PARTNERSHIP OPPORTUNITIES

INITIATIVE for GLOBAL ENVIRONMENTAL LEADERSHIP

Knowledge for Action

620 Jon M. Huntsman Hall
The Wharton School
University of Pennsylvania
Philadelphia, PA
The world has changed radically in the last few decades; serious environmental problems like climate change, water scarcity and resource depletion are increasingly at the forefront of policy and business agendas. Without natural resources, business cannot function. We learn more each day about how our everyday business, consumer and policy-related activities affect the health of the planet and each other.

The traditional view of business’s role in responding to these threats is shifting. The old view that business should follow whatever environmental protection laws might be adopted and otherwise follow a “hands off” policy is no longer viable. Consumers, retailers and governments are expecting more transparency, leadership and forward-thinking on environmental and social issues. Businesses must adopt coherent sustainability and social impact strategies not only to address market demand, but also to uncover new business opportunities. At its core, sustainability is a vast business opportunity to create value through efficiency, integrative thinking and stakeholder engagement.

**Wharton IGEL’s Vision** is to become the preeminent institutional and educational catalyst for the adaptation of business policies and practices that will transform the world toward sustainability. Despite being a young initiative, IGEL’s successes poise it for rapid growth and transformative ability. Wharton and Penn, led by IGEL, are working to unite business, academia, and future leaders (namely, our students) in tackling and solving the most pressing problems of global environmental sustainability. We present leading forums that bring together business, academia, nonprofits, governments and, most importantly, students, in order to solve global sustainability challenges from a business perspective. Our faculty and students are enthusiastic in undertaking research and providing expertise to advance a more sustainable world.

Other universities, non-governmental organizations and private organizations of business interests have recognized these changes and developed programs to address them. Wharton and Penn, however, possess a unique position from which to build a top-rated presence in the business sustainability field. Wharton’s brand recognition, unparalleled research and teaching in business education and global reach, combined with the diversity and depth of scholarship across Penn, provide a significant foundation upon which to grow this effort. These core strengths set IGEL apart from other institutions.
Wharton IGEL’s collaboration with Knowledge@Wharton produces reports exploring pressing issues in business and the environment, from pricing water appropriately to sustainable supply chain management and venture capital’s role in financing sustainability. These projects address specific problems identified by IGEL’s business, alumni and faculty advisors as having both high importance and promise for solution. IGEL has also sponsored and facilitated student research on eco-labels, sustainable farming, water investments, natural gas markets, and solar projects. Our faculty advisory board members pursue cutting-edge research across policy, business and environmental science that help us understand how we can mitigate past environmental harms and avoid future ones.

As Wharton IGEL grows, we are putting into place a long-term research plan. With more funding for research and academic positions, IGEL research projects will be even more far-reaching. Please visit our website to view past IGEL and faculty research at igel.wharton.upenn.edu.

**Future Research Reports Could Include:**

- Examining how consumers and investors process business information on environmental impact and performance and use it to make purchasing and investment choices.
- Studying bilateral or multilateral environmental agreements among countries, businesses and non-governmental organizations.
- Inventing new engineering technologies to improve energy production and energy efficiency; examining policy that helps or harms energy efficiency and renewable energy technologies.
- Conducting ethnographic organizational studies of how businesses make environmentally related decisions.
- Looking at business opportunities in fresh water production, distribution and purification for both corporations and start-ups.

Read about IGEL’s research by visiting igel.wharton.upenn.edu

Outreach is achieved through our website, blog, social media outlets and Knowledge@Wharton reports. We also publish interviews and conduct online conversation with business and thought leaders in the sustainability sector. Learn about all the Wharton IGEL projects, events and research at igel.wharton.upenn.edu. Follow us on Twitter, Facebook and Wordpress at @WhartonIGEL to stay up to date with all business sustainability initiatives on campus.
Integrating Environmental and Human Health
Sponsored by Johnson & Johnson

Disrupting the World’s Oldest Industry
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Disasters, Leadership and Rebuilding: Tough Lessons from Japan and the U.S.
Wharton IGEL is a Sponsor

The Nexus of Food, Energy and Water
Sponsored by Xerox and Nestlé Waters North America

The Green Sports Movement
Sponsored by the Natural Resources Defense Council and the Greening the Sports Alliance

Integrating Environmental and Human Health
Sustainable health care is a work in progress. While virtually everyone recognizes the need for the industry to reduce its considerable impact on the environment, sustainability is rarely a high priority among decision makers at U.S. hospitals. There is so much short-term uncertainty and financial pressure in the industry today that it’s hard for many administrators and supply chain managers to focus on what seem to be secondary, long-term issues.

Disrupting the World’s Oldest Industry
Nature wastes nothing. Human beings are less frugal. We have been generating garbage for thousands of years, and are only now starting to confront the reality that our waste streams are poisoning the planet. Governments have begun to regulate how we dispose of what we no longer want; large corporations are working to find sustainable solutions that are also profitable; and smaller “green” companies and non-profits are aiming for zero-waste-to-landfill, which may be as close as we can come to the example set by nature.
Wharton IGEL launched a blog featuring student and guest writers that covers Wharton IGEL initiatives, business sustainability news, and our takes on current global issues. We welcome blog posts on a continuous basis. You can find the latest articles and multimedia on our website at igel.wharton.upenn.edu and on the IGEL blog at whartonigel.wordpress.com. IGEL also sponsors research projects such as wH2O: The Journal of Gender & Water at Penn, the first journal on gender and water.

With the support and guidance of Wharton IGEL, Penn students launched a Green Initiative as part of the Penn chapter of the organization Enactus. The Green Initiative combines unemployed veterans and recycled tiles, mirrors and pottery to form an effective social entrepreneurship venture. The team hopes to give a new life to these landfill-bound materials while also teaching veterans of the TRIO Veterans Upward Bound Program at Penn the skills they need to make, market, and sell mosaic pieces. Their goal is to establish a successful business for these veterans and, in the long term, allow it to be self-sufficient. Learn more at whartonigel.wordpress.com
Developing Leaders in Sustainability

◊ Students come to IGEL for career and academic advice and networking. We help them think through what courses to take, concentrations to pursue and people to talk to. We host an annual “Careers in Business Sustainability” event that provides networking opportunities.

◊ We support international and domestic opportunities and business case competitions, including one with the U.S. Department of Energy and the Penn International Sustainability Association (PISA).

◊ We support student clubs like the Wharton Energy Club, Wharton International Volunteer Program, and wH2O: The Journal of Gender & Water at the University of Pennsylvania.

◊ Promoting Knowledge for Life-long Learning, we cultivate relationships with Wharton alumni who agree to mentor students and provide feedback on sustainability curriculum options.

Education for a Triple-Bottom Line

◊ University-wide Undergraduate Minor: Sustainability and Environmental Management
◊ Wharton Undergraduate Concentration in Environmental Policy and Management
◊ Wharton MBA Major in Environmental and Risk Management
◊ MBA/Master of Environmental Studies: New Dual Degree Program
◊ Executive Education Program in Business Sustainability Leadership
◊ International Multi-Masters Program: Mastère Spécialisé Degree in Environmental Management from the École des Mines de Paris in France and a Master of Engineering degree from Tsinghua University in China, in addition to Penn’s Master of Environmental Studies De-

Help us Fund the Future

We are actively pursuing funding for new courses and professorships to enhance Wharton and Penn’s academic offerings in business sustainability. New courses will be developed and taught by faculty, practice professors, or adjunct faculty. These courses may include:

- Sustainable Management Strategy
- Environmental Marketing
- Sustainable Venture Capital Investment
- Impact Investing
- Accounting for Social and Environmental Performance
- Social and Environmental Ethics for Business
- Sustainability and Corporate Governance
- Sustainable Supply-Chain Management
EVENTS AND OUTREACH

The Annual Wharton IGEL Conference-Workshop

To help disseminate and share knowledge for business sustainability, Wharton IGEL conducts annual conferences covering subjects from the valuation of water to the greening of the supply chain, and the nexus of energy, food and water. They include high-profile speakers and a workshop component to encourage a two-way conversation.

Previous Annual IGEL Conference-Workshops

<table>
<thead>
<tr>
<th>Month</th>
<th>Title</th>
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<tbody>
<tr>
<td>March 2014</td>
<td>Sustainability in the Age of Big Data</td>
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<tr>
<td>April 2012</td>
<td>Greening the Supply Chain: Best Practices and Future Trends</td>
</tr>
<tr>
<td>March 2013</td>
<td>The Nexus of Energy, Food and Water</td>
</tr>
<tr>
<td>April 2011</td>
<td>Valuing Water: Business Challenges &amp; Opportunities for Innovation</td>
</tr>
<tr>
<td>March 2010</td>
<td>Greenhouse Markets after Copenhagen: Consequences &amp; Best Practices</td>
</tr>
<tr>
<td>April 2009</td>
<td>Integrative Thinking about Life Cycle Analysis: Promises &amp; Limitations</td>
</tr>
<tr>
<td>March 2008</td>
<td>Integrating Environmental Concerns in Business Decision-Making</td>
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</tbody>
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Other IGEL Events

Wharton Energy Conference, Wharton IGEL is a sponsor
Pira Packaging Summit, London, Wharton IGEL is a sponsor
Greenbuild, Wharton IGEL is a sponsor
Wharton Business Sustainability Leadership Executive Education Program, sponsored by Merck
Annual Event: Careers in Sustainability, sponsored by Wharton IGEL and cohosted by Wharton MBA Career Management
Annual Wharton IGEL Conference: “Big Data and Sustainability”
“Natures Fortune: A Seminar with Mike Terecek”
Sustainable Brands San Diego, Conference, Wharton IGEL University Partner
Green Sports Alliance Summit, Wharton IGEL University Partner
“Metrics that Matter, Messages that Motivate: Making the Right Case for Sustainability in Healthcare” Conference at Wharton San Francisco sponsored by Johnson & Johnson
Bank of America Global Environmental Leadership Speaker Series

Hosted by Wharton IGEL, the Wharton/Bank of America Global Environmental Leadership Speaker Series featured a prominent global environmental leader as the keynote speaker during Wharton’s Global Alumni Forums.

Merck Business Sustainability Leadership Executive Education Program

With the generous support of Merck, Wharton Executive Education and Wharton IGEL launched a second edition of the Business Sustainability Leadership Executive Education Program. Through innovative and cross-disciplinary executive education sessions with leading Wharton and field experts, businesses leaders have learned cutting-edge strategy and metrics to increase corporate productivity while preserving the environment. A third edition is under consideration for February, 2015. Check our website igel.wharton.upenn.edu for more information.

Wharton IGEL/Earth and Environmental Studies Seminar Series

Wharton IGEL co-sponsors six seminar series every year, including one with the Institute of Environmental Studies, one with the Wharton Program for Social Impact, and one with the Wharton Risk Management and Decisions Processes Center and Penn Program on Regulation. We have also launched events with many other institutions, including:

**Penn Centers**
- T.C. Chan Center
- MBA Career Management
- Penn Engineering
- Wharton Program for Social Impact
- Jay H. Baker Retailing Center

**Business Leaders**
- Sustainable Life Media
- The Nature Conservancy
- Natural Resources Defense Council
- Bank of America
- SAP

Annual Career Event: Sustainability, Energy and Business

Co-hosted by MBA Career Management, the Careers in Sustainability Event is a hit with students, who learn about why they should incorporate sustainability into their career paths, and what that path can look like. Students from Wharton and Penn ask panelists about recommended coursework, research projects, career advice and trade-offs. The event is followed by a networking reception, where students can continue their conversations with the panelists.
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**FUNDING OPPORTUNITIES**

**Why Wharton IGEL**

Sponsorships listed in this brochure are tax-deductible and include membership in the Wharton Partnership, the School’s primary vehicle for fostering industry-academic collaboration. Wharton Partners enjoy such advantages as a recruitment priority, enhanced visibility on campus, increased access to the School’s faculty and resources, and more. Some gifts include membership to the Wharton IGEL’s Corporate Advisory Board, which works to develop research, curriculum and events. Partners giving gifts between $10,000 and $24,999 become IGEL Sponsors. IGEL Sponsorships include branding on all events, websites, and materials. Please visit the site partnership.wharton.upenn.edu for more information.

**Funding Priorities**

**Naming Opportunity for a Center**

The long-term success of Wharton IGEL depends on a major gift to found a Center for Global Environmental Leadership (CGEL) with an endowment of approximately $25 million. A commitment of this magnitude will attract top-level faculty and sustain investments in academic research and curriculum development in business sustainability. Such a gift would allow Wharton and Penn to be the world-leading academic thought leader in business sustainability.

**Corporate Advisory Board Memberships - $25,000 and Above for 3 years**

This level of sponsorship offers membership to IGEL’s advisory board, which enables corporations to collaborate with Wharton and Penn faculty on advancing environmental business curriculum and research. Advisory board members receive invitations to board meetings, national and international conferences, and acknowledgement on Wharton IGEL’s website, printed collateral and signage. Corporate leaders often serve as guest speakers and panelists at Wharton events. This level involves an initial three-year commitment thereafter renewed annually. Partners giving a one-time gift of over $50,000 are offered a one year membership on the Corporate Advisory Board.

**Wharton IGEL/Knowledge@Wharton Business & Environment Special Report - $50,000 and Above**

This level of sponsorship provides funding for special-edition publications on business sustainability. Covered topics will include the most prevalent issues surrounding energy and the environment. Corporations will be acknowledged for this contribution through co-branding opportunities. To read past Knowledge@Wharton reports, please go to the research page of our website: igel.wharton.upenn.edu/research
Executive Education Program Platinum & Gold Sponsors - $50,000-$100,000+
This program is designed to teach executives to use sustainability for competitive advantage, actively plan for future risks and opportunities, and grow your sustainability leadership capacity. A Platinum Sponsorship of the executive education program is $100,000 and up, which includes a one-year corporate advisory board membership, recognition as a lead sponsor and 6 free seats to the program. A Gold Sponsorship is $50,000 and up and includes recognition as a collaborating sponsor, a one-year corporate advisory board membership and 3 free seats to the program.

Corporate Sponsors - $10,000-$24,999
This level of sponsorship offers regular invitations to annual conferences and acknowledgments on Wharton IGEL’s website and printed collateral. Annual renewal is optional.

Funding Academic Leaders

Endowed Professorship in Business and the Environment
Endowed professorships are among Wharton’s most important tools in attracting and retaining the most talented faculty. These funds ensure that Wharton can provide competitive salaries, recognition and research support to the world’s most sought-after faculty members. A chair dedicated to a faculty member whose research focuses on business sustainability would help to grow Wharton’s reputation as a global thought leader in this field. Any department at Wharton would be eligible for a “net add” of this position at the discretion of the Dean and Deputy Dean.

PhD Dissertation Fund
This fund assists Wharton PhD candidates whose dissertations focus on issues of social impact and/or sustainability as they conduct innovative research and will help encourage future doctoral students to pursue this emerging and important field.

Research & Educational Programs Development Fund
This fund would enable IGEL to pursue new research and education programs that target environmental issues of most interest to the business and policy-making communities. The fund allows cutting-edge interdisciplinary collaborations and provide students with opportunities to participate in applied research.
Visiting Fellows

Visiting fellows may be academics or leaders in the public or private sectors and collaborate with Wharton and Penn faculty on research on business sustainability, enriching the intellectual community on campus and promoting the dissemination of cutting-edge knowledge.

Funding Our Future Leaders

**Wharton IGEL Research Internship Program**

Research funds provide opportunities for students to make a global impact through projects, papers and internships. Funds are offered to both Wharton and Penn students. More information about past student projects and research is available on our website and blog. Pictured to the right are Wharton MBA students who assisted with the launch of a honey business in Kenya to help stymy deforestation.

**Environmental & Business Learning Simulations**

Developed by the Alfred J. West, Jr. Learning Lab and used throughout Wharton’s curriculum, learning simulations are computer-based tools that engage students in real-world exercises, challenging them to apply the principles learned across disciplines and business environments. A simulation dedicated to climate change would dramatically enrich the School’s Environmental Management curriculum.

**Wharton Environmental Venture Award**

Managed by Wharton Entrepreneurial Programs, the Wharton Venture Award is given to several select entrepreneurial Wharton students in the venture development process. The award would be intended to financially support students over the summer in lieu of a full-time internship, so that they can concentrate full-time on developing their own venture. The award would be designated to students whose venture has an environmental or sustainability focus.

**Curriculum Development Fund**

A fund dedicated to course development in environmental studies at Wharton will complement and expand the School’s undergraduate and MBA course offerings. The fund also provides support for the creation of learning simulations.

**Student Travel Fund**

The creation of an IGEL Student Travel Fund supports travel costs for any Wharton student – at the undergraduate, MBA, or PhD level – as they engage environmental issues, both domestically and abroad. This could include sponsoring students to present in international conferences, teach classes, go on Leadership Ventures, or other such items.