The world and its complex challenges require innovative solutions. More than ever, Wharton is positioned to meet these challenges.
Eric Orts, Faculty Director of IGEL

Guardsmark Professor; Professor of Legal Studies and Business Ethics and Management; Director, Initiative for Global Environmental Leadership, The Wharton School

Research Interests:
Corporate governance, climate change, environmental law and policy, business ethics

About Eric:
Eric is the Guardsmark Professor at the Wharton School of the University of Pennsylvania where he has taught since 1991. He is a tenured professor in the Legal Studies and Business Ethics Department with a secondary appointment in the Management Department. He also serves as the faculty director of the Initiative for Global Environmental Leadership and faculty co-director of the FINRA/Wharton Certified Regulatory and Compliance Professional Program. His primary research and teaching interests are in business theory, corporate governance, and sustainability.
Wharton IGEL’s Vision

Wharton and Penn 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. With the power of Penn, Wharton IGEL creates leaders who will change the world.

IGEL’s leading forums 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.

*The world and its complex challenges require innovative solutions. More than ever, Wharton is positioned to meet these challenges.*
World-Class Research

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.
Integrating Environmental and Human Health
Sponsored by Johnson & Johnson

Disrupting the World’s Oldest Industry
Sponsored by Rubicon Global

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.
Wharton IGEL works to prepare the world leaders of tomorrow by creating new courses and incorporating sustainability into existing ones, and by supporting student and faculty research and activities. As one example, we work with Wharton Leadership Ventures to provide unique sustainability learning opportunities on MBA leadership trips. We also offer field application projects for Wharton and Penn students to get involved with companies and NGOs to solve real world issues, for which students receive course credit and practical experience.

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 Degree

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

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<tr>
<th>Sustainability in the Age of Big Data</th>
<th>The Nexus of Energy, Food and Water</th>
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<td>Greening the Supply Chain: Best Practices and Future Trends</td>
<td>Valuing Water: Business Challenges &amp; Opportunities for Innovation</td>
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<td>Circular Economy &amp; Future Growth</td>
<td>Integrating Environmental Concerns in Business Decision-Making</td>
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<td>Greenhouse Markets after Copenhagen: Consequences &amp; Best Practices</td>
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IGEL EVENTS

IGEL Presents and Women in Sustainability Leadership Seminar Series
Smart Cities Initiative Conference & Report—Sponsored by SUEZ
Wharton Energy Conference, Wharton IGEL is a sponsor
Media Partnership with Sustainable Brands, GreenBiz & U.S. Chamber of Commerce
Value Creation in the Healthcare Industry—sponsored by IGEL & Johnson & Johnson

Sustainability Influencers

Annual Event: Careers in Sustainability, sponsored by Wharton IGEL and cohosted by Wharton MBA Career Management


Green Sports Alliance Summit, Wharton IGEL University Partner
Earth & Environmental Science Seminar Series
Global Sustainability 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. 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:

- Klenman Center for Energy Policy
- MBA Career Management
- Penn Engineering
- Wharton Program for Social Impact
- Jay H. Baker Retailing Center

Business Leaders

- Dow
- CHEP
- Johnson & Johnson
- Rubicon Global
- FMC

Penn Centers

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 - $25,000 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 $200,000 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 $100,000 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 Sustainability Efficiency
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.

Give to IGEL—Wharton IGEL On-Line- Giving Platform for Individual Gifts
https://giving.apps.upenn.edu/giving/jsp/fast.do?program=WHA&fund=600382

Naming Partnership Opportunities
Global Executive - Sustainability Leadership Speaker Series
With a contribution of $200,000.00 per year, a corporate partner will have a naming opportunity for a sustainability leadership executive speaker series with two events, one in Philadelphia and one in San Francisco. Knowledge@Wharton report.

Business & Sustainability High School Academy
With a one-time contribution of $175,000.00, a corporate partner will have a naming opportunity to launch a four-week high school sustainability summer academy at Wharton. Program will become self-sustaining after initial year, corporate partner will retain name for the life of the program.