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UN Global Compact Comes to Institute for Sustainable Enterprise (ISE)

In today's global economy, businesses behaving as responsible global citizens is not only the right thing to do, it is plain smart business. That was the essential message of Mr. Georg Kell, Executive Head of The UN Global Compact (GC), during his inspiring speech to a diverse and enthusiastic group of about one hundred participants at the ISE/CHRMS breakfast seminar on November 18, 2005. The UN Global Compact initiative was launched by Secretary-General Kofi Annan in July 2000 as a principle-based change process to promote the aspirational goals of good corporate citizenship and responsible globalization through public-private partnership. It has grown into a multi-stakeholder network in which some 2,400 firms from more than 80 countries are partnering with governments, non-profit, and academic organizations to advance ten universal principles in the areas of human rights, labor standards, the environment and the fight against corruption. UN GC signatories include such firms with local operations as AstraZeneca, BNP Paribas, Citigroup, General Electric, IBM, Johnson & Johnson, Nestle, Siemens, Unilever, and Volvo.

Kell opened his remarks by focusing on the inherent connectivity of societies, markets and corporations. “As technology increasingly interconnects the world, we have no choice but to learn how economies can serve a broader societal purpose.” A healthy balance is needed between economic, social and environmental needs. For example, pharmaceutical companies are increasingly expected to provide life-saving drugs to those who can ill afford them. Corporations are now expected to be an essential part of solutions to such issues as health, poverty, and environmental degradation, and “it is in their self-enlightened interest to do so because helping to build more stable social, environmental, legal, and economic pillars makes world markets stronger.”

Corporations that understand this interdependence between their own and the world’s prosperity are better equipped to take advantage of economic and market forces, said Kell. He noted growing evidence that “social, environmental, and governance issues are no longer merely ‘soft issues’ for business but increasingly are becoming material to their longer-term viability and shareholder performance.” He noted that the “investment community (led by Goldman Sachs and the reinsurance sector) is waking up to this linkage and is adjusting corporate risk profiles and ratings accordingly” - a shift sure to influence the minds of corporate executives and boards.

(Continued on page 3)
Figure 2—ISE/FDU Web Site Home Page
Figure 3— CHRMS/FDU Web Site Home Page
Article on September 15, 2006 ISE/CHRMS Breakfast Seminar, “Mid-Course Correction”, featuring Ray Anderson of Interface

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Talk will explain how company nixed oil and saved $300 million

MADISON — The unexpected hero of the documentary “The Corporation,” Ray Anderson, will come to Fairleigh Dickinson University on Friday Sept. 15, to discuss how he went from a self-described “plunderer of the earth,” to the leading architect of sustainability, saving his manufacturing company, Interface Inc., nearly $300 million in the process and helping to ensure a brighter future for both the business and natural environments.

“Mid-Course Correction” will begin with breakfast at 8 a.m., followed by Anderson’s presentation from 9 to 10:30 a.m. The cost is $35 per person, which includes breakfast. The event will be held in the Maximus on the Fairleigh Dickinson campus, 285 Madison Ave.

Anderson is the founder and chairman of one of the world’s largest interior furnishings companies. His presentation will look at his awakening to the importance of environmental issues, and outline the steps his petroleum-dependent company, Atlanta-based Interface Inc., is taking to become a sustainable enterprise, one that never has to take another drop of oil from the earth.

The company’s cumulative avoided costs from waste elimination and increased energy efficiency since 1980 total more than $250 million. The savings net not only allowed Interface to survive one of the worst recessions in its industry, but encourage other companies and Wall Street to realize that sustainability is, in fact, good business.

Anderson’s book, “Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model,” has been called a blueprint for corporate responsibility and a “must-read” for all endangered species, including the human race.

“Mid-Course Correction” is presented by the university’s Institute for Sustainable Enterprise, Silberman College of Business, and co-sponsored by the university’s Corporate Communications Institute, Rothman Institute for Entrepreneurial Studies, and by the state chapter of U.S. Green Builders, the New Jersey Higher Education Partnership for Sustainability, and Invest Strategic Values Advisors.

The registration deadline is Monday, Sept. 11. For information or to register, call (973) 443-8577 or e-mail priswell@fd.edu, or visit the Web site http://www.fdu.edu/ise.

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Article on ISE’s acceptance of $10,000 grant from JCP&L

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FIGURE 4 — NEWS ARTICLES ON ISE
Figure 5— Green Club Recyclemania Contest
Figure 6 — RecycleMania Flyer and Weekly Graph
April 23rd
is...

Figure 7— Green Day Flyer Page 1
Student GREEN Presentation Competition

$CASH Prizes will be awarded!!$

• Enter as a group or as an individual
• Create a presentation to address the question —

“How can we use the FDU campus in a more efficient manner, reducing the overall strain we place on local, regional and global environments?”

• Present your work from 4:45-5:45 pm in the Mansion
• Submit your presentation title by April 18th at midnight
  • Go to the Green day website to register online
• Awards will be given in the following categories
  • Best Green Group Presentations (Clubs/Greeks)
  • Best Green Poetry Readings
  • Best Green Business Ideas
  • Best Art or Multimedia Presentation promoting Green
  • Best Scientific Research Posters about Going Green
• Volunteer to help with the day’s events, too!
  • Sign up at the Green Day Table in the cafeteria
  • Get a free GREEN DAY T-shirt

For more info go to http://www.fdu.edu/default.aspx?id=4310 or contact charles@fdu.edu

Sponsors include:

Becton College
Institute for Sustainable Enterprise
Office for Global Learning
The Provost’s Office
Alumni Association
Friends of Florham
Dean of Students
Florham Programming Committee
Sun Oven International

Madison Honda
Toyota of Morristown
Tractor Joo’s
Wegmans
Whole Foods
Stop & Shop
Hollister Construction
The Green Club
The Chemistry Club

The Student Government Association

Figure 8 — Green Day Flyer Page 2
Figure 9—Breakfast Seminar Flyer
Figure 10—Breakfast Seminar Partnership Brochure
Figure 11—HR Roundtable Flyer
Figure 12—Costa Rica Course Flyer

"Experience the Pure Life"

Costa Rica

FALL COURSE
Mgrnt 2828: Field Study of Business, Culture & Global Sustainability
Travel to Costa Rica
January 7-20, 2008
and attend 5 one-hour class meetings
during the fall semester
3 credit hours

You will study:
• Global Issues
• Banana, Coffee & Pineapple Industries
• Sustainable Business Practices
• Cultural Differences

Locations/Activities:
• INCAE, EARTH, and PEACE Universities
• Businesses and Cultural Attractions
• Live in the Gandoca-Manzanillo Wildlife Refuge
• Personal Reflection and Development

Cost
$1,950—includes airfare, lodging, all breakfasts, educational programs,
excursion fees and more. (Price is subject to change e.g., if airfare is more
than $500.)

NOTE: If you are taking 15 credits or less
in fall '07, there will be no additional
tuition to take this course.

Language
All classes and educational programs will be in English.

FOR MORE INFORMATION:
Contact Dan (973 443-9802) or Rose Twomey (973 443-8817) or
e-mail Dan at dtwomey@du.edu
Study the banana and sustainable tourism industries. Stay in a wildlife refuge on the Caribbean coast and explore the rainforest.
Figure 13—NAWBO “Women of Inspiration” Invitation and Program
Celebrating the critical work of local champions who are forwarding the environmental, economic, and social equity principles of sustainability

Earth Day - Green Tie Gala

Saturday, April 21, 2007
Hyatt - Morristown
3 Speedwell Avenue
Morristown, New Jersey

An Organic Culinary Experience
5-course gourmet dinner
Showcasing the talents of local chefs:
Christopher Casale - Whole Foods Market Madison
Lonnie Crowe - Hyatt Morristown
Judy Mancini - Go Organics Catering

Don’t miss the GREEN silent auction!

Sponsored by:

For more information or to buy tickets: www.commUNITYearth.net or call 973.452.2875

Figure 14—Unity Learning Environment “Green Gala” Invitation