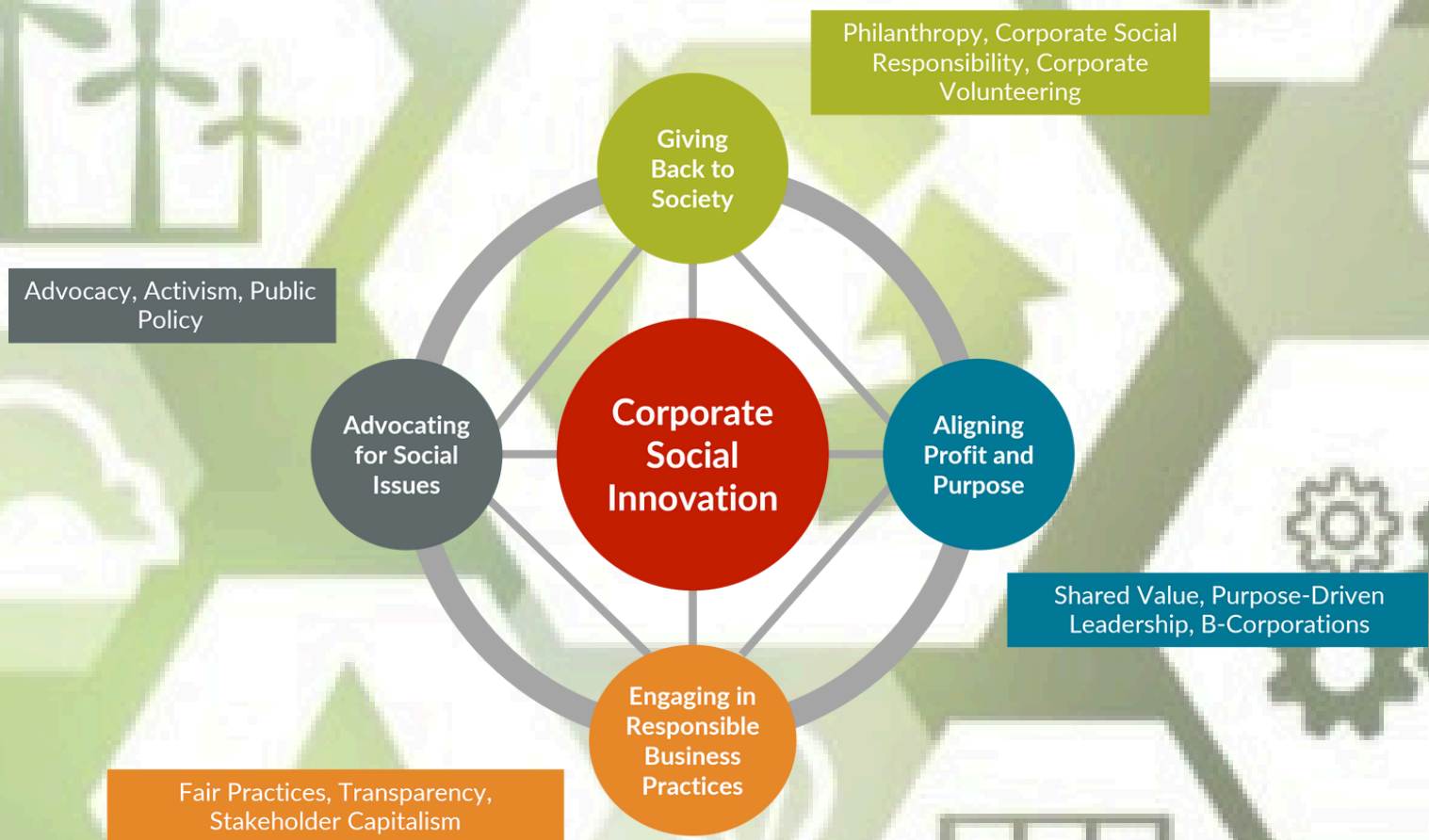




Rutgers Institute for
Corporate Social Innovation

Inaugural Corporate Social Innovation Excellence Awards



May 1, 2025
The Rutgers Club

Celebrating the Power of Business for Social Impact

Welcome to the Rutgers Institute for Corporate Social Innovation's inaugural Corporate Social Innovation Excellence Awards! This evening, we come together to recognize and celebrate the outstanding accomplishments of organizations, groups and individuals that are demonstrating the potential for business to achieve social good.

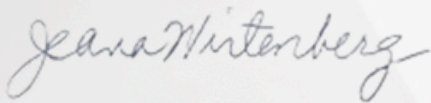
Recognition will first be awarded to outstanding students/student groups, CSI Pioneers and CSI Emerging Leaders. Second, recognition will be given to corporations with demonstrated success across our four RICS pillars:

- Giving Back to Society
- Aligning Profit and Purpose
- Engaging in Responsible Business Practices
- Advocating for Social Issues

with the highest overall awards for those companies that have successfully integrated these four pillars throughout their business.

We are grateful to the finalists for your fantastic submissions! All the finalists are doing an outstanding job and are worthy of recognition. In selecting the winners of the awards, the judges applied decision criteria around measurable societal impact, innovative thinking, leadership and integration of the CSI pillars. Eligible companies were evaluated based on the scale and reach of their initiatives relative to their size and resources.

I want to acknowledge our small but mighty RICS Team for their hard work in making this wonderful and timely event happen. We are grateful for our Sponsors: BASF, NJ Resources, NatureSweet and Healthcare Institute of NJ. Special appreciation goes to our RICS Founder Gary M. Cohen, our Strategic Advisors and Judges, and our internal Rutgers team for your guidance and support. We are honored and privileged to have the opportunity to work with every one of you as we move forward together on the next leg of the Corporate Social Innovation Journey.



Jeana Wirtenberg, Ph.D., Executive Director

Corporate Social Innovation Excellence Awards

Agenda

5:00 p.m. - Cocktail Hour & Poster Session

6:00 p.m. - Welcome, Opening Remarks, & Finalist Spotlight

- Jeana Wirtenberg, Ph.D.
- Yaw Mensah, Ph.D., Vice Dean for Strategic Partnerships & Academic Collaborations & Dean's Professor of Business

6:20 p.m. - Keynote Remarks & Changemaker Award Presentation

- Erin Byrne, Distinguished Executive in Residence
- Adam Met, Ph.D.

7:00 p.m. - Sit Down Dinner

7:45 p.m. - Awards Presentation:

- CSI Student Award
- CSI Pioneer Award
- CSI Emerging Leader Awards
- CSI Excellence Awards
- Overall CSI Excellence Awards

9:00 p.m. - Closing Remarks & Thank You's

The climate is changing. So are we.

Find out more at
basf.us/change-for-climate

The BASF logo, consisting of a green square with a white stylized 'B' and the word 'BASF' in white capital letters.

We create chemistry

Thank you and congratulations!

We are grateful to the Rutgers
Institute for Corporate Social
Innovation for celebrating the
power of doing business for good
and **honored to be a finalist for
Merck for Mothers, our global
maternal health initiative.**



Learn more about how healthy moms
create a healthy future.

The Merck logo, featuring a stylized green 'M' icon followed by the word 'MERCK' in white capital letters.

Keynote Speaker

Adam Met, Ph.D.



Adam Met, PhD, is a musician, educator, and advocate. As the “A” in the multi-Platinum band AJR, he performs worldwide for millions of fans while using his reach and expertise to advance climate action. He is also the Executive Director of Planet Reimagined, a Professor at Columbia University, and works with Congress and The White House on innovative energy policy. Adam has recently been presented with *TIME* Magazine’s prestigious Earth Award and was named a Changemaker by the *New York Times*.

Socials:

Instagram: <https://www.instagram.com/adamajrbrothers>

Tiktok: <https://www.tiktok.com/@adambmet>

PLANET REIMAGINED



GET INVOLVED. BE PART OF THE REIMAGINING.

Planet Reimagined, led by musician, activist, and sustainability scholar Dr. Adam Met, sparks bold climate solutions through action research, global collaboration, and creative media. We incubate game-changing ideas across energy, waste, water, farming, finance, and beyond — training tomorrow's climate leaders and driving real-world impact today.

Check out Adam's book *Amplify*, out June 3!

Our Finalists

Amanda Nesheiwat is the first Sustainability Director at the Hudson County Improvement Authority. In this role, she builds public-private partnerships to create and achieve sustainability goals and consistently offers companies and organizations opportunities to pilot programs that drive sustainable solutions to scale. Previously she served as the first Environmental Director in Secaucus, NJ. She has proactively created roles for herself within various organizations and government entities, showcasing how sustainability initiatives can lead to significant cost savings. Amanda's innovative approach has led to the development of numerous new programs. She has achieved significant milestones, including becoming a UN representative for the Foundation for Post Conflict Development, and working on the Sustainable Development Goals with NGOs and governments.

BASF's Environmental Remediation is a pioneering project that entails the construction of a 5-acre urban park and ecologically uplifted greenspace on the formerly vacant BASF production site, that would then be donated to the Borough of East Newark upon completion for use by the general public. A collaboration between BASF Corporation and the Federal Natural Resource Trustees of the Passaic River Superfund Site, this agreement would come to redefine the relationship between remediation and environmental justice forever within the State of New Jersey. BASF drove this project forward with a passion for innovation and a commitment to a sustainable future. As a global company that has led the world in chemical innovation for almost 160 years, BASF possesses a wealth of talent and resources, and is proud to partner with communities and regulators to show that environmental justice is an achievable dream. This early restoration approach could serve as a model for proactive environmental relief across the country and around the world for generations to come.

Danielle Mitchell is the CEO and Founder of Black Women in Clinical Research (BWICR). Under her visionary guidance, BWICR has become a transformative force, empowering over 30,000 members across its affiliate organizations, including Black Women in Clinical Research (BWICR), Black Men in Clinical Research (BMICR), and Minorities in Clinical Research (MICR). Her leadership is exemplified by her ability to build strong, supportive communities, advocating for the advancement of underrepresented groups in clinical research. Key achievements include launching mentorship programs that have provided invaluable career guidance to thousands, developing partnerships with academic institutions like the White House HBCU Initiative and Clark Atlanta University to increase access to clinical research careers, and spearheading initiatives that highlight the importance of diversity, equity, and inclusion in clinical trials. She has received multiple accolades, including being named a Black Health Connect 40 Under 40 Honoree. Her leadership transcends professional boundaries, having a significant impact on both the clinical research field and the broader communities she serves.

Diana Blankman is Head of US Corporate Social Responsibility (CSR) for Sanofi, a global pharmaceutical company. She has transformed the company's approach to CSR, infusing a true shared value mindset into a purpose-driven strategy which integrates both business and societal goals.

Our Finalists

Diana is accountable for managing and implementing the strategy which includes creating large-scale philanthropic efforts, building impactful partnerships with nonprofits, and serving as a C-suite adviser and thought partner. She and her team of professionals create impactful community and employee engagement programs that focus on health, education and the environment. Diana has spent more than 25 years working in New Jersey's corporate and nonprofit sectors and has a track record of creating award-winning social impact programs. Her professional and volunteer experiences have given her a unique perspective on CSR, as well as the understanding needed to build impactful, innovative public-private partnerships.

B-EPIC (Brazil Enterprise Productivity & Inclusion Club) is formed by executives, managers, staff, researchers, professors and instructors of **Fundação Dom Cabral**, a well-known Brazilian business school with an international reputation and a long, solid and resilient experience with executive training and Gerdau, a Brazilian steel company. Brazil has been facing a competitiveness decline since 2020. According to the IMD World Competitiveness Yearbook (2024), the country has lost four positions in the competitiveness ranking despite its improved economic performance (from the 56th to 38th position in the same period). These statuses have enduring, long-term effects on their future employability and earnings but also confront the country's economy with major social and economic obstacles. Gerdau assumed that the dual challenges of skills shortage and youth unemployment can be tackled in a bold unified approach. The B-Epic Team is working to develop solutions to this vexing obstacle to Gerdau's growth and productivity.

Hermann Services is a company in the Transportation, Logistics, and Supply Chain field. Addressing carbon emissions is crucial for the company to align with their commitment to social responsibility and long-term sustainability goals. To address this issue, Hermann Services began replacing diesel-powered delivery trucks with electric vehicles, significantly reducing carbon emissions. They partner with environmental organizations to offset a portion of their emissions and have also engaged in promoting energy efficient practices, working closely with their suppliers to reduce emissions across the entire supply chain. The implementation is an ongoing process as Hermann Services evolves into a more sustainably efficient company.

Digital Equity Accelerator, an initiative launched by **HP**, was launched to support nonprofits worldwide to advance digital inclusion and scale digital equity solutions in their communities. Since its inception in 2022, the Accelerator has supported 27 organizations, expanding their reach to over 98.1 million people. The initiative focuses on building capacity through a USD \$100,000 grant; HP technology valued at approximately USD \$100,000; and a six-month capacity-building program to enhance digital solutions that promote educational and economic opportunities. The program focuses on digital equity challenges globally and harnesses the unique capabilities of HP to help equip disconnected adolescents and adults with the critical technology skills needed to participate and thrive in today's economy.

Our Finalists

Jens Molbak is a visionary entrepreneur and changemaker. Jens' career is a testament to the power of aligning purpose and profit, engaging in responsible business practices, and advocating for social good through innovative business models. His groundbreaking work has not only generated significant financial success but has also created lasting positive change for communities and society at large. He is the founder of Coinstar, the ubiquitous coin-counting kiosk company, but his dedication to social innovation extends beyond Coinstar. In 2020, he founded NewImpact, a non-profit organization dedicated to promoting and enabling 'tri-sector innovation.' Through NewImpact, Jens shares his expertise and inspires other entrepreneurs and organizations to adopt business models that create value across all sectors of society. Additionally, Jens serves on the boards of the National Nordic Museum and the Evans School of Public Policy and Governance at the University of Washington.

Mateen Abbasi, a student at Rutgers University Ernest Mario School of Pharmacy, has consistently stepped into multiple roles where he has transformed both academic and clinical environments. In his capacity as a Teaching Assistant at the Rutgers Office for Diversity and Academic Success in the Sciences (ODASIS), he created an engaging, active-learning atmosphere utilizing individualized teaching methods, ultimately turning failing grades into passing ones. His leadership extended to clinical settings, particularly seen through his role as a Research Coordinator for the American Preventive Screening & Education Association (APSEA). Through the organization, he was responsible for training over 350 undergraduate and graduate students on how to take accurate vital signs and deliver individualized and impactful healthcare counseling. He led additional initiatives to further optimize outcomes for community patients through quality improvement initiatives. He assisted in developing a Spanish healthcare counseling module, initiated a Research Committee, and pushed for a curriculum centered around a more practical, hands-on approach, while also creating a two-part patient data collection carbon copy form geared towards empowering patients to track their health longitudinally.

Merck for Mothers is a \$650 million global health initiative dedicated to transforming maternal health outcomes and ensuring that no woman has to die while giving life. Merck for Mothers, known as MSD for Mothers outside of the United States and Canada, works with other cross-sector stakeholders to develop and scale evidence-based solutions for improving maternal health outcomes. Since its inception in 2011, the initiative has supported more than 200 programs in over 70 countries in pursuit of its overarching objective—to accelerate progress toward the United Nations' Sustainable Development Goal 3.1, which aims to reduce the global maternal mortality ratio to less than 70 per 100,000 live births by 2030. To date, the initiative has reached more than more than 30 million women through programs promoting safe, high-quality, and respectful care, surpassing its goal of reaching 25 million women by 2025. This achievement illustrates the dedication of the Merck for Mothers organization and the invaluable contributions of the community-serving organizations they partner with globally.

Our Finalists

NatureSweet is the largest vertically integrated controlled environment agriculture (CEA) company and greenhouse grower in North America. Recognizing the persistent exploitation and poor working conditions faced by agricultural workers, NatureSweet has focused on transforming the agricultural industry by improving the treatment of agricultural workers. This transformation has included enhancing compensation, improving safety standards, and creating programs that offer broader access to healthcare, education, and mental health services for workers. They have worked to raise industry standards and set an example for other companies to follow, aiming to inspire a broader movement within the agricultural sector to uplift workers who have been neglected and compromised for far too long. The implementation of these changes has been ongoing over several decades, with continuous improvements and a commitment to further advancement. By leading the way in providing better treatment, better compensation, and access to critical services, they are not only improving the lives of workers but also setting a new standard for agriculture.

New Jersey League of Conservation Voters (New Jersey LCV) led a nearly two- year campaign to advance critical state-level legislation known as the "Save the Bees Act". This effort aimed to reduce neonic contamination in New Jersey's waters by classifying neonicotinoid pesticides as restricted-use chemicals. Neonics are among the most widely used pesticides globally, posing well-documented risks to honeybees and other pollinators essential for agriculture and ecosystem health. By following the precedent set by states like Maryland and Connecticut, this legislation would limit non-essential neonic use, safeguarding both public health and vital pollinator populations. Their advocacy for stronger environmental protections, particularly in pesticide regulation, has yielded significant financial and social benefits for New Jersey's communities, businesses, and ecosystems. NJ LCV's continued efforts ensure a safer, healthier, and more resilient future for New Jersey's people, economy, and environment.

New Jersey Resources identified an opportunity to adopt a more holistic approach to projects with local nonprofit community organizations that provide a broader suite of social benefits to the community. Their focus has been on the following areas to drive these add-on benefits when scoping projects: community education, community health and well-being, recreation, resiliency, and employee engagement opportunities. This effort has become formalized as a program within NJR's sustainability known as the Coastal Climate Initiative – or CCI. As a company headquartered at the Jersey Shore and with deep community roots, New Jersey Resources launched CCI in 2021 to help advance environmental stewardship and community resilience-focused projects for coastal communities and beyond. Recognizing a greater need for local environmental stewardship within its service territory, in 2023 NJR committed up to \$2 million in funding over five years to help support projects and programs to enable direct project support for community resiliency and ecosystem services, as well as community engagement and education.

Our Finalists

Novo Nordisk, Inc. has a clear purpose – to drive change to defeat serious chronic diseases – and they do so by addressing the continuum of care. While they manufacture medicines for chronic disease treatment, they are also making social impact investments that seek to prevent the disease in the most at-risk populations. Novo Nordisk promotes prevention by focusing on three key strategies: Educating populations on chronic disease prevention strategies, including healthy nutrition and physical activity; Creating access to key social drivers of health like healthy food and health care; and Building local capacity and collaborations that allow partners to deliver multi-Social Determinants of Health (SDOH) interventions that enable holistic preventative solutions. Novo Nordisk is dedicated to enhancing access to healthy foods by strengthening local food systems from food production, to distribution to individual consumption. Through strategic grant-making, they prioritize partnerships with community-based organizations to improve access to affordable, locally grown food while encouraging changes in individual and family behaviors to support consistent healthy eating.

Rutgers Undergraduate Women in Business (RUWIB) strives to foster an empowering community for women at Rutgers Business School. RUWIB makes significant contributions to both its members and the broader business school community through innovative programming, strategic initiatives, and a commitment to professional development. Events hosted by RUWIB address both professional development and personal challenges, creating an inclusive environment where members feel supported in all aspects of their growth. The leadership team's dedication to cultivating meaningful experiences while promoting confidence, inclusivity, and ambition makes RUWIB an invaluable resource for undergraduate women at Rutgers Business School. The annual charity gala combines celebration with purpose, raising funds for women-focused organizations that align with RUWIB's mission of uplifting women, such as a domestic violence shelter in New Brunswick. Through a combination of mentorship, professional development, and philanthropy, RUWIB's contributions have shaped both members' career trajectories and the broader business school community.

Sanofi is a global healthcare company with one purpose: to chase the miracles of science to improve people's lives. Sanofi provides potentially life-changing treatment options and life-saving vaccine protection to millions of people globally. Sustainability and social responsibility are the center of their ambitions. Their commitment to society is to shape a better quality of life for people and communities around the world. Innovation is core to Sanofi's business model and culture and is expressed in all that they do, including how they show up in their communities and for the patients and families they serve. As a purpose-driven company, corporate social responsibility (CSR) underpins every facet of their business. From a corporate social innovation lens, Sanofi US is focused on advancing sustainable health outcomes for historically under supported communities by connecting its business, employees and strategic investments to improve people's lives.

Our Finalists

Sarah Pomeranz has demonstrated transformative leadership by reimagining how strategic consulting talent can be mobilized for social impact. Sarah's leadership philosophy emphasizes that "good intentions aren't enough - meaningful impact requires the same level of analytical rigor as a corporate merger." This principle has led to partnerships with prominent organizations, including the Clinton Health Access Initiative, Save the Children, MIT, RAND, and the UK's Department for Science, Innovation and Technology. Sarah has personally mentored and advised over 500 strategy consultants and supported more than 70 impact-driven institutions with their talent pipelines and development. Her commitment to impact extends to her personal pledge to donate 10% of her lifetime earnings to effective charities, setting an inspiring example for others to follow.

Schneider Electric addresses the critical issue of the energy gap: energy poverty and limited access to essential services such as energy, social housing, healthcare, and education. These challenges are exacerbated by climate change, which further holds back socio-economic development. To tackle these issues, Schneider Electric was one of the first corporations to implement a comprehensive impact investing strategy in 2009. This strategy involves channeling capital into early-stage, impact-focused startups that develop scalable solutions for underserved markets. By providing patient capital, technical assistance, and mentorship, Schneider Electric supports these startups in overcoming barriers and achieving growth. The initiative has been ongoing for 16 years, with continuous efforts to expand and enhance its social and environmental impact. In the short term, the initiative has created jobs and provided essential services to millions. In the long term, it has built resilient communities, improved people's lives and mitigated climate change impacts.

Social Change 2.0 Augmented Intelligence Platform is a collaboration between Empowerment Institute (EI) and Kiiren AI. This initiative empowers businesses to increase their social impact by doing good, better. Achievements include Integrating AI to scale and personalize transformational learning; Expanding accessibility worldwide; Supporting the UN's Deep and Rapid Transformation Convergence (DRTC) initiative to advance the Sustainable Development Goals (SDGs); Providing AI-driven support to hundreds of social impact changemakers at the UN, in peacebuilding, regenerative economics, and education. This collaboration is providing pioneering leadership in corporate social innovation by integrating social change acumen with AI to drive large-scale social impact.

Society of Decision Professionals (SDPs) is a group that represents several key industries and companies struggling to implement ESG programs across key corporate activities including Supply Chains, Product Innovation, Corporate Finance; Operations and Sustainability. They are utilizing a highly collaborative team Design Thinking process to efficiently progress their work from problem identification through solutions development. Additionally, the SDP working group has partnered with several Sustainability/ESG experts to build stronger bridges between these areas of expertise. In 2023, the SDPs formed an ESG interest group. That group along with the SDP's Innovation interest group initiated a research project to explore:

Our Finalists

How can Decision Quality Help Address the Big Issues? Ideation sessions were held which resulted in advancing three support actions: Decision Quality Tools for ESG-related decisions; Case Studies and Educational Materials; and Creating an ESG decision-maker peer learning community.

TimberTurn has pioneered a circular business model that simultaneously addresses wildfire risk mitigation and carbon removal, two pressing climate challenges. By designing a profit-sharing framework that empowers Indigenous communities, TimberTurn ensures that economic benefits from carbon credit sales flow back into local land stewardship initiatives. The company's leadership is demonstrated through its collaborative approach with Canada's Indigenous Nations, foresters, and policymakers to create long-term, regenerative solutions for climate resilience. TimberTurn's approach is highly innovative because it uses a triple-benefit model—climate risk reduction, carbon finance, and Indigenous-led stewardship—to set a new standard for corporate engagement in environmental sustainability.

Tobias A. Fox has been a steadfast leader locally in the City of Newark, New Jersey and abroad in the Dominican Republic for over ten years. As the Founder and Managing Director of Newark Science and Sustainability, Inc., he has dedicated his life to ensuring that food justice and food access are addressed not just in words but in collaborative action. Through his countless hours of food production, he has been able to impact the lives of many local and global stakeholders through the prioritization of living a sustainable life starting with the food you eat. Within the community Tobias has always supported stakeholders in taking actionable steps to address the needs of the community. Living up to his motto "Think Global, Act Local. That's Glocal", he continues to embody this in the many initiatives he engages in to empower the local and global arena by providing resources that transcend tangible items and help shift the way people think about their role in making the world a better place.

Usman Khan has led a team of individuals in the NJ State Legislature to pass four different environmental and transportation bills, making sure there was bipartisan support through extensive communication and talks. Usman has put together effective teams and collaborated with groups and organizations to secure sponsorships. Usman works with others to achieve success by utilizing social events and gatherings, speaking with and understanding the experiences of more learned individuals and allowing them to see their perspectives and hear their takes, as well as reeling in their help and expertise when needed. Usman's work contributes to the sustainability and future scalability of Corporate Social Innovation efforts by directly benefiting communities and other individuals. It spreads education in the form of awareness and combines events with sponsorships and funding, as well as involving government into the mix to recognize and promote the events and showcases.

Our Team



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NEW JERSEY LCV IS THE STATEWIDE POLITICAL VOICE FOR THE ENVIRONMENT. WE ELECT **ENVIRONMENTALLY RESPONSIBLE CANDIDATES** TO STATE AND LOCAL OFFICES, **ADVOCATE FOR STRONG ENVIRONMENTAL POLICIES**, AND HOLD OUR ELECTED OFFICIALS ACCOUNTABLE TO **SAFEGUARD THE HEALTH OF OUR COMMUNITIES, THE BEAUTY OF OUR STATE, AND THE STRENGTH OF OUR ECONOMY.**

The Delaware Water Gap



Liberty State Park



The Jersey Shore



OUR SELECTION AS A FINALIST FOR THE INAUGURAL **CORPORATE SOCIAL INNOVATION EXCELLENCE AWARD** HIGHLIGHTS OUR LEADERSHIP IN CREATING SUSTAINABLE, COMMUNITY-FOCUSED CHANGE IN NEW JERSEY AND UNDERSCORES THE IMPORTANCE OF OUR MISSION.



NJLCV.ORG



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Help us prepare the next generation of Corporate Social Innovation Leaders

as we...

Educate

Collaborate

Inspire

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Case Studies and Lecturing

Inspire Training Program



Your team, your topics



Rutgers Institute for
Corporate Social Innovation

We would like to thank our sponsors and contributors who have donated financially as well as their time and effort to help support the work of the RICSI! We could not do this without you!





Rutgers Institute for Corporate Social Innovation

At the Rutgers Institute for Corporate Social Innovation, we recognize that today's societal needs are profound, and believe business has untapped potential to address them. Moreover, there is increasing evidence that companies focused on being positive actors in society outperform their peers.

Our **purpose** is to develop the next generation of Corporate Social Innovation (CSI) leaders and become a leading academic partner in addressing society's most pressing issues.

We use our uncommon diversity, unique locations, and deep network to bring together leaders from private, public, and nonprofit sectors to collaborate with top scholars in advancing Corporate Social Innovation.



Stay Connected with RICS

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