Excellence in Environmental and Energy Systems (CoE)
 - Collection of businesses that focus on research, development, and educational projects relating to environmental and energy concerns.



Sustainable Enterprise Partnership

- L.C. Smith College of Engineering and Computer Science collaborates with the Partnership to develop courses and curricula
 - Integrates business, engineering, policy, and practice
 - Programs and courses at graduate and undergraduate level
 - Courses used in Environment and Society minor (Geography department)
- Internship opportunities with companies at Syracuse CoE
- Supports co-curricular activities on campus
 - SU/ESF Net Impact
 - Students in Free Enterprise (SIFE)
 - Converting Organic Waste
 - Green Business Initiative

Influences from NUBS

- Summer reading in required freshmen course
 - Strategy for Sustainability: A Business Manifesto by Adam Werbach
- SIFE students organizing DOT campaign across campus
 - Do One Thing (DOT) for Sustainability

