

Institute for Sustainable Enterprise



Fairleigh Dickinson University
Madison, NJ

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SILBERMAN
COLLEGE OF
BUSINESS

Institute for
Sustainable
Enterprise



ISE Principals Dan Twomey, Jeana Wirtenberg, Gerard Farias, Joel Harmon and Kent Fairfield accepting grant award from Everton Scott (third from right) of JCP&L/First Energy



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THE LEADER IN GLOBAL EDUCATION



**FAIRLEIGH
DICKINSON
UNIVERSITY**

The Institute for Sustainable Enterprise (ISE) at Fairleigh Dickinson University, was founded in the AACSB-accredited *Silberman College of Business* in 2005. ISE focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially, and economically sustainable.

By **sustainable**, we mean being able to generate and regenerate the natural, social, human, manufactured, and financial capital for both short and long-term prosperity. ISE is committed to helping leaders and managers develop new roles and competencies for themselves that will contribute to creating sustainable enterprises in the 21st century.

ISE concentrates on three related areas of contribution:

- **Applied Research** – field studies examining how to best enhance sustainability
- **Education** – coursework, seminars, workshops, and training programs to teach leaders/managers and students to lead and manage sustainably as world citizens
- **Services** – network-building and facilitation to support concrete sustainability-enhancing initiatives.

ISE is funded through seed grants, corporate partnerships, research and program-development grants, and other revenue producing services.

Key ISE Activities

Since its inception in 2005, ISE has and is making significant strides in forwarding its mission.

- **Research:** Based on a study of nine of the world's most sustainable firms, ISE developed a framework for the **key qualities of a sustainable enterprise**. This work is now being widely disseminated in journals, national and international conference proceedings and was a foundation for a worldwide *American Management Association* sustainability survey and report.
- **Curriculum:** Several FDU Executive and regular MBA courses have **incorporated concepts central to sustainability**. At the undergraduate level, *Field Study of Business, Culture and Global Sustainability* is designed to create a transformational experience for students and includes a two-week stay in Costa Rica. *Service Learning in Management* enables students to become more aware of social issues we face and act on an issue of choice.
- **Post-Graduate Certificate Program in Sustainable Management:** This program is designed for graduate degree holders to help them deepen their understanding of sustainability and more effectively initiate and manage sustainability-enhancing projects for their organizations.
- **Seminars and Workshops:** ISE delivers monthly breakfast seminars and conducts periodic roundtables and workshops on sustainability-related topics that have attracted a total of about 500 attendees per year.
- **Roundtables:** These provide participants with the opportunity for mutual learning by exploring issues they face.
- **Campus Sustainability Initiative:** With *First Energy Foundation* support, ISE is a driving force in implementing *sustainable campus initiatives* at FDU (e.g., Green Club, Global Climate Challenge, Recyclemania, Green Day, etc.). The aim is to transform our university and other higher education institutions so that they become environmentally sound and better serve the social and economic needs of their surrounding communities.

Key ISE Activities (cont.)

- **Sustainable Business Incubator:** ISE is supporting the start-up of new environmentally-oriented businesses by offering resources, connections, seminars and conferences, access to capital, and other services. The ISE SBI will be a concrete way to contribute to meeting environmental challenges, and to spurring economic growth and innovation in New Jersey, while strengthening business-university connections.
- **Collaborations:** In the spirit of “*bringing people together*” towards the common goal of sustainability, ISE has reached out to and is partnering with a number of organizations. For example:
 - **INCAE**, a leading school of business in Latin America—Costa Rica
 - **Innovest** Strategic Value Advisors
 - New Jersey Higher Education Partnership for Sustainability (**NJHEPS**)



ISE/CHRMS Breakfast Seminar

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