



**Rutgers Institute for  
Corporate Social Innovation**

# **Partnership Model Brochure**



# Rutgers Institute for Corporate Social Innovation

## RICSI Foundational Philosophy

### How business can impact social issues

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.

*The most advanced companies – those that integrate social needs into their business – are reaping financial benefits, reputational gains, higher employee engagement, and competitive advantage.*

*RICSI is launching a program to offer a limited number of select corporate partners the opportunity to advance their engagement on key social innovation issues.*

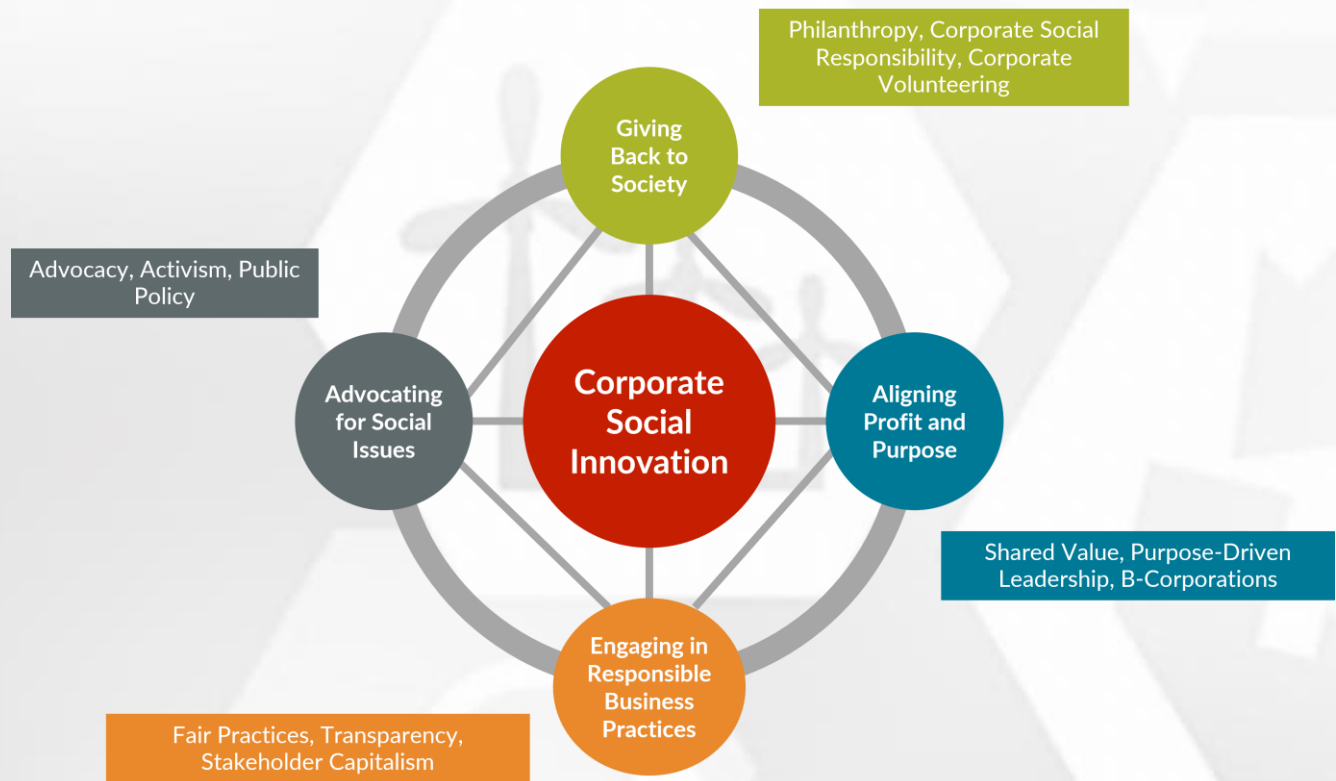




## What is Corporate Social Innovation?

Corporate Social Innovation (CSI) is the strategic mobilization of an enterprise's full spectrum of capabilities, assets, and innovative business models to drive measurable social impact while simultaneously fortifying the success and long-term sustainability of the business. Forward thinking organizations that embed social needs into their core strategy are realizing significant competitive advantages, including enhanced financial performance, strengthened brand reputation, higher employee engagement and increased operational resilience.

We operationalize this vision through a rigorous four-pillar methodology:



**Giving Back to Society:** Mobilizing resources and expertise to support community-driven solutions.

**Aligning Profit & Purpose:** Integrating social impact directly into our revenue-generating business models.

**Engaging in Responsible Business Practices:** Ensuring ethical standards and sustainability are embedded across all operations.

**Advocating for Social Issues:** Leveraging our corporate voice to drive systemic change and awareness.

This methodology is seamlessly integrated across our strategic themes:  
**Climate Action, Global Health, Shared Prosperity, and the Social Impact of AI.**



## Long-Term Vision of Partnership Model

RICSI partners with leading companies to address the most pressing social impact challenges shaping business today. Building on a strong track record of corporate engagement, we are expanding our Partnership Model to offer deeper, more focused collaboration across high-impact subject areas.

Each partnership is organized around a defined subject area and includes a curated portfolio of value offerings designed to deliver both societal impact and business value. Through these partnerships, organizations collaborate with RICSI to co-create actionable knowledge, elevate thought leadership and brand credibility, and strengthen internal capabilities.

*The Partnership Model is grounded in RICSI's four core themes*

**Climate Action**

**Global Health**

**Shared  
Prosperity**

**Social Impact  
of AI**



*and offers engagement across the following value categories*

### Value Offering Categories

**Exclusive Knowledge  
Access**

**Thought Leadership  
Engagement**

**Advisory & Training**

**Branding & Networking**

There will be an annual fee for the Partnership Model for each subject area.





## Meeting the Urgency of the Moment: An Invitation to Shape AI Practice and Policy

Our plan is to build the breadth of partnership subject areas over time and to start with one subject area: AI. AI is rapidly transforming business, governance, sustainability, and how we work, learn, and live. How can we leverage AI as a tool for good? Fortunately, how the development of AI plays out is yet to be determined. Critical decisions made starting today will shape who benefits, who is left behind, and how we manage environmental, social, and business risks and opportunities. Right now, the power of AI is open to our design, direction and influence.

To meet the urgency of the moment, RICS I is already collaborating across Rutgers University with a wide range of interdisciplinary AI experts. We invite you to engage with us to **catalyze, convene and lead a credible, cross-sector response to shape a positive future for generations to come.**

Value Offering Category	Examples of Partner Benefits	Strategic Outcome for You
Exclusive Knowledge Access	<ul style="list-style-type: none"><li>• RICS I research</li><li>• Partner-only webinars</li><li>• Research digests</li></ul>	<b>Stay Ahead:</b> Gain valuable insights on cutting-edge CSI topics and AI strategy.
Thought Leadership Engagement	<ul style="list-style-type: none"><li>• Executive roundtables</li><li>• Annual summits</li><li>• Opportunities to co-develop thought leadership (e.g., webinars, podcasts, articles, blogs, and papers)</li></ul>	<b>Lead the Conversation:</b> Engage with executive peers and thought leaders to shape the future of CSI and AI.
Advisory & Training*	<ul style="list-style-type: none"><li>• Executive education</li><li>• Upskilling/certification programs for employees and/or partners.</li></ul>	<b>Build Capacity:</b> Develop your team's awareness, expertise, and best practices in CSI and responsible AI.
Branding & Networking	<ul style="list-style-type: none"><li>• Use of the RICS I/Rutgers logo as a display of affiliation</li><li>• Networking at exclusive executive events</li><li>• Student Mentorship Opportunities</li><li>• Guest Lecturer Opportunities</li></ul>	<b>Enhance Reputation:</b> Positive PR and visibility as a thought leader and affiliate of a trusted convener.

**The fee for the AI Subject Area Partnership will be \$10,000**

We are also embarking on a 5-month foundational research project with AI as its focal topic (this research project is being done simultaneously with the Partnership Model).

Please [contact us](#) for more information if interested in engaging with us on this cutting-edge research project.

\*The Advisory & Training Value Offering is bespoke to the corporate partner's needs. If this is of interest, a conversation will be had to determine the corporate partner's needs and the monetary value of this offering.



## Why RICSi & RBS are the Right Partner for AI

Rutgers Business School (RBS) – Newark & NB is a leader in integrating AI across its programs and is giving students hands-on skills with AI tools, focusing on practical applications, preparing them for an AI-driven job market. Currently RBS offers over 100 AI immersion courses (between UG and Grad) , a mini-MBA on AI, and will host its second annual Experiential Learning Showcase focusing on Applying Responsible AI to Solve Real World Problems.

Rutgers University is also home to the Rutgers Artificial Intelligence and Data Science (RAD) Collaboratory. A Chancellor's Signature Initiative, RAD serves as a hub for data science, artificial intelligence, student programming, and community engagement. RAD is endorsing our 5-month foundational research project, AI for Good.

RICSi, residing within Rutgers Business School, is a nationally recognized institution with deep strengths in artificial intelligence, ethics, sustainability, and corporate social innovation. The Institute serves as a trusted convener, educator, and research hub on AI, business, and social impact for academic, corporate, and societal leaders seeking evidence-based insights and practical guidance.

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### Let's Talk!

We are excited to launch this new model and hope you will join us in co-creating knowledge, enhance your brand, and develop your organization's capabilities.

For more information or to schedule a call to further discuss these offerings, please contact us at [ricsi.director@business.rutgers.edu](mailto:ricsi.director@business.rutgers.edu) and/or [jwirtenberg@business.rutgers.edu](mailto:jwirtenberg@business.rutgers.edu).

