WHAT DO Arnold Schwarzenegger, Al Gore, Bill Gates, Bono, Wal-Mart and the Sierra Club all have in common? The answer is that in one way or another all are champions of “sustainability” as an increasingly critical issue for business and for the world. But just what is sustainability?

“Sustainability is, in its simplest terms, about how to do well now without destroying the ability to do well in the future,” says Gerard Faritas, executive director of the Silberman College of Business’ Institute for Sustainable Enterprise (see page 27). Center for Human Resource Management Studies and associate professor of management in Silberman College, “It’s about taking a well-rounded approach to making personal, governmental and business decisions that put environmental awareness and social responsibility on par with sound economics.”

Countless books and articles have appeared on various aspects of societal and corporate sustainability, and special issues have been devoted to the topic by such widely respected publications as The Economist, Business Week, Fortune and Fast Company.

“It has become hard to ignore the possibility that we are doing irreversible harm to our natural environment that threatens to extinguish many important species, shift where and how well we live, get our water and grow our food, and disrupt the critical resource supply chains of many industries,” says Faritas. “Wasteful use of energy from fossil fuels not only degrades our environment but worsens our dependence on sources of energy from the most unstable areas of the world.”

But environmentalism is just one aspect of sustainable business practices. Leading firms are seeing that an integrated “triple bottom line” — people, planet, profit — that balances attention to employees, society and the environment with financial outcomes is critical not only to the world’s sustainability, but also to their own long-term viability in the global marketplace.

THE PEOPLE FACTOR
The first factor, people, refers to such issues as providing living wages, ensuring the health and safety of employees in the workplace, attracting and retaining diverse talent and providing support for employees.

Human resources personnel, for example, can contribute to a company’s sustainability profile through leadership development, ethics training and diversity and multiculturalism in hiring practices. High-potential employees may be given extensive professional development opportunities while being introduced to sustainability as an overarching corporate goal. Managers in all areas can be briefed and given training on what their roles in sustainability are, how to introduce their employees to the connection between what

Figure 1 — FDU Magazine—winter/spring 2008
Page 1 of article featuring ISE
ries release worldwide. In September, the Carbon Disclosure Project, a coalition of more than 315 global investors, named Unilever as “Best in Class” in its climate change disclosure.

BARRIERS TO SUSTAINABILITY

The AMA report lists several barriers to sustainable business. It cites such examples as an anti-environmentalism movement, challenges to global warming research, affordability, unawareness of what sustainability is, skepticism among leaders, difficulty in measuring goals and short-term thinking by corporate executives.

Another barrier to sustainability is the notion that such initiatives are an expensive gamble on the corporation’s part. “Managers who are trained to believe that profit is the prime directive of business may find it hard to believe the financial bottom line can improve through social and environmental responsibility efforts,” states the report.

Another source of resistance is confusion over what constitutes a sustainable business. According to the AMA study, “Some executives confuse sustainability with one of its parts—corporate social responsibility—and assume their organizations are already up to par because they have done good things for their communities.

One very strong deterrent to implementing sustainable business practices is the difficulty in measuring sustainability outcomes. This is where organizations like FDU’s Institute for Sustainable Enterprise and the American Management Association become crucial to the future of business and society.

“Education can bring much-needed awareness to corporate sustainability and different ways to measure it,” says Harmon. For instance, the ISE has developed the Sustainability Pyramid, which details qualities associated with highly successful sustainability strategies (see Figure 1).

Midway as one moves up the pyramid are metrics or the measurement of sustainability efforts. These may include: environmental efficiency, measured through energy audits; carbon footprint analysis; global reporting initiatives undertaken; community/corporate citizenship, commonly known as corporate social responsibility; a corporate atmosphere that is strong on ethics; and a diverse employee population.

CONVERTS TO THE CAUSE?

Harmon notes, “When huge and profoundly influential organizations such as General Electric or Wal-Mart—not generally viewed as very socially responsible firms—make major strategic commitments to social/environmental sustainability, even skeptics start to take notice.”

GE is spending billions of dollars to position itself as a leading innovator in everything from wind power to hybrid engines, and has pledged to cut its greenhouse gas emissions by 2012 to 1 percent of what it was in 2004.

Wal-Mart has made a series of high-profile promises to slash energy use overall, from its stores to its vast trucking fleets; to vastly reduce waste and harmful materials in its entire supply chain; and to purchase more electricity derived from renewable sources. It has even hired renowned environmentalist Amory Lovins to be one of its top strategic advisers and, through the Wal-Mart Foundation, Inc., endowed the Applied Sustainability Center, an interdisciplinary initiative of the Sam M. Walton College of Business at the University of Arkansas, with a gift of $1.5 million. And, most recently, the mega-store chain has pledged to upgrade its employee health care benefits.

Dow Chemical, manufacturer of Styrofoam products, sees a market in the need for low-cost housing and is developing technologies such as eco-friendly foam boards to be used in construction. It also is developing products such as roof tiles that deliver solar power to buildings and water treatment technologies for regions short of clean water.

COLLEGIATE COMMITMENTS

If tomorrow’s business leaders are studying today on college campuses, there’s more good news for the sustainable movement. According to a special Chronicle of Higher Education issue on sustainability, a growing number of higher-education institutions are beginning to transform their campuses, their operations, their policies and their teaching to reflect a commitment to sustainability. Dozens of U.S. colleges have announced that they are moving toward becoming sustainable campuses, and the Association for the Advancement of Sustainability in Higher Education (www.aashe.org) has grown from 35 to more than 480 members since its inception.

Activities include putting up green buildings, planting native landscapes, switching to renewable power, supporting local commun...
ties, developing clean technologies, establishing policies on living wages and finding ways to turn those efforts into reachable moments and research projects.

FDU is investing heavily in the future with the development of various initiatives, in particular the construction of the new Monninger Center for Learning and Research, a “green” (i.e., energy efficient and sustainable, as certified by the New Jersey Green Builders) library/learning center that will become a hub for learning on the campus and the larger surrounding community, at the College at Florham.

One of the top projects to be supported by FDU NOW: The Campaign for Fairleigh Dickinson University, this project is engaging FDU’s administrative leadership, staff, students and faculty, along with leaders from New Jersey-based corporations (such as FirstEnergy/JCP&L) and the surrounding community.

In addition, FDU administrators are taking green measures into account in planning the renovation of the Student Union Building at the Metropolitan Campus. The University is also a member of the New Jersey Higher Education Partnership for Sustainability.

On many campuses, student organizations have become watchdogs for sustainability; influencing changes in college operations, both large and small (see Easy Being Green, this page). Armed with Internet research, student groups are investigating institutional operations like energy use, food purchasing, investments, transportation and waste disposal. They are pushing administrators to approve new projects and set higher goals for sustainability.

National networks are helping students share strategies with one another and organize sophisticated, often successful proposals for campus innovations and reforms. For example, RecycleMania (www.recyclemania.org) encourages universities and colleges to participate in a 10-week competition. Each spring, institutions are challenged to collect the largest amount of recyclables per capita and the largest amount of total recyclables, and to produce the least amount of trash per capita or have the highest recycling rate.

FDU’s College at Florham, with the help of its Green Club, held a “Recyclemania” competition in order to encourage recycling on campus. Statewide, FDU ranked fifth among New Jersey schools in the competition, with more than 23,000 cumulative pounds of recyclables collected (8.8 pounds per person).

Inspired by the College at Florham’s response to Recyclemania, a similar competition is being planned for FDU’s Metropolitan Campus, and a Friends of the Environment club has been started there.

THE FUTURE AND BEYOND
Where will sustainable business practices be in the next 10 to 20 years? “Much depends on whether business leaders and managers gain greater awareness of sustainability and continue to choose to adopt sustainability-related values, strategies, principles and practices,” says Wirtzberg. In collaboration with the Institute for Corporate Productivity (formerly the Human Resource Institute), the Institute for Sustainable Enterprise has developed three possible scenarios, which are included in the AMA report. Wirtzberg explains, “Scenario 1, called ‘Things Fall Apart,’ depicts an increasingly anarchic world in which a global war for natural resources has led the world to the cusp of World War III.”

Scenario 2, known as “Muddling Toward Sustainability,” she continues, “depicts a mixed bag of failed legislative efforts and unearthing business leaders.”

“Scenario 3, which is our dream and aspiration, is a ‘Global Sustainability Culture,’ ” says Wirtzberg. In this case, a majority of people in nearly every nation believe that environmental degradation is a true threat, global initiatives are in place to further reduce social and economic inequalities among nations and business organizations increasingly embrace sustainability. “Truly, she concludes, "that is the only win-win-win solution.”

Easy Being Green

The student Green Club at the College at Florham has influenced not only student behavior, but that of faculty and staff as well by lobbying for the placement of recycling bins throughout the campus and putting green footprints on the floors and walkways leading up to them. The club also was catalyst to the University’s participation in Recyclemania and the Global Climate Challenge. It has run Earth Day poster design contests and has helped organize a campus-wide Green Day last spring to recognize, share and celebrate the contribution that each member of the campus and community can make to the overall goal of sustainability.

One of the largest projects undertaken by the club is Move-out Week, during which club members worked to create awareness of sustainability and conservation and to reduce wasteful practices when FDU’s residence halls are vacated at the end of the spring semester.

Donation boxes are placed in every residence hall for students to put their unwanted usable, non-perishable food, bottles and cans and household items. On the final move-out day, students and faculty go from dorm to dorm around the campus sorting, loading and transporting what is collected to the appropriate places.

In addition, several Goodwill clothing bins have been placed on campus for students to use to donate their unwanted, usable clothing. The club plans to make Move-out Week an annual tradition.

Figure 3 — FDU Magazine—winter/spring 2008
Page 3 of article featuring ISE
Figure 4—ISE/FDU Web Site Home Page
Figure 5 — CHRMS/FDU Web Site Home Page
Figure 6— The Sustainable Enterprise Fieldbook
Guide Your Enterprise to Forge A More Sustainable Future

Praise for The Sustainable Enterprise Fieldbook:

"Managers everywhere desperately need books like The Sustainable Enterprise Fieldbook in order to get started on the journey."
—Peter Senge, founder of S.O.I. (Society for Organizational Learning) and author of The Fifth Discipline

"The Sustainable Enterprise Fieldbook focuses on the human side of sustainable enterprise — the organizational, behavioral, and even cognitive challenges. It is a must-read for anyone trying to make sustainability happen in the real world."
—Stuart L. Hart, S.C. Johnson Professor of Sustainable Global Enterprise, Cornell University; author of Capitalism at the Crossroads

"The most comprehensive sourcebook for leaders, managers, practitioners and all those committed to working within their communities and organizations to make the human family toward sustainable societies, living in peace with each other and nature.
—Hazel Henderson, author of Ethical Markets: Growing the Green Economy, President, Ethical Markets Media, LLC, USA and Brazil

"This brilliant collection of essays lays the foundation for building a sustainable society. All boards of directors and their leadership should make this book required reading."
—Warren Bennis, University Professor, University of Southern California and co-author of Judgment: How Great Leaders Make Winning Calls and Transparency: How Leaders Create a Culture of Canard

"In the current groundswell of Earth community ideals and initiatives, The Sustainable Enterprise Fieldbook must surely count among the most realizable and practical. Its value will become apparent in the months and years ahead."
—Thomas Berry, Ph.D., Historian, Geologist, and author of The Dream of the Earth and The Great Work

Jean Wittenberg, Ph.D., is President of Jean Wittenberg & Associates, LLC, a consulting firm focusing on sustainability issues. She is also Director, External Relations and Services, at the Institute for Sustainable Enterprise (ISE), at Fairleigh Dickinson University.

William G. Russell is the Founder of SKN Worldwide-USA, a sustainability consulting company.

David Lipsky, Ph.D., is a senior consultant with Convants, a training and consulting company.

"This Fieldbook opens the door for business leaders and managers to the most appropriate and practical pathway for themselves and their enterprises to forge a more sustainable future. It takes us on a metaphorical journey through the eyes of 29 prominent, experienced practitioners inspiring us all to step up to the plate, create a plan, and move forward with velocity, intention, and commitment. It provides the tools, cases, best practices, learning, and understandings — at once profound and practical — to equip and enable every manager and leader to play a role in the remission of the world."
—GREG KELL, Executive Head, UN Global Compact

Compiled by an outstanding network of business experts, consultants, and academia, The Sustainable Enterprise Fieldbook was written to teach and guide leaders, managers, practitioners, students, and professors in every sector of society, and in every industry, how to create a successful and sustainable enterprise by holistically embracing social, environmental and economic issues. Through clear, simple and to the point, the book naturally engages readers in their journey and encourages their participation in three key ways: by increasing their understanding and awareness of what sustainability means, both on a practical and personal level; by energizing and expanding people’s commitment to building sustainable enterprises; and by providing readers with extensive tools and techniques to help them individually and collectively take actions that will improve the social, environmental, and economic performance of their organizations in both the short and long term.

Single copies available at your favorite online retailer or bookstore.

For details, call 1-800-250-5388 or email: SpecStsWeb@amanet.org

AMACOM
THE BOOK PUBLISHING DIVISION OF THE AMERICAN MANAGEMENT ASSOCIATION

Figure 7—Reviews of The Sustainable Enterprise Fieldbook
The Institute for Sustainable Enterprise (ISE) at Fairleigh Dickinson University was founded in the AACSB-accredited Silberman College of Business in 2008. ISE focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially, and economically sustainable.

By sustainable, we mean being able to generate and regenerate the natural, social, human, manufactured, and financial capital for both short and long-term prosperity. ISE is committed to helping leaders and managers develop new ideas and competencies for themselves that will contribute to creating sustainable enterprises in the 21st century.

ISE concentrates on three related areas of contribution:

- **Applied Research** - field studies examining how to best enhance sustainability
- **Education** - coursework, seminars, workshops, and training programs to teach leaders/managers and students to lead and manage sustainability as world citizens
- **Services** - network-building and facilitation to support concrete sustainability-enhancing initiatives

ISE is funded through seed grants, corporate partnerships, research and program development grants, and other revenue-producing services.

**Key ISE Activities**

Since its inception in 2009, ISE has and is making significant strides in furthering its mission.

> **Research**

Based on a study of one of the world’s most sustainable firms, ISE has created a business plan for the new creation of a sustainable business. This work is now being expanded to a global, inclusive, and replicable basis. The initiative aims to create a platform for a worldwide green and management association (sustainability). A report is forthcoming.

**Sustainability**

Several ISE Executive and green/eco-minded courses have incorporated concepts related to sustainability. In cooperation with a student-led, Field Study of Business, Culture, and Global Sustainability, a model is created for a transformational experience for students and includes a trip to Saudia Arabia. The goal is to help students become leaders in management, influencers in business, and leaders in their own areas of interest and pursuits in and out of the classroom.

> **Post-Graduate Certificate Program in Sustainable Business Management**

This program is designed for graduate students who wish to deepen their understanding of sustainability and develop the skills and competencies necessary to introduce sustainability-enhancing projects to their organizations.

> **Seminars and Workshops**

ISE delivers monthly seminars, webinars, and periodic roundtable and workshop events on sustainable business topics that have attracted a total of about 300 attendees per year.

> **Summits**

ISE offers participants the opportunity to collaborate by hosting the first-every Annual Summit.

> **Campus Sustainability Initiative**

With the support of the president, ISE is establishing the Institute for Sustainable Enterprise (ISE) at Fairleigh Dickinson University. The goal is to transform our university and other higher education institutions so that they become environmentally sustainable and serve as role models for the sustainability needs of their surrounding communities.

**Contact:**

Dr. Gerald Fain, Executive Director
Institute for Sustainable Enterprise
Fairleigh Dickinson University
286 Madison Avenue, 5th Floor
New York, NY 10016
(973) 444-5870
E-mail: gerald@fdi.edu

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**Figure 8—ISE Partnership Brochure**
Figure 9—Breakfast Seminar Partnership Brochure
World, Inc.
Why going Global will collide with going Green
Each Day of this New Century

Presentation Highlights
- Developing Leaders We Can Trust
- Globalization, Money Markets, and the New Value of the Firm
- Toyota and the Search for the Superior Car
- HP and the Vast Universe of Consumer Delight

Date: October 18th, 2007
Time: 7:30 to 9:30 a.m.
Place: Lavelle Hall,Memorial Hall (The Mansion)
Fairleigh Dickinson University
College at Fortan
Madison, NJ

Speaker: Bruce Piasecki
Dr. Bruce Piasecki is the President and Founder of the American
Hazard Control Group, a management consulting firm specializing in
energy, materials, and corporate environmental matters since 1981.
Dr. Piasecki is the author of five seminal books on business strategy,
valuation, and corporate change, including the Nature Society’s book of
the year, In Search of Environmental Excellence: Moving Beyond
Blame. His articles have appeared in the Los Angeles Times, Baltimore
Sun, Technology Review, and the Christian Science Monitor.

Since 1990, Dr. Piasecki and his staff have run hundreds of
benchmarking workshops for 42 multinational corporate affiliates,
including key executives in site remediation, power markets, emerging
issues, and governance concerns since EIRON. Since finding that his
1995 Corporate Environmental Strategy book attracted the attention of
change agents and Board members in his client and affiliates network,
Dr. Piasecki has moved the field of environmental and energy strategy
closer to financial markets and mainstream financial diagnostics. The
AHC Group has done this through a series of key alliances, including a
multi-year agreement with INNOVEST and Island Press.

Name_________________________Company_________________________E-Mail________________
Colleague Name________________Company_________________________E-Mail________________

Figure 10 —Breakfast Seminar Flyer
Thousands of companies around the world are purchasing carbon offsets to reduce their net impact on global climate change. Some of this purchasing is driven by regulatory mandates—such as European Union implementation of the Kyoto Protocol. However, many companies are purchasing in parallel "voluntary" markets to engage and please customers, differentiate products and services, address concerns of institutional investors, and get ahead of future regulatory requirements in most industrialized countries, including the United States.

This seminar explains why these markets exist, who the suppliers are, buyers and intermediaries, and future trends in this business.

The following issues will be addressed:
- the business logic of offsetting emissions
- the mechanics of offsetting emissions
- certified emissions reductions (CERs) versus voluntary emissions reductions (VERs)
- markets and prices for different "types" or sources of carbon
- examples of company carbon strategies

Lawrence Pratt has dedicated his professional career to advancing the link between policy design and more sustainable business strategy. During his tenure at the US Environmental Protection Agency and the Environmental Law Institute, he worked with governments and the private sector both in Latin America and the U.S. to find ways to strengthen the business sector’s commitment to improved environmental and social performance through national and state level policy design, and increased awareness of opportunities to strengthen competitiveness.

At INCAE, his approach to policy analysis, business research and entrepreneurship integrates environmental issues into company strategy and national and regional policy making. He teaches courses on sustainable development, and environmentally and socially sound business strategy in INCAE’s master’s degree, executive MBA, and continuing education programs. He works extensively throughout Latin America with private sector, multilateral development institutions and civil society organizations.

Mr. Pratt is founding managing director of EcoConsult, a professional services firm dedicated to business strategy for more economically, environmentally and socially responsible investment and management in Latin America. Mr. Pratt serves as a consultant and advisor to various multinational organizations, manufacturing companies, government agencies and financial services companies in the United States, Latin America and Europe. In 2006, he was awarded the Japan Institute’s "Furukawa Pioneer Award" for the impact of his work on the policies and business practices across Latin America.

Figure 11—Carbon Markets Presentation Flyer
ISE/CHRMS at Fairleigh Dickinson University invites you to attend the

Sustainable Business Roundtable Series for FDU-ISE and NAWBO-NCJ members

- Networking opportunity
- Linking and mentoring with companies who are committed to sustainability
- Apply adult learning principles and approaches
- Sponsorship opportunities available
- Consider initial commitment for “one year”
- Seeking open-minded, creative energy to fuel the journey to sustainability

Focus on the Triple Bottom Line: People, Planet, and Profit

July 11, 2007
7:30 – 10:30 a.m.
Exploratory Gathering

Date: July 11, 2007
Time: Breakfast - 7:30 a.m.
Session - 8:30/10:30 a.m.
Place: Orangeville, the Library
Fairleigh Dickinson University
College at Jersey City
Campus
Madison, NJ 07940

For more information, contact:
- T. Waldmann-Williams, NAWBO-NCJ: 908-722-9765
- Joanna Worthington, FDU-ISE: 973-335-8299

REGISTRATION DEADLINE
Monday, July 9, 2007

Delicious breakfast goodies donated by “Wholly Wholesome”

REGISTRATION

Name ___________________________ Company/Org ___________________________ Title ___________________________
Address ___________________________ ___________________________
Phone/Fax ___________________________ E-mail ___________________________

I plan to attend the session_______ I cannot attend but would like to attend future sessions_______

(For more information about ISE/CHRMS, please visit our website at www.tubb.edu/ise)

Figure 12—Sustainable Business Roundtable Flyer
Sustainable Business Incubator
Institute for Sustainable Enterprise
Fairleigh Dickinson University

Mission:
SBI’s mission is to assist companies, especially but not exclusively startups, with business initiatives that address the issues of sustainability, and encourage them to embrace principles and practices that maximize the triple bottom line of people, profits, and planet.

Description:
FDU’s SBI is a virtual incubator, which means that it does not have office or lab space that it rents out to clients. But it provides most of the other services typically associated with an incubator. New Jersey currently has more than a dozen incubators, many associated with universities and colleges. The SBI embraces collaboration and networking as critical sustainable enterprise qualities. As such, we actively collaborate with other universities and incubators within New Jersey, the rest of the U.S., and elsewhere throughout the world.

Incubators are highly effective in assisting companies with organization, management, financing, technology, job creation, marketing, and other key elements of business functioning. Incubator-assisted enterprises have an overall 87% better chance of success than unsupported startups, according to BIA studies.

FDU’s SBI is unique in focusing on sustainable businesses and nonprofits – companies and organizations developing green technologies, or modeling sustainable business practices, or advancing new business practices such as carbon trading.

Clients:
Technology Businesses:
- Alternative energy companies, dealing with solar, wind, hydro, biomass, geothermal, co-generation, etc. and related technologies, including batteries and fuel cells
- Conservation-oriented companies
- Alternative fuels companies
- Recycling and reuse businesses
- Waste Treatment, wastewater
- Carbon sequestration and reuse
- Measurement and metrics related to sustainability
- Hydroponics, greenhouses, and urban agriculture
- Other environmental initiatives
- Nanotechnologies that relate to sustainability
- Green manufacturing companies
- Green building companies

Non-Technology Businesses:
- Financial and market mechanisms related to sustainability
- Technology transfer processes
- Consulting and service companies supporting sustainability initiatives
- Educational initiatives
- Nonprofits

FDU’s SBI proactively engages with stakeholders including state and local governments, companies, and venture and philanthropic investors to understand their needs and interests. These relationships help align our efforts as well as the strategies, products and services of our incubator client enterprises.

Services:
- Access to university/college resources including research collaboration opportunities, student interns, MBA student support teams, etc.
- Business planning & milestone tracking
- Product, marketing & manufacturing strategy support
- Prototyping, software, web development
- Strategic partnerships, licensing opportunities, and client development
- Legal advice on governance, IP, licensing, corporate law, deal structuring
- Finance and accounting support
- Government agency navigation & grant support
- Networking opportunities with angel investors, venture capitalists, and other emerging businesses
- Linking large corporations and Incubator participants around sustainable business practices
- Sponsorship of competitions for business plans, specifically focused on social, economic, and ecological sustainability
- Mentoring and learning opportunities from FDU and ISE
- Seed Funds for milestone specific projects

Inquiries:
Companies interested in becoming clients of the Incubator should contact Jonathan Cloud, Entrepreneur in Residence at the Institute for Sustainable Enterprise (jcloud@fdnu.edu, 908-266-9075).

Businesses and organizations interested in supporting new ventures are invited to join our Sustainable Resource Network at www.SustainableBusinessIncubator.com/network.


Figure 13—Sustainable Business Incubator Fact Sheet
You're invited to help us create the
Sustainable Business Incubator
at Fairleigh Dickinson University

For new ventures addressing issues of Sustainability
Committed to the “Triple Bottom Line” People, Profits and Planet
Strategic Planning and Resourceful Collaboration

The Sustainable Business Incubator is initially conceived as a "virtual incubator" i.e.,
offering the services provided by traditional business incubators other than lab or office space. It may, however, include access to conference facilities, research facilities, and administrative support services.

Services offered may include:
- Access to university/college resources including research collaboration opportunities, student interns, MBA student support teams, etc.
- Business planning & milestone tracking
- Product, marketing & manufacturing strategy support
- Prototyping, software, web development
- Strategic partnerships, licensing opportunities, and client development
- Legal advice on governance, IP, licensing, corporate law, deal structuring
- Finance and accounting support
- Government agency navigation & grant support
- Entrepreneurs-in-Residence
- Networking opportunities with angel investors, venture capitalists, and other emerging businesses
- Linking large corporations and Incubator participants around sustainable business practices
- Sponsorship of competitions for business plans, specifically focused on social, economic, and ecological sustainability
- Mentoring and learning opportunities from FDU-IS and access to university/college resources, including collaborative research opportunities, student interns, MBA student support teams, etc.
- Seed Funds for milestone specific projects

Breakfast and Lunch provided

Figure 14 — Flyer — First Meeting of Sustainable Business Incubator
New Opportunities in Green Business
A Sustainable Business Networking Event

- Hosted by The Institute for Sustainable Enterprise and its new "Sustainable Business Incubator"
- Featuring a mini-seminar on sustainable business, and opportunities to network with Morris and Somerset County businesses.
- Members of the Somerset Hills Business Network and the Gateway Regional Chamber of Commerce will be using this as their monthly networking meeting

Some of the potential benefits of adopting the "Triple Bottom Line" (people, planet, profits) approach include:

- Opportunities to open new markets
- The development of new products and services
- The development of new cost saving approaches to operations
- Ability to access to special funding
- The development of innovative practices
- Reduced overhead
- Increased competitive advantage
- Reduced liability and risk

Date: Friday, August 24, 2007
Time: 8:00 – 10:30 a.m.
Place: Orangery, the Library, Fairleigh Dickinson U. 285 Madison Avenue (Rte 124), Madison, NJ
Park: in front of Mansion or in roadway next to Library

For more information, contact:
Kate Conroy
tkateconroy@gatewaychamber.com
or call 908-352-0900.

- Breakfast provided –
  (Gateway Chamber Members Fee – $5.00)

Name ___________________________ Title ___________________________
Company ___________________________ Phone ___________________________ E-mail ___________________________
Colleague Name ___________________________ Company ___________________________ E-mail ___________________________

Figure 15—Flyer—Sustainable Business Network
Figure 16—Flyer—Sustainable Business Incubator-sponsored "Green Ventures Symposium and Expo"
FDU launches business incubator

Institute's partnership boosts 'green' hydropower turbine

BY WILLIAM WESTHOVEN
DAILY RECORD

FLORENCE, N.J. — FDU’s Institute for Sustainable Enterprise (ISE) on Wednesday launched New Jersey’s first incubator program focused exclusively on sustainable businesses.

ISE executive director Dr. Gerald Farias introduced the principles of the incubator’s first business partnership during a news conference at FDU’s Ferguson Recreation Center — HydroCell Power Inc., an energy technology company that is developing an environmentally friendly turbine designed to produce cost-effective hydropower.

Dr. Jonathan B. Rosefsky, founder and president of HydroCell, based in Wyckoff, N.J., said the patented HydroCell turbine, a cylindrical device about the size of a car, requires more of a facility to be easily assembled to small, non-infringement sites, 12 feet or more in height, to produce renewable energy for isolated, local use or to be sold back to a local utility.

HydroCells size and simple design allows it to be manufactured at low cost and may be installed in a variety of locations, under water, where it can work without being seen, create no pollution and turn existing dams, flood-control systems and undeveloped facilities into productive assets.

The devices can be used alone or in honeycomb-like groupings, depending on the water source and the need. One or two may provide enough power for a typical home, while up to 100 or more may be used together to provide the power needs of a small business.

“Our initial targets for marketing will be small businesses,” said Thomas Mezejekski of Hackensack, director of finance and marketing for HydroCell. “But we’re working on a 12-inch prototype instead of the six-inch one we have here, which is our only prototype at the moment. Twenty-five of the larger models could do the work of about 100 of the six-inch models.”

In any size or configuration, the HydroCell concept fits the model for the ISE’s Sustainable Business Incubator (SBI). SBI’s mission is to “assist companies, especially but not exclusively startups, with business initiatives that address the issues of sustainability and encourage them to embrace principles and practices that maximize the triple bottom line of people, profits and planet.”

“Meeting the needs”

“Meeting the needs of the present without compromising the needs of the future,” said Dr. William M. Moreo, dean of FDU’s Silberman College of Business, in his opening remarks.

The ISE was founded in 2003 at Silberman “to bring together diverse people and diverse ideas to create solutions — create the kind of environment where we can be productive indefinitely,” Moreo said.

HydroCell conducted proof-of-concept testing at Villanova University. At FDU, the fledgling company, which already has five patents, will receive incubator support in areas such as dealing with government agencies and energy-management firms, and identifying suitable water sources.

For example, Mezejekski says the company is working with the Board of Public Utilities to qualify the product for Class 1 renewable energy rebates. “We’re going to get that,” he said.

The company also needs to establish a base of operations in New Jersey and contract with a manufacturing facility. HydroCell is “made largely of injection molding and off-the-shelf parts,” according to Mezejekski, so the company already can estimate a wholesale cost of about $1,500 per unit.

“There’s a lot of work to do, but the technology has great potential,” Farias said.

Figure 17 — Article in Daily Record on Launching of Sustainable Business Incubator
Incubator nurtures fledgling businesses
FDU program looks to aid environment
Thursday, January 21, 2009
BY LESLIE KWOK
Star-Ledger Staff

Fairleigh Dickinson University launched its first sustainable business incubator yesterday, a program that helps nurture start-ups with an eco-friendly vision until they achieve commercial viability.

The program is a way of encouraging businesses to come up with solutions to the climate crisis in a time of challenge, officials said.

"We face both the largest challenge we've ever been as a planet, and also in some ways the greatest opportunity," said Jonathan Cloud, the incubator's resident entrepreneur. "We need to transform the way we do business."

The incubator has two main criteria. The company must be young and it must be "green" — its product must offer a solution to the climate crisis by focusing on sustainability and the environment.

The incubator functions just like an incubator for chicks, officials explained, keeping baby companies "in a womb space" for one or two years until they are ready to try.

It is a partnership that works both ways. University students have the opportunity to intern at the start-up or study the company's growth process for class. The start-up, in turn, can use resources available at the business school and its arm, the Institute of Sustainable Enterprise, to help with business planning, legal advice — and perhaps most importantly, networking.

"With money so tight, you find it extremely difficult to have ready access to capital," said William Moore, dean of the university's Silberman College of Business. "We act as a conduit."

There are five business incubators in New Jersey and more than 1,700 around the world, according to the National Business Incubator Association's list of members.

Companies that are aided by business incubators have an 87 percent chance of succeeding, according to the association's website.

These are added that look good to the FDU incubator's first client, Hydralogic Power, a Hackensack-based company launched in 2008. The company has already patented its unique water turbine, which can generate energy by harnessing the force of fast-moving water.

Company president Jonathan Rosebrock believes there is a market for the product. He estimates there are about 70,000 hydropower suitable sites in the United States, amounting to a $7 billion market.

But the company has had little luck marketing the invention so far, Rosebrock said, and the FDU incubator could make the difference between success and failure.

"We need funding. We have patents," he said. "From our experience, if one can be introduced to a potential investor, it's a lot better than just being on our own."

Cloud said yesterday the incubator does not make a company immune from market forces, but it can help it go from "zero to 60."

In 1986, Cloud started a solar design firm in Canonsburg that went out of business when the price of oil plummeted several years later.

"The reality is in most economies, you really need support to be an entrepreneur," he said. "It would have helped to have someone help me learn the ropes."

Leslie Kwok may be reached at kwok@starledger.com or (973) 544-7470.

Figure 18 — Article in Newark Star Ledger on Launching of Sustainable Business Incubator
News Release
Public Relations

Media Advisory

Date: January 22, 2008
Contact: Gretchen Johnson, Public Relations Director 201.692.7032
Jonathan Cloud, Institute for Sustainable Enterprise 908.586.9075

Launch of New Sustainable Business Incubator and Introduction of First Client, Hydro Coil Power, Inc.
on Wednesday, January 30, 2008

The state of New Jersey has set ambitious goals in response to the climate crisis. These goals offer opportunities for the development of technologies and businesses. Fairleigh Dickinson University is proud to announce New Jersey’s first incubator program focused exclusively on sustainable businesses.

The Sustainable Business Incubator will foster start-up and early-stage high-growth ventures in the areas of alternative energy, the environment, waste reduction, urban agriculture, transportation, and business information related to sustainable development.

The focus is to help new companies, and freestanding initiatives within existing companies, that offer specific solutions to the challenges of sustainable economic growth. The Incubator will support both external clients and businesses developed by FDU faculty and students, and will operate in collaboration with NJ’s other incubators and academic institutions.

The Sustainable Business Incubator’s first client, Hydro Coil Power, Inc., is an engineering design company focused on developing innovative domestic and international applications for their patented Hydro Coil™ Turbine.

The Company’s goal is to provide competitively priced and environmentally friendly, low head hydropower equipment for water-to-wire and distributed electricity applications.

The Hydro Coil™ Turbine is a promising design innovation, based on the transformational scientific concept of Ribbon Drive technology. The turbine can be retrofitted to unused or under-utilized dams and waterways, resulting in assets generating carbon-neutral, renewable hydropower.

Who: Dean William M. Moore, Silberman College of Business
Gerard Farias, Executive Director, Institute for Sustainable Enterprise
Jonathan Cloud, Executive in Residence
Dr. Jonathan Rosenskyl, President, Hydro Coil Power, Inc.
And Invited Guests

When: Wednesday, January 30, 2008 at 11 a.m.
Where: Rutherford Room, Ferguson Recreation Center
FDU’s College at Florham
285 Madison Avenue, Madison, NJ

Media coverage is welcome. For more information on the Incubator, see http://fdu.edu/ise and http://sustainablebusinessincubator.com. For information on HydroCoil, see http://hydrocoilturbine.com and the following contacts:

Figure 19 — FDU Press Release on Launching of Sustainable Business Incubator
Post-Graduate Program in Managing Sustainability

an intensive five-month program to prepare individuals and teams to integrate Sustainability—a well-rounded balance of societal, environmental and financial concerns—into their organization’s strategy and operations.

Farleigh Dickinson University Madison, NJ

Institute for Sustainable Enterprise Farleigh Dickinson University & INCAE Business School

Instituto de la Empresa Sostenible Farleigh Dickinson University & INCAE Business School

Objectives—Learning/Performance Outcomes:
Upon completing the program, participants will be able to:

- Understand deeply the principles and potential of sustainability
- Become a leader and catalyst for sustainability in their organization/community
- Successfully identify and implement sustainability as an enabling part of the organizational strategy
- Manage sustainability-enhancing projects
- Design and implement sustainability control systems and processes
- Guide organizational change and create a culture for sustainable development
- Deal with the unexpected in a complex, rapidly changing, globalized world

The Program (including an 8-day stay in INCAE)
- Designed to foster a dynamic range of sustainability leadership development and how it is practiced and experienced in their specific organizational contexts
- Proceed to a deeper understanding of “total bottom line” analysis, strategy integration, planning, marketing and reporting
- Taught by highly respected and experienced faculty members, together with international experts, using experiential and hands-on learning opportunities

Information Meeting
On the Post-Graduate Program
Managing Sustainability
December 11, 2007
4:30–7 p.m.
Hartman Lounge,
the Mansion (Hennessy Hall)
FSU Madison campus

Contact Dr. Daniel Twomey
Director, International Partnerships
Institute for Sustainable Enterprise
Farleigh Dickinson University
285 Madison Avenue, M501-05
Madison, NJ 07940
973-443-8802
E-mail: dtwomey@fdnj.edu

Figure 20—Brochure—Post-Grad Program in Managing Sustainability
Figure 21 — Flyer - fall 07/winter 08 Costa Rica Course
Figure 22— AMA Report—Creating a Sustainable Future
AMA Webcast!

SUSTAINABILITY: AN EVOLVING BUSINESS PARADIGM

Presenters

Jay Jamrog
Executive Director,
Human Resource Institute
Institute for Corporate Productivity

Ed Reilly
CEO,
American Management Association

Ray Anderson, Chairman and
Founder, Interface, Inc.

Govi Rao, Chief Executive Officer, LED
Effects

Jeana Wirtenberg
President, Jeana Wirtenberg & Assoc, LLC
Co-Founder, Institute for Sustainable Enterprise, Fairleigh Dickinson University

People – Planet – and Profits is rapidly becoming the new mantra of the 21st century business person. Business leaders and managers are challenged as never before to address a myriad of issues that go far beyond the single profit motive. People issues ranging from worker health and safety, employee morale and engagement, as well as societal issues of entrenched poverty, are rising to the fore as core business issues. Environmental issues affecting the entire planet, such as global warming threaten to affect the very survival of the planet and create an urgent call for action.

Given the enormous complexity and challenges before us, what can business managers and leaders do? Regardless of your role, function, position or company, what can you do? How can business leaders and managers create a better balance between the needs of people, the planet, and profit in both the short- and long-term?

As a step forward on the journey to a more sustainable world, an ever increasing number of organizations are beginning to move towards a new “sustainability” business paradigm – one that fosters a better balance between social, environmental, and economic factors for short- and long-term performance. More and more, business owners are adopting sustainability related values, principles, strategies and practices.

Join this complimentary Webcast where we will discuss the findings from a recent global survey on Sustainability sponsored by the American Management Association, and conducted by the Human Resource Institute in collaboration with the Institute for Sustainable Enterprise at Fairleigh Dickinson University.

For an hour, you’ll explore:

- The significant gap between how much employees in companies personally care about sustainability-related issues
- The relationship between sustainability and company performance
- The twelve most widely used sustainability-related practices
- The business factors driving greater focus on sustainability, as well as factors endangering its progress, both today and in the next ten years
- How the most sustainable companies create a foundation, traction and brand stakeholder engagement for sustainability
- Best practices from such sustainability leaders as Ray Anderson from Interface, Inc., and Govi Rao from Philips Lighting

Date:
Sept. 11, 2007

Time:
12:00 – 1:00 p.m. EDT

Fee:
Complimentary

Meeting Number:
17587-00007

Who Should Attend:

This Webcast has been designed for vice presidents, directors, and managers across all functional units who want to learn more about sustainability and wish to help their organizations become more sustainable in the short and long-term.

Attending the Webcast is FREE

but reservations are required or call
1-800-262-9699

Register online:
https://register.amanet.org

where you will see the Sustainability webinar

Be sure to reference code XA51 when registering

Figure 23— Flyer—AMA Webcast
Figure 24 — RecycleMania Logo and Weekly Graph
RecycleMania is

- A 10-week contest in which participating schools compete in different competitions to see which can collect the largest amount of recyclables during the period Jan. 27 – April 5th, 2008
- A friendly competition among 200 U.S. college/university campuses. FDU is among NJ schools including Georgian Court, Princeton, Drew, Montclair State, and Rowan and Rutgers who are participating!

How to Participate!

- Recycle the following: Plastic and Glass Bottles (without caps) and Cans coded #1 PETE and #2 HDPE and mixed paper
- Make FDU “Green” by using the clearly labeled bins marked (yellow sticker) for “Mixed Bottles and Cans” and “Trash Only- No Recyclables” which will be placed throughout the campus.
- Compete with other schools by using the small bins/boxes for “Mixed Cans and Bottles”, “Mixed Paper” and “Trash Only” with each dorm room will be provided.

Questions? Need your recyclables picked up? Want to be a RecycleManiac?
- College at Florham: Call Facilities (x8926) or e-mail Dana Patterson at greenclubfdu@gmail.com or
Dean Chamberlain at dean08@student.fdu.edu
- Metro Campus: Call Facilities (x2001) or email Andrea Falotico at friendsfortheenvironment@gmail.com

Figure 25 — Green Club Recyclemania Contest
Monday April 14, 2008 is...

One Day on campus... Every Day for the environment!

Green Day Kickoff 12:00-1:30 in the Student Center Cafeteria
Green Expo 1:00-5:00 Mansion Circle and Library Lawn
Student Presentations 1:00-3:00
• Science Poster Presentations (Lenfell Hall)
• Humanities, Public Relations, Studio Art & Greek Presentations (Hartman Lounge)
• Multimedia Presentations (Sarah Sullivan Lounge)

Workshops
2:00-2:45
A: Climate, Culture & Society – Orangerie
David Buckland – founder of www.CapeFarewell.com a Climate Change Culture & Scientific NGO
Dan Barstow – from TERC in Boston and convener of the National Coalition for Climate Literacy
Douglas Cohen – Chair, National Youth Initiatives -US Partnership Education for Sustainable Development and ISE

3:00-3:45
B: Everything You Need to Know About Recycling – Hartman Lounge
Al Ebersole – Fanwood Recycling Center
Penny Jones – Recycling Education Specialist at Morris County Municipal Utilities Authority

C: A Discussion of Rooftop Gardens – Orangerie
Jonathan Cloud – Entrepreneur-in-Residence of ISE and the Sustainable Business Incubator
Doug Subbiondo – Gardener, Landscaper and Vegan Chef of Nature Works

D: The How To of Composting – Hartman Lounge
Monika Hannemann – Coordinator, Discovery Garden and Family Programs, Brooklyn Botanic Garden

E: Biodiesel: From the Fryer to the Tractor – Orangerie FDU students Doug Lally, Tim Lamb, Danielle Odom and Dana Patterson

5:00
Performance by Melodies of Heaven (Great Hall)
5:15-5:30
President J. Michael Adams speaks on FDU Going Green (Lenfell Hall)

5:30-6:30
Reception and Student Awards (Lenfell Hall)

Additional sponsors include:
Pepsi Bottling Group
Community Green
Brick Recycling
Fanwood Recycling Center
Morris County Municipal Utilities Authority
Sustainable Business Incubator

For more information contact: christian_coldiron@fdu.edu or charlote@fdupeds.edu or search “Green Day” from FDU’s home page

Figure 26— Green Day Flyer
Monday April 14, 2008 is...

Green Day is a student-focused community celebration of Fairleigh Dickinson University’s venture into environmental sustainability. Its purpose is to recognize, share and celebrate the contribution that each member of the campus and the community can make to the overall goal of sustainability. Green Day 2008 will highlight the College at Florham’s sustainability initiatives, and will feature presentations given by FDU students on all things Green, as well as, workshops from the public, private and non-profit sectors. The day will culminate with a brief talk given by President J. Michael Adams that will lead us into the reception where the student award winners will be announced.

12:00-1:30 Kickoff (Cafeteria/Student Center)
1:00-3:00 Student Presentations (throughout campus)
Workshops
3:00-3:45 A: Recycling (Hartman)
   B: Eating Green (Orangerie)
4:00-4:45 C: Composting (Hartman)
   D: Biodiesel (Orangerie)
1:00-5:00 Green Expo (Mansion Circle and the Library lawn)
   5:00 Melodies of Heaven Performance
5:15-5:30 President J. Michael Adams speaks on FDU Going Green (Lenfell)
5:30-6:30 Reception and Student Awards (Lenfell)

Sponsors include:
Provoet’s Office, College at Florham
Becton College of Arts and Sciences
Institute for Sustainable Enterprise
Toyota of Morristown
FDU Alumni Association
Printing Responsibly
Hollister Construction
Gourmet Dining
Whole Foods
Student Government Association
Satreno
FDU Psychology Club
Department of Chemistry
FDU Green Club
Silberman College of Business
Office for Global Learning
Warnock Ford
Friends of Florham
JCP&L
Copies Plus
Joy Organics
Marty’s Reliable Cycle
Florham Programming Committee
Go Organics
American Chemical Society
Brooklyn Botanical Gardens

Contact: christopher_caldiero@fdlu.edu or charleb@fdlu.edu
or search “Green Day” from FDU’s home page

Figure 27 — Green Day Schedule