



2020 - 2021 ANNUAL REPORT



PennState
Smeal College of Business

Center for the
Business of Sustainability

A letter from Our Director



In hopefully our only “pandemic year” of operation in our history, I am very proud to say the Center for the Business of Sustainability thrived. **We engaged more companies, more faculty, more students, and more alumni than ever before** in the pursuit of a renewed vision of business as a platform for positive social and environmental change.

We are fortunate to operate in a college and university that champions sustainability, diversity, and ethical leadership. And **we are grateful to our many donors and sponsors without whom we couldn’t be transforming business for good.**

I hope you **enjoy our 2021 Annual Report** and I encourage you to share it with your network, let us know what you think, and reach out to partner with us as we accelerate the integration of sustainability in business.

Finally, I was recently appointed by University President Eric Barron to a task force focused on revisiting Penn State's greenhouse gas emissions target of 80% below 1990 levels by 2050. It's a pleasure to represent Smeal and I will keep you posted! Our charge is to have a plan for major emissions reductions to him by December.

A handwritten signature in black ink, appearing to read 'Erik Foley'.

Erik Foley
Director

P.S. Speaking of climate change, I encourage you to learn about the impressive work Penn State has already done—including the largest solar project in PA. <https://sustainability.psu.edu/campus-efforts/operations/renewable-energy/>

Center Vision

Sustainability is integral to all business practice and education

Mission

To accelerate the integration of sustainability in business through

- inspiring and educating future leaders
- advancing and disseminating research and best practice
- engaging and equipping businesses

Values



Sustainability is built on fundamentals

sustainable business strategies and practices must be built on strong business fundamentals applied in a fundamentally different way



Sustainability is achieved through diversity

diversity greatly enhances an organization's ability to understand and manage their sustainability risks and opportunities



Sustainability must be in the ingredients, not just the icing

sustainability is most effective when built in from the beginning not just as the "icing" applied at the end



Sustainability is about results not just methods

we focus on business outcomes and social impact, not on trendy means and methods



Sustainability is a team sport

enduring solutions are inherently cross-functional, cross-disciplinary and require multi-stakeholder approaches



Great education and research requires an inclusive and nonpartisan environment

The center serves as a neutral convener of thought and advanced practices.

2030 Goals

3/30

3 social ventures launched and established; 30 supported and increasing social impact

30

impact research projects advancing practice, policies and scholarship

300

company partners integrating sustainability into culture, operations, and products

300

student-industry sustainability projects completed and providing business and social impact

300,000

business students per year in the U.S. participating in business education for sustainability

Table of Contents



Impact
Research



Educational
Programs



Student and Alumni
Engagement



Industry
Engagement



Social
Enterprise



Center
Operations



Feature Story: Gatto Global Social Impact Fund at Smeal

Penn State Smeal College of Business alumnus Lou Gatto, and his wife Kathy Gatto, have committed **\$1.1 million dollars** to create the Gatto Global Social Impact Fund as part of their estate plan. The fund will provide financing, resources, and mentorship for socially minded student entrepreneurs. This is thanks to the excellent work of Smeal Development and Alumni Relations.



Source: Penn State Today



IMPACT RESEARCH

This past year, our researchers made clear that our contribution to sustainability knowledge is a substantial and durable component of the Center as our society faced the challenges of the pandemic as well as political and social unrest.

Our faculty affiliates successfully carried out six virtual seminars featuring representatives from Management, Marketing, Supply Chain and Finance departments in Smeal as well as outside faculty from Penn State's College of Labor and Employment Relations and Spain's IESE Business School. Project funding in 2020-21 continued progress and our commitment to support cutting edge sustainability work.

-Dan Cahoy, Research Director

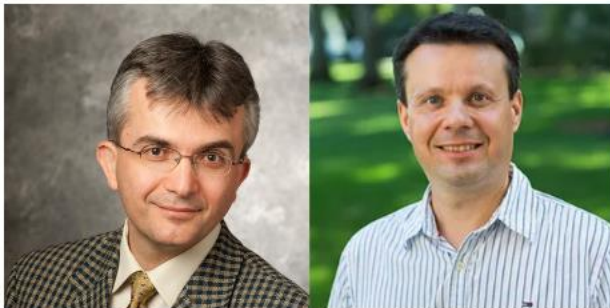


2021 Research Projects

The Center awarded
\$20,160 in support of
three research proposals

“Walking the talk: The effects of CEO Political Ideology, CSR Actions, and CSR Rhetoric on Firm Performance”

Tessa Recendes, Assistant Professor of Management and Organization

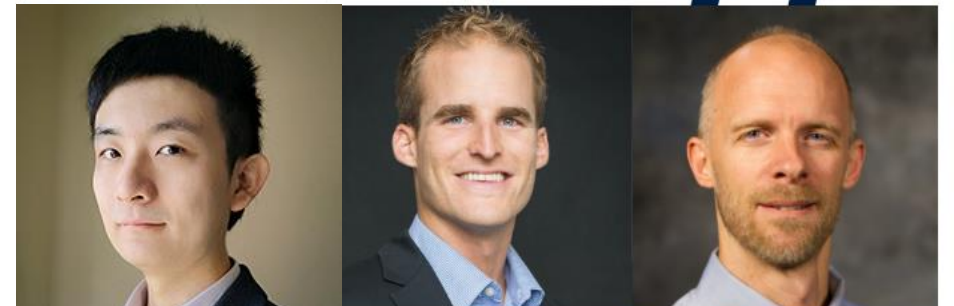


“Estimating and Increasing the Demand for a Corporate Ridesharing Initiative in Brazil”

*Aydin Alptekinoglu, Associate Professor of Supply Chain Management,
Sergey Naumov, Assistant Professor of Supply Chain Management*

“How Social Unrest Triggers Corporate Diversity Actions: A Look at The Black Lives Matter Movement”

*Muhan Zhang, PhD Student,
Mark Desjardine, Assistant Professor of Management
Forrest Briscoe, Professor of Management*



RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

THE PRICE-ENTITLEMENT EFFECT:

When and Why Consumers Purchase High-Priced Products with Negative Social Impact

Karen Winterich

Professor of Marketing, Frank and Mary Smeal Research Fellow

Wed., October 7

2:00 - 3:00 p.m.

REGISTER ON ZOOM
Link in Description



#CBoSRResearch

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

FINANCIAL MARKET PRESSURES AND BUSINESS SUSTAINABILITY:

A Look at Activist Hedge Funds

Mark DesJardine

Assistant Professor
Management and Organization

Wed., November 11

2:00 - 3:00 p.m.



#CBoSRResearch

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

THE MID-ATLANTIC SUSTAINABLE BIOMASS CONSORTIUM

Bioproducts for the Bioeconomy

Wednesday, December 9 | 2:00 - 3:00 p.m.



Evelyn Thomchick
Associate Professor
Supply Chain Management



Dan Ciolkosz
Associate Research Professor
Agricultural and Biological Engineering



Kusumal Ruamsook
Assistant Research Professor
Center for Supply Chain Research



#CBoSRResearch

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

GLOBAL SUPPLY CHAINS, COVID-19, & THE SUSTAINABILITY CHALLENGE IN APPAREL

Mark Anner

Professor
Labor and Employment Relations

Wed., January 27

2:00 - 3:00 p.m.



#CBoSRResearch

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

DO DIRECTORS DRIVE CORPORATE SUSTAINABILITY?

Peter Iliev

Associate Professor
Finance

Wed., March 24

2:00 - 3:00 p.m.



#CBoSRResearch

RESEARCH

CENTER FOR THE BUSINESS OF SUSTAINABILITY

HOUSING & MORTGAGE MARKETS WITH CLIMATE-CHANGE RISK:

EVIDENCE FROM WILDFIRES IN CALIFORNIA

Carles Vergara-Alert

Professor of Finance at IESE
Business School

Wed., April 2

2:00 - 3:00 p.m.



Hosted By:



Research Seminars

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



Mute



Stop Video



Security



Participants



Share Screen



Record



Breakout Rooms



Reactions

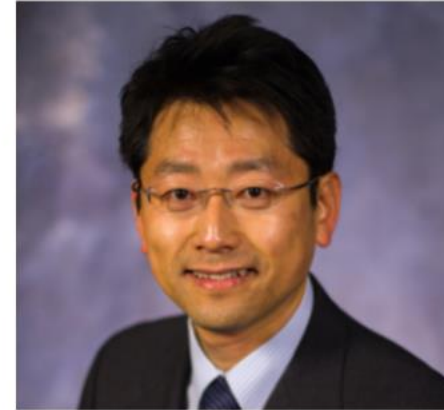


More

End

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.



Jiro Yoshida
Associate Professor of
Business



Veronica H. Villena
Assistant Professor of
Supply Chain & Information
Systems



Karen P. Winterich
Professor, Gerald I. Susman
Professor in Sustainability



Suresh Muthulingam
Associate Professor of
Supply Chain Management

Faculty Affiliates



Charlene Zietsma

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



Suvrat Dhanorkar

Assistant Professor of Supply Chain Management



Evelyn A. Thomchick

Associate Professor of Supply Chain Management



Yue Zhang

Assistant Professor of Supply Chain Management



Mark DesJardine

Assistant Professor of Management



Peter G. Iliev

Associate Professor of Finance



Terry P. Harrison

Professor, Earl P. Strong Executive Education Professor in Business



Meg G. Meloy

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



Lisa Bolton

Professor of Marketing, Frank and Mary Jean Smeal Research Fellow



Justin Goldston

Assistant Teaching Professor, Project and Supply Chain Management, Penn State Wilkes-Barre

Minnesota Paradox and Corporate Social Responsibility in the Twin Cities

In the wake of the killing of George Floyd in Minneapolis, we began a research project examining the relationship between corporate social responsibility and local issues of environmental damage and economic and racial inequality.

Minneapolis-St. Paul has a large concentration of Fortune 500 companies, is regularly cited as one of the “best places to live” (US News) and yet is one of the worst places to live for black people. This is the essence of the “Minnesota Paradox” a term coined by Dr. Samuel Myers. A team of students led by Center Director Erik Foley is exploring this paradox and its relationship with the sustainability and social responsibility programs of these large companies.



Erik Foley
Director, Center for the
Business of Sustainability



Lead Research Assistant
Orlando Acevedo, MBA 2020
Program Operations Manager,
TechnoServe



Center Scholar
Anabel Baez-Sanchez
Marketing 2021



Center Scholar
Alexandria Lauser
Finance 2021
Strategy Analyst, Deloitte



Center Scholar
Justin (Jouhoon) Song
SCIS 2021
Materials Mgt Analyst
Honeywell Aerospace USA



Center Scholar
Skylar Hoover
CIENT 2021
Schreyer Honors College



**EDUCATIONAL
PROGRAMS**

Undergraduate Enrollments in Sustainability-Focused Courses

BA342 is required for all undergraduates and provides an overview of ethics, diversity and sustainability for all Smeal undergraduates. BA441 and MKTG442 are an elective two-course sequence for students in any major who want to go deeper into sustainability. The numbers below reflect total enrollments since these courses began in 2012.

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

15,472

Sustainability Two- Piece

**BA 441 Strategies for Enterprise
Sustainability**

360

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

463



Other Sustainability Courses: Beyond the Two-Piece in Sustainability

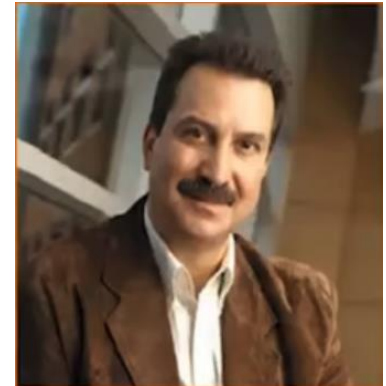
Sustainability is how business responds to global social and environmental challenges from food security to human rights to climate change. This year 120 students enrolled in Dr. Maurie Kelly's IB497: International Business and Sustainability



IB497: International Business and Sustainability

120

Supply chain management today is a cornerstone of sustainability. For most companies, the supply chain is where managers find the majority of social and environmental impact. This year 20 students enrolled in Dr. Daniel Guide's new seminar-style SCM 497: Sustainable Supply Chains



SCM 497: Sustainable Supply Chains

20

Business Sustainability Strategy Graduate Certificate

These two courses are the cornerstone of Smeal's graduate sustainability curriculum. MGMT 811 and SCM 813 are the required courses for all graduate students pursuing a deeper understanding into sustainability. This program has experienced 532% increased demand since launching in 2019-20.

**Enrollment Increase
2019/2020 - 2020/2021**

532%

**Enrollment in BSS
classes to date**

164

Learn More



Penn State Executive Programs

Building a Sustainable Supply Chain Short Course

Overview

The Center partners with Penn State Executive Programs to offer Building a Sustainable Supply Chain, a 3-day short-course for sourcing managers, supply chain professionals and this year for Veterans Administration.

Enrollments 2020-21

161

Instructors



Lori A. Francis
Associate Professor of
Biobehavioral Health
and Center for Family
Research in Diverse
Contexts



Erik B. Foley
Instructor of
Management, Director
of Center for the
Business of
Sustainability



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



Dan Guide
Professor, Smeal
Chaired Professor of
Operations & Supply
Chain Management



**STUDENT & ALUMNI
ENGAGEMENT**

New Educational Platform Shows How Each Major Contributes to Sustainability

A product of three years of Smeal faculty and student work overseen by Suzanne Wright, Associate Teaching Professor of Accounting, the **Major Sustainability** site was launched to the Penn State community on Earth Day 2021 (April 22)

Organized by business major, the site provides sustainability-focused core concepts, career advice, and connections to courses.

We are piloting this website within the Penn State community for the next year in order to launch publicly in 2022.



Check out Major Sustainability: a new, comprehensive website for business students and educators to learn how each business major can contribute to a sustainable world.



Undergraduate Case Competition

The first annual Smeal sustainability case competition was a success with **80 students competing from four Penn State campuses**.

This year's competition required students to work at the intersection of clean energy, climate change and economic development, focusing on **how businesses can implement community solar while providing economic benefits to low-income communities**.

The finalists presented to an influential panel of judges:

- Charles H. Whiteman, Smeal's Dean
- Sarah Thorndike Penn State's Treasurer/Vice President of Finance & Business,
- Margo DelliCarpini, Chancellor of Penn State Abington
- Jamie Campbell, Smeal's Assistant Dean of Diversity Enhancement,
- Leslie Elder, Mid-Atlantic Director of the Coalition for Community Solar Access (CCSA)

In addition to cash prizes, finalists were invited to apply for paid internships with Summit Ridge Energy, a CCSA partner, share their presentations with alumni during Impact Smeal Day, and present a case for community solar to PA state legislators.



**SMEAL SUSTAINABILITY
UNDERGRADUATE
CASE COMPETITION**

REGISTRATION OPEN

Register by Wed., March 10

Smeal Sustainability Undergraduate Case Competition and prizes made possible with the help of our sponsors

IBM **PERDUE.** **verizon**

PennState
Smeal College of Business

Center for the
Business of Sustainability

Smeal Sustainability Alumni Network

The Smeal Sustainability Alumni Network (SSAN) offered monthly Zoom sessions and grew membership from 77 to 127 alumni.

Join Today



Network Leadership



Danielle Yzaguirre

President
Smeal, SCIS 2017



Evan Gorski

Vice President
Smeal, Finance 2018

MBA Case Competition

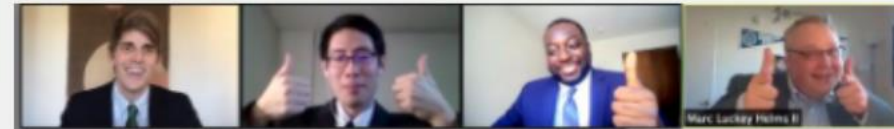
36 MBA students participated in a case competition assessing how advanced technologies can help to determine the credibility of carbon offsets as a way to legitimately reducing a company's greenhouse gas emissions.

IBM technologies considered by student teams:

Blockchain

Natural Language Processing

Machine Learning/AI



IBM
Carbon Offset Analysis

Happy Valley Associates
Team #8

The winning first-year MBA student team John Weber, Bob (Chun-Po) Lee, Marc Luckey Helms II, and Ibrahim Olusegun Arala.

Student Sustainable Business Conference

Connecting students and business leaders through a student-run conference featuring workshops, keynote speakers, and career networking.

2021 Theme *Resiliency*

the ability of a system to prepare for threats, absorb impacts, recover and adapt following persistent stress or a disruptive event



KEYNOTE SPEAKER (4:15-5:15):

Listen to this year's Keynote Speaker, Nick Unis, share his experiences with sustainability!



Nick Unis is the founder and CEO of Unis Brands, a shoe company that allows customers to create custom 3D-printed footwear. Unis started his company when he saw an opportunity to improve customer's retail experience by making the process more personalized and efficient. All Unis Brands shoes are made of 100% recycled material.

Engagement Events

Stakeholder events provide great learning opportunities for students and alumni connect with the Center and improve community engagement.

1,000+
Stakeholders Reached



Hosted by PSU Professional Management Association

Tuesday, March 2nd, 2021
Time: 5:30 - 8:00pm EST
Location: Zoom

Attend a variety of panels to hear from lead experts and Fortune 500 companies in fields concerning:

- Sustainability
 - Entrepreneurship
 - Technology & Innovation
- Honor and Integrity
 - Data, Privacy & Technology
 - Law and Ethics
- Diversity and Inclusion
 - Building an Accepting Culture
 - Women in the Workplace



Moderators: Erik Foley (Sustainability), Michelle Darnell (H&I), and Jamie Campbell (D&I)

Living Our Values:

Choosing a Professional Path

Webinar Panel
September 9, 2020: 4:30 - 5:30 p.m.

Register: <http://bit.ly/choosingprofessionalpath>



Meg Meloy, Professor of Marketing



Eric Foley, Center for the Business of Sustainability



Jamie Campbell, Diversity Enhancement



Ashley Rippey, Business Career Center



Moderator: Michelle Darnell, Tarriff Center for Business Ethics and Social Responsibility




October 1, 2020
<http://bit.ly/ImpactSmealDay2020>

Looking Through the Business Lens:
The Intersection of Sustainability, COVID-19, and Social Justice

11:30 a.m. - 12:30 p.m.







This important discussion will feature Smeal's Director of Sustainability, Erik Foley, Smeal's Director of Alumni Career Services Keleigh Asbury, Smeal's Assistant Dean for Diversity Enhancement, Jamie Campbell, Smeal alumnus and International Development Specialist Orlando Acevedo ('20 M.B.A.), and Penn State alumna and founder at Rebuildtheblock Corp. Alexis Akarolo ('19 Abington).



Alumni Relations

Smeal Lifelong Learning Webinar – LIVE!

Moving toward a Circular Economy: The Critical Role of Retailing

LIVE on November 11, 2020 @ 12:00 PM-ET



Presenter: Dr. Karen Winterich
Professor of Marketing
Smeal College of Business
Penn State University



Moderator: Erik Foley
Director, Smeal Center for the Business of Sustainability
Penn State University

Hosted by Smeal Alumni Career Services

Center Sponsors

Companies become sponsors of the Center because they support our mission, gain new insights, access talent and to learn from peers and industry leaders. **Here are the student projects with sponsors from this year...**

Current Sponsors



IBM Sustainability Ratings Assessment

Smeal Sapphire Students coordinated by David Lenze worked with Center corporate sponsor IBM to develop a set of recommendations for making sense of the quickly expanding number of sustainability-focused rating and ranking systems.



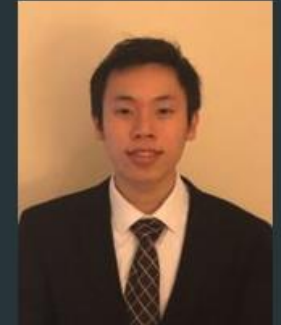
Aaron Crist
Team Lead
Finance Major



Dan Kirkpatrick
Analyst
Supply Chain Major



Matt Olon
Analyst
Finance Major



Steven Zou
Analyst
Finance Major



Perdue Farms

Engaging Front Line Employees in Sustainability

Students worked in four teams to enhance Perdue Farms' Environmental Stewardship commitment to the active support and engagement from frontline associates at all locations

Student Teams

- Associate Engagement Best Practices
- Perdue Farm Practices
- Industry Engagement Best Practices
- Risk Management Team



Source: Perdue Farms



Verizon



Emissions in the supply chain - BA 441

Erik Foley's BA441 class worked with Verizon to help them execute on the science-based target to **reduce greenhouse gas emissions by engaging suppliers in reducing their own carbon footprint**. One student team developed an Excel-based tool Verizon procurement began using to prioritize and target supplier engagement.

Circular economy tactics - Sapphire Students

A team of Smeal Sapphire students coordinated by David Lenze also **worked with Verizon and focused on closed-loop strategies for various types of equipment**. The team engaged with faculty research expertise in Smeal, in material science, and engineering. The team's recommendations were excellent.



**SOCIAL
VENTURES**

Rebuild the Block

Started in 2020 by Penn State business students Alexis Akarolo and Zelnnetta Clark, **Rebuild the Block is a nonprofit that supports black-owned businesses.** Five student consulting teams in Erik Foley's BA 441 class helped them sharpen their marketing messaging, improve donor engagement, leverage the stories of business owners and create a data management system.



Alexis Akarolo-
Co-Founder,
Chief Executive Officer



Zelnnetta Clark-
Co-Founder,
Chief Operating Officer



<https://www.rebuildtheblock.org/>

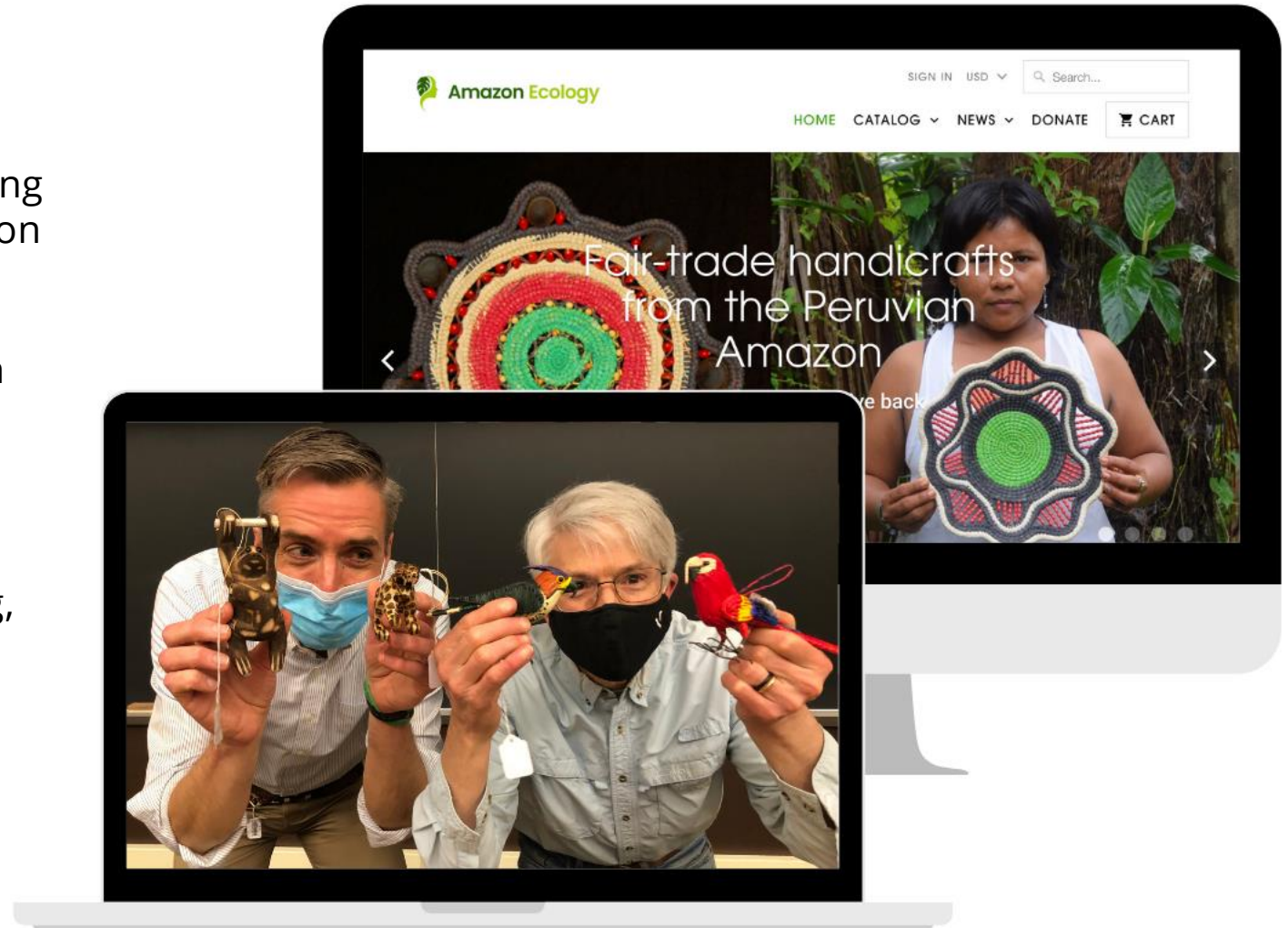
Amazon Ecology

We believe that hands-on, experiential learning is critical for student success- especially when learning about sustainability. MGMT 365 students worked on a project for a unique client: Amazon Ecology (AE). AE's mission is to promote the conservation and sustainable development of communities through the marketing of handicrafts.

Through benchmarking, industry research, and client meetings, students proposed recommendations for improvements in marketing, fundraising, financial modeling, and impact reporting.

Visit Today

<https://amazon-forest-store2.myshopify.com/>





**BUSINESS
BUILDING AND
CULTURE**

LEED CERTIFICATION



In 2015, Smeal achieved Gold certification under the Leadership in Energy and Environmental Design (LEED) program from the US Green Building Council.

Received in 2015
Pending Renewal for 2021



Staff Sustainability Award

Jennifer Crispell, Director of Alumni Relations, was awarded the annual Staff Sustainability Award in recognition for her leadership in creating the Smeal Sustainability Alumni Network, a new alumni interest group that provides a community for impact investors, social entrepreneurs, corporate sustainability managers, and those interested in the field.



Susman Sustainability Leadership Award

Jean Oelwang (Smeal 87'), CEO & Founding President of Virgin Unite, and Smeal Board of Visitors member was awarded the Susman Sustainability Leadership Award for her work that builds collaborations, incubates ideas and re-invents systems for a better world.



Source: Virgin Unite



**PEOPLE &
OPERATIONS**

Smeal Sustainability Council

RESEARCH WORKING GROUP

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

Samuel Bonsall, Associate Professor, Reeves Family Early Career Professor in Accounting

Stephen Lenkey, Assistant Professor of Finance

Jiro Yoshida, Associate Professor of Business - Risk Management

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

Suresh Muthulingam, Associate Professor of Supply Chain Management

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

EDUCATION & ENGAGEMENT WORKING GROUP

Suzanne Wright, Associate Teaching Professor of Accounting (Chair)

Christine Novinskie Olbrich, Administrative Support Coordinator, Undergraduate Education

Kyle Kaplan, Clinical Assistant Professor of Business Law

Özge Pala, Assistant Teaching Professor of Management and Organization

Ronald Johnson, Associate Teaching Professor of Management and Organization

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

Ashley Rippey, Director, Business Career Center

Suvrat Dhanorkar, Assistant Professor of Supply Chain Management

Judd Michael, Nationwide Insurance Professor of Safety & Health Professor of Agricultural and Biological Engineering

Smeal Sustainability Advisory Board

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

Fran Lutz, Managing Partner, True Path Advisory Group

Lisa Conway, Vice President of Sustainability, Americas at Interface

Lori Michelin, Vice President of Manufacturing, Molson Coors

Andy Kaufman, Chief Investment Officer, Community Capital Management

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

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

Stephan Levitsky, Chief Operating Officer / Vice President of Sustainability at Phospholutions, Inc.

Center Staff



Erik Foley
Instructor of Management,
Director



Daniel Cahoy
Professor, Dean's Faculty
Fellow in Business Law,
Research Director



Suzanne Wright
Associate Teaching Professor
of Accounting, Chair,
Education Working and
Engagement Group



Megan Nollman
Program Coordinator



Tracey Mariner
Administrative Support
Assistant

Student Interns



Cece Minnick
Major Sustainability



Riya Nandedkar
Major Sustainability



Zoé Cykosky
Major Sustainability



Victoria Kipiller
Major Sustainability



Saige Cestone
Major Sustainability



Faith Gongaware
Center Research



Andrew Marshall
Graduate Case Competition



Skylar Hoover
Undergraduate Case Competition



Valentina Marotti
Social Entrepreneurship TA



Shefali Raghavan
Communications



Bradlee Consevage
Communications

Communications

The Center works with Smeal PR and Marketing Team to engage with internal and external partners via LinkedIn and Twitter, our blog TripleBottomLion and various email promotions.

After just our first full-year of operation...



@smealsustain

Followers 122



Center for the Business of Sustainability

Followers 289



Triple Bottom Lion blog

Subscribers 296





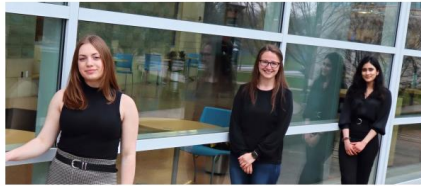
Above photo is from one of the Black Lives Matter rallies in State College, Pennsylvania, home of Penn State's University Park campus. Sustainability is not possible without equality and diversity. This is a core value of the Center for the Business of Sustainability.

Fresh Insights, Free Delivery Never miss an update

Email Address

Subscribe Now

Triple Bottom Lion is the official blog for the Center for the Business of Sustainability at the Smeal College of Business.



Shelak Raghavan
Apr 26

They Know How Sustainability Connects to Your Business Education, do you?

Meet the Team Who Created Major Sustainability a new website for business educators and students to discover the unique contribution of...

Search and you shall find...

Recent Posts



They Know How Sustainability Connects to Your...



Do you know what is in your flooring? The Top 3 Things I...



Doing Well, By Doing Good: Sustainability...

Contact Us

Post playlist...by month

- April 2021
- March 2021
- February 2021
- January 2021
- November 2020



Caitlin Cassidy
Apr 25

Do you know what is in your flooring? The Top 3 Things I Learned from Sarah Robinson at Tarkett

Written by Caitlin Cassidy, Guest Contributor Does it matter if the flooring in your home or office is healthy for you and the planet? If...



Bradlee Consevege
Mar 25

Flip the Switch on Energy Conservation: Power Down on March 27th from 8:30 to 9:30 p.m.

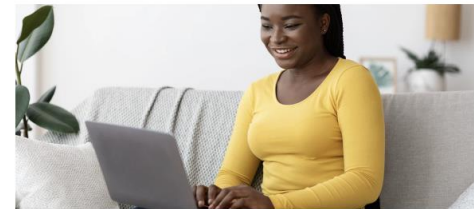
Started in 2007 by the World Wildlife Fund, EARTH HOUR is an annual one-hour "lights out" event which has become an annual international...



Bradlee Consevege
Mar 23

'Father of Environmental Justice' speaking at the 2021 Colloquium on the Environment

2021 Colloquium on the Environment featuring Dr. Robert Bullard, will take place virtually on April 1st at 7:00 pm EDT. Register Here...



Erik Foley
Mar 9

2021 Case Competition: Undergraduate Students Changing the World Through Business

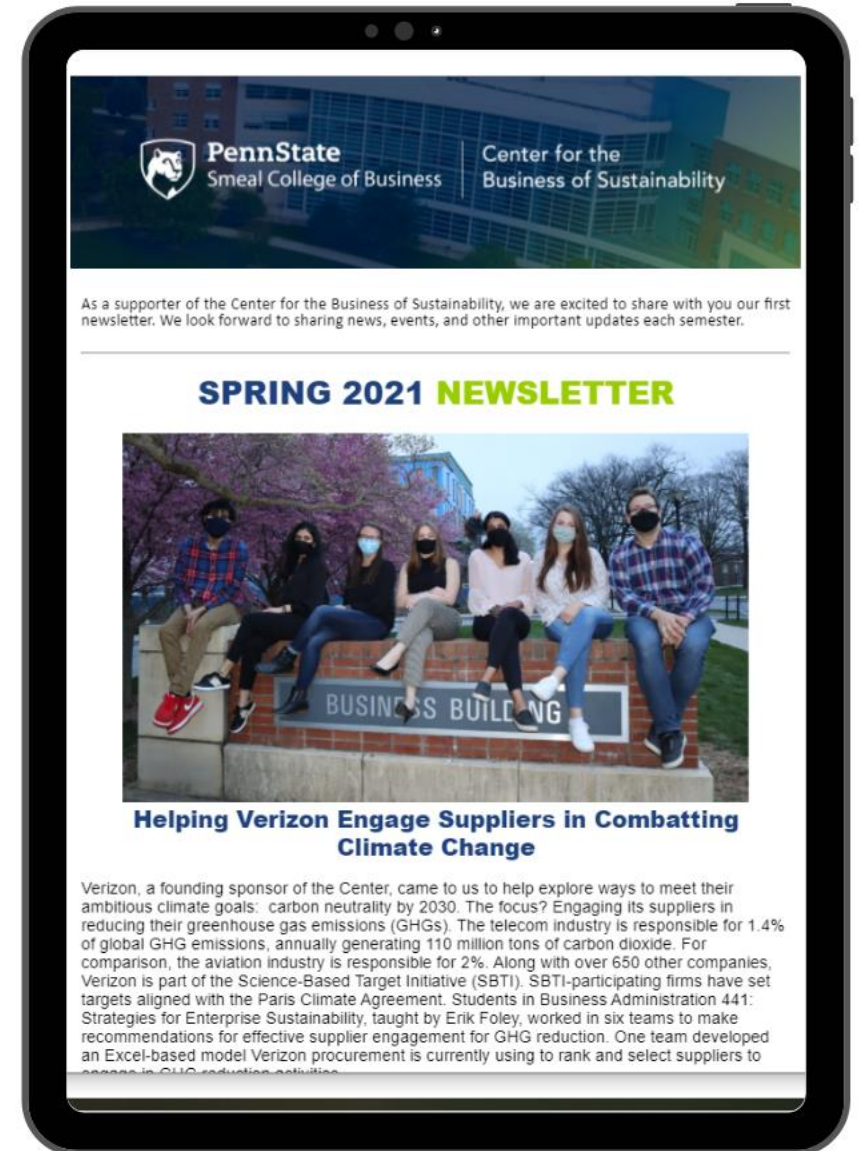
WE ARE excited to be launching the first annual Smeal Sustainability Undergraduate Case Competition The Center for the Business of...

Center Newsletter

The center published its first newsletter featuring center highlights, faculty research, students' stories, and engagement opportunities.

Spring 2021 Newsletter

42% Open Rate
1,000+ Contacts



Gifts and Sponsorships Received 2020-21

- Annual giving **\$10,385**
 - Contributions from endowment funds* totaled **\$96,500**
 - Susman Leadership Award
 - Gerald I. Susman Professorship in Sustainability
 - Davidow Excellence in Sustainability Fund
 - Susan Cepicka Dietrich and William E. Dietrich III Fund for Leadership in the Business of Sustainability
 - Gordon Family Sustainability Excellence Fund
 - Funds from sponsors **\$55,000**
-
- \$161,885**

total commitments to the Center: **\$1.6 million
These include endowed funds, estate gifts and multi-year giving whose giving we only counted as income the fiscal year it is received. We are grateful for this long-term support and investment in our future.*

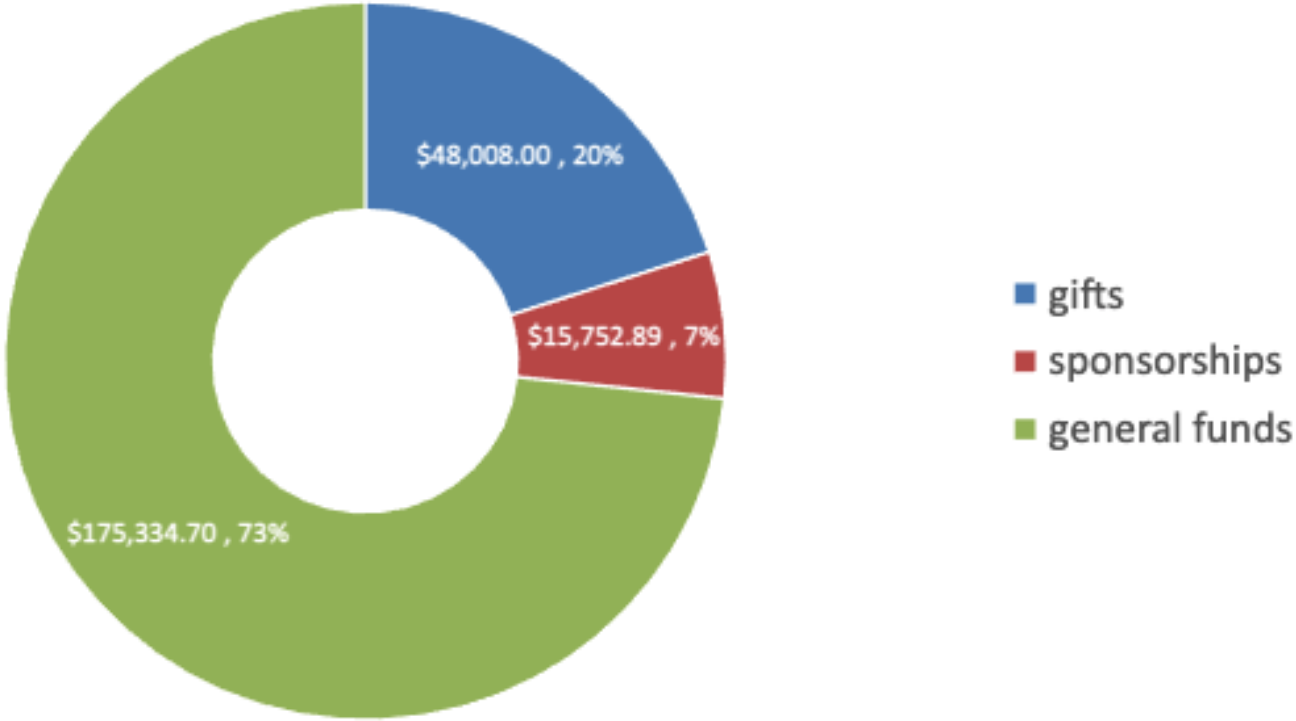


Largest commitment to date!

Lou and Kathy Gatto (pictured) have committed **\$1.1 million dollars** to create the Gatto Global Social Impact Fund as part of their estate plan.

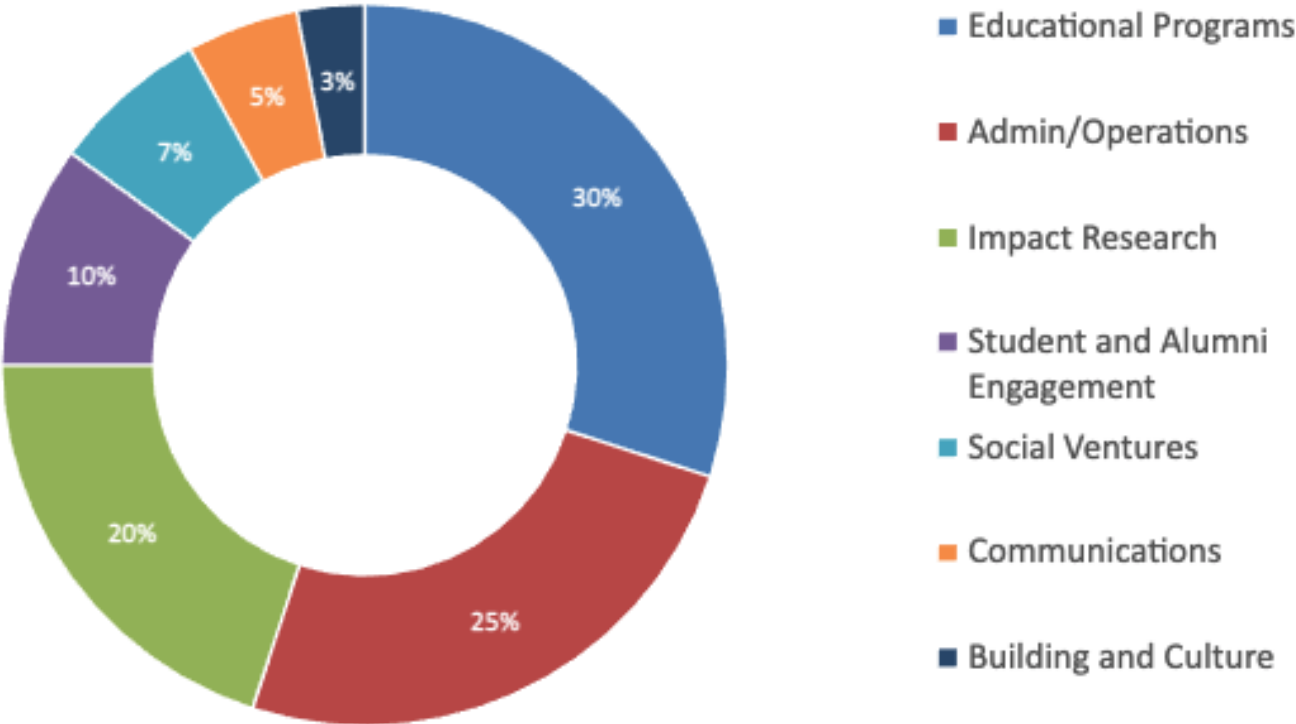
Financial Update

Operating Expenses by Source of Funds 2020-21



Financial Update

Operating Expenses by Area of Work 2020-21



The background features a large, stylized graphic of the Penn State Nittany Lion shield. The shield is white and centered, with a dark green border. The shield is surrounded by four diagonal white lines that extend to the corners of the frame, creating a diamond-like shape. The background is a gradient of dark green to a lighter green.

**Penn State Ranked
Among World's
Leading Universities**

TIMES HIGHER EDUCATION (THE) IMPACT RANKINGS

32nd *in the world*

Out of 1,115 international institutions, PSU ranks 4th in the country and 32nd in the world in THE's broad multidimensional assessment of our research, community outreach and education, and campus operations through the lens of the United Nations Sustainable Development Goals.



SUSTAINABILITY TRACKING, ASSESSMENT & RATING SYSTEM (STARS) USING DATA FROM 2017-2020

STARS, a program of The Association for the Advancement of Sustainability in Higher Education (AASHE), is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. The 360 Assessment addresses 69 key topics.



1st
among Big Ten

74.49
total score

Thank you for
supporting and
partnering with
us this year!

We couldn't do it
without you.

