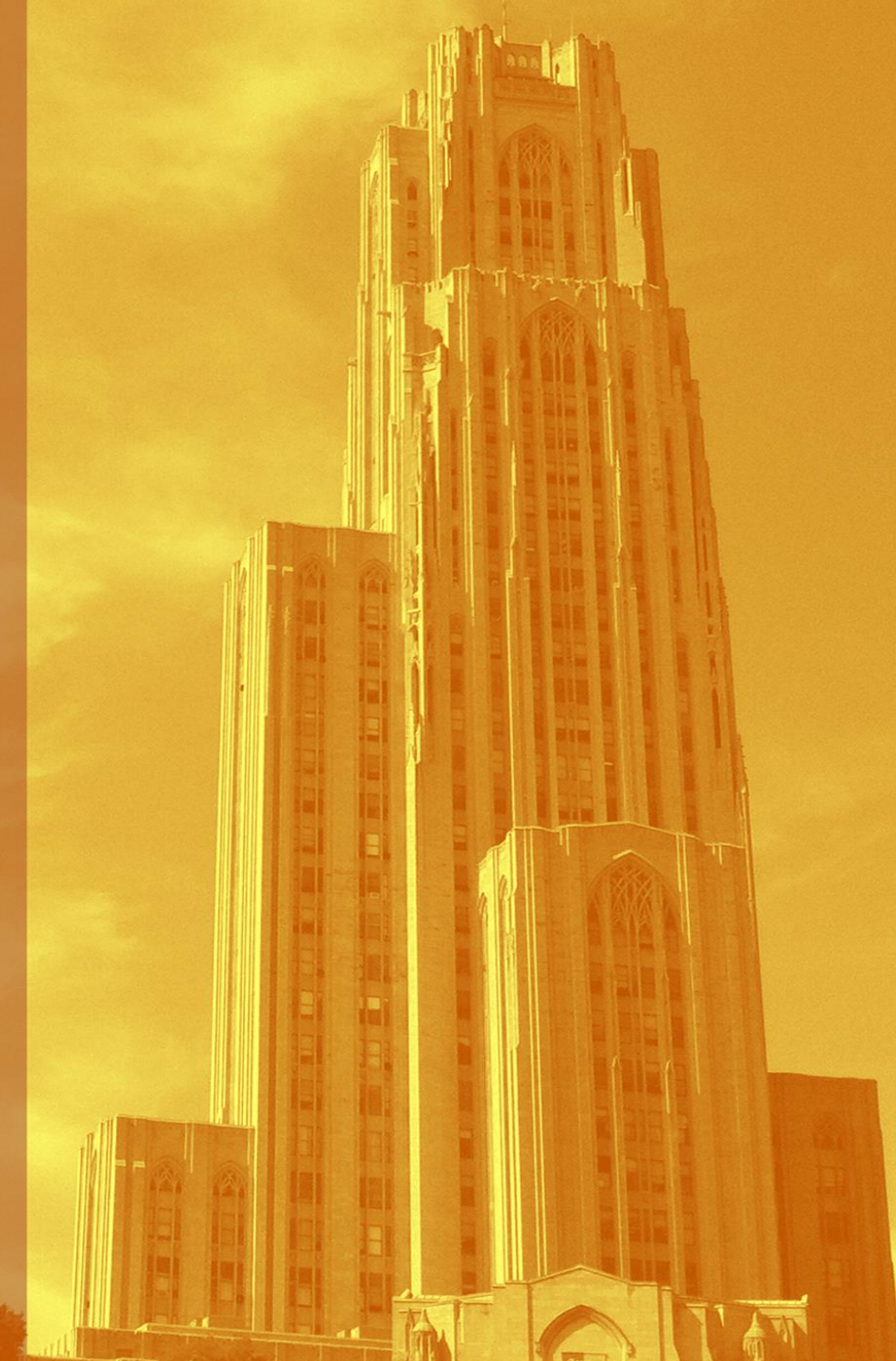


# CENTER FOR SUSTAINABLE BUSINESS: ONE YEAR ANNIVERSARY UPDATE

Prof. CB Bhattacharya, Director  
October 30, 2020

**Pitt Business** | Center for  
Sustainable Business



# 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](mailto:cb@pitt.edu)

 [@cbsuite](https://twitter.com/cbsuite)

University of Pittsburgh  
**PittBusiness**

Center for  
Sustainable Business

## Sustainability Coordinator



**Alyssa Martinec**

Center for Sustainable Business  
University of Pittsburgh  
5201 Sennott Square  
210 S. Bouquet Street  
Pittsburgh, PA 15213

[alyssamartinec@pitt.edu](mailto:alyssamartinec@pitt.edu)

## 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](mailto:LRM51@pitt.edu)

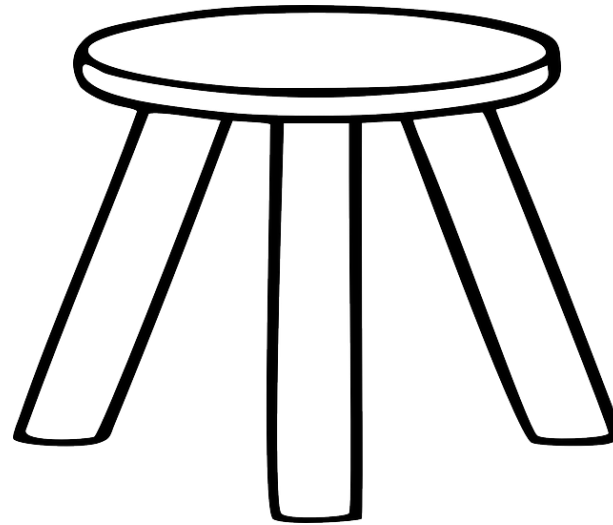
Office: (412) 383-4079



# 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



Thought Leadership

Teaching and Training

# CENTER FOR SUSTAINABLE BUSINESS LAUNCH EVENT

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),  
Teresa Szelest (BASF), & Andrew McElwaine (The Heinz Endowments)

**WORKSHOP:** Led by Prof. CB Bhattacharya

## RESEARCH PRESENTATIONS:

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

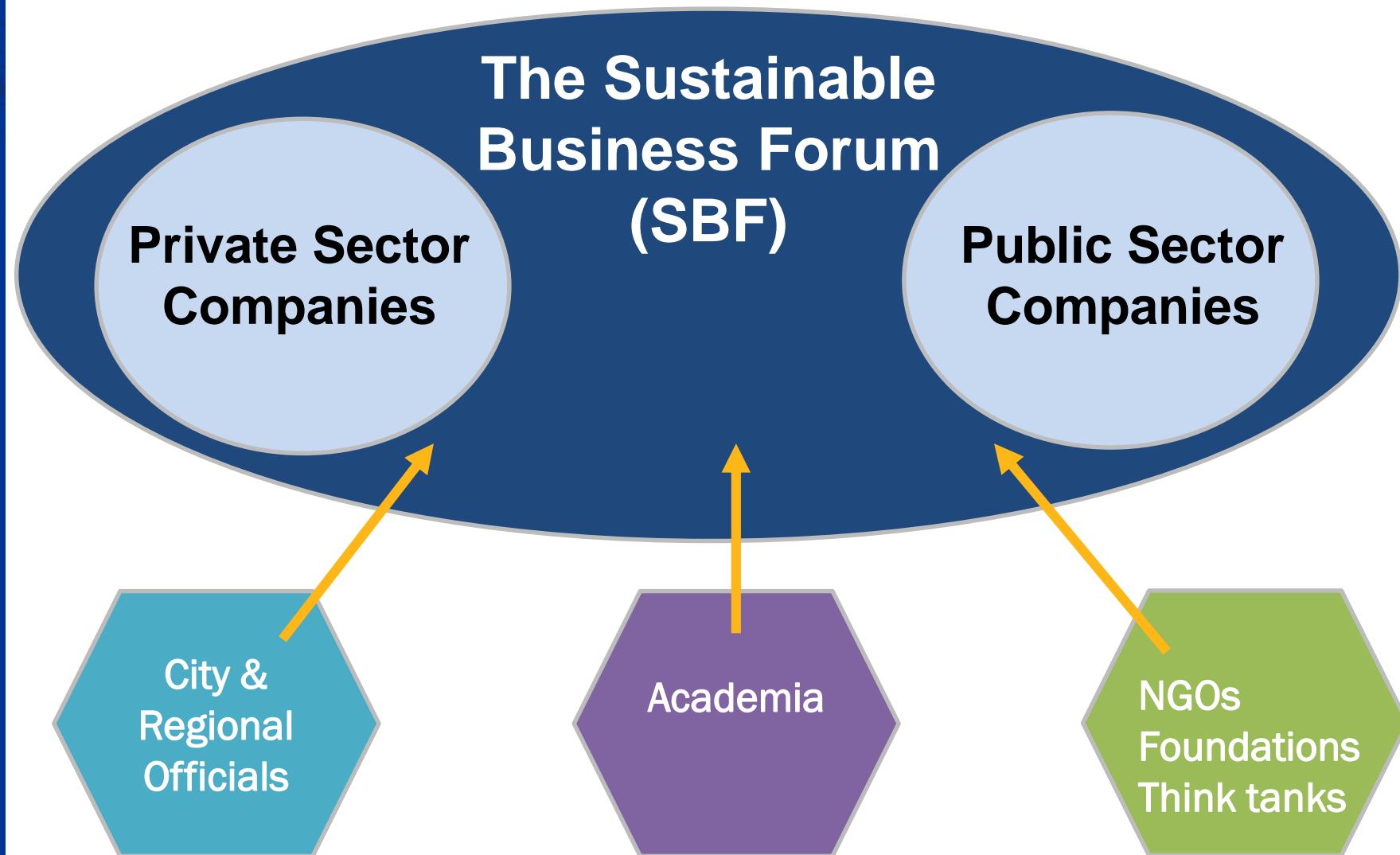
## KEYNOTE ADDRESS:

John Viera (Ford Motor Company)



# Thought Leadership: The Sustainable Business Forum

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





# SPRING 2020 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.*



Aya Attal  
Carlow University



Zach Delaney  
University of  
Pittsburgh



Leandra Mira  
FridaysForFuture  
Pittsburgh



Hannah Shin  
North Allegheny





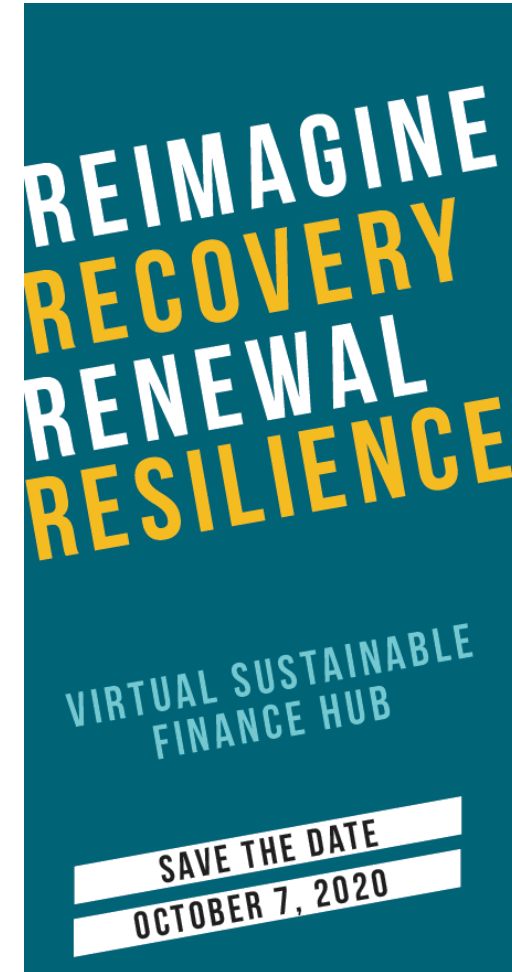
# COMMITMENT TO SOCIAL SUSTAINABILITY

- **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

# TEACHING & TRAINING

- **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 13: “**Brand Trust during the COVID-19 Pandemic – with Lisa Osborne Ross, COO at Edelman US**”
  - 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](http://www.sustainablebusiness.pitt.edu/sustaining-sustainability)



# CURRENT SPONSORS



Seed funding (\$375k) from:

THE HEINZ  
ENDOWMENTS

HOWARD HEINZ ENDOWMENT  
VIRA I. HEINZ ENDOWMENT





# STRATEGIC ADVISORY COUNCIL

## Goals:

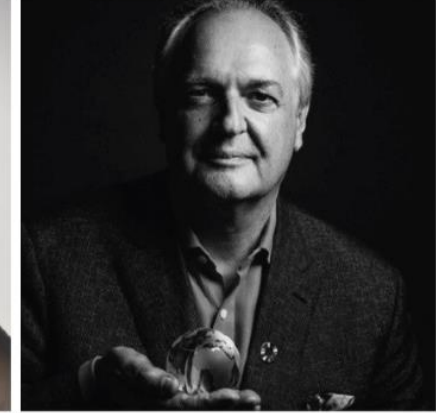
- Advise on current sustainability trends in corporate settings
- Provide direction for innovative teaching and research agendas
- Increase visibility of CSB activities
- Act as a sounding board to ensure the CSB is delivering on its mission across all three programmatic areas: thought leadership, research,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