THE CORE CSB TEAM

**Director**

Prof. CB Bhattacharya  
H.J. Zoffer Chair in Sustainability and Ethics  
Katz Graduate School of Business  
University of Pittsburgh  
224 Mervis Hall  
3950 Roberto Clemente Drive  
Pittsburgh, PA  15213  

cb@pitt.edu  
@cbsuite

**Associate Director**

Leslie Marshall, Ph.D.  
Katz Graduate School of Business & College of Business Administration  
University of Pittsburgh  
5207 Sennott Square  
210 S. Bouquet Street  
Pittsburgh, PA  15213  
LRM51@pitt.edu  
Office: (412) 383-4079

**Sustainability Coordinator**

Alyssa Martinec  
Center for Sustainable Business  
University of Pittsburgh  
5201 Sennott Square  
210 S. Bouquet Street  
Pittsburgh, PA  15213  
alyssamartinec@pitt.edu
OUR PURPOSE

Help companies learn how to make the most out of their strategic investments in more sustainable business practices across all functions of the organization.

Knowledge Creation

Teaching and Training

Thought Leadership
October 24, 2019
The University Club

OPENING REMARKS:
Dean Arjang Assad, Provost Ann E. Cudd, & Pittsburgh Mayor Bill Peduto

PLENARY PANEL:
Wayne S. Balta (IBM), Marcus Krembs (Enel North America), Teressa Szelest (BASF), & Andrew McElwaine (The Heinz Endowments)

WORKSHOP: Led by Prof. CB Bhattacharya

RESEARCH PRESENTATIONS:
Dr. Andrew Hoffman (Michigan) & Dr. Karen Winterich (Penn State)

KEYNOTE ADDRESS:
John Viera (Ford Motor Company)
The Sustainable Business Forum (SBF)

A more sustainable ecosystem focused on meaningful, problem-driven stakeholder engagement.

Private Sector Companies

Public Sector Companies

City & Regional Officials

Academia

NGOs Foundations Think tanks

Thought Leadership: The Sustainable Business Forum
“The Role of Corporate Purpose in Driving Sustainability Strategy”
February 26-27, 2020

INDUSTRY KEYNOTE:
Michael Bzdak, Global Director, Employee Engagement, Global Community Impact, Johnson & Johnson

PANEL DISCUSSION:
Michael Bzdak and Kelsey Halling, Head of Partnerships, First Mile (Thread International)

ACADEMIC KEYNOTE:
Prof. Jeffrey Sachs, Director, Center for Sustainable Development, Columbia University, and Director, United Nations Sustainable Development Solutions Network

INDUSTRY PRESENTATION:
Sonja Finn, Chef/Owner of Dinette, and Consulting Chef, The Café Carnegie Museums of Art and Natural History
FALL 2020
SUSTAINABLE BUSINESS FORUM

“Enticing, Empowering, and Engaging Employees in Sustainability Initiatives”
October 13-14, 2020

INDUSTRY KEYNOTES:
Ernesto Ciorra, Chief Innovability Officer, Enel Group
Viviana Alvarez, Head of Sustainability, Unilever NA

ACADEMIC KEYNOTE:
Prof. Laura Marie Edinger-Schons, Chair of Sustainable Business, University of Mannheim

YOUTH PANEL (OPEN TO THE PUBLIC):
“Our Future Is Now: Hearing from the Next Generation of Employees”

*Plus industry roundtables and breakout groups.
COMMITMENT TO SOCIAL SUSTAINABILITY

• Diversity Forum Workshop w/ Pitt Purchasing, Open to the Public
  • July 30 – “Black-Owned Businesses at Pitt: Opportunity & Commitment”

• Pitt Business Staff Training w/ Pitt Purchasing
  • September 17 – “Diverse & Sustainable Purchasing”

• Public Panel Discussion, co-hosted w/ Pitt Purchasing, Mascaro Center for Sustainable Innovation, and Pitt Office of Sustainability
  • October 29 – “Amplifying Black Voices for a Sustainable Economic Future”
SUSTAINABLE REGIONAL ECONOMIC DEVELOPMENT

• US Climate Mayors National Dialogue
  • October 1 – “A Green & Equitable Recovery in the Ohio Valley”
  • Featuring Cities of Cincinnati, Dayton, Pittsburgh, & Youngstown

• Sustainable Finance Policy Summit
  • October 7 – Co-hosted with the Heartland Capital Strategies Network and the Reimagine Appalachia Campaign
Knowledge Creation: Research on Sustainability

- Conducting original research in partnership with company sponsors & other stakeholders
  - Identifying best practices and persistent challenges
  - Measuring the impact of sustainability initiatives on social, environmental, and financial outcomes

- Disseminating the latest academic research on corporate sustainability
  - Introducing cutting-edge research to industry decision-makers
  - Evaluating the knowledge gaps that still persist
KNOWLEDGE CREATION

- **Research Collaborations with CSB Members**
  - **CONSOL Energy** – Semester-long MBA student consulting project underway
  - **BASF** – Case Study on Employee Education & Engagement

- **Sponsoring New Faculty Research**
  - **Grant awarded** to Prof. Trevor Young-Hyman for study on “Workplace Democracy”

- **CSB Working Paper Series**
  - **“Firms and Social Responsibility: A Review of ESG and CSR Research in Corporate Finance”** – Working paper by Stuart L. Gillan (UGA), Andrew Koch (Pitt), and Laura T. Starks (UT)
MARSHALL PLAN FOR MIDDLE AMERICA (MP4MA)

- **Collaboration with:** City of Pittsburgh, Enel Foundation, Prof. Jeffrey Sachs and the UN Sustainable Development Solutions Network, Heartland Capital Strategies, and Steel Valley Authority
- **Grant funding and research support** from the Enel Foundation
- **40-page “Roadmap” to be released post-election** – a vision to move the Ohio Valley (KY, OH, PA, & WV) towards a more sustainable regional economic future through investment in energy infrastructure and cross-sectoral collaboration
Teaching & Training: Building a Culture of “Sustainability Generalists”

• Engaging in interdisciplinary sustainability education across the University
  ▪ Working with engineering, arts & sciences, public health, law, and public and international affairs, among others

• Developing novel opportunities for executive education
  ▪ Demonstrating the value of adopting a sustainability lens no matter your functional area of expertise (e.g. HR, investor relations, etc.)

• Hosting exclusive speaker series and invited lectures
  ▪ Creating a hub for engagement on corporate sustainability that brings together industry experts, civil society members, and academics

• Leading efforts to adopt more sustainable practices at Pitt Business
  ▪ Walking the walk – living the social, environmental, and financial case for sustainability as integral to organizational strategy
- **Student Discussion w/ Mike Corcoran, Global Environmental Manager, PPG**
  - **September 2** – “Insights from a Fortune 200 Sustainability Expert”

- **Pitt Community Green Speakeasy w/ Tom Croft, ED of Steel Valley Authority & MD of Heartland Capital Strategies Network**
  - **September 24** – “Responsible Investment for a Sustainable World”
  - Co-hosted with the Mascaro Center for Sustainable Innovation

- **Pitt Civic Action Week: Workshop for Undergraduate Students**
  - **October 5** – “Expanding the Concept of Corporate Social Responsibility: Why So Many Companies Are Talking about Sustainability”
  - Co-presented with 3R Sustainability Consulting
THE CSB PODCAST

“Sustaining Sustainability”
Biweekly Episodes

• Sustainability lessons from the COVID-19 pandemic
• Short (15-minute), weekly interviews with industry managers, academic experts, government officials, and civil society leaders

• Recent Guests & Topics:
  • Episode 14: “Commercial Vehicles and Supply Chain Sustainability – with Vipin Sondhi, CEO of Ashok Leyland”
  • Episode 15: “Mining & Community Engagement – with Carolina Lobato, VP of Legal at Kinross Brasil Mineração”
  • Episode 16: “Stakeholder Theory & COVID-19 – with Prof. R. Edward Freeman, University Professor, University of Virginia”

• Learn more at: www.sustainablebusiness.pitt.edu/sustaining-sustainability
STRATEGIC ADVISORY COUNCIL

Goals:
• Advise on current sustainability trends in corporate settings
• Provide direction for innovative teaching and research agendas
• Increase visibility of CSB activities
• Act as a sounding board to ensure the CSB is delivering on its mission across all three programmatic areas: thought leadership, research, and education.

Betty Cruz
President & CEO, World Affairs Council of Pittsburgh

Kamillah Knight
Diversity and Inclusion Lead, Unilever

Paul Polman
Co-Founder & CEO, IMAGINE

Lisa Osborne Ross
COO, Edelman U.S. President, Edelman Washington D.C.

Jeffrey Sachs
Director, UN SDSN University Professor, Columbia University

Francesco Starace
CEO & General Manager, Enel Group