

Understanding the Purpose of Sustainability in Business and Academics

Dr. Andrew Burnstine
Dr. Harika Rao
Dr. Matteo Peroni

Lynn University





**UNDERSTAND THE IMPACT OF
SUSTAINABILITY**



**IMPORTANCE OF INCORPORATING
SUSTAINABILITY INTO HIGHER-ED
CURRICULUM**



**SIGNIFICANCE OF SUSTAINABILITY
AS A BUSINESS PRACTICE**

Purpose of Study

Incorporating Sustainability Into Higher Education Curriculum



Incorporating Sustainability Into Higher Education Curriculum (cont'd)

- **iPad initiative**

- Reduces costs
- Reduces waste
- Improves engagement

- **J-term**

- Citizenship Project Initiative
- 3-week collaborative projects with local community
- Hands-on learning experience on sustainability

- **Civic Impact Lab**

- Student club – open to all colleges
- Students work with non-profit organizations
- Opportunity for future collaboration or matching interest



Incorporating Sustainability Into Higher Education Curriculum (cont'd)

Students believe that learning about social and environmental sustainability in business is a priority

88%
(HOFFMAN, 2018)

Percentage increase of business schools requiring courses dedicated to corporate social responsibility

2001
34%
(HOFFMAN, 2018)

2011
79%
(HOFFMAN, 2018)

Students want to incorporate environmental sustainability into their future jobs

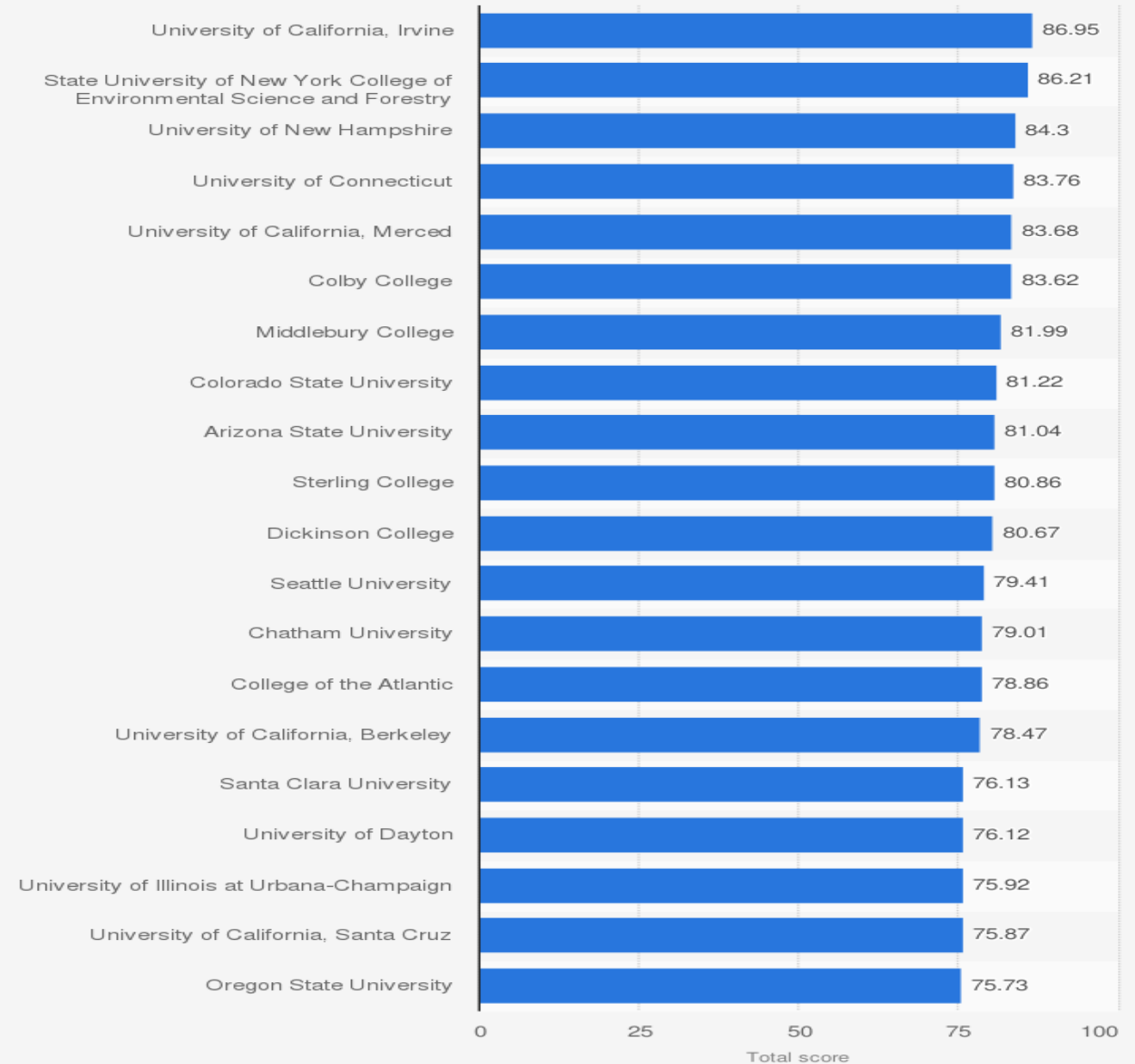
67%
(HOFFMAN, 2018)

Academic curriculums on sustainability, in various top-MBA programs in the US

46%
(HOFFMAN, 2018)

Sierra Club's ranking of the greenest universities in the United States for 2019

Sierra Club's ranking of the greenest universities in the United States for 2019



Source
Sierra Club
© Statista 2019

Additional Information:
United States; 2019



The aim of U.S. Department of Education Green Ribbon Schools (ED-GRS) is to inspire schools, districts and institutions of higher education (IHEs) to strive for 21st-century excellence by highlighting promising school sustainability practices and resources that all can employ. To that end, the award recognizes schools, districts, and IHEs that:

- 1.reduce environmental impact and costs;
- 2.improve the health and wellness of schools, students, and staff; and
- 3.provide effective environmental and sustainability education

Incorporating Sustainability Into Business

- Shift from "business responding to markets" to "business transforming markets"
- Enterprise integration vs Market transformation
- New Methods of Sustainable Corporate Strategies:
 - Change the way we operate
 - Change the way we form partnerships
 - Change the way corporate engages with local governments
 - Change the way we show transparency
- A New Look at Business Operations
 - New missions and purposes
 - New practices of consumption
 - New business models & metrics

The 3 P's of Business Sustainability



- High earning potential
- Positive cashflow
- Healthy profit margins
- Sustainable business model



- Lower carbon footprint
- Lower emissions
- Decrease pollution
- Conscious of landfill use
- Eliminate use of "conflict minerals"



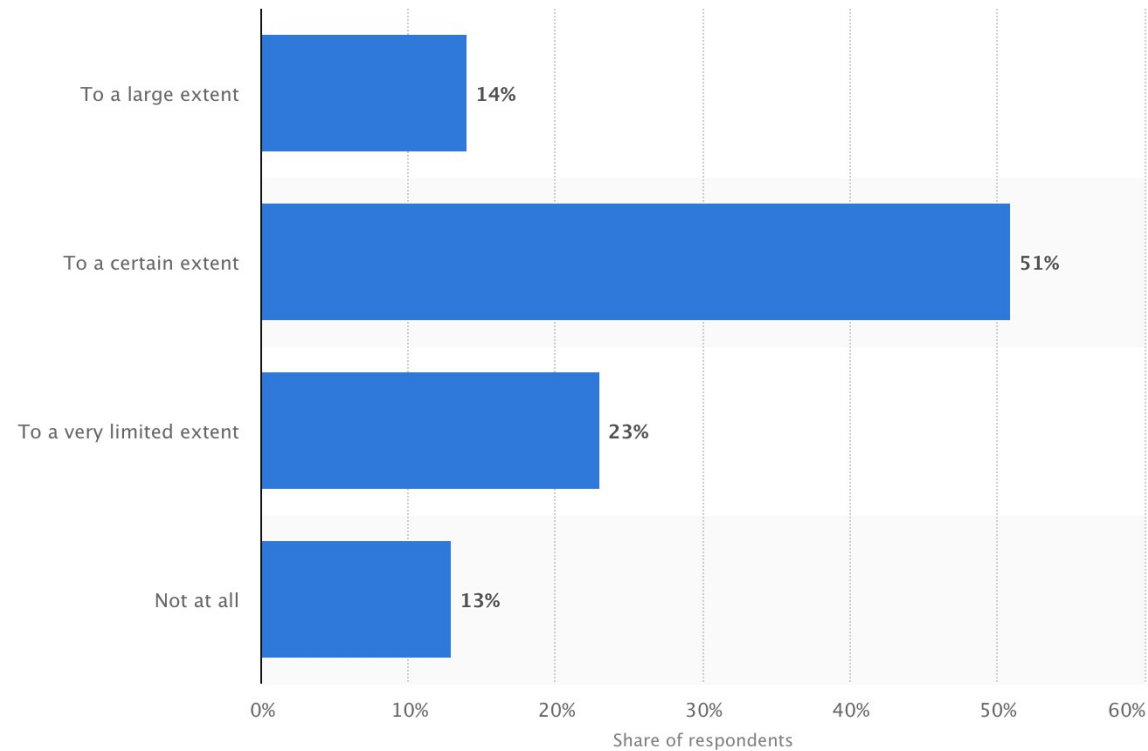
- Consider labor costs
- Manage customer expectations
- Provide measurable value
- Treat everyone with respect

Source: <https://laconteconsulting.com/3-ps-business-sustainability/>

Incorporating Sustainability Into Business (cont'd)



Will having a sustainability score or labeling system encourage you to purchase sustainable fashion?

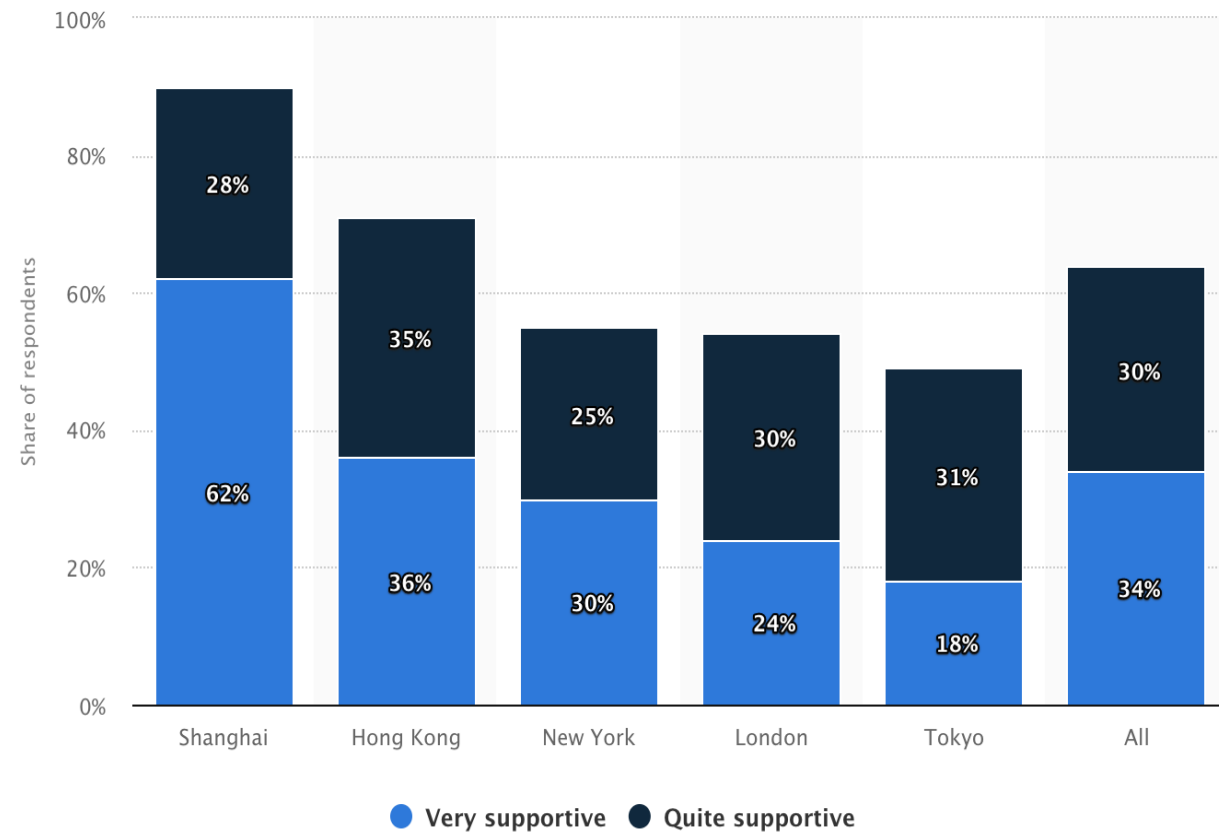


© Statista 2019

Sources: KPMG; YouGov

Additional Information: Worldwide; YouGov; June to July 2018; 5,269 respondents; 18 years and older; Consumers living in Hong Kong, Shanghai, London, New York, and Tokyo.

Share of consumers supportive of sustainable fashion worldwide in 2018, by selected city



● Very supportive ● Quite supportive

© Statista 2019

Thank You!



References

- Hoffman, A. (2018, May 17). The Next Phase of Business Sustainability – Andy Hoffman (Stanford Social Innovation Review). Retrieved from <https://erb.umich.edu/2018/03/09/the-next-phase-of-business-sustainability-article-by-erb-institute-faculty-member-andy-hoffman-stanford-social-innovation-review/>.
- Jeon, H. J. H., & Carnegie Mellon University. (2019, March 12). Top 10 Sustainable Fashion Schools in The World. Retrieved from <https://www.tun.com/blog/top-10-sustainable-fashion-schools-in-the-world/>.
- KPMG. (January 14, 2019). Will having a sustainability score or labeling system encourage you to purchase sustainable fashion? [Graph]. In *Statista*. Retrieved October 15, 2019, from <https://lynn-lang.student.lynn.edu:2093/statistics/1010147/impact-of-a-sustainability-score-label-on-sustainable-fashion-purchase-worldwide/>
- KPMG. (January 14, 2019). Share of consumers supportive of sustainable fashion worldwide in 2018, by selected city [Graph]. In *Statista*. Retrieved October 15, 2019, from <https://lynn-lang.student.lynn.edu:2093/statistics/1009811/share-of-consumers-in-selected-cities-supportive-of-sustainable-fashion-worldwide/>
- KPMG. (January 14, 2019). Leading factors that would encourage consumers to buy more/pay more for sustainable fashion worldwide in 2018 [Graph]. In *Statista*. Retrieved October 15, 2019, from <https://lynn-lang.student.lynn.edu:2093/statistics/1010141/factors-influencing-consumers-to-buy-more-pay-more-for-sustainable-fashion-worldwide/>
- Sustainable Design Entrepreneurs. (n.d.). Retrieved from <https://www.fitnyc.edu/ccps/certificateprograms/noncredit/sustainable-design.php>.
- Sierra Club. (September 3, 2019). Sierra Club's ranking of the greenest universities in the United States for 2019 [Graph]. In *Statista*. Retrieved October 15, 2019, from <https://lynn-lang.student.lynn.edu:2093/statistics/239842/greenest-universities-in-the-us/>