

# Sponsor the Center for Sustainable Business at Katz

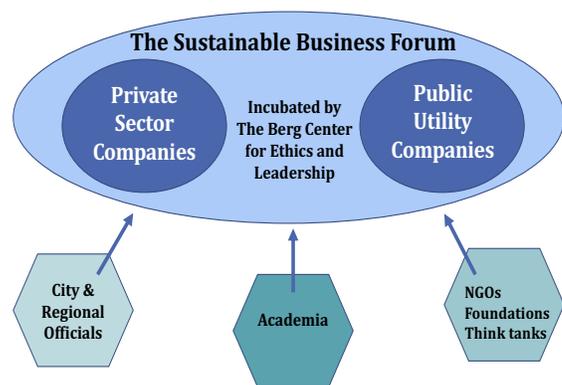
## Integrate Sustainability into Your Corporate DNA

The **Center for Sustainable Business** at the University of Pittsburgh aims to promote investment in more sustainable business strategies by leveraging the unique expertise and capabilities of an active research and teaching community together with the applied knowledge and industry experience of some of the world's largest companies. The Center, housed at the Katz Graduate School of Business, consists of three programmatic areas: **thought leadership, research, and education**. In all three areas, we utilize our position as a leading academic institution to engage companies in the adoption of more sustainable business practices, helping companies and other stakeholders capitalize on short-, medium-, and long-term investments in the human resources, intellectual know-how, and physical and social infrastructure needed to realize a more sustainable future for our local, regional, and global communities.

Despite increasing investments in sustainability and corporate responsibility initiatives, the potential impact of this investment remains under-realized by the majority of companies primarily because sustainability is not well integrated throughout the company. Our goal is to provide a significant return on investment to those companies who participate as Center sponsors by granting them access to (1) cutting-edge thought leadership in the field of sustainable business strategy, (2) ground-breaking research that has positive environmental, social, and financial impacts, and (3) innovative approaches to training and educating a new generation of sustainable business leaders.

### Thought Leadership: The Sustainable Business Forum (SBF)

All companies who sponsor the Center will receive exclusive access to the SBF, a peer-to-peer learning network for a small group of innovative companies who want to lead the sustainability revolution. Our unique approach involves hosting **full-day, biannual meetings** 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, thereby maximizing the value of these investments. 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. Each meeting has a theme and attendees work together to problem solve around shared challenges. By facilitating the sharing of best practices across companies and integrating leading academic research on sustainability and business outcomes, the SBF is designed to help companies learn how to maximize the impact of every dollar invested in sustainability to **generate value across the triple bottom line of People, Planet, and Profit**.



### Ground-Breaking Research

Sponsors of the Center are also **investing in the production of knowledge** surrounding best practices and challenges in mainstreaming sustainability. Through sponsorship of the Center, companies will have opportunities to participate in collaborative research on sustainability, as well as access to the latest in sustainability research from around the world. Involvement in research could include, for example: fiscal support of grant competitions for students, faculty, and staff; collaboration on applied research with students, faculty, and/or staff; participation in the production of academic studies, policy reports, case studies, or popular press.

### Training a New Generation of "Sustainability Generalists"

Investing in the future of sustainability leadership also 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 sustainable practices. Company sponsorships will help support educational programming, course offerings, seminars, speaker series, and other opportunities that will enrich the quality of education and expertise our students develop in their time at the University. Sponsors may also benefit from student internship programs, invitation-only access to lectures or speaker series, customized executive experiences, and more.

**Become an annual sponsor of the Center for Sustainable Business and see a return on your investment:**

⇒ **Silver Membership – \$10,000**

- An invitation for two representatives from your company (one from the corporate responsibility/sustainability department and the other a senior member from a department related to the meeting topic) to attend the SBF twice per year.
  - **Learn** how triple bottom line strategies (i.e. People, Planet, & Profit) create value for different functional areas within the company.
  - **Discuss** best practices, opportunities, and challenges of implementing sustainability strategies with other world-class companies.
  - **Formulate and implement strategies** that maximize 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 on Pitt's campus.
- **Public recognition** for your investment in research and innovation on sustainable business practices.
- Opportunities to contribute to the **training** and **mentoring** of a new generation of sustainability generalists.

⇒ **Gold Membership – \$25,000**

- All the benefits of a Silver Membership plus an additional bespoke engagement tailored to your company's needs, options include:
  - A **consulting project** on a topic of your choosing, conducted by MBA students and supervised by sustainability experts from the University of Pittsburgh.
  - A **written case study** focused on the company and an aspect of its sustainability practice.
  - A day of **on-site sustainability training** for company managers or employees.

⇒ **Platinum Membership – \$25,000+**

- All the benefits of a Gold Membership plus a customized package of engagements with your company (e.g. research projects, executive education, speaking engagements, corporate trainings, etc.), fee to be negotiated.

**\*Note:** There is no mandatory membership cycle; join at any time during the calendar year. Customized packages at the Gold level and above are available.



The Center for Sustainable Business will be led by **Professor CB Bhattacharya**, the H.J. Zoffer Chair in Sustainability and Ethics at the Katz Graduate School of Business. Widely recognized as a pioneer in the field of sustainable business strategy, he founded the Center for Sustainable Business at the European School of Management and Technology (ESMT) and the ESMT Sustainable Business Roundtable, a forum similar to the SBF which currently boasts 20+ multinational members, including Accenture, AEGON, BASF, Covestro, Enel, H&M, IBM, PwC, Siemens, and Unilever.

**Testimonials from Prof. Bhattacharya's Sustainable Business Roundtable in Berlin:**

*"The roundtable is a great opportunity for companies to get together and to exchange views and one idea usually fires off a whole set of other ideas in your mind, so that's the value of these sorts of occasions. Each company has its own unique position in this, but the overall question of sustainability or what does that mean for the business is something that all companies are wrestling with, that's why we're here."*

**-- Stephen Pain, VP Sustainable Business and Communications, Unilever**

*"I think the forum offers the opportunity to listen to many examples, to share experiences, to also create some benchmarks. The models that work well, what were they made of? What [were] the tools and the system that was used?"*

**-- José Lopez, Member of the Nestlé Creating Shared Value Advisory Council and Former Executive VP Nestlé**

*"When I think about what I get most out of the Sustainable Business Roundtable, I think it's the ability to exchange with other companies and realize that we are all on the sustainability journey. The fact of being able to share discussions and seeing where [other companies in the industry are] embedding sustainability in the company [...] is very useful to share."*

**-- Jeff Archambault, VP Corporate Citizenship, The Walt Disney Co. EMEA**