Here is the third issue of ISE’s “green” newsletter highlighting only some of the key initiatives and notable accomplishments of our community (you) through May 2011 in our priority strategic areas of sustainability knowledge generation/research, education, and service.


Grant Funding
We received a $17,000 grant from the Alcoa Foundation in support of our sustainable education program in primary and secondary schools (see Sustainable Education below).

We received a fourth grant of $25,000 from the Geraldine R. Dodge Foundation in support of our Sustainable Morristown project (see Services: Sustainable Communities below).

We received a second $15,000 grant from the Citigroup Foundation for community engagement activities in relation to the Town of Middlesex’s planned Sustainable Business Incubator and Green Industrial Park (see Services: Sustainable Communities below).

Generating Knowledge/Research
ISE associates published two articles in People & Strategy: Special Issue on Transitioning to the Green Economy which was edited by Jeana Wirtenberg. The first, “HR Leadership and Sustainability Strategy: Missed Opportunity?” used results from a worldwide survey of executives to show that, even though the types of people and change-management challenges associated with developing and executing sustainability strategies would appear to offer HR leaders a great opportunity to enhance their strategic roles, they are for the most part not yet capitalizing on that opportunity. The second, “Human Values and Sustainability: Can Green Swim Upstream?” argues that higher levels of sustainability require transformation of major approaches and processes that are driven by a set of human values different from those pertinent to the finance-dominated business case.

ISE associates also published an article, “Influences on the Organizational Implementation of Sustainability: An Integrative Model” in the Organization Management Journal. This paper integrates thinking and evidence from many streams of sustainability research and, using data from a large worldwide survey, shows the relationship among external influences, strategic motivators, key organizational enablers and obstacles, actual sustainability practices and their positive impact on performance.

Bottom Line” (People, Planet and Profits), and offers principles, frameworks and tools for integrating sustainability into talent management systems and processes.

ISE associates also had a symposium and several papers accepted for presentation at the 2010 Academy of Management Conference in Montreal: 1) An All-Academy showcase session “Creating a Caring Economics: Theory, Research, and Practice,” 2) “Implementing Sustainability Strategies: An Integrative Model,” and 3) “The Role of Human Values in Sustainability: A Curriculum Challenge for Business Schools.”

**Education**

We are planning to build on the highly successful [2009 launch](#) of our Graduate Certificate Program in Managing Sustainability by introducing for 2011-2012 a revamped 18-credit, State-approved [Sustainability Leadership & Transformation Certificate Program](#). As before, the 6-month program includes a study-abroad experience at top international business school INCAE in Costa Rica. For further information, contact: Jeana Wirtenberg, jwirtenb@fdu.edu, or Joel Harmon, harmon@fdu.edu

As part of our [K-16 Sustainability Education program](#), we are partnering with FDU’s School of Education in offering workshops, summer institutes, and mentoring to teams of primary and secondary school teachers about how to use sustainability projects and problem-based learning to increase performance on the important Common Core Standards. We gave workshops for over 100 school teachers at a [Bergen Record-FDU conference](#) in February, and are working with teachers and administrators in a Jersey City elementary school, Ridgedale MS, Rochelle Park MS, Obama Green Charter HS, and Irvington HS. Through May of this year we have conducted 9 outstanding monthly breakfast seminars on a broad range of human resource management and sustainability topics attended by over 476 individuals from 116 organizations.

We are continuing our partnership with the Silberman College’s highly-ranked Rothman Center for Entrepreneurship to offer their outstanding [Innovation Series](#) (seminars conferences, workshops) at reduced rates for our corporate partners.

**Service**

**Corporate Partner Executive Roundtables**

We co-created, designed and facilitated action-roundtables with and for our corporate partners and a few other invited organizations to support them with their sustainability-related challenges and opportunities. The most recent series comprised five Roundtables focused on “Creating a Culture for Sustainability” and was co-sponsored (and hosted several times) by Gretchen Digby, Ingersoll Rand and Laurie Roy, Alcoa Howmet. The Roundtables were co-created by the design team which also included Barry Dambach, Alcatel-Lucent, Michael Buczynski, Church & Dwight, Scott Sandman, BASF and ISE. Prior to the session a white paper synthesis – [Best Practices in Employee Engagement for Sustainability](#) – was developed for the Roundtable by Jeana Wirtenberg. The design team created a template including these Key Topics and Questions:

- **Definition:**
  - What does a culture for sustainability look like?
  - How is it defined?
- **Engagement:** How can we educate and engage our employees to create and build a sustainability culture?
- **Internal Communications:**
  - What is the role of/best practices in internal communications to support a culture for sustainability?
- **Metrics:**
  - How can we measure a culture of sustainability?
How can we conduct gap analysis to propel movement forward?

- Leveraging Human Resources
  - How can HR help?

Using this template, presentations were made by Alcatel-Lucent, Church & Dwight, BASF, Ingersoll Rand, Bureau Veritas, and Sanofi-Aventis. We are developing a synthesis of the learning from this roundtable.

**Sustainable Communities**

**Morristown.** We currently are extending to town government and the youth community our ongoing work promoting socially and environmentally responsible practices by Morristown’s businesses. With additional funding from the Dodge foundation, and the sponsorship of Mayor Tim Dougherty, we are working with the Town’s Administrator and new Sustainability Coordinator to design and conduct workshops and action roundtables for Morristown’s governmental leaders and departments, with active involvement of young people from Morristown’s schools.

**Transitioning to Green Careers Certificate Program**

We are continuing to partner with our Petrocelli College’s division of continuing education and the ISE-affiliated Transitioning to Green Foundation to offer a three-month, non-credit certificate program that supports individuals from all areas of specialization in finding and securing professional positions in the new green economy. The program helps professionals in transition learn and apply leading-edge knowledge of green and sustainable-business practices to make them more marketable in their job search. Four cohorts have now successfully completed the program and it will continue again in fall 2011.

**TTG Collaborative Learning Labs**

TTG LLC has begun an exciting series of collaborative learning laboratories to pragmatically show owners and managers of companies how to increase profitability, anticipate requirements from business and individual consumers AND advance the participating companies on their sustainability journey. The program demonstrates how participating companies can and need to **achieve all these objectives simultaneously.**

Each event conducted by **Transitioning to Green Collaborative Learning Lab (TTGCLL)** focuses on a specific industry sector and is hosted onsite at the featured co-presenting business partner’s preferred location. Following several leading-edge presentations by subject matter experts, participants have a guided tour of the host facility. Hands on group learning exercises provide opportunities to collaborate on how the program’s content may be applied to benefit the host’s as well as the participants’ companies. This practical exercise provides participants with applied knowledge of the featured hosts’ best practices as examples to take back to their own facilities.

Two Collaborative Learning Labs were held at Alcoa Howmet and Alcoa Kingston. The events were very well received and covered as a front page article in the Business Edge published by the Morris County Chamber of Commerce.

**Sustainable Business Incubator & EcoCenter**

**ISE-Founded Sustainable Business Incubator Has New Team, New Mission**

The **Sustainable Business Incubator**, founded at ISE in 2007, was spun off in 2010 as part of a new, ISE-affiliated, standalone nonprofit, the **Center for Leadership in Sustainability** (which also houses the **Sustainable Leadership Forum** and the **Sustainable Haiti Coalition**). The Incubator has a new CEO, Christopher A. Kogler (former Creative Director at WNET 13), and a new Chief Technology Officer, Robert Dombrowski, a Nanotechnologist and Materials Scientist, and several other associates and team members. The overall mission of the Sustainable Business Incubator remains the same, "to develop and support enterprises that contribute to social, economic, and environmental sustainability - living in a manner that
does not compromise the needs of future generations. (SBI) discovers, builds and grows ventures that embrace the three elements of true sustainable success – People, Planet and Prosperity.
(SBI’s) mission includes providing access to funding, expertise and a shared workspace – both physical and virtual – for startups, existing businesses and nonprofits with sustainable business initiatives. (SBI) grows both technology and nontech companies, including clean energy, water, and sustainable materials companies, and firms focused on ‘Factor-10’ efficiencies and conservation. SBI serves as a sustainability advocate for local communities and promotes the entrepreneurial spirit. At the same time, the SBI is now focused on creating a home for itself in Morristown, by converting a former auto dealership into a 30,000-SF "EcoCenter."

**The Morristown EcoCenter**

The goal of the [Morristown EcoCenter](http://morristownecocenter.com/) is to create a sustainable business ecosystem and community hub in Morristown, NJ through innovation, education, entrepreneurship and the arts.

The [EcoCenter](http://morristownecocenter.com/), a partnership between the SBI and the property owner, will showcase and support new technologies, entrepreneurs, innovative approaches to ecological regeneration and urban and suburban revitalization, and will provide the opportunity for the community to patronize, learn from, and interact with businesses that contribute to sustainability. For more information, see http://morristownecocenter.com/.

### ISE Senior Fellows Travel to Haiti

Following the earthquake in Haiti on January 12, 2010, the ISE created the Working Group on a Sustainable Future for Haiti, which produced a white paper and a web site outlining a framework for the sustainable reconstruction of Haiti. Senior Fellow Jonathan Cloud, along with ISE Advisory Board member and international youth leader Douglas Cohen, later attended the Sustainable Haiti Conference in Miami in March of 2010 on behalf of Fairleigh Dickinson University, and founded the Sustainable Haiti Coalition.

Senior Fellows Jonathan Cloud and Matt Polsky traveled to Haiti March 24 through April 2, along with Matt’s wife Sandy, and then presenting along with Doug Cohen and John Engle of Haiti Partners, at the 2011 Sustainable Haiti Conference April 4-6 in Miami. Follow the team’s progress at http://SustainableHaitiCoalition.org.

### Public Policy and Government Relations

Following a corporate-partner roundtable session last year, ISE has begun to move into the public policy arena with a “white paper” on Developing and Implementing a Sustainable Growth Strategy for NJ. We have followed up by initiating dialogue with individuals and organizations interested and influential in shaping government policies around sustainability, in order to create a constructive context for organizations to pursue sustainability initiatives.

### Sustainable Campus Project

We have 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 past grants from the Alcoa, First Energy, and PSEG Foundations). This year we:
• Helped to form Green Steering Committees on both our Florham/Madison and Metro campuses.
• Catalyzed creation of a Sustainability Coordinator position on the Florham-Madison campus.
• Continued supporting our (student organization of the year winning) Green Club
• Again are prime supporters of Recyclemania on campus
• Again actively supporting our 5th annual Green Day on both campuses (April 26), which actively engages hundreds of students from FDU and local high schools.
• Helped to quadruple the number of recycling bins on our campus.
• Are helping to infuse sustainability-awareness topics into student orientation activities and campus seminars
• Are working with several departments in Becton and Silberman colleges to create an interdisciplinary undergraduate sustainability minor.

ISE PRINCIPALS:
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Dr. Kent Fairfield, Director for Sustainability Education
Dr. Jeana Wirtenberg, Senior Advisor for External Relations
Matt Polski, Senior Fellow for Sustainability Innovation & Multidisciplinary Thought
William Russell, Senior Research Fellow
Jonathan Cloud, Senior Fellow for Sustainability Entrepreneurship
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