

THE EARTH INSTITUTE  
COLUMBIA UNIVERSITY



# The Earth Institute | Corporate Circle

The latest information, tools and networks to achieve sustainability

Spring 2011

## STRATEGIC OPPORTUNITIES

### **GOAL**

Engage corporations dedicated to sustainable development in an ongoing, mutually-beneficial relationship with Columbia and with each other to further shared objectives.

### **STRATEGY**

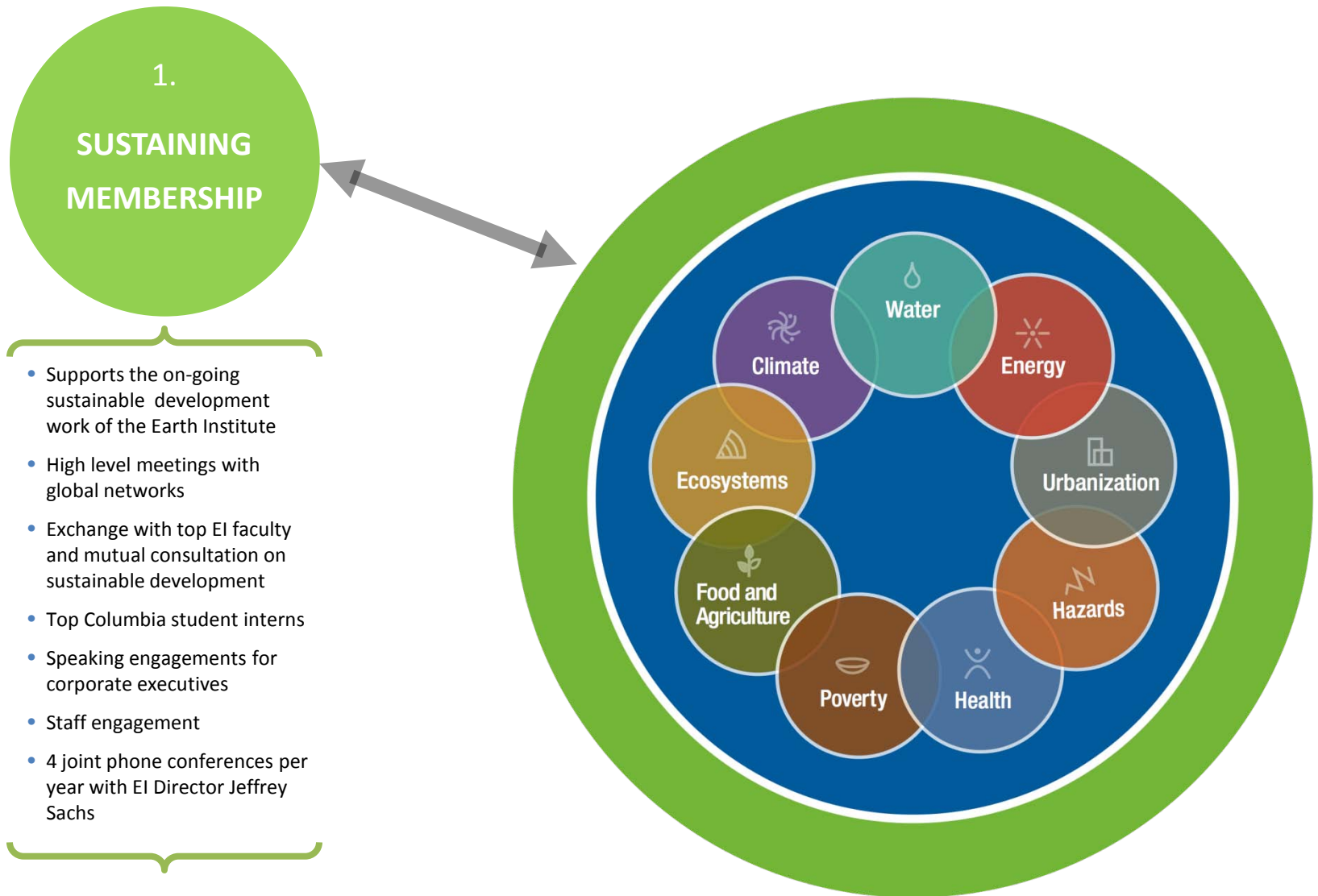
A mechanism to structure such engagement efficiently and allow for flexibility in the nature and extent of engagement.

## STRATEGIC OPPORTUNITIES



## SUSTAINING MEMBERSHIP

- \$25,000 in unrestricted support, to be renewed once a year
- Support the on-going sustainable development work of the Earth Institute
- Participate in high level meetings and workshops for the latest research and analysis on sustainable development
- Exchange with top EI faculty on sustainable development, creating rich cross-fertilization between industry and research & education, and spurring innovation
- Inform and gain insight from high level, international policy discussions
- Work with the best and brightest Columbia student interns contributing to and learning from your sustainable development initiatives
- Engage staff from across your company in EI events and webcasts
- Take part in speaking engagements at EI events and in Columbia classrooms
- Join four “Sustainability Leaders” phone conferences per year for senior executives with EI Director Jeffrey Sachs to exchange on critical issues of sustainable development

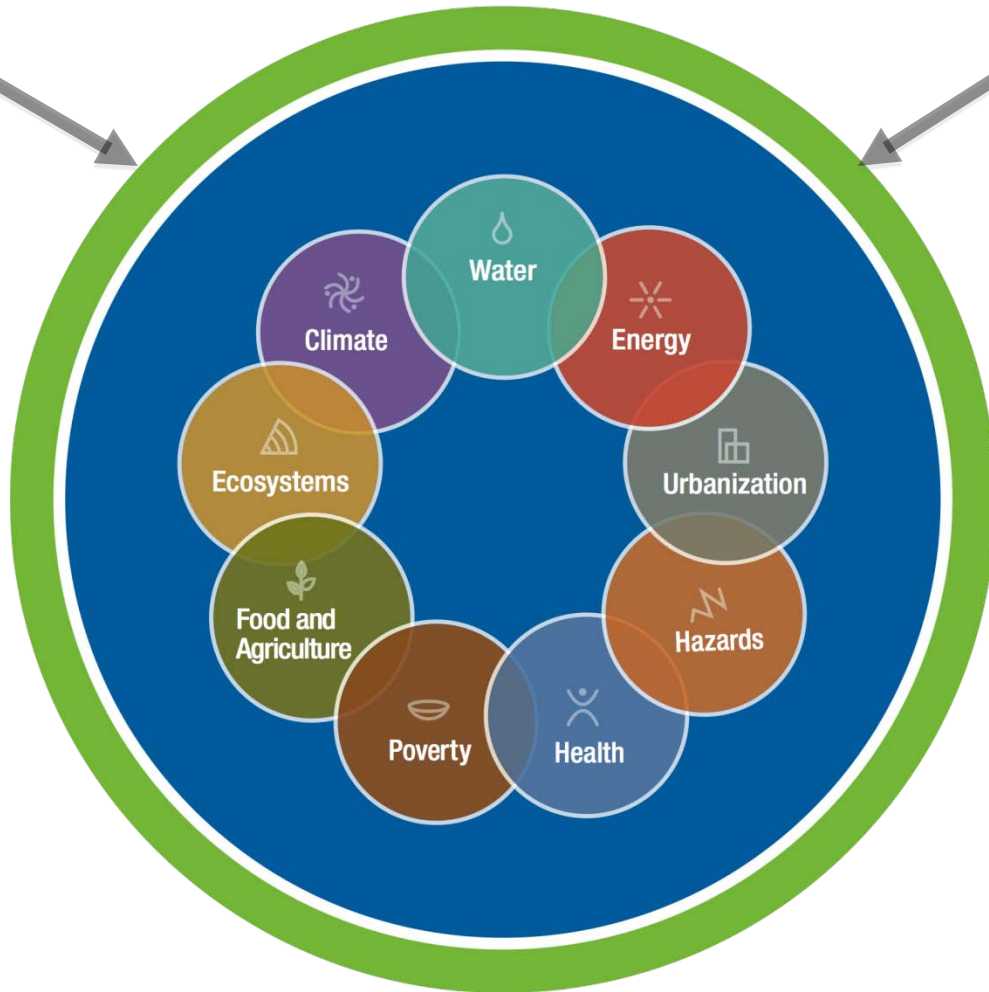


## STRATEGIC PARTNERSHIP

- Project or program investment of at least \$100,000 per year
- Includes all benefits of the Corporate Circle Sustaining Membership

*Strategic partnerships can include, for instance:*

- One-on-one customized sponsored projects for applied research, outreach & communication
- Participation in multi-stakeholder projects/programs, such as China 2049
- Participation in task forces & roundtables, such as on climate change
- One-on-one targeted sustainability advisement on strategic plans, metrics, operations as relates to energy, water, sustainable food systems, etc.
- Corporate training programs tailored to your sustainable development objectives
- Sponsored fellowships for junior researchers on sustainability and sustainable development



- Supports the on-going sustainable development work of the Earth Institute
- High level meetings with global networks
- Exchange with top EI faculty and mutual consultation on sustainable development
- Top Columbia student interns
- Speaking engagements for corporate executives
- Staff engagement
- 4 joint phone conferences per year with EI Director Jeffrey Sachs

- 1x1 targeted sustainability advisement
- 1x1 customized sponsored projects
- Multi-stakeholder projects/programs
- Task forces
- Corporate training
- Fellowships
- All benefits of Sustaining Membership

## STRATEGIC PARTNERSHIP | CUSTOMIZED

### *Indicative examples*

#### **Global:**

- PepsiCo: water & energy sustainability

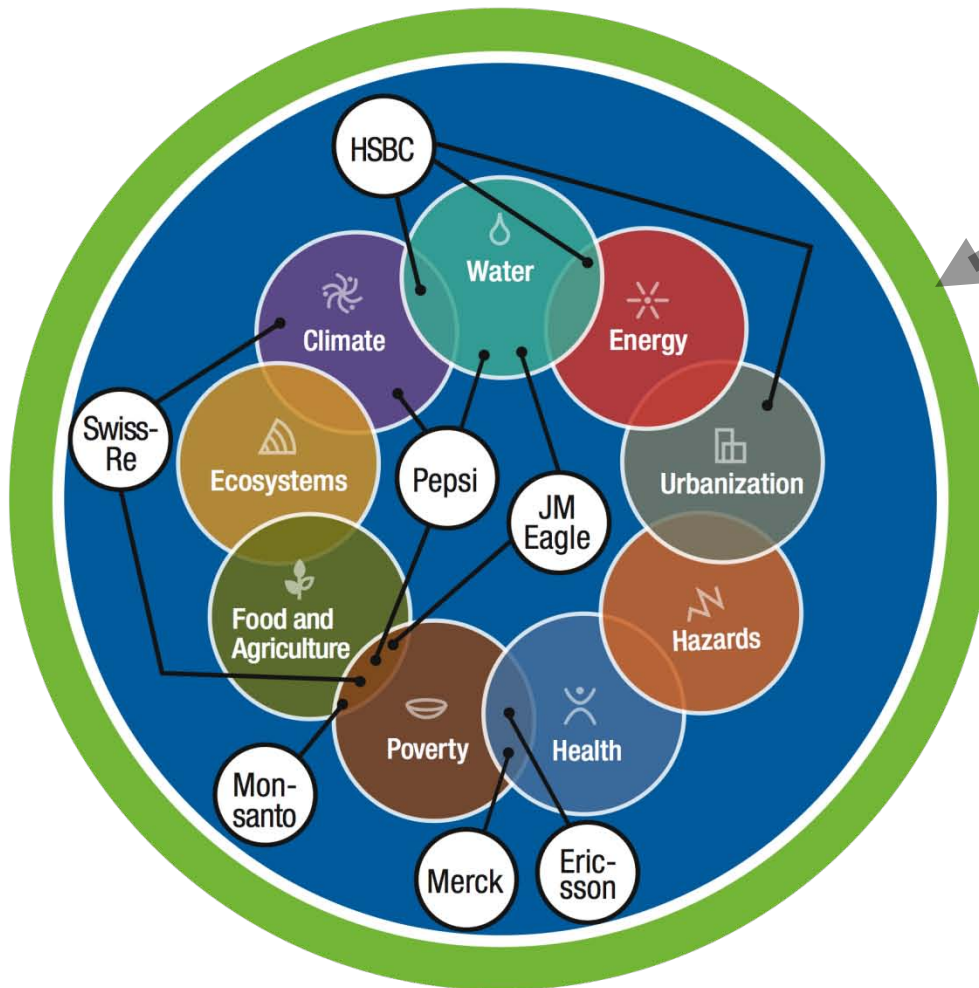
#### **Regional:**

- Ericsson: connectivity & new technologies
- SwissRe: climate index insurance
- Monsanto: business development & the African Green Revolution
- Merck: community health care workers in Africa

#### **Local:**

- HSBC: applied climate change research & student internships for New York City

## INDICATIVE EXAMPLES OF CUSTOMIZED STRATEGIC PARTNERSHIPS



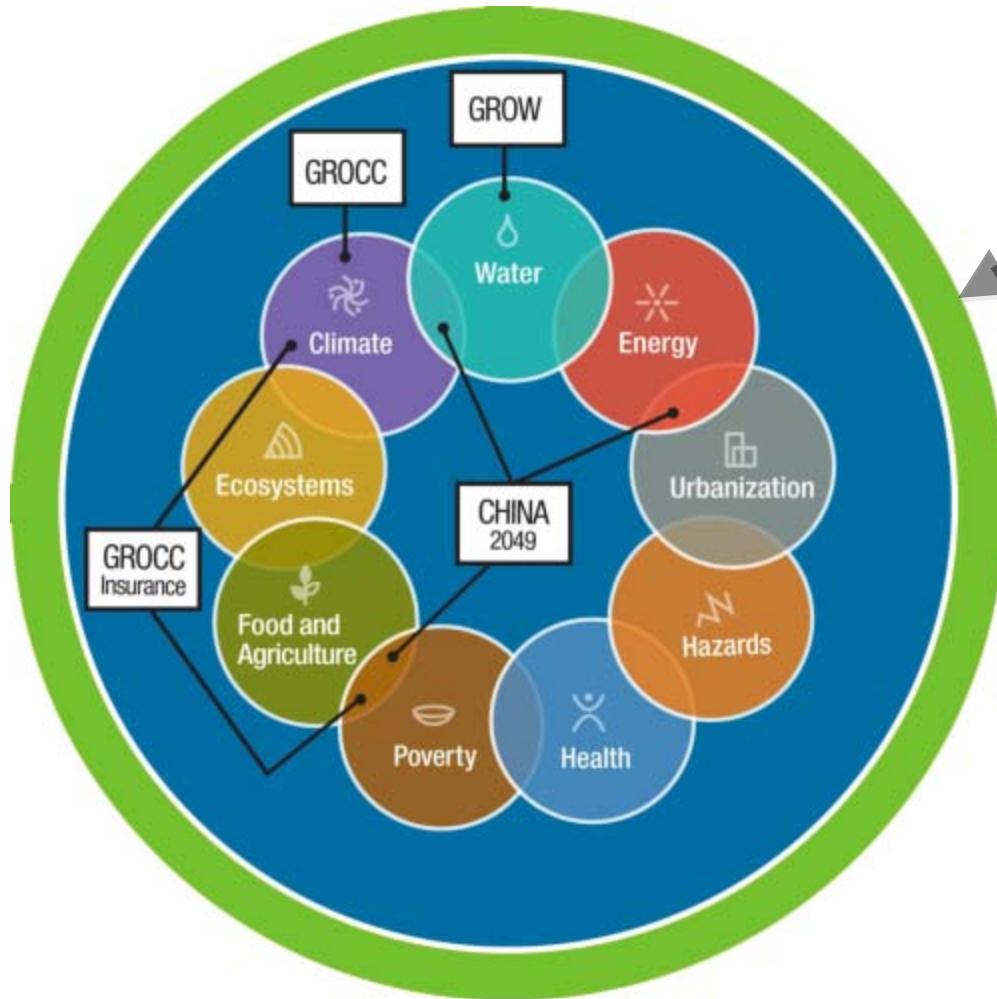
- 1x1 targeted sustainability advisement
- **1x1 customized sponsored projects**
- Multi-stakeholder projects/programs
- Task forces
- Corporate training
- Fellowships
- All benefits of Sustaining Membership

## STRATEGIC PARTNERSHIP | MULTI-STAKEHOLDER

### **Multi-stakeholder projects, programs, and task forces:**

- Global Network for Climate Solutions
- China 2049: Sustainable Development Strategic Plan
- Global Roundtable on Water (GROW)
- Roundtable on Sustainable Mobility

## MULTI-STAKEHOLDER INITIATIVES - EXAMPLES



- 1x1 targeted sustainability advisement
- 1x1 customized sponsored projects
- **Multi-stakeholder projects/programs**
- **Task forces**
- Corporate training
- Fellowships
- All benefits of Sustaining Membership

## STRATEGIC PARTNERSHIP | SUSTAINABILITY ADVISEMENT

### **Program Objectives:**

- Increase transformational private sector practices that promote sustainable development
- Provide companies with a supple way of interacting with EI to address current challenges in achieving sustainable business practices
- Provide rapid turn-around of written feedback on inquiries regarding any of the Earth Institute's nine cross-cutting areas of research expertise
- Contribute to and learn from real-life industry challenges around sustainable development, enhancing faculty understanding of practical applications for ongoing research

### **Approach:**

- Companies participating will submit questions or small tasks that will be quickly handled by the Sustainability AdviseMENT Project Manager
- Researchers participating in the program will come from across the institute
- The Sustainability AdviseMENT program will be run out of the Earth Clinic, EI's main practice instrument designed to serve immediate needs of those seeking science-based responses to pressing economic and environmental questions

## STRATEGIC PARTNERSHIP | EDUCATION

### Corporate Training Programs

- Broad-based sustainability & sustainable development education
- Executive Education certification in specific topics including waste energy, carbon and water footprinting, sustainable urban design, biodiversity, climate change and adaptation/mitigation
- Programs tailored to your company's sustainable development objectives with onsite, remote and other training options

### Fellowships & Internship Programs

- World-class junior researchers and students assisting with your specific needs for brainpower on sustainability and sustainable development
- Fast track selection process for the best matched candidates

## FOUNDING MEMBERS

- BD
- Deutsche Bank AG
- Ericsson Mobile
- GE
- GlaxoSmithKline
- HSBC
- JM Eagle
- KPMG International
- Merck
- Monsanto Company
- Novartis
- PepsiCo
- Pfizer Incorporated
- Procter & Gamble
- Swiss Reinsurance Company

# The Earth Institute | Corporate Circle

The latest information, tools and networks to achieve sustainability

- Become a Sustaining Member
- Create or join a Strategic Partnership
- Join the Earth Institute in building strong links between corporate sustainability and holistic sustainable development worldwide
- For more information, contact:

Paula Sharp, 212.854.5123

[psharp@ei.columbia.edu](mailto:psharp@ei.columbia.edu)

