

# RUTGERS

Rutgers Business School  
Newark and New Brunswick

## Business & the UN Global Goals

**PRME**

Principles for Responsible  
Management Education

an initiative of the



**United Nations**  
Global Compact

Professor Jeana Wirtenberg  
May 10, 2018

# Common Home, Collective Responsibility



Sustainable Vision,  
Collaborative Action

# Context - Global Consumption Overshoot



# The "Perfect Storm" of Risks

Pollution  
& Health

Climate Change & Energy Crisis

Food &  
Water Crises

Poverty &  
Social Injustice

Overharvesting &  
Species Extinction

Tangibles  
/ Financials

Employees

Customers

Governments  
Government

Regulators

Intangibles  
/ Reputation  
/ Goodwill

Customers

Communities

Regulators

Markets

Communities

Employees

Investors

Public

(NGOs)

(Scientists)

Competitors



# Obscene Wealth Chasm

The richest *62 people* in the world own the same as the *bottom 50% of the world*.

The 62 billionaires own **\$1.76 trillion**, which is the cumulative wealth of the bottom 3.5 billion of the world's population.

210 OXFAM BRIEFING PAPER

18 JANUARY 2016



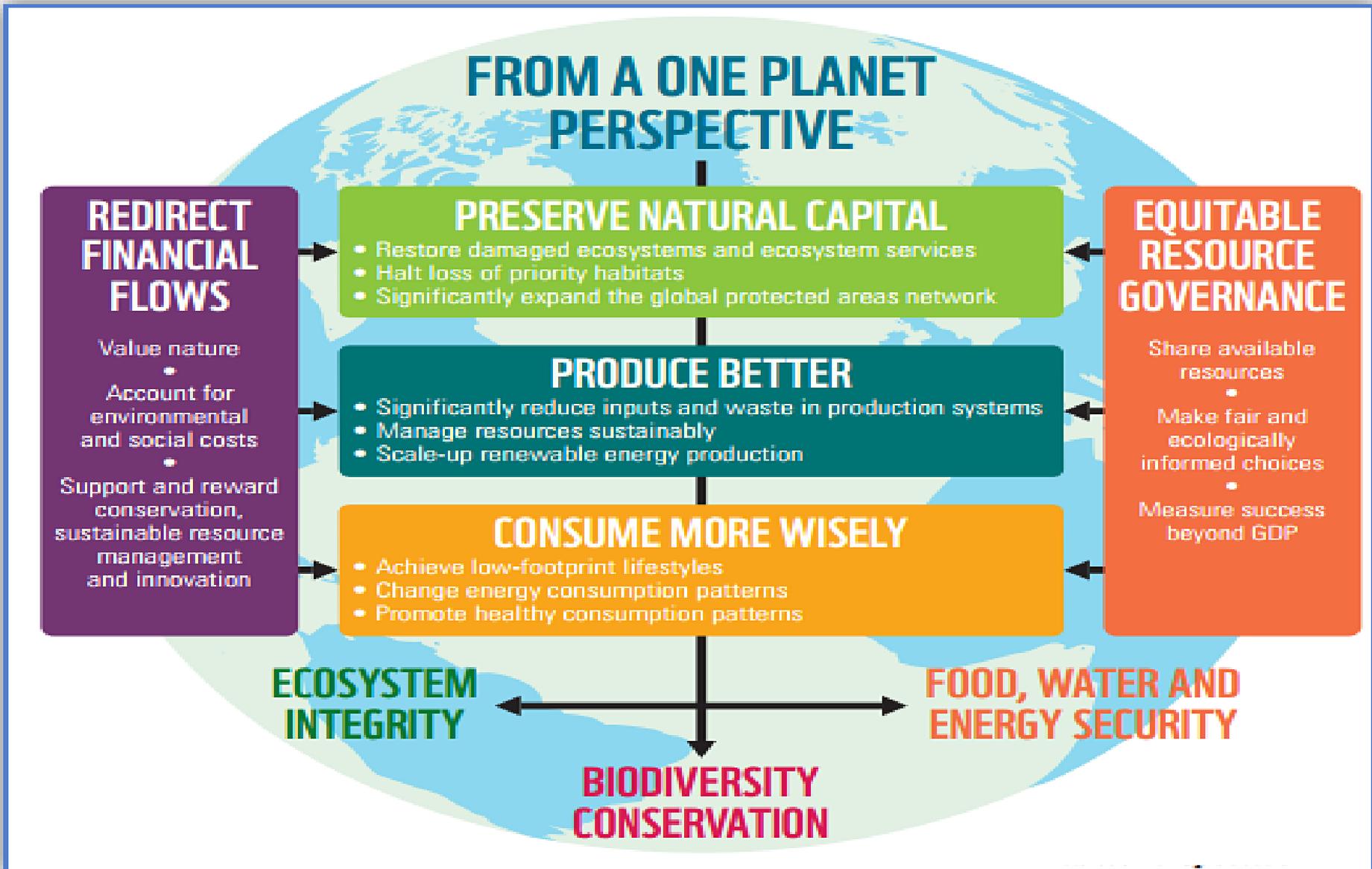
Tondo slum in Manila, Philippines, 2014. Photo: Devald Brand, Miran for Oxfam

## AN ECONOMY FOR THE 1%

How privilege and power in the economy drive extreme inequality and how this can be stopped

The wealth of the richest 62 people has **risen by 44%** since 2010, while the wealth of the poorest 3.5 billion **fell 41%**.

# We Must Make Better Choices



# 7 Business Sustainability Dimensions

This is a socially and environmentally responsible organization

## Community and Society

This organization plays an active role in the community

## Customer Relationships

This organization is fair, respectful and honest with customers / clients

## Environment

This organization works to minimize the impact of its operations, products / services on the environment

## Supplier Relations

This organization makes purchasing decisions that take social and environmental values into consideration

## Corporate Governance

This organization considers long-term social, environmental, and economic impacts when it makes decisions

## Employee Relations

Employees are treated fairly, respectfully, and honestly in this organization

## Human Rights

This organization respectfully manages human rights in its operations

“Engaging Employees through CSR,” CCSR and Hewitt Associates webinar, January 2010.  
Based on a slide used during the webinar.

# Core Sustainability Concepts

Systems  
thinking



Enough ...

Socio-economic  
justice



... for all ...

Intergenerational  
responsibility



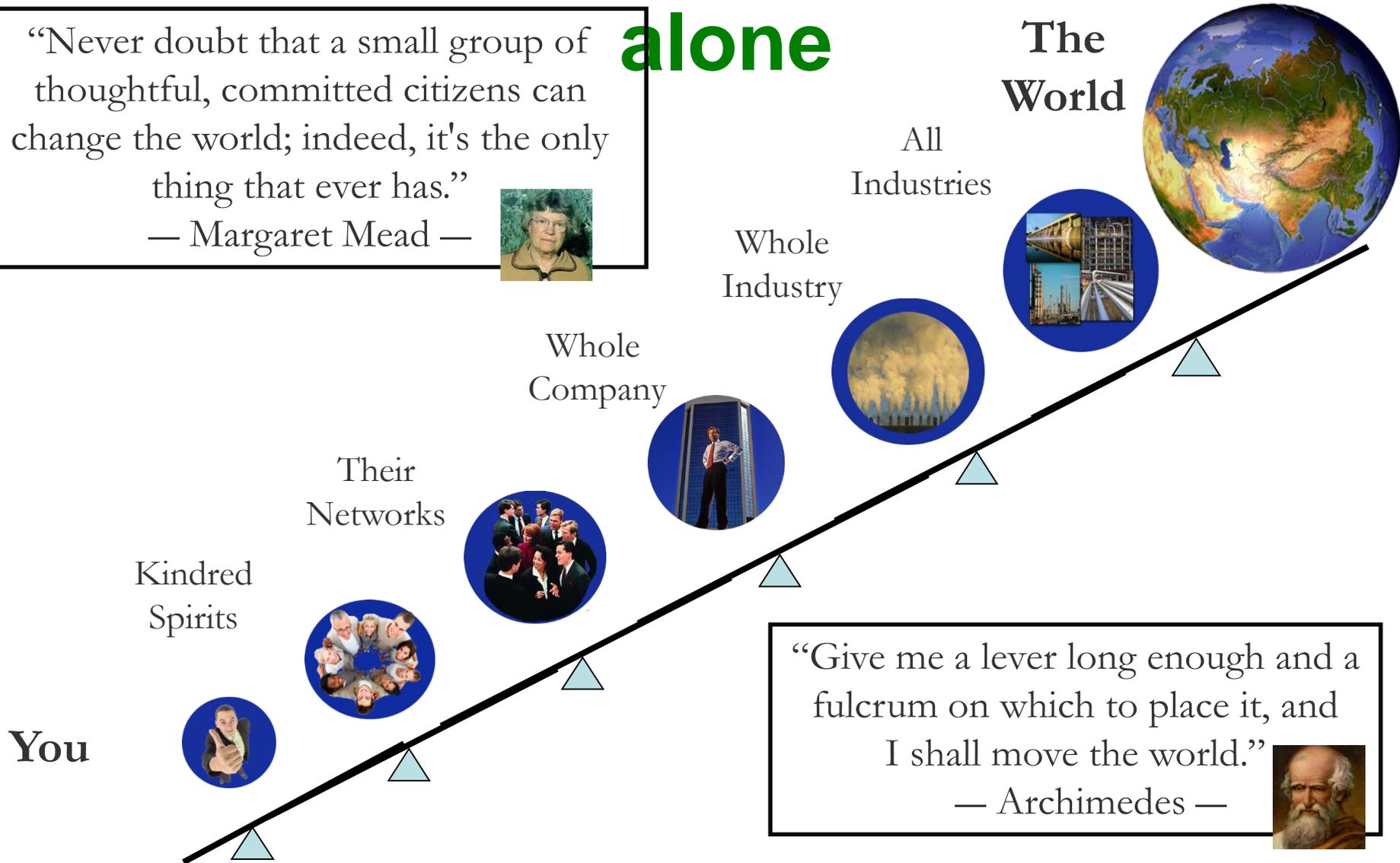
... forever.

# Do it yourself $\leftrightarrow$ Can't do it

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”  
— Margaret Mead —

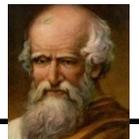


## alone



“Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.”

— Archimedes —



- **WATCH: THE GLOBAL GOALS AND YOU**

# WE THE PEOPLE



**THE GLOBAL GOALS**  
For Sustainable Development

<https://www.youtube.com/watch?v=RpqVmvMCmp0>



**WHICH GOAL  
OR GOALS  
INSPIRES YOU?  
WHY?**

#EMPLOYEES4SDGS





**Job**



**Career**



**Calling**



# Volunteering → Satisfaction



“2011 Executive Summary: Deloitte Volunteer IMPACT Survey,” Deloitte Development LLC, 2011.  
Based on a survey of millennials born after 1977.

# 9 “Green Giants”



- Unilever, Tesla, Chipotle, Ikea, Nike, Toyota, Natura, Whole Foods, GE’s Ecomagination ... and Target, soon ... generated **> \$1B from green product lines in 2014**
- Collectively, these 9 companies generate over **\$100B in annual revenue** from their green business lines alone.
- Their **stock outperforms** a portfolio of conventional competitors by **11.7% per year**.



## Your role today:

To learn about the Global Goals and begin to think about business' role, and your role in helping achieve them

# RepTrak<sup>®</sup> 100

Elements of Reputation
Positive societal influence
Environmentally friendly
Operate with openness and transparency
Behave ethically
Reward employees fairly
Promote employee well-being

- Survey of general public in 15 countries



Companies with the top ten CSR reputations globally are below:

1. Google
2. BMW
3. The Walt Disney Company
4. Microsoft
5. Daimler
6. LEGO
7. Apple
8. Intel
9. Rolls-Royce Aerospace
10. Rolex

# Career Opportunities in CSR

## Organizations are embedding CSR and Sustainability Resources in functions across the business

- **CSR positions** are located in CSR Departments, EHS, Sustainability, government/public affairs/relations, compliance, legal divisions, philanthropy, Community relations, human resources, et al.
- **Titles** include CSR Program Managers, alternatively “human rights programs,” “reputation management,” “environmental risk,” etc.
- **Socially Responsible Investing (SRI)** positions screen firms on CSR issues and produce stock indices and socially-conscious mutual funds.
- **SRI positions** can be found either within larger investment houses or in independent boutique firms.
- **Strategic CR consulting** firms work with public, private and nonprofit sectors on range of issues, often concentrating on specific areas including strategy, management, environment, rating and foundations.
- Wide range of **Nonprofit** positions can be found in:
  - NGOs
  - Industry Associations
  - Think Tanks
  - Academic Institutions



# The 17 UN Sustainable Development Goals (SDGs), or Global Goals

- Adopted in September 2015, to be achieved by 2030
- Backed by all 193 United Nations Member States
- Developed by governments, civil society, and business together to solve humanity's greatest challenges
- Designed to be implemented together with collaboration
- 17 goals, 169 targets

# The Whole World Wins

Supporting the world's commitment to future generations.

The UN Global Goals





# Business Engagement with the Global Goals

**95%** think  
the **SDGs**  
are relevant  
to their  
business

**60%** intend  
to have a  
plan on how  
to contribute  
by **2020**

**36%** have  
already  
developed  
plans of targets  
on how to  
contribute

Source: KKS Advisors May 2017

# Business Benefits to Aligning with the Global Goals



## Improving Business Operations & Revenue Generation

- Develop new products and services
- Achieve greater operational efficiency
- Access/grow in new markets
- Secure supplies



## Strengthening the Enabling Environment

- Amplify the impact of sustainability efforts
- Participate in policy developments
- Contribute to stabilizing societies and markets
- Address impact of development gaps on business



## Enhanced Reputation & Stakeholder Relations

- Enhance brand, trust, and reputation
- Strengthen stakeholder relations
- Increase consumer demand
- Increase employee engagement and recruitment

Source: BSR June 2016:

## Impact 2030

- <https://www.bing.com/videos/search?q=You+tube+IMPACT+2030&view=detail&mid=B9BA636200FE1EE81FCFB9BA636200FE1EE81FCF&FORM=VIRE>

# Steps Companies Can Take to Contribute to SDGs

**Prioritize** to identify SDGs that are most strategically aligned with business competencies and priorities

Establish **goals and KPIs** related to priority SDGs

Join **partnerships** related to the SDGs

Align **current initiatives** to contribute to priority SDGs

Make **public commitments** to one or more of the SDGs

Launch **new initiatives** to contribute to priority SDGs

The largest global movement  
transforming business and  
management education

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PRME's vision: Realizing the  
Sustainable Development Goals  
through responsible management  
education

*“The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals.”*

- António Guterres, Secretary General of  
the United Nations, 2017

**PRME** 10  
YEARS

an initiative of the  
United Nations Global Compact



# THE STUDENT PERSPECTIVE

## Survey of 4,000+ Business School Students:

- 68% want more ethical, social, and environmental learning
- 92% want employment in a socially-responsible company
- 77% believe companies should do more for their communities and environment

## Students strongly agree:

- |  |     |
|--|-----|
| • All business students should study ethics                  | 79% |
| • My school should teach more about the SDGs                 | 75% |
| • My school should “walk the walk” on ethics                 | 68% |
| • Social responsibility and profitability go hand-in-hand    | 80% |
| • Important to work for an environmentally friendly employer | 90% |

# Principles for Responsible Management Education (PRME)

## Principle 1. Purpose

*We will develop capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

## Principle 2. Values

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

## Principle 3. Method

*We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

# Principles for Responsible Management Education (PRME)

## Principle 4. Research

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

## Principle 5. Partnership

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

## Principle 6. Dialogue

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

## **RBS Mission Statement**

*By cultivating business knowledge, ethical judgment, and global perspectives in our students, promoting innovative research and teaching, and establishing robust business partnerships, Rutgers Business School—Newark and New Brunswick—serves New Jersey, the communities we reside and work in, and the world.*

## Benefits of PRME

- Providing access to, and cultivating relationships with, the UN Global Compact companies for **job placement, internships, and mentoring.**
- Enhancing **Student Experience** by integrating UNGC signatories into the classroom for guest speakers, executive case studies, and cultivating **corporate relations.**
- **Research** – gaining access to UNGC signatories for purposes of collaborating with corporations for research data.
- **Outreach** – Utilizing PRME membership as a means to work with UNGC companies to do service projects in local communities.

# Opportunities to take advantage of as Advanced Signatory

- Access to the PRME community
- Use of the PRME logo
- Featured in PRME communications
- Organize and chair PRME chapters and Working Groups
- Host PRME Regional Meetings and special events
- Preferred placement for interns at PRME Secretariat and UN Global Compact
- Speaking opportunities at events
- Access to PRME SDG Student Engagement Platform
- Preferred access to UN Global Compact and UN events

## **RBS Activities to date:**

- Established 30+ Member PRME Working Group.
- Held visioning session with PRME Working Group.  
Identified six shared vision themes for RBS:
  - Pride/Prominence/Leadership
  - Socio-economic impact
  - Green/environmental impact
  - Teaching/Academic impact
  - Stakeholder/Community impact
  - Personal agency

## **RBS Activities to date:**

- Established five working groups:
  - Charter Team developed Vision, Mission, Operating Principles. Approved by full PRME Working Group.
  - Research Team
  - Curriculum Team
  - **Student Engagement/Corporate Social Responsibility Team**
  - Jobs/Internships/Mentoring Team

## **RBS Approach and Next Steps:**

- Approach is inclusive, collaborative, appreciative, multi-disciplinary, synergistic, and self-organizing
- Build on what we are already doing, and go where the greatest energy leads. Conduct Qualtrics Survey of RBS faculty/staff to identify:
  - current activities related to PRME & 17 SDGs
  - needs to enhance what already doing (e.g., sharing materials, training)

**Student Engagement/CSR Team:** Wanda Mendez, Lucille Foster, Magda Comeau, Yla Eason, Gino Gentile, Sharon Hellman, Parul Jain, Richard Knupp, Manisha Meka, Lyneir Richardson, Dalia Risheg, Sarah Kosakowski, Jeana Wirtenberg

## **Phase I: Create Inventory and description of all Student clubs at RBS**

- Develop comprehensive inventory and description of student clubs, both UG and Graduate in Newark and New Brunswick. Gather details of the club board members and the mission statements of these clubs, websites, key initiatives/activities.
- Jeana will present on the UN Sustainable Development goals and introduce Phase II initiative at May 10<sup>th</sup> student Presidents meeting. **That's today!**

## **Student Engagement/CSR Team:**

### **Phase II: Embed and infuse UN SDGs into the activities of all the clubs.**

- Introduce “Collective Impact Sustainability/CSR Initiative” at Presidents meeting on May 10th
- Planning over summer 2018 with Presidents and executive Board
- Half day training session in fall including Forum/Learning maps, SDGs, identifying and then conducting CSR projects, collaborating with nonprofit and companies’ CSR initiatives.
- Build in measurements for program evaluation and assessment of impact.

# THE SUSTAINABLE ENTERPRISE FIELDBOOK

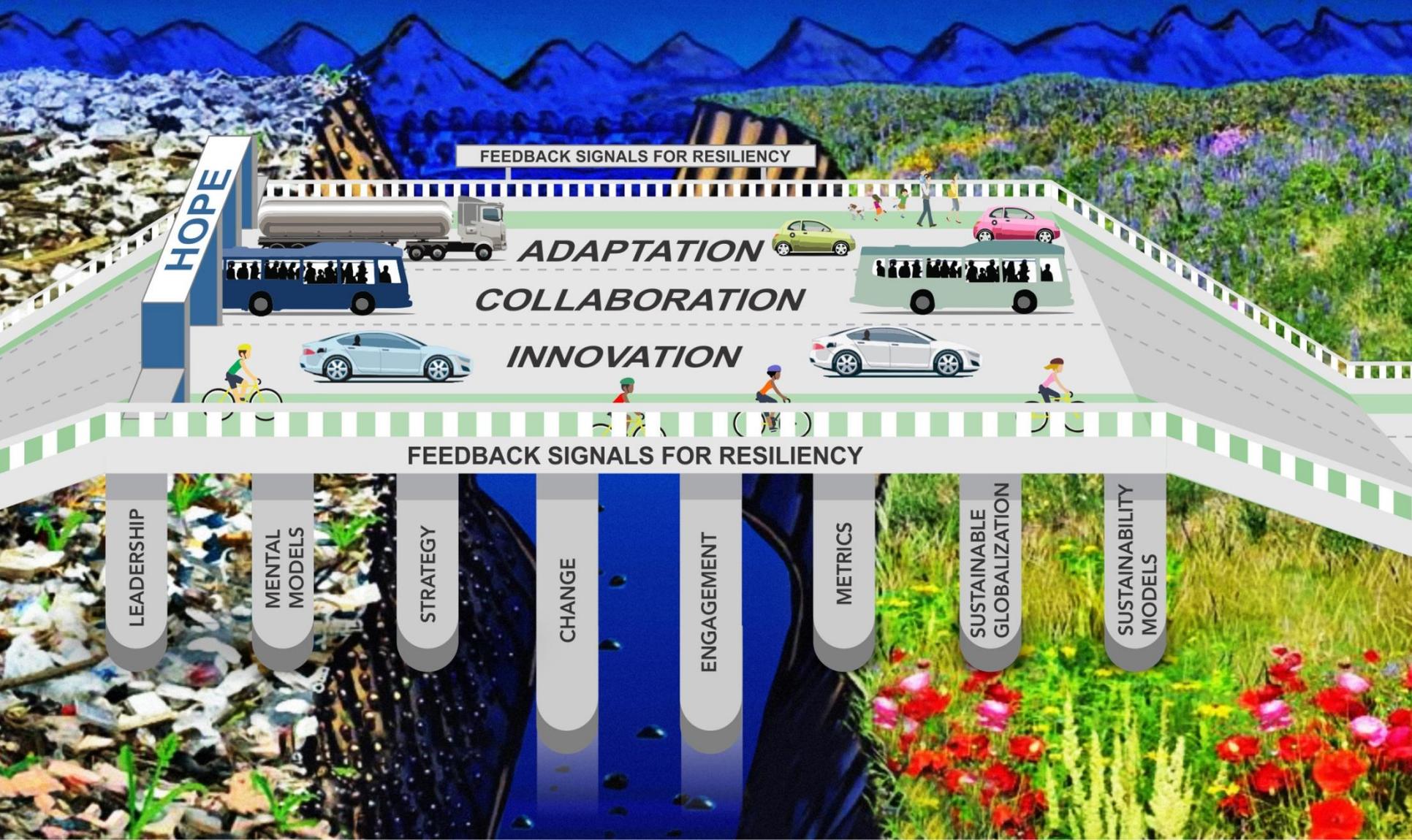
BUILDING NEW BRIDGES

Edited by Jeana Wirtenberg, Ph.D.,

with Linda M. Kelley, David Lipsky, Ph.D., & William G. Russell



# Bridge to Sustainable Enterprise



# Charting the Transition to Green™



## **Student Engagement/CSR Team:**

### **Phase III:**

- Measure impact of collective Impact project.**
- Implement awards of appreciation or sustainability badges for the clubs to encourage students**
- Sustainability case competition.**
- Create a sustainability club**
- Identify and publicize sustainability impact of clubs (e.g., newsletter).**



**Your role tomorrow:**

To help educate, inspire, and amplify positive impact through the clubs you are leading, and the PRME initiative at RBS



**WHAT CAN  
YOU DO  
TO SUPPORT  
THE GOALS?**

#EMPLOYEES4SDGS



# Questions?

## To learn more and get involved:

PRME: [www.unprme.org](http://www.unprme.org) and [www.unprmena.org](http://www.unprmena.org)

UN Global Compact: [www.unglobalcompact.org](http://www.unglobalcompact.org)

Global Goals: [www.17goals.org](http://www.17goals.org)

To get involved, please contact me at:

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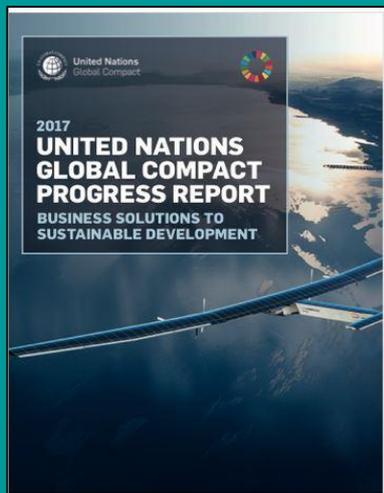
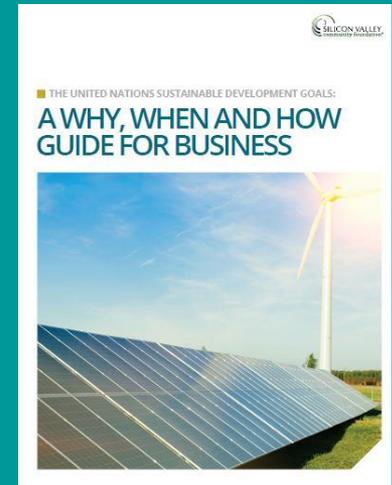
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# Business and the Global Goals Reports - 2017

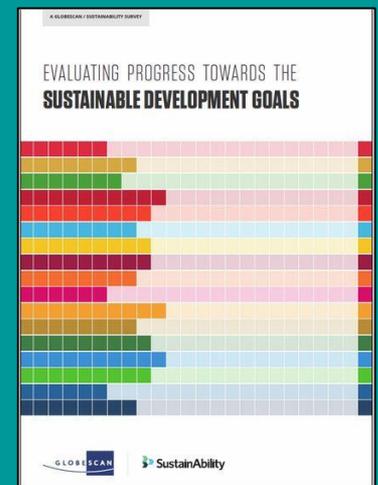


(GRI & UN Global Compact – Sept 2017)  
This report is a first step towards a uniform mechanism for business to report on their contribution to and impact on the SDGs in an effective and comparable way.

(Silicon Valley Community Foundation – Dec 2017)

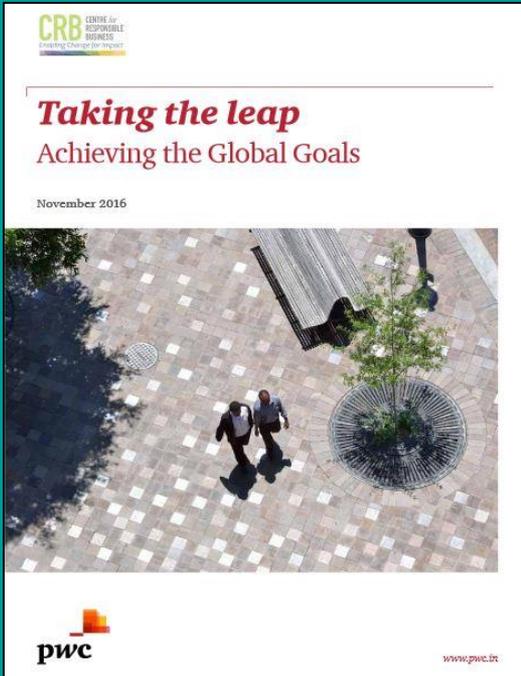


(UN Global Compact – Sept 2017)

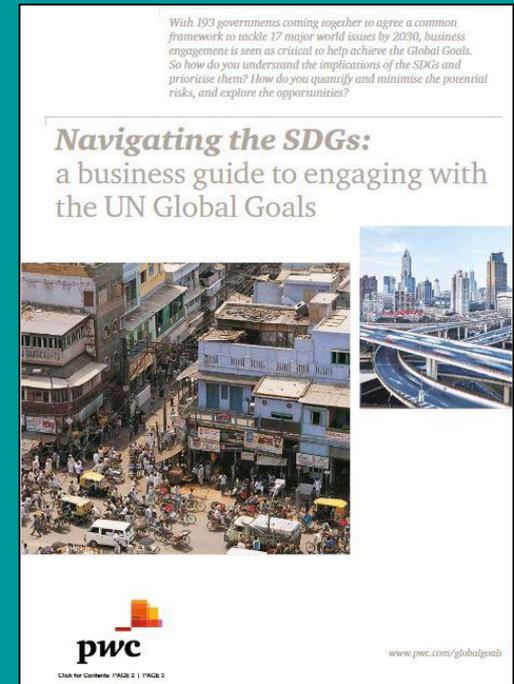


(GlobeScan/SustainAbility Mar 2017)

# Business and the Global Goals – 2016 & 2015



(PricewaterhouseCoopers – Nov 2016)



(PricewaterhouseCoopers Nov 2015)