



DOMINICAN  
UNIVERSITY  
of CALIFORNIA

SCHOOL of  
BUSINESS AND LEADERSHIP


# *Promoting Environmental Sustainability Through Business Education and Outreach*

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*The San Francisco Bay Area has always been at the forefront of the environmental movement in the United States.*

*Marin County is renowned for its natural beauty, liberal politics, affluence, and a strong New Age reputation.*



# *Dominican University of California*

- A private, values-based university of Catholic heritage
  - Founded as a women's junior college by the Dominican Sisters of San Rafael, 1890
  - Developed into a four-year liberal arts college for women with assistance from the University of California (Berkeley), 1917
  - Accepted male students starting 1971
  - Legally and financially independent from the Dominican Order since 1981
  - Currently 2,071 students, 73% female, Nursing is largest program
- School of Business and Leadership
  - Established in 2006, but business programs offered since 1977
  - Currently 446 students (second largest program), 45% male, 47% master's students
  - Currently 12 full-time faculty, 46 part-time faculty, and 6 non-teaching staff
  - Strong focus on globalization, ethical leadership, and environmental sustainability
  - Largest and most visible graduate program is MBA in Sustainable Enterprise (GreenMBA®)

# *Definitions*

- Sustainability

The capacity of economic, social, institutional, and environmental aspects of human activity, and the non-human environment, to continue into the long-term

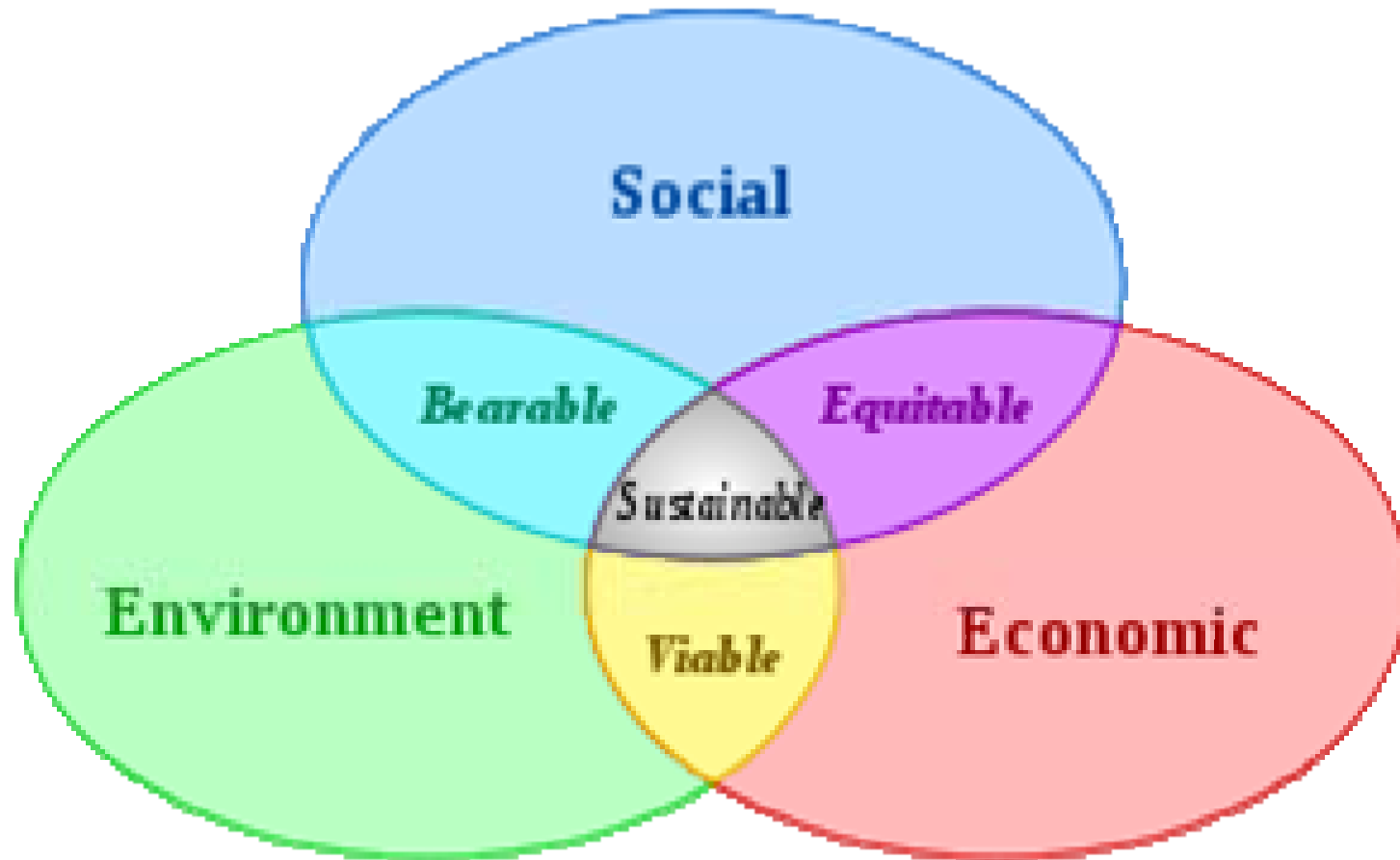
– ISO/WD 26000, “Guidance on Social Responsibility,” 2006

- Sustainable Development

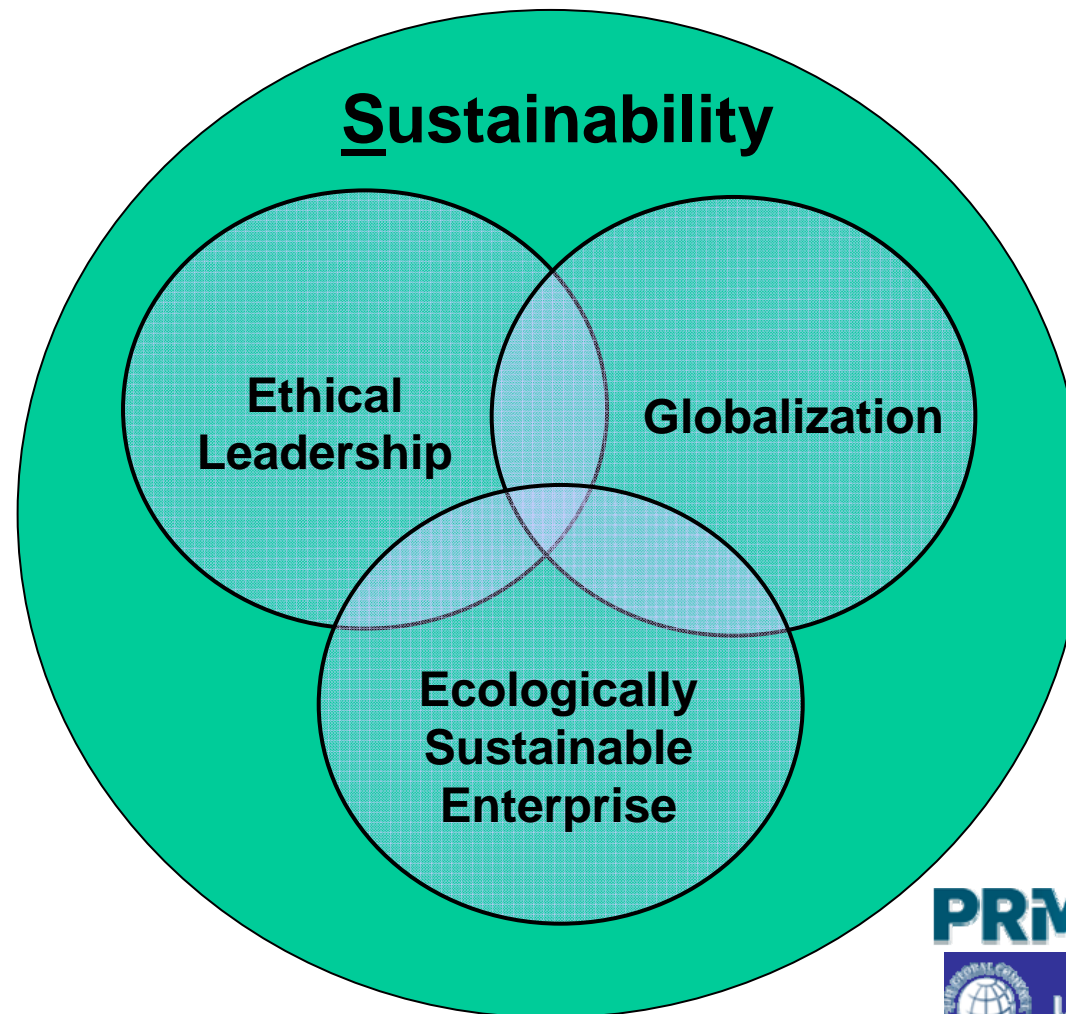
Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

– U.N. Brundtland Commission, 1987

# *Sustainable Development*



# *Building Sustainable Organizations: Our Business School's Core Purpose*



# *How We Promote Environmental Sustainability*

- MBA in Sustainable Enterprise (GreenMBA®)

<http://www.greenmba.com/>

- Environmental Finance Center, Region 9

<http://www.efc9.org/>

- Center for Sustainability

<http://www.dominican.edu/about/leadership/sustainability.html>

# *GreenMBA<sup>®</sup> Program*

- Produce leaders focused on developing **financially viable, ecologically sustainable and socially just initiatives** within their organizations
- Collaborative, project-based approach in teaching students how to integrate their commitment to environmental preservation and restoration with sound business practices
- Founded by a Dominican MBA alumnus in 2002; incubated at the New College of California; merged onto Dominican in 2007
- A 48-unit program that integrates sustainability principles in all courses; benchmark program for many business schools
- Courses include critical and systemic thinking, eco-commerce models, ecological economics, and thriving regenerative enterprises.
- Currently has 117 students, 98% of capacity, 3 cohorts a year, selective admissions and high yield
- <http://www.greenmba.com/>



# *Environmental Finance Center Region 9*

- The U.S. Environmental Protection Agency (EPA) has developed the Center for Environmental Finance (CEF) to assist communities in their search for creative approaches to funding their environmental projects.
- CEF created nine EPA-funded university-based centers working for healthier communities through cleaner business, by advancing the environmental industry and promoting **pollution prevention, source reduction, and energy efficiency**.
- EFC 9 is the only EFC dedicated to resolving environmental issues in **small and medium-sized enterprises**.
- Established at Dominican in 2007; previously located at California State University, East Bay (CSUEB) and operating since 1995
- <http://www.efc9.org/>



# *Center for Sustainability*

- Umbrella center for all sustainability initiatives at Dominican University of California
- Among the major internal stakeholders include:
  - Greening Dominican Task Force
  - School of Business and Leadership
    - GreenMBA® Program
    - Environmental Finance Center, Region 9
    - Net Impact, Dominican Chapter
    - Institute for Leadership Studies
  - School of Arts and Sciences
    - BA in Sustainable Communities
    - Environmental Studies Research Program
  - School of Education



# *Center for Sustainability Mission and Vision*

## Core Purpose

- Protect the planet by finding practical solutions that integrate science, business, government and community.

## BHAG

- The Center will become globally known as a cutting edge leader in sustainability through applied research, education and community transformation.



# *Center for Sustainability Initiatives*

- Local Projects
  - Systemic Thinking Labs
    - Bimonthly forums for faculty, students, and community to come together to explore how we can begin to address the complex environmental issues of our time
    - Two-day forum, each with  $\geq 40$  participants
  - Finding Alternatives to Toxic Chemicals in Beauty Salons
    - Hair salons mostly owned by African- and Asian-Americans
    - Nail care salons mostly owned by Vietnamese-Americans
  - California Biodiesel Fuel Roundtable
    - EPA-funded annual project which brings together government, business, students, academics, and community members to explore practices that support biodiesel as a viable energy alternative
    - 2008 forum had > 50 government and business leaders and 14 Dominican GreenMBA<sup>®</sup> students

# *Center for Sustainability Initiatives*

- Regional Projects
  - California Green Plan
    - A faculty, staff and graduate student research team analyzed how a California Green Plan could benefit the state's health, environment, and business.
    - Dominican partnered with the Gellert Foundation and the Women's Environmental Leadership League (WELL) Network.
    - Dominican sponsored the California Leadership Summit on Green Planning at Fort Baker, Golden Gate National Park, February 2009
  - Environmental Management and Natural Resources Protection
    - The faculty and students at Dominican have been involved in local projects in coastal protection and land restoration in collaboration with the National Park Service and National Oceanic & Atmospheric Administration.

# *Center for Sustainability Initiatives*

- Global Projects
  - Lubumbashi, Democratic Republic of Congo
    - Formerly Elizabethville, Zaire (Belgian Congo), the copper mining capital of the world, and 12th fastest growing city in the world
    - Dominican GreenMBA<sup>®</sup> students and professors have been engaged in capacity-building for urban sustainability since spring 2008.
  - Cape Town, South Africa
    - Dominican GreenMBA<sup>®</sup> and Education students work as a teaching team at LEAP Science and Maths School for disadvantaged youth.
    - Dominican GreenMBA<sup>®</sup> students help residents of Langa Township start and prepare business plans for microenterprises.
    - Program has been funded by Teach with Africa, began in summer 2008, and will continue in summer 2009.

# Putting It All Together



# *For Further Information*

- Copies of this presentation and background paper

<http://www.dominican.edu/about/leadership/sustainability.html>

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