Understanding the Purpose of Sustainability in Business and Academics

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Purpose of Study

UNDERSTAND THE IMPACT OF SUSTAINABILITY

IMPORTANCE OF INCORPORATING SUSTAINABILITY INTO HIGHER-ED CURRICULUM

SIGNIFICANCE OF SUSTAINABILITY AS A BUSINESS PRACTICE
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)

Students want to incorporate environmental sustainability into their future jobs: 67% (Hoffman, 2018)

Percentage increase of business schools requiring courses dedicated to corporate social responsibility:
- 2001: 34% (Hoffman, 2018)
- 2011: 79% (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

<table>
<thead>
<tr>
<th>University</th>
<th>Total Score</th>
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<tr>
<td>University of California, Irvine</td>
<td>86.95</td>
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<tr>
<td>State University of New York College of</td>
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<tr>
<td>Environmental Science and Forestry</td>
<td>86.21</td>
</tr>
<tr>
<td>University of New Hampshire</td>
<td>84.3</td>
</tr>
<tr>
<td>University of Connecticut</td>
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<td>University of California, Merced</td>
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<tr>
<td>Colby College</td>
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<td>Middlebury College</td>
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<td>Colorado State University</td>
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<td>Arizona State University</td>
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<td>Sterling College</td>
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<td>Dickinson College</td>
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<td>Seattle University</td>
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<td>College of the Atlantic</td>
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<td>University of California, Berkeley</td>
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<td>Santa Clara University</td>
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<td>University of Illinois at Urbana-Champaign</td>
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<td>University of California, Santa Cruz</td>
<td>75.97</td>
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<tr>
<td>Oregon State University</td>
<td>75.73</td>
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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

Source: https://lconteconsulting.com/3-ps-business-sustainability/
Incorporating Sustainability Into Business (cont'd)

Logos of companies such as H&M, adidas, Nike, Walmart, Pepsi, Unilever, Nestlé, and IKEA.
Will having a sustainability score or labeling system encourage you to purchase sustainable fashion?

- To a large extent: 14%
- To a certain extent: 51%
- To a very limited extent: 23%
- Not at all: 13%

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

- Shanghai: 62%
- Hong Kong: 36%
- New York: 30%
- London: 24%
- Tokyo: 31%
- All: 34%

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.

Sources: KPMG, YouGov
Thank You!
References


