



2008-2009

# News

SILBERMAN  
COLLEGE OF  
BUSINESS  
[www.fdu.edu/ise](http://www.fdu.edu/ise)

THE LEADER IN GLOBAL EDUCATION  
FAIRLEIGH  
DICKINSON  
UNIVERSITY

*Here is ISE's "green" newsletter highlighting only some of the key initiatives and notable accomplishments of our community (you) over the past year in our priority strategic areas of sustainability research, education, and service.*

## **ISE Community Picnic Reminder! - Sunday, Sept 13, 4-7 pm**



### **New Members/Partners**

We are proud to welcome our newest corporate partners: Bureau Veritas, Church & Dwight, Net Impact, PSEG, USGBC-NJ, and Verizon. They join Alcoa Howmet, Automatic Switch Company, Becton Dickinson, Covanta Energy Corporation, Commonhealth, Morristown Partnership, Novartis, Sanofi-aventis, and Wakefern Food Corporation.

### **Grant Funding**

\$20,000 from the Alcoa Foundation, and \$3,750 from the PSEG Foundation to a) improve the sustainability of FDU's campuses and b) develop sustainability education programs for K-12 teachers and administrators [link to Sustainable Education project below]

\$15,000 in 2008 and \$10,000 in 2009 from the Geraldine F. Dodge Foundation to help revitalize Morristown's economy through socially and environmentally responsible business practices

\$25,000 from the NJ Commission on Science & Technology to evaluate the feasibility of creating a state-supported Sustainable Business Incubator.

**Generating Knowledge/Research** A study on keys to executing sustainability strategies in the US and other regions of the world earned the **Outstanding Paper award** at the 'MANAGING IN A GLOBAL ECONOMY XIII' Conference, Rio de Janeiro, Brazil.

A study linking high-performance HRM work systems to organization performance (e.g., service quality, speed, customer satisfaction, cost-reduction) is going to be published in the *Journal of Health and Human Services Administration*.

We are in the process of sending out a **worldwide survey looking at the role of HR leaders in helping their firms to develop and executive sustainability strategies**. To receive results, e-mail name and affiliation to Maura Pniewski at [pniewski@fdu.edu](mailto:pniewski@fdu.edu).

## **Education**

We are launching in September a 12-credit Graduate Certificate Program in Managing Sustainability with 15 select executives. The program includes a study-abroad experience at top international business school INCAE in Costa Rica.

We offered during the past year 10 outstanding monthly breakfast seminars on a broad range of human resource management and sustainability topics that were attended by over 563 individuals from 124 organizations.

A caucus on teaching sustainability was held by ISE associates for management educators at the national conference of the Academy of Management

As part of our K-16 Sustainability Education initiative, we are collaborating with FDU's School of Education, departments of Biology, Chemistry, and Environmental Science, as well as consortia of school districts in Morris and Bergen counties, to advance sustainability in elementary and secondary schools.

## **Service**

***Corporate Partner Roundtables.*** We co-created, designed and facilitated several *action-roundtables* with and for our corporate partners and a few other invited organizations to support them with their sustainability-related challenges and opportunities. Topics selected by our Corporate Partners include “Making the Business Case for Sustainability”; “Change Management”, “External Communication”, and “Achieving Competitive Advantage in New Jersey.”

## **Business Revitalization in Morristown through Sustainability.**

With funding from the Dodge foundation, we offered customized workshops to members of the Morristown Partnership (business and property owners) to help them strengthen their businesses in a way that benefits the town socially and ecologically. We currently are designing follow-up roundtables to help these businesses convert understanding to action.



**Green Ventures Conference.** In May we held our 2nd annual Green Ventures Conference, **Jumpstarting the New Green Economy.** The Conference featured more than 60 panels and speakers, from Bob Willard on the Business Case for Sustainability, to Carol McClellan on how to land a green job, with special sessions on such topics as:

- Renewable Energy Technologies
- Electrification of the Transportation Sector
- Permaculture Design Strategies
- Entrepreneurship and Innovation



**Audio of the entire Conference is available on Audio CD**

***Sustainable Business Incubator.*** The Sustainable Business Incubator program works to expand the opportunities for entrepreneurs in the green economy, and works with both for profit and nonprofit startups and growth ventures. Our current program includes

- Work with several small hydro companies to build a broad demonstration of small hydro power
- Working with Woodbridge Township to turn a 107-acre brownfields into a Green Technology Park, with its own clean energy generation facilities
- Working with a nonprofit group to introduce Community Clean Energy Aggregation programs in NJ
- Hosting the Green Ventures Conference
- Writing grants, policy assessments, and developing new initiatives and programs

The Incubator is willing to assist with new initiatives by corporate partners, venture startups, social entrepreneurs, and nonprofits. Please contact [jcloud@fdu.edu](mailto:jcloud@fdu.edu) with proposals and/or green investor interest.

***Sustainable Campus Project.*** We continued our sustainability efforts on both FDU campuses by supporting grassroots student/faculty groups and working with our facilities departments to raise environmental awareness, search for energy and waste savings opportunities, and help recycle materials from our dorms, offices and administrative buildings (supported by grants from the Alcoa, First Energy Foundations, and PSEG Foundation). This year we:

- Helped to form Green Steering Committees on both our Florham/Madison and Metro campuses.
- Continued supporting our (student organization of the year winning) Green Club and funded 6 members to attend the Powershift Conference in Washington, DC.
- Again were prime supporters of Recyclemania on campus and finished 5th among NJ schools in the nationwide competition.
- Again actively supported our 3rd annual Green Day on both campuses, which actively engaged hundreds of students from FDU and local high schools.
- Helped to quadruple the number of recycling bins on our campus.