



SUSTAINABLE DEVELOPMENT GOALS

TRANSFORMING BUSINESS EDUCATION AND PRACTICE



A WORLD-CLASS EDUCATION

ABOUT RUTGERS BUSINESS SCHOOL – NEWARK AND NEW BRUNSWICK

Rutgers Business School connects two extraordinary universities — Rutgers University – Newark and Rutgers University – New Brunswick — with mutually reinforcing strategic priorities.

At **Rutgers University – Newark**, we are leaders in business education keenly attuned to America’s and the world’s metropolitan future, including vibrant specialized graduate programs that impel growth and create social impact by our strong public, private, and community partnerships.

At **Rutgers University – New Brunswick**, we play a key role in the big picture of the Rutgers system to prepare New Jersey’s talent and to attract future business leaders from emerging markets to our elite AAU campus.

Together, we are the anchor business school of New Jersey and a force to be reckoned with in the national and global arenas. With a world-class faculty, highly ranked academic programs, strong industry connections, motivated students and a powerful alumni network, Rutgers Business School is revolutionizing business education.

Rutgers Business School stands on the principles of academic excellence, cutting-edge research and public service that have defined Rutgers, The State University of New Jersey for more than 250 years. We come from many diverse cultures, backgrounds and perspectives, and in that environment, we foster traits that reflect the essence of our brand:

Resilient

We work hard and lead under difficult circumstances. We adhere to our values.

Resourceful

We are creative and entrepreneurial. We think analytically, innovatively and strategically to solve problems and make decisions.

Responsible

We are accountable for our performance. We act with integrity. We strive to make a positive impact on our communities.

Reinventing

We seek new knowledge and skills throughout our entire career journey.

OUR COMMITMENT

EDUCATING FUTURE BUSINESS LEADERS

We live in an era of unprecedented social, economic, and ecological challenges. At Rutgers Business School (RBS), we are meeting these challenges head-on and working together with our communities, networks, and constituents to broaden our impact and deliver the next generation of Resilient, Resourceful, and Responsible business leaders. Our commitment goes beyond a student's traditional timeline as new knowledge and skills demand constant upgrades. Learning has become a lifelong journey that requires continual attention. It is why we are inspiring students, alumni and working professionals to "Reinvent themselves for the digital era."

We believe that the workforce of the future must learn how to lead companies in an ethical, socially responsible, and sustainable way. To this purpose, our faculty are engaged in:

- + Designing curricula that challenges and inspires students to understand how to approach Environmental, Social and Governance (ESG) issues.
- + Thought-provoking research that is transformational and has societal impact.
- + Building sustainable solutions with our stakeholders.

We are also encouraging our students to solve business problems by disrupting old thinking, by making both a positive impact on our communities and providing shareholder value.

This report offers a summary of the many initiatives and accomplishments RBS has made in relation to the 17 U.N. Sustainable Development Goals (SDG) since becoming a signatory in 2017. RBS will continue to expand partnerships and opportunities in support of addressing the UN Sustainable Development Goals in the coming years, and I look forward to this critical and ongoing engagement.

Lei Lei

DEAN OF RUTGERS BUSINESS SCHOOL



PROSPERITY AND PRESERVATION

THE U.N. SUSTAINABLE DEVELOPMENT GOALS

According to the United Nations, the 17 Sustainable Development Goals (SDG) are a blueprint to achieve a better and more sustainable future. They address global challenges including those related to poverty, inequality, climate change, environmental degradation, peace and justice. Adopted by all United Nations Member States in 2015, the SDGs are a call for

action by all countries to promote prosperity while protecting the environment. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, equality and job opportunities, while working to preserve our ocean and forests.





NO POVERTY
End poverty in all its forms everywhere.



Hult Prize Global Challenge

For two consecutive years RBS students have made their mark contributing toward *SDG 1 No Poverty* through the Hult Prize Global Challenge.

The Hult Prize has been called the “Nobel Prize for Students.” In 2017, a team of RBS students won 1st place in the world and the \$1 million prize out of 100,000 participants from over 100 countries. Their company, Roshni Rides, created a solution for the challenges faced by refugees in resettlement camps: a rickshaw transportation network that works like a ride-sharing shuttle service. The energy-efficient rickshaws provided by Roshni Rides take passengers on pre-set routes to key destinations including hospitals, schools, and markets.

Two Rutgers teams won separate regional Hult competitions beating over 50 schools in 2018. One team’s project developed a device that harnessed solar power to sanitize water. This project grew out of a class that promotes social innovation at the Rutgers University – New Brunswick Honors College. The other team proposed a system to capture, filter, and purify rainwater. This project was developed from a student’s research into the daily challenges of people living in settlements without electricity in Sub-Saharan Africa, the Middle East, and South Asia.

The Mandela Washington Fellowship

RBS is a participant and host of the national *The Mandela Washington Fellowship* program sponsored by the U.S. State Department which aims to train fellows to serve as leaders in sub-Saharan Africa through nonprofits, community-based organizations, public administration, or entrepreneurial ventures. Especially relevant to *SDG 1 No Poverty*, this flagship program of the Young African Leaders Initiative (YALI) empowers young African change-makers and leaders through academic and hands-on training and networking.

In Summer 2018, Rutgers was the only institution to offer two institutes for the program each serving a cohort of 25 fellows — a civic leadership institute and a sustainable business and entrepreneurship institute whose curriculums were developed as a collaboration between Rutgers Global, Rutgers Business School, Rutgers School of Social Work, the Center for African Studies, and the Department of Chemistry and Chemical Biology.



TOP: Mandela Washington Fellows learn about innovative policies for redeveloping cities after a visit to Rutgers Business School provided insights on the power of entrepreneurship and Newark’s revitalization.

CENTER: Fueled by a passion to make a difference in the lives of refugees in South Asia, the team embarked on a marathon quest to build a transportation business from scratch.

BOTTOM: Teams spent countless hours researching, testing, refining and pitching their ideas. Their determination, commitment and desire to make a positive impact embodied Rutgers shared core mission of doing well by doing good.



The Rutgers Institute for Corporate Social Innovation created projects focused on fostering greater urban agriculture.

NO HUNGER

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



The **Collective Impact for the Global Goals** initiative, led by Management & Global Business Professor

Jeana Wirtenberg, was launched at RBS – Newark to foster SDG-inspired social impact through community service. With the support of the Rutgers Institute for Corporate Social Innovation (RICSI) and funding from the Robert Wood Johnson Foundation, more than a dozen projects were identified, a student business plan competition was conducted, and three projects received support to achieve measurable results. The projects focused on urban agriculture; farmers' markets; clean, drinkable, lead-free water; engaging the next generation in manufacturing careers; energy efficiency; sustainable fashion; and providing healthy, sustainably sourced food to schoolchildren who would otherwise go hungry.



GOOD HEALTH

Ensure healthy lives and promote well-being for all at all ages.



Under a grant from the Robert Wood Johnson Foundation to the Rutgers Institute for Corporate Social Innovation, three **Culture of Health Executive Roundtables** were held in 2019. Their focus was to bring together scholars, executives, and practitioners in the health fields to define and develop a “culture of health” in the United States, based on health and well-being goals related to physical, mental, emotional, and social well-being, not merely the absence of disease. The three Executive Roundtables focused on: The Role of Business in Promoting Healthy Communities and Workplaces; Addressing the Health Effects of Climate Change through Resilience and Health Policy; and Impact of Social Determinants, Cultural Competence, & Diversity on Health.



Hundreds of business school leaders gathered at Rutgers Business School to discuss the challenge of preparing undergraduate students for careers and leadership in a business world being transformed by technology.

QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



In an effort to advance *SDG 4, Quality Education*, RBS has organized and hosted the *Innovations in Undergraduate Business Education and Innovations in Graduate Business Education Conferences* for the last four years. These conferences, occurring in alternate years, invite business school leaders to discuss key issues and brainstorm cutting edge solutions with industry leaders. Each conference has attracted about 75 Deans and Associate Deans from business schools across the country plus industry and academic leaders.



GENDER EQUALITY

Achieve gender equality and empower all women and girls.

Women BUILD offers students the opportunity to reach their full leadership potential as business students and empowers them to work toward their future as the next generation of female business leaders committed to excellence in business, ethical judgment, and global perspective.



Rutgers Business School has curated a program called *Women BUILD* (Building Undergraduates in Leadership Development) propelling women forward for personal and professional success in alignment with the *SDG 5 Gender Equality*. Women BUILD enrolls ambitious undergraduate women in structured curricular experiences with opportunities for self and skill development to navigate workforce challenges women face today. Women BUILD is sponsored by Accenture, Goldman Sachs, Prudential and Vanguard for United Nations gender equality initiative.

RBS established the **Rutgers Business School Center for Women in Business (CWIB)** headed by Lisa Kaplowitz, professor of professional practice in finance. The Center is engaging leading companies, future and current business leaders, and educational institutions to improve outcomes and address the issue of gender diversity in a way that makes good business sense. CWIB is committed to developing women leaders for tomorrow's workforce. To do this, it is leveraging over half a million alumni, one of the most diverse campuses, and key industry partnerships to remove barriers for women and empower them with the confidence and expertise necessary to enter and succeed in a continuously evolving workforce.

CLEAN WATER AND SANITATION

Ensure availability and sustainable management of water and sanitation for all.



A business plan competition team composed of Rutgers Honors College students, including RBS student Sarah Pomeranz, created a company called SULIS that addressed *SDG 6 Clean Water and Sanitation*. Their company won first prize at the Rutgers University level Hult Competition in December 2019 sponsored by Johnson & Johnson. SULIS (solar ultraviolet light-induced sterilization) is a solar powered water purification system for communities without access to clean water, whether they are in developing countries or recovering from natural disasters. The team's research showed that using ultraviolet light technology could sterilize 12 liters of water in seven hours.



TOP: The Sulis Team

BOTTOM: Sarah Pomeranz and the Sulis team piloted their water purification system in India.

RENEWABLE ENERGY

Ensure access to affordable, reliable, sustainable and modern energy for all.



RBS Supply Chain Professor Kevin Lyons, also Director of Public Private Community Partnerships, is co-chair of Rutgers President's Climate Task Force on Climate Neutrality and Climate Resilience. The task force is tasked with the essential task of formulating a formal Climate Action Plan for the University. The goal of the plan is to achieve carbon neutrality university wide and enable Rutgers and the broader community to participate and deal effectively with the effects of climate change.

Rutgers is a leader in climate change research and engagement and is among the top four Big Ten schools in research activity in the earth, ocean, and atmospheric sciences. Our pioneering efforts over the last decade to engage broad stakeholder networks in New Jersey in climate action are at the cutting-edge of community-engaged climate research and engagement.

Rutgers has already taken substantial steps to reduce its carbon emissions intensity, including building what was at the time of its construction in 2013 the largest campus solar facility in the nation. A very active building program has been underway for several years, and new facilities are built to the equivalent of a LEED Silver performance standard. The Rutgers Master Plan, released in 2015, highlights environmental sustainability as a key objective.

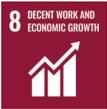


The EPI program has been graduating a cohort of growing business owners every year since 2009.



GOOD JOBS AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



The **Center for Urban Entrepreneurship and Economic Development (CUEED)** helps urban

entrepreneurs build thriving businesses through executive training, counseling, and mentoring. CUEED's "Blacks and Latinos in Technology" program gives members access to educational resources and investment capital. CUEED also works with the Minority Business Development Agency to increase the number of under-represented inventors, scientists, and technology-focused minority businesses.

Designed exclusively for first-generation entrepreneurs, the **Entrepreneurship Pioneers Initiative (EPI)** offers a powerful blend of monthly classes, intensive training, one-on-one counseling, financial guidance, peer coaching and networking in its nine-month-long program.

BELOW: RICS I is building a collaborative space in which the business leaders of today and tomorrow can learn how to create and implement profitable and sustainable business opportunities that help to resolve the world's most intractable social problems.



INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



The **Rutgers Institute for Corporate Social Innovation (RICS I)**

aims to educate the next generation of business leaders to integrate social innovation into their business strategies by creating links with other schools across Rutgers and in industry to develop a leading-edge business school curriculum based on social innovation and sustainability. RICS I serves as a center of excellence for research and engagement for academia and industry. The Center was founded by Rutgers graduate Gary M. Cohen, RC'80 and RBS'83, to embed interdisciplinary coursework into the Rutgers Business School curriculum to prepare students to drive successful business results in sustainable organizations that are financially, environmentally and socially responsible.



The B-STAR program is designed to support high-performing and high-potential freshmen underrepresented students who have accepted admission to RBS.

REDUCED INEQUALITIES

Reduce inequality within and among countries.



The **B-STAR Program (Business Student Transition at Rutgers)** program is managed by our Office of Inclusion Diversity Equity and Access (IDEA) and is making great strides toward SDG 10 Reduced Inequalities. The program supports successful transition and retention of undergraduate underrepresented students who have accepted admission to RBS by providing opportunities for students to develop their talents and skills. B-STAR offers approximately 100 students from underrepresented and underserved backgrounds with opportunities for leadership and professional development through networking, soft skill workshops, mentoring, and site visit opportunities. Rutgers Business School's B-STAR Program was recognized by the Association to Advance Collegiate Schools of Business as part of an international collection of *Innovations That Inspire*.

SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable.



Professor Arturo E Osorio Fernandez is a fellow at The Center for Urban Entrepreneurship and Economic Development (CUEED) and has spent much of his career focused on issues related to *SDG 11 Sustainable Cities and Communities*. His research interests include urban entrepreneurship, the creative class, grassroots movements, and socioeconomic development of communities. For example, his 2018 article

"The Urban Quality of Life and Entrepreneurship" explores the relevance of quality of life in encouraging and preserving the local entrepreneurial capital. His focus on quality of life in urban environments extends to his service projects, such as the HEAL (Health, Education, Advocacy & Law) Collaborative which aims to provide legal, social, and health services to low-income families and develop multidisciplinary curricula focused on social determinants of health.

The Center for the Business of Fashion engages with industry leaders including CFOs from Gucci, Alexander Wang, Saint Laurent and Kiton on topics ranging from responsible supply chain management, accounting and finance to sustainability.



RESPONSIBLE CONSUMPTION

Ensure sustainable consumption and production patterns



RBS academic programs and research centers have integrated a focus on *SDG 12 Responsible Consumption and Production* as a main component of the curriculum. For example, The **Center for Supply Chain Management** develops innovative strategies and practical solutions for business problems across the supply chain. As a result, faculty have developed courses on environmental sourcing and procurement and an emphasis on efficiency and sustainability has been incorporated throughout the curriculum. Another example is **The Center for Business of Fashion** which explores economic, legal, international, and strategic issues that affect the fashion industry locally and globally, including sustainable fashion and consumption.



PROTECT THE PLANET

Take urgent action to combat climate change and its impacts.



Several RBS faculty have been investigating the relationships among economic and organizational behavior and environmental protection, with the overarching objective of *SDG 13 Protect the Planet* in mind. For instance, Jian Yang professor of management science and information systems, has studied the role of emissions permit markets in mitigating harmful pollution. In a joint paper entitled “*Joint control of emissions permit trading and production involving fixed and variable transaction costs*,” he and his co-authors examined the dynamic control problem and transaction costs to seek optimal control policies.

Petra Christmann, professor and department chair of management and global business, has examined the role of globalization on environmental regulation pressures in developing economies in a book chapter entitled “*Globalization and the environment: Determinants of firm self-regulation in China*.” She and her co-author used survey data to find that multinational ownership, multinational customers, and exports to developed countries increase self-regulation of environmental performance for firms operating in low-regulation countries.



LIFE BELOW WATER

Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.



Underscoring *SDG 14 Life Below Water*, Sergei Schreider, assistant professor of practice, in management science and information systems, has been conducting research to improve water access in an environmentally friendly way. He recently co-authored a paper entitled “*Determining location and capacity of dams through economic and environmental indicators*” which uses optimization modeling to examine the sustainability of dam construction over the entirety of a water basin. The proposed approach of the research team was put into practice for the Sefidrud Basin in Iran and its results showed that three dams could lead to an environmentally sound sustainable economic development for the Basin.



LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.



Arash Azadegan, associate professor of supply chain management, regularly conducts research that relates to *SDG 15 Life on Land* through his emphasis on corporate green investments and managerial decision making. His co-authored article “*See what we want to see? The effects of managerial experience on corporate green investments*” that compared various influences on environmental decision making such as years of experience, financial performance, and stakeholder pressure, and found that compared to less-experienced managers, experienced managers are more likely to make environmental investments in response to consumer pressure but less in response to community pressure.

In a similar co-authored study focused on cross-national differences in managerial environmental decision making, his research found developing country managers make notably larger investments than developed country managers when community pressure moderates consumer demand. Further, greater availability of resources did not affect developing country managers’ investment level contrary to that of developed country managers.



PEACE AND JUSTICE

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



The **Institute for Ethical Leadership (IEL)** programs held at Rutgers Business School join students

and practitioners in supporting the *SDG 16 Peace and Justice*. Ethics professors from RBS connect with fellow university professors and leaders in the community to elevate leadership practices in Newark. Rutgers participation in the annual Ethical Leadership Conference, DECA Business Ethics Competition and RBS Corporate Social Responsibility (CSR) Certificate Program are instrumental in advancing ethical impact. These long-term leadership development class lectures, and cohorts provide quality education and inspire ethical leaders of tomorrow.

Jeana Wirtenberg, professor of management & global business and her colleagues published *“The Sustainable Enterprise Fieldbook: Building New Bridges”* in 2019. This book engages readers by increasing their understanding and awareness of what sustainability means conceptually, practically, personally, and professionally. It provides readers with the tools and techniques to improve the social, environmental, and economic performance of their organizations and the world in both the short and long term.

PARTNERSHIP FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development.



The **Public-Private Community Partnership Office (PPCP)** is an RBS initiative focused on building

sustainable strategic on and off campus partnerships that enhance local income, sustainable livelihoods, and participatory development. The PPCP, rooted in the collaborative framework of SDG 17, works with 35 Newark anchor institutions, including 27 major corporations, on a “hire, buy, live,” local program. The PPCP is connecting local anchor institutions with opportunities to purchase goods and services from over 1,200 Newark businesses and increase local spending from \$30 million to \$1.5 billion.

The thinking behind “hire, buy, live” in Newark was informed by extensive research into the breadth and depth of Newark’s network of more than 400 manufacturers conducted by Kevin Lyons, professor of professional practice in supply chain management and director of the **PPCP Program**. Lyons works with regional collaborators to improve key business functions of Newark-based manufacturers such as supply chain and logistics, workforce development, business development strategies, new decision-making tools for industrial production databases, and new ways to analyze customer demand.



A notable success of the “hire, buy, live” program was connecting Newark Beth Israel Hospital to local manufacturer Rock Ya Socks LLC to meet a need for socks given to hospital patients. That contract is now being scaled up to meet needs across Beth Israel’s parent organization, RWJ Barnabas Health.



FOUNDED 1766

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Rutgers, the State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.

Rutgers Business School – Newark and New Brunswick stands on the principles of academic excellence, cutting-edge research and public service that have defined Rutgers, The State University of New Jersey since 1766. Today, Rutgers Business School is educating more than 10,000 undergraduate and graduate students at two main campuses in New Jersey as well as satellite locations in Jersey City, Madison and Singapore.

Produced by Daniel J. Stoll, Luke Greeley and Jeana Wirtenberg
and Rutgers Business School's Office of Communications.

Design by Bloom Design Studio, Inc.

Copyright © 2020 Rutgers Business School – Newark and New Brunswick. All Rights Reserved.



RUTGERS

Rutgers Business School
Newark and New Brunswick

**RUTGERS BUSINESS
SCHOOL – NEWARK**

1 Washington Park
Newark, NJ 07102

**RUTGERS BUSINESS
SCHOOL – NEW BRUNSWICK**

100 Rockefeller Road
Piscataway, NJ 08854

Business.Rutgers.edu

 @RutgersBusinessSchool

 @RutgersBSchool

 @RBSCommunity

 @Rutgers-business-school

 NWK: @rutgersbschool / NB: @ru_business