

ANNUAL REPORT

2019 - 2020

ACCELERATING THE
INTEGRATION OF
SUSTAINABILITY INTO
BUSINESS



PennState
Smeal College of Business

Center for the
Business of Sustainability



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RESEARCH



RESEARCH DIRECTOR

This year the Center appointed a Research Director, Dan Cahoy, Professor of Business Law who has been a member of the Smeal faculty since 2001. His research focuses on intellectual property as a sustainability innovation incentive and the protection of worker and individual rights through law and regulation. As Center Research Director, he identifies and highlights faculty research strengths, coordinates the research grants program and serves as a contact point between Smeal and the business community. This position was made possible by the Robert and Suzanne Davidow Excellence in Sustainability Fund.



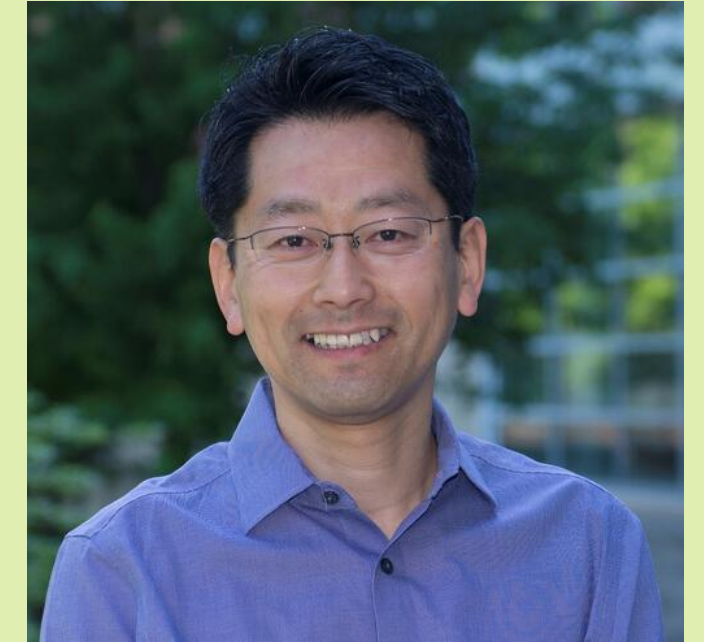
FACULTY AFFILIATES

The Center Faculty Affiliate program allows faculty in Smeal and across Penn State to formally associate with the center, forming a community of scholars focused on how business and markets can work for social justice and environmental conservation.



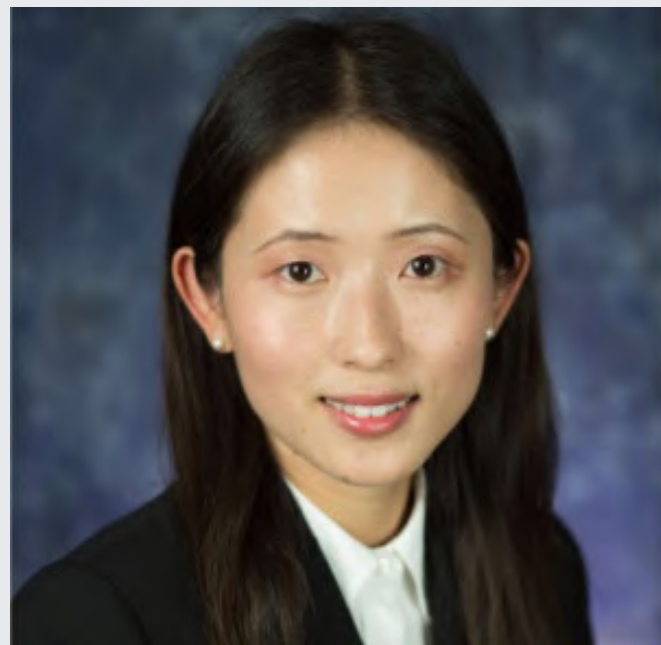
Mark Desjardine

Management & Organization, Sustainable Investing & ESG Performance, Corporate Social Responsibility and Activism



Jiro Yoshida

Risk Management, Sustainable Investing, ESG Performance, & Expertise in Research and Green Buildings



Yue Zhang

Supply Chain & Information Systems, Sustainability in Supply Chains



Peter Iliev

Finance, Sustainable Investing & ESG Performance



Karen Winterich

Marketing, Sustainable Product Development & Consumer Behavior



Terry Harrison

Supply Chain & Information Systems, Sustainability in Supply Chains

RESEARCH SEMINARS

The Center's Sustainability Research Series showcased Smeal research faculty with active research projects in the business of sustainability.

CHARLENE
ZIETSMA
20 Attendees



PennState
Smeal College of Business

**CHARLENE
ZIETSMA**
ASSOCIATE
PROFESSOR, JOHN
AND BECKY SURMA
DEAN'S RESEARCH
FELLOW

Tuesday, December 3rd
12pm - 1pm
Room 217 - Business Building

**Shock, shame and
reflexivity?:
(How) does art
help us to change
our unsustainable
ways?**

RSVP to Valerie Struble
vjc4@psu.edu

JIRO YOSHIDA
51 Attendees



PennState
Smeal College of Business

JIRO YOSHIDA
ASSOCIATE PROFESSOR,
RISK MANAGEMENT

12p - 1p | Wednesday, February 19
Room 217 - Business Building
Part of the Smeal Sustainability
Research Seminar Series

**Are Green
Buildings Valued
Differently in
the Market?**

RSVP by February 12th to
Megan Nollman
mrn14@psu.edu
Luncheon included with RSVP

SURESH
MUTHULINGAM
35 Attendees



PennState
Smeal College of Business

**SURESH
MUTHULINGAM**
ASSOCIATE PROFESSOR
OF SUPPLY CHAIN
MANAGEMENT

12p - 1p | Friday, January 17
Room 217 - Business Building
Part of the Smeal Sustainability
Research Seminar Series

**Does Water Scarcity
Affect Environmental
Performance?
Evidence from
Manufacturing
Facilities in Texas**

RSVP to Megan Nollman
mrn14@psu.edu

Price Entitlement
Effect
KAREN
WINTERICH
Postponed due
to COVID19



PennState
Smeal College of Business

KAREN WINTERICH
PROFESSOR
OF MARKETING

12p - 1p | Wednesday, March 18
Room 217 - Business Building
Part of the Smeal Sustainability
Research Seminar Series

**The Price
Entitlement Effect:
When and Why
Consumers Purchase
Higher-Priced, But Less
Sustainable Products**

RSVP by March 11th to
Megan Nollman
mrn14@psu.edu
Luncheon included with RSVP

MATERIALS DAY 2019

OCTOBER 29-30, 2019

Polymer Innovation from Molecules to Market

The Center partnered with the Materials Research Institute (MRI) to organize a cross-disciplinary panel at its annual Materials Day event which brings industry and academia together.

PANELISTS

Karen Winterich: Professor of Marketing, Frank and Mary Smeal Research Fellow, Smeal College of Business

Alicyn Rhoades: Associate Professor of Engineering, Director of AREC-USA, Plastics Engineering Technology, Penn State Behrend

Enrique Gomez: Professor of Chemical Engineering (Not Pictured)

MODERATOR

Erik Foley: Director, Center for the Business of Sustainability





SUSTAINABILITY RESEARCH GRANTS

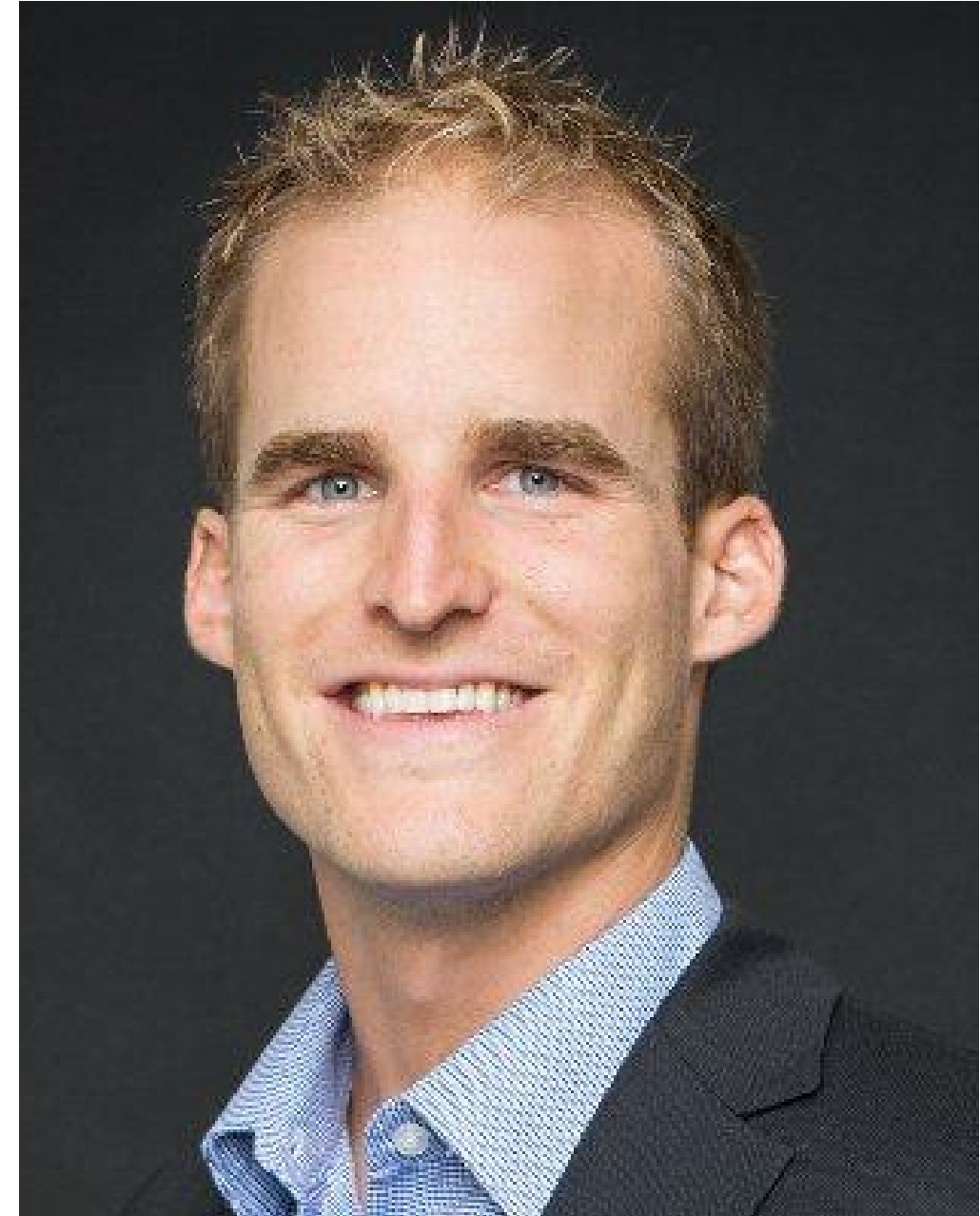
The Center awarded \$36,030 for six proposals from three departments:

MARKETING

SUPPLY CHAIN & INFORMATION SYSTEMS

MANAGEMENT & ORGANIZATION

*"Hedge Funds Activism,
Boardroom Composition, and
Corporate Social
Responsibility"*



Mark Desjardine

PhD, CFA

Assistant Professor, Management &
Organization

*"Repair Services: Nudging
Consumers to Repair Instead
of Replace"*



Karen Winterich

PhD , BSBA
Professor, Frank and Mary Smeal
Research Fellow, Marketing



Nathan Allred

PhD Student
Marketing

*"Does Water Scarcity Affect
Environmental Performance:
Evidence from Manufacturing
Facilities in Texas"*



Suvrat Dhanorkar

PhD, MBA
Assistant Professor of Supply Chain
Management



Suresh Muthulingam

PhD, MBA
Associate Professor of Supply Chain
Management

*"Estimating Demand for a
Corporate Ridesharing
Initiative in Brazil"*



Aydin Alptekinoglu

PhD, MS

Associate Professor of Supply Chain
Management, Robert G. Schwartz
University Endowed Fellow in Business
Administration, Director of Research
of Center for Supply Chain Research



Sergey Naumov

PhD, MS (3)

Researcher, PhD Candidate, MIT

*"How do Meta-Organizations
Build Sustainable Global
Supply Chain Networks? The
Case of the Responsible
Business Alliance"*



Veronica Villena

PhD, MBA

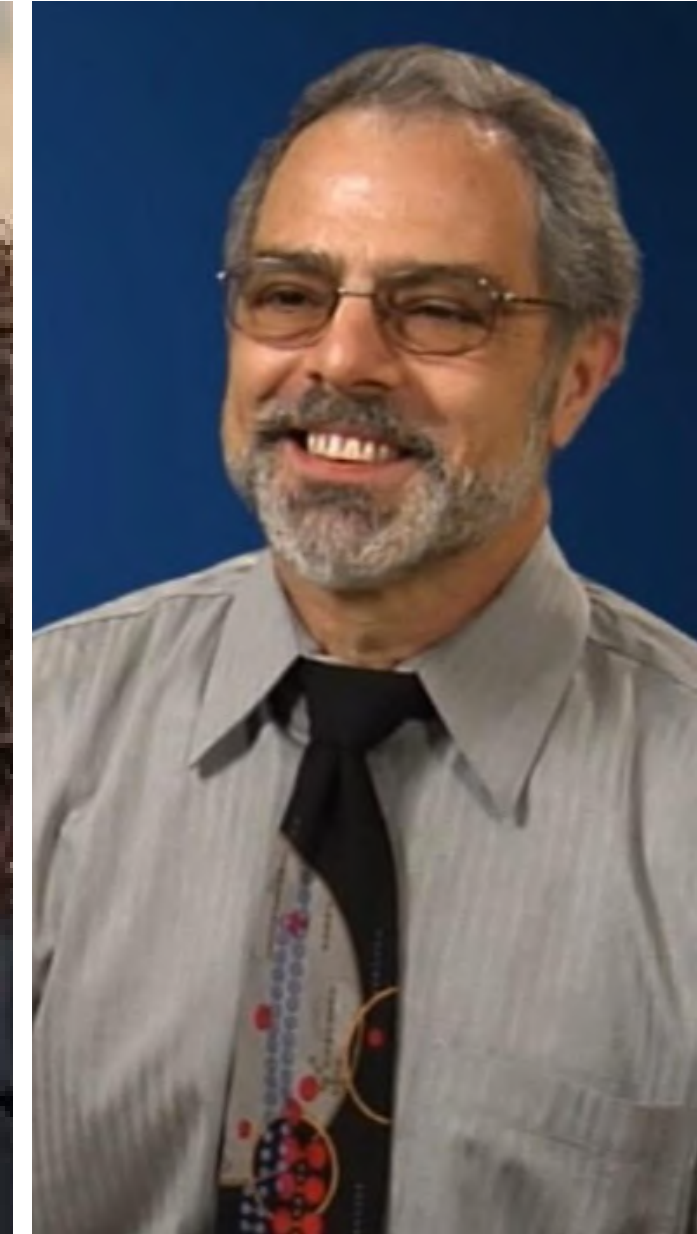
Assistant Professor, Supply
Chain and Information
Systems



Charlene Zietsma

PhD, MBA

Associate Professor, John and
Becky Surma Dean's Research
Fellow



Denny Gioia

DBA, MBA

Robert & Judith Auritt Klein
Professor of Management

"Downsizing and Secondhand Markets"



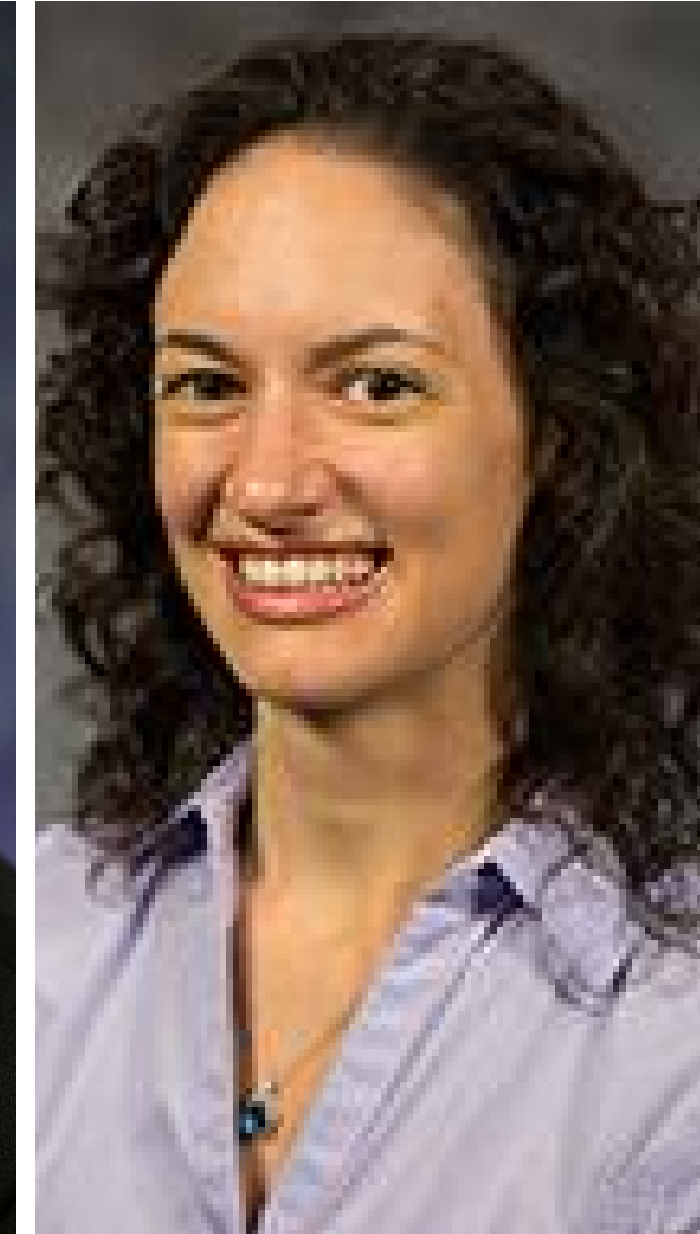
Lisa E. Bolton

PhD, MSRT
Professor of Marketing,
Frank & Mary Jean Smeal
Research Fellow



Meg Meloy

PhD, MS
Professor of Marketing, Calvin E.
and Pamala T. Zimmerman
Fellow



Gretchen Wilroy

PhD Student
Marketing

EDUCATIONAL PROGRAMS



ENROLLMENT TO DATE

These three courses are the cornerstone of Smeal's sustainability curriculum. BA342 is required for all undergraduates and BA441 and BA442 are an elective two-course sequence for students in any major who want to go deeper.

**BA 342 Socially Responsible,
Sustainable & Ethical Business
Practices**

13,636

SUSTAINABILITY TWO - PIECE

**BA 441 Strategies for
Enterprise Sustainability**

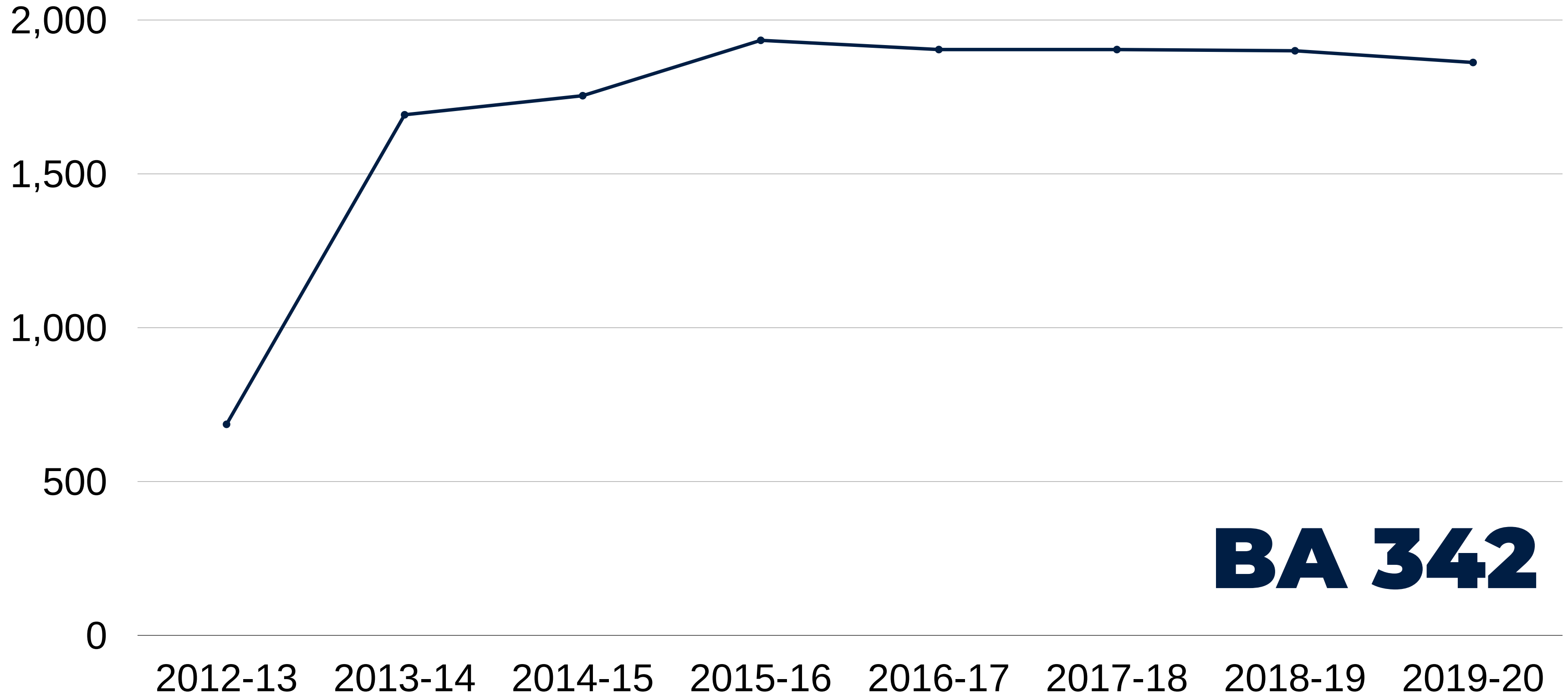
305

**BA 442 Sustainable Behavior
of Consumers, Firms, and
Societies**

345

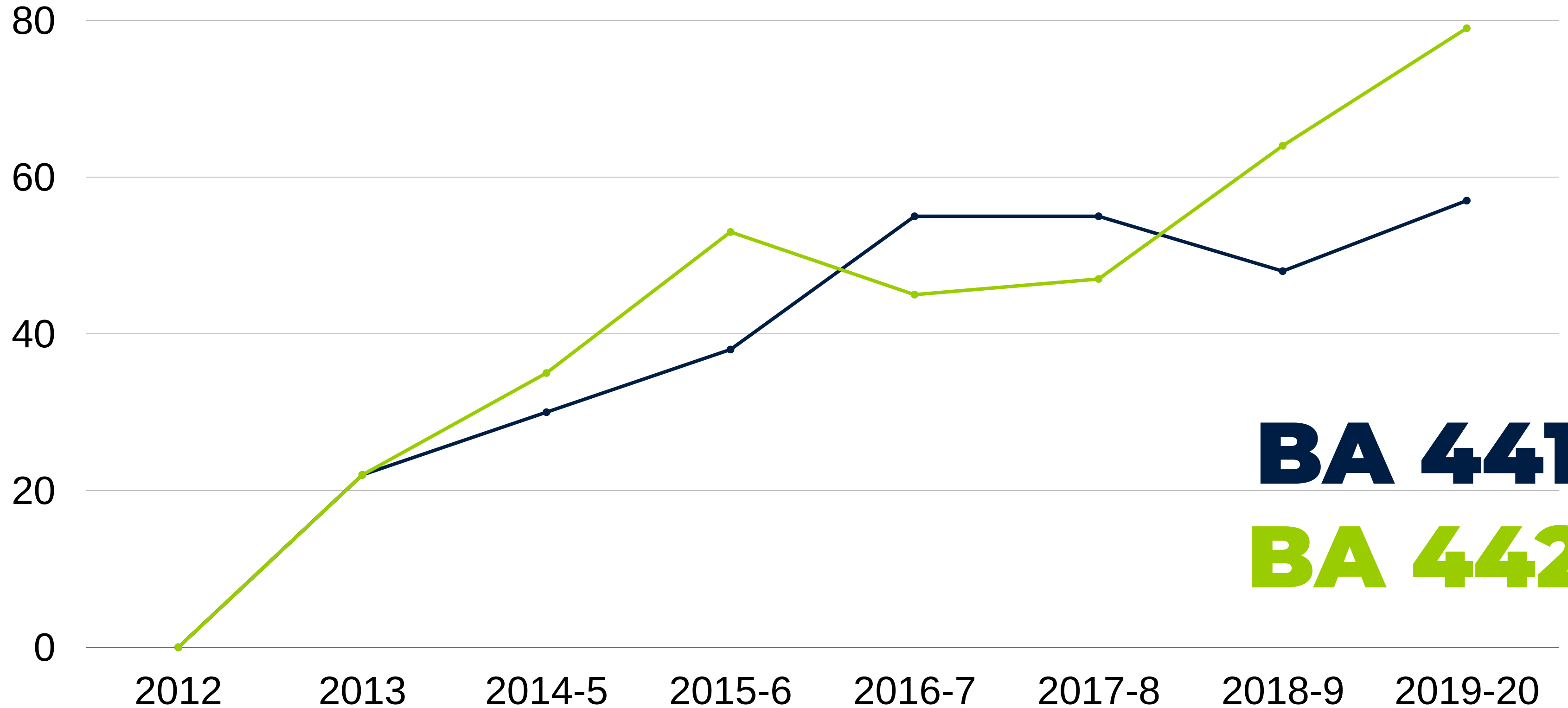


STUDENT ENROLLMENT IN BA 342



BA 342

STUDENT ENROLLMENT IN SUSTAINABILITY TWO - PIECE



BA 441

BA 442

ADVANCING SUSTAINABILITY IN THE UNDERGRADUATE CURRICULUM

- Began development of MajorSustainability.com, a website built by and for business students so they can see how their major contributes to a company's environmental and social impact
- Produced six videos showing how nearly every Smeal major contributes to sustainability. These videos will reach over 2,000 students a year.
- Development of a learning assessment model to track our success at educating business students about sustainability



BUSINESS SUSTAINABILITY STRATEGY GRADUATE CERTIFICATE

The Center worked with Smeal's Professional Graduate Programs office to launch a 9-credit Graduate Certificate in Business Sustainability Strategy. The certificate helps participants develop the skills to effectively assess financial, environmental, and social risks and opportunities in an integrated way.

GRADUATION CLASS OF 2020

GRADUATE STUDENTS

9

ONLINE MBA
CORPORATE INNOVATION
EXECUTIVE LEADERSHIP

4

CERTIFICATE STUDENTS

2

RESIDENTIAL MBA STUDENTS



Online Graduate Certificate in Business Sustainability Strategy

As concern for the environment has grown in recent decades, incorporating sustainability practices into core business strategy and operations, from supply chain to marketing to accounting, is no longer an option for companies — it's a necessity. Now more than ever, businesses must manage their environmental and social impact in order to drive profitability, reduce cost and risk, and build competitive advantage. You need the skills and knowledge to help your organization create transformative change and achieve long-term sustainability.

BUILDING A SUSTAINABLE SUPPLY CHAIN EXECUTIVE EDUCATION

OVERVIEW

3-Day Short Course University Park, PA

The Center partners with Executive Programs to offer Building a Sustainable Supply Chain, a 3-day workshop for sourcing managers and supply chain professionals.

ENROLLMENT

FALL 2019: 13

Spring 2020: N/A

(Cancelled due to COVID19)

TOTAL
75

INSTRUCTORS

Mark S. Anner, Ph.D.

Professor, Labor and
Employment Relations
Center Director, Center for
Global Workers' Rights



Erik Foley

Instructor Management
and Organization, Director
Center for the Business of
Sustainability



V. Daniel Guide Jr. Ph.D.

Professor, Smeal
Chaired Professor of
Operations & Supply
Chain Management



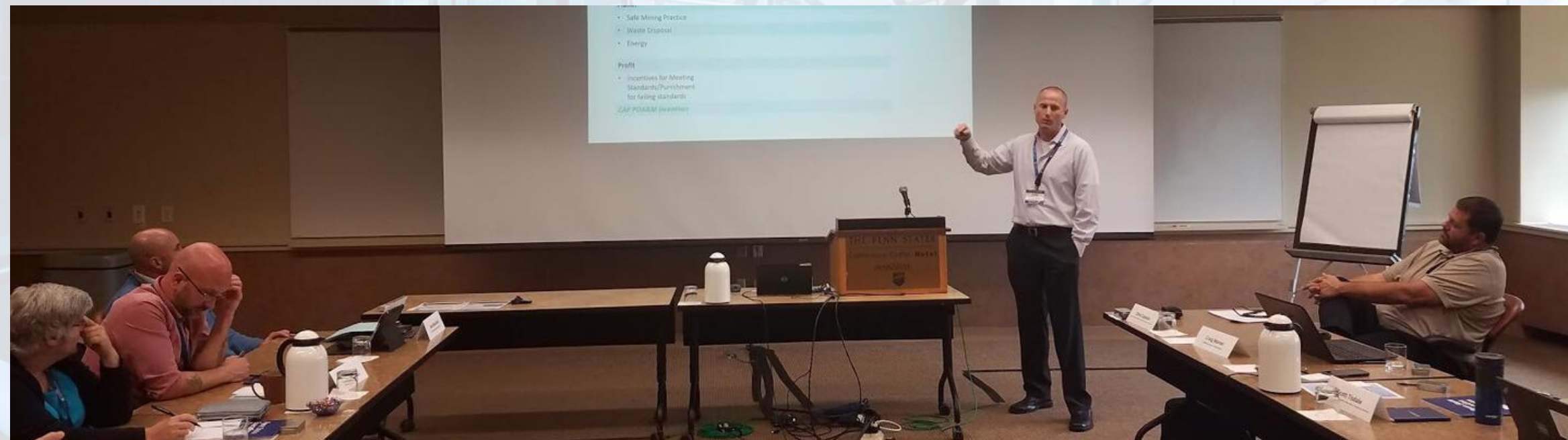
David M. Kiser

Senior Advisor, Consultant
and Educator at EHS&S
Strategy, Programs and
Executive Management



Kevin I. McKnight J.D.

Consultant at McKnight
Consulting LLC



STUDENT & ALUMNI ENGAGEMENT



SMEAL ALUMNI NETWORK

This year, the Center worked with Smeal Alumni Relations to launch the Smeal Sustainability Alumni Network (SSAN) which offers educational and networking opportunities.

50
MEMBERS

EVENTS

	ATTENDEES
Kick-off Web Conference	35
Steering Committee Meeting	8
Virtual Reception	8

Danielle Yzaguirre

SSAN is led by Danielle Yzaguirre (SCIS 17') currently in the Operations Leadership Development Program with Raytheon Technologies



SMEAL SUSTAINABILITY ALUMNI NETWORK

Kick-off Web Conference

Thursday
February 13, 2020
12 - 1 PM EST

Register at:

<https://engage.tassl.com/event/6850/>

Guest Speakers

Dan Fogel

CEO/Founder of SP3 Capital
Impact Investing



Devin Giles

Sustainability Project Leader
at International Paper



For more information on the network, please visit:
<https://engage.tassl.com/group/4989/>

STUDENT PROJECTS

Student clubs and class projects provide great learning for students and help the Center constantly improve its programs and industry engagement. Projects this year focused on member engagement, co-curricular student learning, social media and video production.

MGMT 496 Student Engagement Strategy

Kayla Ellison
Sophomore, Management



PRIME Member Engagement Strategy

Jasmine Clark
Senior, International Business



Comm Agency Social Media Presence and Strategy

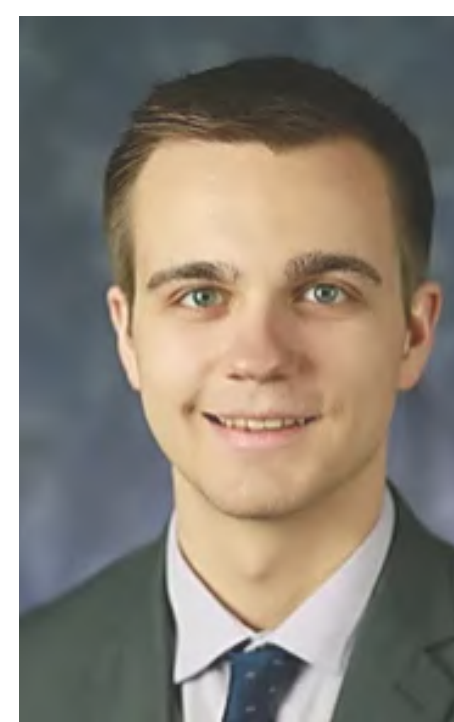
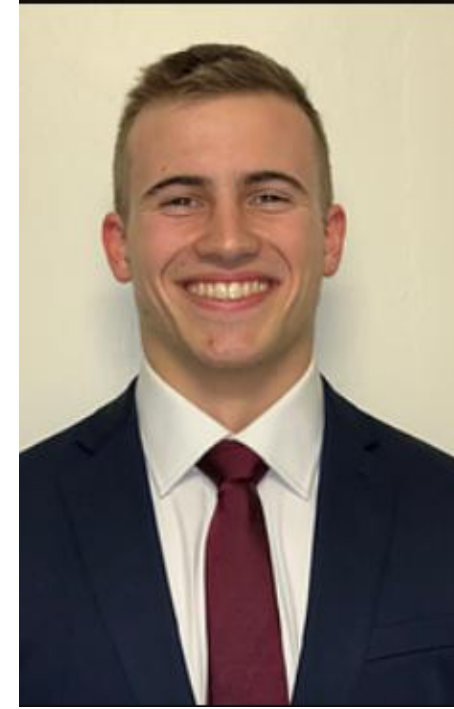
Jade Campos
Sophomore, Journalism



Comm Agency Videography for Member and Donor Recruiting

Alexandra Palacios
Sophomore, Broadcast Journalism





NET IMPACT

Net Impact has 400 chapters in leading business schools and is focused on supporting business leaders to build a more just and sustainable world. Smeal has an undergraduate and graduate Net Impact chapter.

National Conference Detroit, MI

(Far Left)

Executive Board

(Left to Right)

Catie Kelly (president), Katie Leite (VP), Thomas Podrask (Treasurer), Grace Fogel (Secretary), Faith Gongaware (PR), Carol Melo (Corporate Relation), Maggie-Rose Pelella (Service Director), Rigers Qarri (CO-Conference Director), Ryan Kelly (CO-Conference Director)

CLIMATE CAP CONFERENCE

The Center supported MBA students in attending this "annual event that brings MBA students and industry leaders together to learn what every MBA needs to know about the business implications of climate change"



SMEAL MBAS ATTENDED:

Vishal Jagrup
Orlando Acevedo
Eonji Kim
Alok Pande
Suli Huang
Justin Zwack
Carolina Valdizon
Alex Cole



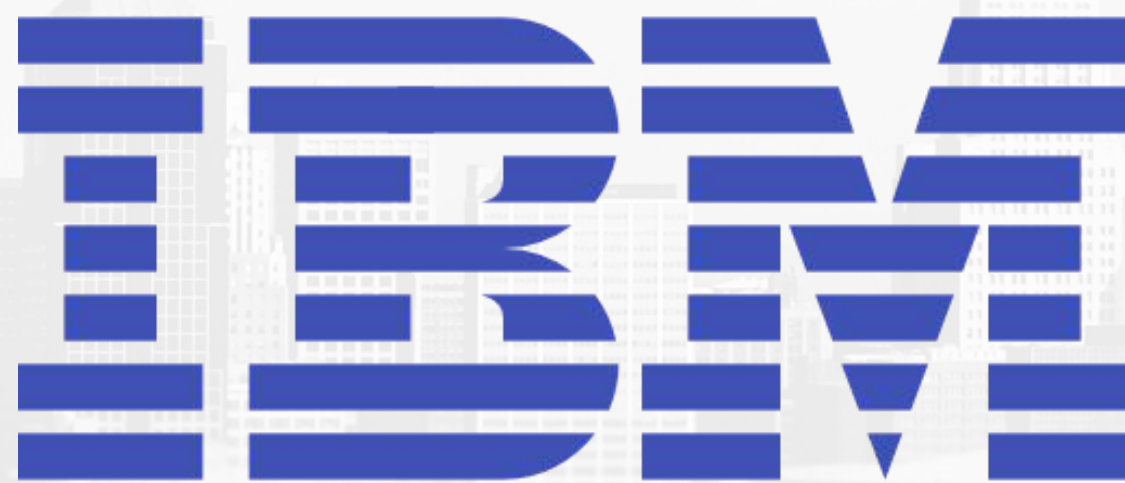
COMPANY PARTNERSHIPS



COMPANY PARTNERSHIPS

Companies join the Center because they are interested in integrating sustainability and to support our research, education, student and alumni engagement goals.

CURRENT MEMBERS

The Verizon logo, featuring the word "verizon" in a bold, black, sans-serif font, followed by a red checkmark symbol.The IBM logo, consisting of the letters "IBM" in a bold, blue, sans-serif font, with horizontal blue stripes running through the letters.The Perdue logo, featuring the word "PERDUE" in a bold, white, sans-serif font, set against a dark blue rectangular background with a yellow horizontal stripe at the bottom.

VERIZON PLASTIC FREE INITIATIVE & SCIENCE BASED TARGETS



Plastic Free

Sapphire Students worked on a project to help Verizon, analyze and track the success of removing plastics from their headquarters in New Jersey. The student team is pictured at left with their faculty advisor David Lenze.

Science Based Targets

Students in BA441 Strategies for Enterprise Sustainability worked with Verizon to help develop a Science Based Target to reduce greenhouse gas emissions. Students pictured at right.



PERDUE FARMS

Regenerative Agriculture & Marketing Approaches

Students in BA 442, Sustainable Behavior of Consumers, Firms, and Societies, worked with Perdue Farms to create new marketing campaigns for their industry leading organic and responsibly sourced products.



INSTRUCTOR: KAREN WINTERICH

Professor, Frank and Mary Smeal Research Fellow, of Marketing, Affiliated Faculty Center for the Business of Sustainability

SOCIAL VENTURES



SOCIAL ENTREPRENEURSHIP SPEAKER SERIES

The Center partnered with the Happy Valley Launchbox and Happy Valley Hustle podcast to organize the Social Entrepreneurship Speaker Series.

CREATING EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WITH DISABILITIES

PANELIST

CINDY
PASQUINELLI

CEO
Strawberry Feilds and
Good Day Café

25 ATTENDEES

FEB. 19. 2020

12 PM

HOSTED BY
LAUNCH BOX



Cindy Pasquinelli being interviewed by Bill Zimmerman
host of Happy Valley Hustle podcast



happy valley
launchbox

SOCIAL ENTREPRENEURSHIP SPEAKER SERIES

REINVENTING CREDIT CARD FEES
TO HELP LOCAL COMMUNITIES

PANELISTS

CHRISTIAN BAUM

Design Yeti

SHIZ BUCKLEY

Charity Soreceress

SAM BUCKLEY

Processing Druid

MAR. 4. 2020

12 PM

**HOSTED BY
LAUNCH BOX**

31 ATTENDEES



happy valley
launchbox

PROFITS FOR A PURPOSE: A PANEL OF SOCIAL ENTREPRENEURS AND CHANGE AGENTS

The panel is organized and sponsored by the Professional Management Association (PMA) with support from the Center for the Business of Sustainability.

JAN. 29. 2020 6-7:30 PM

PANELISTS

JOSH HELKE

Founder and CEO, Organic Climbing

MICHELE HALSELL

Assistant Director, Penn State Sustainability Institute

NICK UNIS

Founder and CEO, UnisBrands

250 ATTENDEES

The Professional Management Association Presents:

PMA EXECUTIVE SERIES

WEDNESDAY, JAN 29



HUB 117



6:00PM – 7:30PM

JOIN US

in conversation about three of Smeal's Strategic Pillars: **Sustainability, Diversity and Inclusion**, and **Honor and Integrity**. We have all heard them before, but now we want to go beyond the statistics and inspirational stories and see the everyday impact of these things and how they are created in businesses!

JOSH HELKE

founder and CEO of Organic Climbing



MICHELE HALSELL

Assistant Director, Penn State Sustainability Institute



NICK UNIS

founder and CEO of UnisBrands



THE PANELISTS

MGMT 365 SOCIAL ENTREPRENEURSHIP



This new class saw teams of students working with two local social enterprises: Good Day Café and Loba Mane.

Good Day Café

Good Day Café is a joint effort of many local partners who share a dream of a future that holds inclusion, acceptance and employment for an undeserved group of people with intellectual disabilities.

LOBA MANE

Loba Mane is a natural hair care brand focused on providing organic and sustainable products.

21 STUDENTS

All physical identifiers and description's presented belong to their legal entity.



SOCIAL ENTERPRISE CONSULTING

Ann Petko MBA Student

Our first Social Enterprise Consultant was Ann Marie Petko, a student in Smeal's residential MBA program.

Ann worked primarily with Organic Climbing/Nittany Mountain Works, a local manufacturer of outdoor gear.

The Social Enterprise Consulting program launched this year thanks to a generous gift from a Smeal alum. The program matches Smeal students with social enterprises to help them grow their business and their impact.



COVID-19 RESPONSE



SMEAL CENTER FOR THE
BUSINESS OF SUSTAINABILITY

**WE BELIEVE IN
THE POWER OF
COMMUNITY**

COVID-19 RESPONSE

SMEAL CENTER FOR THE
BUSINESS OF SUSTAINABILITY

WE BELIEVE IN

**Given the major disruption from the coronavirus and
exposed racial injustices, the Center developed an
impactful, four-pronged response:**

THE POWER OF

COMMUNITY

COVID-19 RESPONSE

INSIDE LOOK

Conversations that go beyond the headlines to hear directly from experts in sustainability and social impact.

INSIDE LOOK

CENTER FOR THE BUSINESS OF SUSTAINABILITY

COVENING THE COMMUNITY

Gathering sustainable business leaders, scholars and innovators to explore the challenges and opportunities COVID-19 presents now and in the future.



Wayne Balta
IBM



Josh Helke
Organic Climbing



Andi Kaufman
Community Capital
Management

MAY 27 12:00 PM

For More Information Visit the Link in description
#CBoSinsidelook

MAY 27: 149 VIEWERS

INSIDE LOOK

CENTER FOR THE BUSINESS OF SUSTAINABILITY

COVENING THE COMMUNITY

Gathering sustainable business leaders, scholars and innovators to explore the challenges and opportunities COVID-19 presents now and in the future.



Karen Quintos
Dell Technologies



Jean Oelwang
Virgin Unite

MAY 27 12:00 PM

For More Information Visit the Link in description
#CBoSinsidelook

APRIL 15: 122 VIEWERS

INSIGHTS

Expert interviews providing access to timely, science-based perspectives featuring scholars from across Smeal and Penn State.



Emerging Infectious Disease and the Business of Protecting Nature

Elizabeth McGraw

Director of the Center for Infectious Disease Dynamics; Professor and Huck Scholar in Entomology



Racial Health Disparities

Lori Francis

Associate Professor of Biobehavioral Health and Center for Family Research in Diverse Contexts



Making Remote Teams Great & Making Great Remote Teams

Dr. Stephen Humphrey

Professor, Alvin H. Clemens Professor of Management



Business, global health, and lessons from a pandemic

Dr. Peter Hudson

Former Director, Huck Institutes of the Life Sciences; Willaman Professor of Biology



Impact of COVID-19 on Garment Workers in Bangladesh

Mark Anner

Professor, Labor and Employment Relations and Director, Center for Global Workers' Rights



Jafar Iqbal

Labor and Global Workers Rights Graduate Student



The Economics of the Pandemic

Edward Jenkins

Professor of Practice in Accounting

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

ENGAGING THE RESEARCH ENTERPRISE

Maximize our learning from the crisis and apply it in practical ways to improve practice in the future.

#CBoSResearch

Events and publications coming this fall resulting from Center researchers studying the business response to coronavirus and renewed attention to racial injustice. The Center's Sustainability Research Working Group under Dan Cahoy's leadership is leading this effort.

LOCAL IMPACT

CENTER FOR THE BUSINESS OF SUSTAINABILITY



**SERVING
LOCAL
BUSINESS
AND
ECONOMIC
RECOVERY**

#CBoSLocalImpact

Helping local businesses survive the crisis and, for as many as possible, thrive through the recovery.

CENTER OPERATIONS



LEED CERTIFICATION



In 2015, Smeal achieved Gold certification under the Leadership in Energy and Environmental Design (LEED) program from the US Green Building Council. The program requires recertification every 5 years and we are working toward this by December 2020.

Received in 2015
Pending Renewal for 2020



NEW HIRES



Dan Cahoy
Research Director



Megan Nollman
Administrative Assistant



Bradlee Consevage
Intern
Communcations



Alok Pande
Intern
Membership Relations



Michael Lewis
Intern
Verizon Science Based Targets

NEW HIRES



Kalista Celso

Intern

Administrative Intern



Cecelia Minnick

Intern

Curriculum Integration Specialist



Riya Nandedkar

Intern

Curriculum Integration Specialist



Ann Marie Petko

Intern

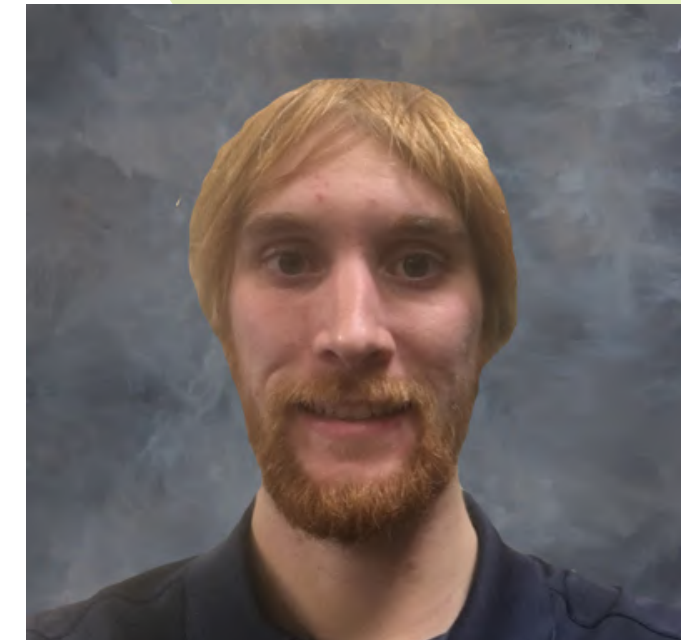
Social Enterprise



Faith Gongaware

Intern

Research Support



Shane Facciponti

Intern

LEED Certification

FINANCIALS

Annual Gifts

18 unique donors gave 25 gifts totaling \$15,015

Endowments

3 unique donors gave 4 gifts totaling \$375,000 and established the following:

- Susman Leadership Award
- Gerald I. Susman Professorship in Sustainability
- Susan Cepicka Dietrich and William E. Dietrich III Fund for Leadership in the Business of Sustainability
- Gordon Family Sustainability Excellence Fund



Gerry and Elizabeth
Susman

SALES FORCE

500+

Contacts into the Center for the
Business of Sustainability's
Salesforce Database to Support
Engagement with Center
Stakeholders and Collaboration
Across the College



SOCIAL MEDIA

The Center engages with internal and external partners via LinkedIn and Twitter, our blog TripleBottomLion and various email promotions.



FOLLOWERS YTD

84

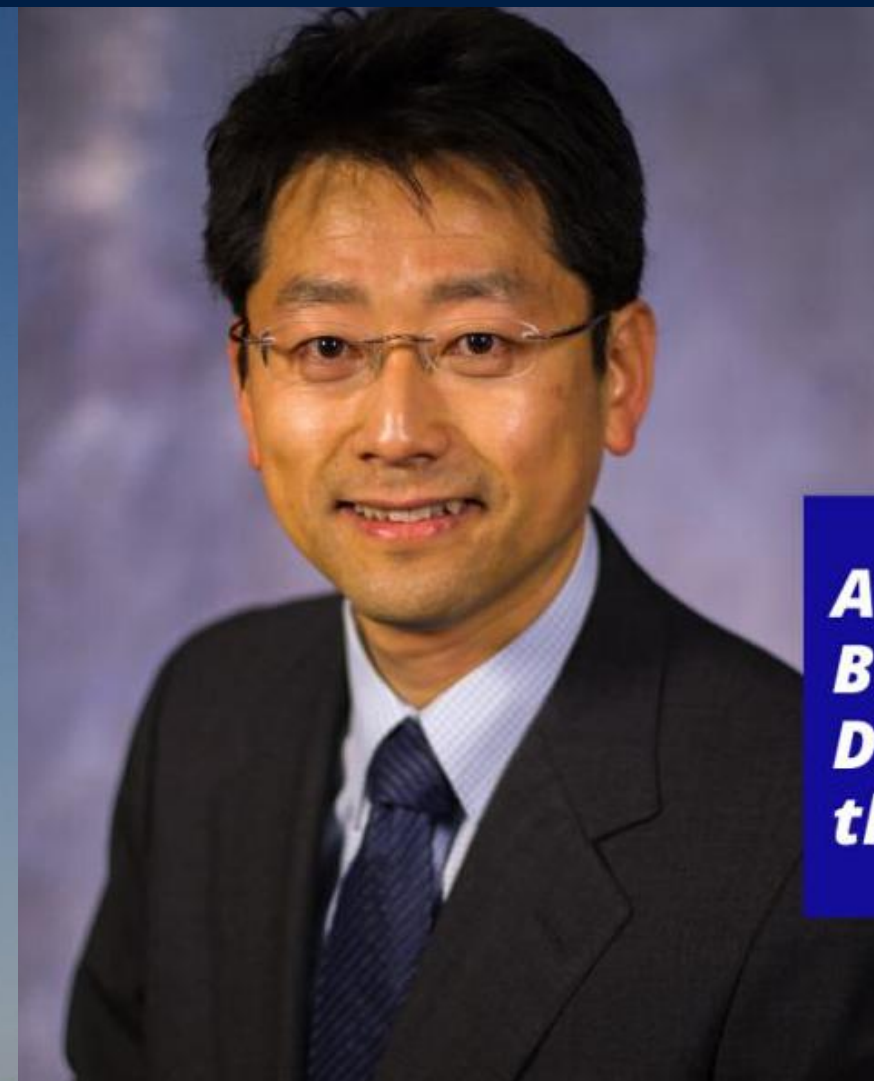


FOLLOWERS YTD

131

12,000+

IMPRESSIONS YTD



Smeal College of Business
JIRO YOSHIDA
**ASSOCIATE PROFESSOR,
RISK MANAGEMENT**
12p - 1p | Wednesday, February 19
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**Are Green
Buildings Valued
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RSVP by February 12th to
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Luncheon included with RSVP

TRIPLE BOTTOM LION BLOG

As the Center's blog, Triplebottomlion.com provides our growing community with unique access to Center announcements, resources, and insights featuring our director, faculty, students and partners.



**PLASTIC
POLLUTION
CLIMATE
CHANGE
ZOOZOSES
WATER
SCARCITY
AIR
POLLUTION
FOOD
INSECURITY**



SMEAL SUSTAINABILITY ADVISORY BOARD

Wayne Balta, Vice President of Corporate Environmental Affairs and Product Safety, IBM

Lisa Conway, Vice President of Sustainability, Americas at Interface

Andy Kaufman, Chief Investment Officer, Community Capital Management

James Gowen, Vice President of Supply Chain Operations and Chief Sustainability Officer, Verizon

Fran Lutz, Managing Partner, True Path Advisory Group

Lori Michelin, Vice President of Manufacturing, Molson Coors

Carl Pflieger, former Vice President of Global Operations, PepsiCo (retired)

Stephan Levitsky, Vice President of Sustainability, Perdue Farms

SMEAL SUSTAINABILITY COUNCIL

Dan Cahoy, Professor, Dean's Faculty Fellow in Business Law - Risk Management (Chair)

Suzanne Wright, Associate Teaching Professor (Chair)

Steve Lenkey, Assistant Professor of Finance

Ronald Johnson, Senior Instructor in Management and Organization

Maurie Kelly, Instructor of International Business, Smeal College of Business; Director of Informatics, Penn State Institutes of Energy and the Environment

Ashley Rippey, Director, Business Career Center

Christine Novinskie Olbrich, Administrative Support Coordinator, Undergraduate Education

Johanna Slot, Assistant Professor of Marketing

Phong Truong, Assistant Professor of Accounting

Jiro Yoshida, Associate Professor of Business - Risk Management

Charlene Zietsma, Associate Professor, John and Becky Surma Dean's Research Fellow

Suresh Muthulingam, Associate Professor of Supply Chain Management

Karen Winterich, Professor, Frank and Mary Smeal Research Fellow - Marketing

Judd Michael, Professor of Agricultural and Biological Engineering Business Management for Natural Resources Industries

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PennState
Smeal College of Business

**Center for the
Business of Sustainability**