Here is the fourth issue of ISE’s "green" newsletter highlighting only some of the key initiatives and notable accomplishments of our community (you) through May 2013 in our priority strategic areas of sustainability knowledge generation/research, education, and service.

WELCOME TO OUR NEWEST ISE PARTNERS,

**HESS CORPORATION** and **WYNDHAM WORLDWIDE**, joining Alcatel-Lucent, Alcoa Howmet, Automatic Switch Company, BASF, Becton Dickinson, Bureau Veritas, Church & Dwight, Covanta Energy Corporation, Ingersoll Rand, Morris County Chamber of Commerce, Morristown Partnership, Net Impact, NJHEPS, Noveda Technologies, Sanofi, and USGBC-NJ.

ISE Publishes **FIRST ANNUAL SURVEY OF NEW JERSEY BUSINESS SUSTAINABILITY** with FDU'S PublicMind

Fairleigh Dickinson University's Institute for Sustainable Enterprise (ISE) surveyed almost 300 New Jerseyans in business on several facets of their organizations’ sustainability practices. “The fact that the business leaders we surveyed seemed to be investing in sustainability as much because it was the right thing to do as for pragmatic reasons was a little surprising but very gratifying to those who see the potential for business to strengthen society while helping their bottom line,” said Joel Harmon, ISE’s Executive Director. [Read Press Release](#).

FDU-MBA Students Win **HONORABLE MENTION** at ASPEN Business Society Case Competition

Supported by faculty members Drs. Joel Harmon and Gerard Farias, Phuoc Luong, Olena Rudna and Abeer Yazji, a team of MBA students, earned an "Honorable Mention" for their entry in the Aspen Institute's sustainability case competition. The competition draws participants from 25 leading business schools from all over the world. The team had to grapple with some difficult social and environmental issues generated by the cultivation of palm oil, a common ingredient in many of our foods. The $5000 entry fee was provided by ISE and the Silberman College of Business. For more information, please visit [http://aspencasecompetition.org/](http://aspencasecompetition.org/). Congratulations!!
Kent Fairfield Named “NJ PROFESSOR OF THE YEAR”

Dr. Kent Fairfield of ISE was selected as NJ Professor of the Year from among nearly 300 top professors in the United States by the The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

Jeana Wirtenberg Authoring NEW BOOK

Jeana Wirtenberg, ISE’s Senior Advisor on External Relations, is nearing completion of her new book, "Building a Culture for Sustainability: People, Planet, and Profits in a New Green Economy". It is a practical, easy-to-understand book that sets a path to successfully building a culture for sustainability in today's global marketplace, providing "best practice" case studies on industries and sectors including manufacturing, business-to-business, hospitality, and professional services.

ISE co-creates, facilitates EXECUTIVE ROUNDTABLE SERIES on SUPPLY CHAINS

The Sustainable Supply Chain Roundtable Series has covered a wide range of sustainability topics, including case studies and discussion of best practices for sustainability initiatives in supply chain, warehousing and transportation, procurement, manufacturing, supplier assessments, and quantifying the value of sustainability. Through dialogue with ISE Corporate Partners, including Alcatel-Lucent, BASF, Bureau Veritas, Church & Dwight, Hess, Sanofi, and Wyndham Worldwide, we established a common understanding of key sustainability concepts, for example, Scope III Greenhouse Gas Emissions, Life Cycle Analysis, sustainability metrics, and social standards compliance. At the end of each roundtable, participants voiced their commitment to specific actions they would complete “back at the office.” The range of commitments made was truly inspiring.

ISE sponsors GREEN TOURISM AND HOSPITALITY CONFERENCE

ISE sponsors Somerset County Business Partnership's (SCBP) Somerset County Business Partnership (SCBP) Green Tourism and Hospitality Conference. Faith Taylor, ISE Partner from Wyndham Worldwide, was one of the Conference keynote speakers. Eight members of the FDU faculty and twelve students attended.
FDU’s MONNINGER CENTER expected to receive LEED Certification later this year.

FDU’s SCHOOL OF EDUCATION partnering with ISE on SUSTAINABILITY EDUCATION PROGRAM

ISE is partnering with the School of Education on an Alcoa Foundation grant for $40,000 as part of our K-16 Sustainability Education program. The goal is to provide training and support to primary, middle, and secondary school teachers and administrators, on how to develop and implement problem-based interdisciplinary units focusing on local and global sustainability issues that benefit their communities. A summer workshop will be held on July 1 and 2 to help teams of teachers from local public schools in northern New Jersey develop and implement their problem-based units into their classes.

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. Again was a prime supporter of RECYLEMANIA and the GREEN CLUB

- Again actively supported our 7th annual GREEN DAY on both campuses actively engages hundreds of students from FDU and local high schools.
- Are helping to infuse sustainability-awareness topics into student orientation and campus seminars.

ISE, working with several departments in Becton and Silberman colleges, has created interdisciplinary undergraduate sustainability minor.
MORRISTOWN REVITALIZATION THROUGH SUSTAINABILITY PROJECT

Fairleigh Dickinson University’s Institute for Sustainable Enterprise has been awarded another $25,000 grant by the Geraldine R. Dodge Foundation to implement a sustainability-aligned performance management system for the municipal government of Morristown, New Jersey. The project dubbed “Morristown Performs” was initiated in 2011 through a series of department training activities and sustainable community performance measures research. The key outcomes of the grant include having the Morristown Performs Performance Management System operating for all municipal departments and integrated with a revised community Master Plan. The project is also expected to serve as the first community to implement measurement criteria to achieve the Sustainable Jersey Gold Certification level currently being developed by Sustainable Jersey with collaborative support from ISE and Morristown.

TRANSITIONING to GREEN LAUNCHES SUSTAINABILITY LEADERSHIP DEVELOPMENT 3.0 PROGRAM

Leadership Development 3.0 is a triple bottom line systemic approach to developing innovative, resilient leaders who can succeed in taking their business forward from a People, Profit and Planet perspective. In collaboration with GlobStrat, and utilizing GlobStrat's state-of-the-art proven business simulation, Transitioning to Green has designed an extraordinarily impactful sustainability leadership development program to inspire, prepare and groom the future leadership for your organization. Participants experience the equivalent of six years of leading and implementing sustainable business practices.

For a video overview of LeaderShip Development 3.0’s click here.
For a PDF overview of LeaderShip Development 3.0's key outcomes and benefits. click here
For Frequently Asked Questions About LeaderShip Development 3.0 Click here.

- Matt Polsky of ISE becomes COLUMNIST for GREEN BIZ.com
- Jonathan Cloud of ISE Moderates Panel on "Moving toward a Renewable Energy Future."
- ISE's GRADUATE ASSISTANT Pooja Aravkar serves as Seminar Series Project Manager and ISE research assistant.
- ISE Employs two undergraduate STUDENT INTERNS, Alexandra Vargas for our communications and public relations, and Sandra Thomas for event planning, during spring semester 2013.
ISE SEMINAR SERIES 2012 - 2013

Through May of this year we have conducted 9 outstanding monthly seminars on a broad range of human resource management and sustainability topics attended by over 377 individuals from 65 organizations.

View presentations of the 2012 – 2013 academic year.

ISE is 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.

**ISE PRINCIPALS:**
Dr. Joel Harmon, Executive Director
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
Maura Pniewski, Administrative Officer
Pooja Aravkar, Graduate Assistant & Program Manager
Sandra Thomas, Undergrad Student Intern
Alexandra Vargas, Undergrad Student Intern

**ISE Associates:** Dr. Gwen Jones, Dr. Gerard Farias, Dr. Dan Twomey, Rosemarie Twomey, J.D., Dr. Amber Charlebois, Dr. John Hughes, Dr. Alice Shumate, Dr. Christine Farias, Dr. Scott Behson, Dr. Joan Slepian, Dr. Rogerio Victer, Dr. Sorin Tuluca, Dr. Karen Denning, Dr. Rajesh Chandrashekaran, Dr. Carolyn Munoz