The Earth Institute I 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

1. Corporate Circle SUSTAINING MEMBERSHIP

2. Corporate Circle STRATEGIC PARTNERSHIP
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
1. **SUSTAINING MEMBERSHIP**

- 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
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
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2. STRATEGIC PARTNERSHIP

- 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
2. STRATEGIC PARTNERSHIP

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
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
2. STRATEGIC PARTNERSHIP

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- 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
• 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:
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