

The **Center for Sustainable Business** (CSB) launched in Oct 2019 and has already secured 11 corporate members despite the pandemic. Our purpose is to *galvanize businesses thrive for all*. Substantively, under our 2025 Roadmap, we are the business strategy catalyst behind three interrelated workstreams. Our **Decarbonize Middle America (DMA)** efforts will increase the number of companies in the region with working strategies aligned to the Paris Accord's 2030 Targets for a just transition to a clean and circular economy, with the Marshall Plan for Middle America (MP4MA) being one example initiative in this effort. Our **Workforce 100% (WF100)** efforts will increase the number of companies in the region that have turned rhetoric into action with strategies to have workforces 100% representative of their communities with decent work for all by 2030. Our **ESG Rosetta Stone** efforts will increase the Environmental, Social, Governance (ESG) literacy of the region so that literate talent is stepping into more leadership roles in all sizes at all levels and able to collaborate across all functions by 2025. Undergirding these three workstreams is the Sustainable Business Forum, an unique peer-to-peer learning opportunity for member companies.

To accomplish our purpose, we leverage the unique expertise and capabilities of an active research and teaching community together with the industry experience of some of the world's leading companies across **thought leadership, research, and education**. Whether working directly with senior managers to better integrate the social aspects of sustainability (such as diversity, equity, and inclusion frameworks) across all functions and suppliers of their workforce, or partnering with local government and manufacturers to study the potential impact on environment, social, and governance (ESG) factors of increasing circular economy practices in the Ohio Valley Region, our expertise is in embedding sustainability into corporate DNA. We build strategic partnerships between companies and stakeholders – such as universities, governments, and civil society organizations – to realize a more equitable and sustainable future for all.

... we Galvanize Businesses Thrive For All

The 3 workstreams of *what* we do



How we do it



Pitt Business | Center for Sustainable Business

Thought Leadership: The Sustainable Business Forum & Our Global Platform

All companies who join the Center's membership receive exclusive access to the **Sustainable Business Forum** (SBF), a peer-to-peer learning network for professionals working to transition to a more sustainable business model by better understanding "how" sustainability works. Our unique approach involves hosting **full-day meetings twice a year** that bring together sustainability managers from leading companies with their colleagues from other departments (e.g. investor relations, marketing, etc.) to demonstrate the linkages between sustainability and other departments within the company. Each meeting has a theme and attendees work together to problem solve around shared challenges. Companies are the core members of the SBF, but each meeting is informed by the presence of other relevant institutional partners, such as regulators, government officials, academics, foundations, and NGOs, depending on the theme. By facilitating the sharing of best practices across companies and integrating academic research on sustainability and business outcomes, the SBF is designed to help companies learn how to maximize the impact of every investment in sustainability.

The CSB also uses its global platform to host **events, speaker series, podcasts, and workshops** that raise awareness and promote action to center the voices of groups too often marginalized or excluded from the corporate sustainability space, including what companies can do to make an impact, where the opportunities are, and where policymaking and coalition-building can make a difference.

Research: Unpacking the “How” of Sustainability Integration

Through their sponsorship of the Center, companies are also investing in the **production of knowledge** surrounding best practices and challenges in transitioning to more sustainable business models. Companies have opportunities to participate in collaborative research, gain access to our Working Paper Series, and early access to the latest developments in sustainable business strategy from around the world. Options include:

- Conducting applied research in collaboration with students, faculty, and/or staff;
- Participating in the production of academic studies, policy reports, case studies, and popular press;
- Sponsoring or collaborating on competitive research grants in partnership with the CSB.

Education: Training a New Generation of “Sustainability Generalists”

Pipelining competitive talent means investing in education and training designed to **make every employee a “sustainability generalist.”** Regardless of their primary field of expertise (e.g. marketing, investor relations, procurement, etc.), new business school graduates and senior managers alike benefit from exposure to the principle of sustainability ownership. Our educational programs are designed to foster the skills needed to recognize how processes across all functions and departments within the corporate organization could benefit from adopting more equitable and sustainable practices. Company sponsorships help support educational programming, course offerings, seminars, speaker series, and other opportunities that enrich the quality of education and expertise our students receive. Sponsors may also benefit from:

- Invitation-only access to lectures or speaker series;
- Customized executive experiences;
- Public promotion of member company sustainability initiatives through television, radio, and digital media outlets.



NETWORK-BASED CORPORATE PARTNERSHIP OPTIONS

⇒ Silver Sponsorship – \$10,000

- An invitation for two senior corporate representatives to attend the SBF twice per year (one from the corporate responsibility/sustainability department and one from a department relevant to the meeting theme):
 - **Learn** how triple bottom line strategies (i.e. People, Planet, & Profit) create value and increase equity for different functional areas within the company.
 - **Discuss** best practices, opportunities, and challenges of implementing these strategies with other world-class companies.
 - **Formulate and implement strategies** that maximizes both business and societal value.
- Exclusive access to an **online platform** enabling members to continue discussions outside of the Forum.
- A **biannual e-newsletter** highlighting the latest sustainability trends and academic insights.
- **Exclusive invitations** to attend relevant lectures, workshops, and panels hosted at Pitt.
- **Public recognition** for your investment in research and innovation in sustainable business practices.
- Opportunities to contribute to the **training** and **mentoring** of a new generation of sustainability generalists.

⇒ Gold Sponsorship – \$25,000

- All the benefits of the Silver level plus a dedicated **Fellow** to catalyze your sustainability strategies journey:
 - **Benchmark** your progress and opportunities in a just transition to a clean and circular economy
 - **Early access** to innovation accelerators to hack and break through your wicked problems
 - **Research** special projects of strategic relevance scoped with CSB and led by your Fellow

⇒ Platinum Sponsorship – \$35,000

- All the benefits of the Gold level plus deeper peer and public benefits:
 - **Leaderboard** ranking and insights to drive business value creation and model the way for your peers
 - **Public commitments** that turn rhetoric into action on science-based targets, decent work, and ESG
 - **Solution Saloon** of biannual C-Suite peer-to-peer sessions to work through barriers and accelerate your journey

⇒ Diamond Sponsorship – \$35,000+

- All the benefits of the Platinum level plus a customized package of engagements (e.g. ideation and accelerator programs, research projects, executive education, speaking engagements, corporate trainings, etc.), fee to be negotiated.

*Note:

- Sponsorships are rolling throughout the year; join at any time and renew annually.
- Customized packages available at the Gold level and above.

OTHER CORPORATE PARTNERSHIP OPTIONS

For corporate partners less interested in the membership-based peer-to-peer learning network offered through the SBF, we custom tailor research and training options to meet your needs. Illustrative examples with pricing estimates are listed below.

- \$5,000+ – **Sponsor Competitive Research Grants** for faculty, staff, and students to conduct independent research related to sustainable business strategy and the transition to more sustainable business models.
- \$5,000+ – **Knowledge partner** for hosting events in collaboration with CSB as knowledge partner (content curation, event logistics)
- \$15,000 – **Commission a Case Study** focused on a recent corporate sustainability initiative of your choosing, written by faculty and staff experts affiliated with the CSB.
- \$15,000 – A day of **on-site sustainability training** for company managers or employees.
- \$ TBD – Engage in a **collaborative research or policy project** related to corporate sustainability, and/or work with CSB staff to **coauthor grant proposals** in support of collaborative research or policy development.
- \$ TBD – **Branding options** via the Podcast, working paper series, naming rights, etc.

Testimonials from Current Sponsors:

“The work is important because it’s important work. It’s the future that we’re talking about. It’s the success of our business, it’s the role that we serve in the communities where we operate, and it’s about channeling the purpose and passion of the people that we work with towards meeting long-term sustainability objectives.” – Marcus Krembs, Head of Sustainability, **Enel North America**

“We’re excited about the future of sustainability through the program...we’re excited about the talent that will come out of the Center for Sustainable Business, and the impact that they will have on the future of businesses worldwide.” – Mark Silvey, Director of Corporate Communications, **PPG**

“The Center offers a timely opportunity to integrate sustainability considerations throughout both graduate and undergraduate teaching and research, reflecting how we focus on environmental sustainability across IBM's business operations.” – Wayne Balta, Vice President of Corporate Environmental Affairs, **IBM**