



NC STATE

Poole College of Management

PRME Principles for Responsible
Management Education

Principles for Responsible Management Education

NC State Poole College of Management
SIP Report 2017 - 2019

Message of Support from the Dean

At the Poole College of Management, we instill an entrepreneurial mindset in all our students, so that each of them will bring creative and innovative thinking to bear on business problems. And we build analytical skills into every program, so graduates leave here ready to lead — whether in a two-person tech startup or a Fortune 500 boardroom.

From the beginning, we've teamed up with real-world industry to inform our research, to engage our students and to focus on relevant business challenges and trends, including driving environmental, social and financial responsibility.

We are committed to implementing the Principles for Responsible Management Education (PRME) to ensure we educate the next generation of leaders to effectively address current and future business challenges. We are proud of our PRME efforts, led by the Business Sustainability Collaborative, engaging with students, faculty, and the local and global business communities.

This report outlines the steps we have taken thus far, starting with those principles that are most relevant to our capacities and mission.

Sincerely,

Frank Buckless

Stephen P. Zelnak Jr. Chair
Dean, Poole College of Management
NC State University



Letter from the Director of the Business Sustainability Collaborative

At the Business Sustainability Collaborative, we make the case for real, good business: the sustainable practices that benefit people, the planet and the bottom line. Our world-class teaching and research reveal how social, environmental and financial performance, taken together, offer deeper insight into the good that businesses do. And we connect students and faculty with real-world companies to put sustainable practices into action.

The vision of BSC is to solve businesses greatest social, environmental and economic challenges. BSC works to connect students, faculty, and the business community through experiential learning, career development, academic and applied research, and partnership opportunities. The Collaborative works with faculty to integrate environmental, social, and financial responsibility into curricula throughout the Poole College of Management. The Collaborative works to engage industry to advance and share innovative sustainability practices that lead to positive business results.

I have served as Director of the Poole College Business Sustainability Collaborative for the last five years, and during that time we've worked to integrate the Principles for Responsible Management Education into our curriculum, research and applied learning activities. We have worked tirelessly to assess the needs of students and the local and global business community, develop appropriate programs to address those needs, and work both inside and outside the traditional classroom.

Sincerely,

Jessica Yinka Thomas

Director, Business Sustainability Collaborative

Lecturer, Department of Management, Innovation and Entrepreneurship
Poole College of Management, North Carolina State University



About the Principles for Responsible Management Education

The Principles for Responsible Management Education (PRME) is a UN Global Compact-backed initiative with the mission to inspire and champion responsible management education, research, and thought leadership globally by bridging relationships and catalyzing collaboration among the United Nations, the Global Compact, and academia.

The Six Principles of PRME are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement.

Higher education institutions that become signatory to PRME make a public commitment to knowledge creation and education that supports and develops leaders who are capable of managing the complex challenges faced by businesses and society in the 21st century.

Similar to the Global Compact, PRME is multi-stakeholder platform with a dynamic network of local and global learning communities, including thematic working groups and regional chapters, which collaborate on projects and events. Since its official launch in 2007 by UN Secretary-General Ban Ki-moon, the PRME initiative has grown to be endorsed by more than 600 leading business schools and management-related academic institutions from over 80 countries across the world. Learn more: www.unprme.org

Principle 1 | Purpose: We will develop the 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, curricula, and organisational practices 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.

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 organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Introduction to the NC State Poole College of Management

Our Mission

The Poole College of Management at NC State University actively engages with industry and academia to create an innovative and collaborative intellectual environment that fosters learning, scholarship and service. We focus on developing and supporting leaders with an entrepreneurial mindset and analytical problem solving capabilities to positively impact our data-rich, dynamic, global economy.

Our Values

- Excellence in all of our endeavors
- Our innovative programs and approaches
- The impact of our scholarship
- The success of our students and alumni
- A culture of diversity and inclusion
- Ethical awareness, decisions and behaviors
- Positive contributions to our global society

Our Vision

The Poole College of Management be recognized as a world-class, innovative college of management that advances business and society.

Our Strategic Goals

1. Enhance the success of our students through educational innovation.
2. Enhance scholarship and research by investing in faculty and infrastructure.
3. Enhance interdisciplinary scholarship to address the grand challenges of society.
4. Enhance organizational excellence by creating a culture of constant improvement.
5. Enhance local and global engagement through focused strategic partnerships.



A Leader in the B Corporation Movement

B Corporations don't just act in the best interest of their shareholders. They strive to benefit all the stakeholders that a company touches: their employees, their customers, their communities and the world at large.

The B Corporation certification, administered by the nonprofit B Lab, requires companies to meet and maintain rigorous standards of social and environmental performance, public transparency and legal accountability. That means consumers can feel good about working with certified B Corporations. And companies with the certification know they're adopting forward-thinking, best-for-the-world, business strategies.

NC State's Business Sustainability Collaborative is among the global leaders in the field. Through our innovative B Corp Clinic, we link talented students with aspiring B Corporations for the benefit of both. Students get a semester-long consulting experience with up-and-coming companies; and those same companies get access to cutting-edge insights from the world of business sustainability.

The Business Sustainability Collaborative is an active member of North Carolina's B Corporation community. Through our events and academic initiatives, we strive to connect NC State's students with certified B Corporations and other like-minded individuals across the state.

We engage with a community of over 300 academic institutions worldwide researching and teaching about B Corporations. Together, we're tackling the world's most pressing sustainability problems — and training the business leaders of tomorrow.



PRINCIPLE 1 | PURPOSE: We will develop the 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.

B Corp Clinic

The NC State B Corp Clinic has helped North Carolina companies achieve B Corp certification by working with teams of graduate and undergraduate students from universities across the state. Students gain hands-on consulting experience and the chance to learn about social and environmental impact assessment and sustainable business models, and they have a direct impact within the organizations that they are partnered with.

"The Clinic gave me a great platform to not only practice business concepts in real time scenarios, but also helped me in understanding the nuances and restrictions faced by a business that is trying to integrate sustainability into business."

- Rudha Loganathan, Jenkins MBA '17



In the B Corp Clinic, companies are matched with a team of students (intentionally designed to include students from multiple schools and disciplines) to go through an assessment process and identify strategies they can take to improve the company's social and environmental impact. Students have come from participating academic institutions that include: NC State University, Duke University, UNC Chapel Hill, Elon University, Wake Tech Community College, NC Central University, North Carolina A&T University, and Appalachian State University.

"Having a knowledgeable, enthusiastic, hardworking team of students with diverse backgrounds and perspectives is a great way to get a lot done in a short time! Also, the community of B Corps is very collaborative and everyone is ready to share resources and help each other." - Anne Claire Broughton, Spring 2017 B Corp Clinic, Broughton Consulting, a Certified B Corporation

Over the last two years, the B Corp Clinic has worked on 22 semester-long projects with companies that range from start-ups to multinational and from a broad range of industries. The Clinic has worked with both local companies and companies as far away as California and Australia, the latter of which being made possible by innovative, virtual collaboration tools. Students and companies can participate in the program from anywhere in the world. The Clinic provides a unique opportunity to develop future business leaders. Learn more about the B Corp Clinic: go.ncsu.edu/bcorpclinic.

Over the last two semesters, 83% of the team leads for the B Corp Clinic project teams were women.

Net Impact Chapters

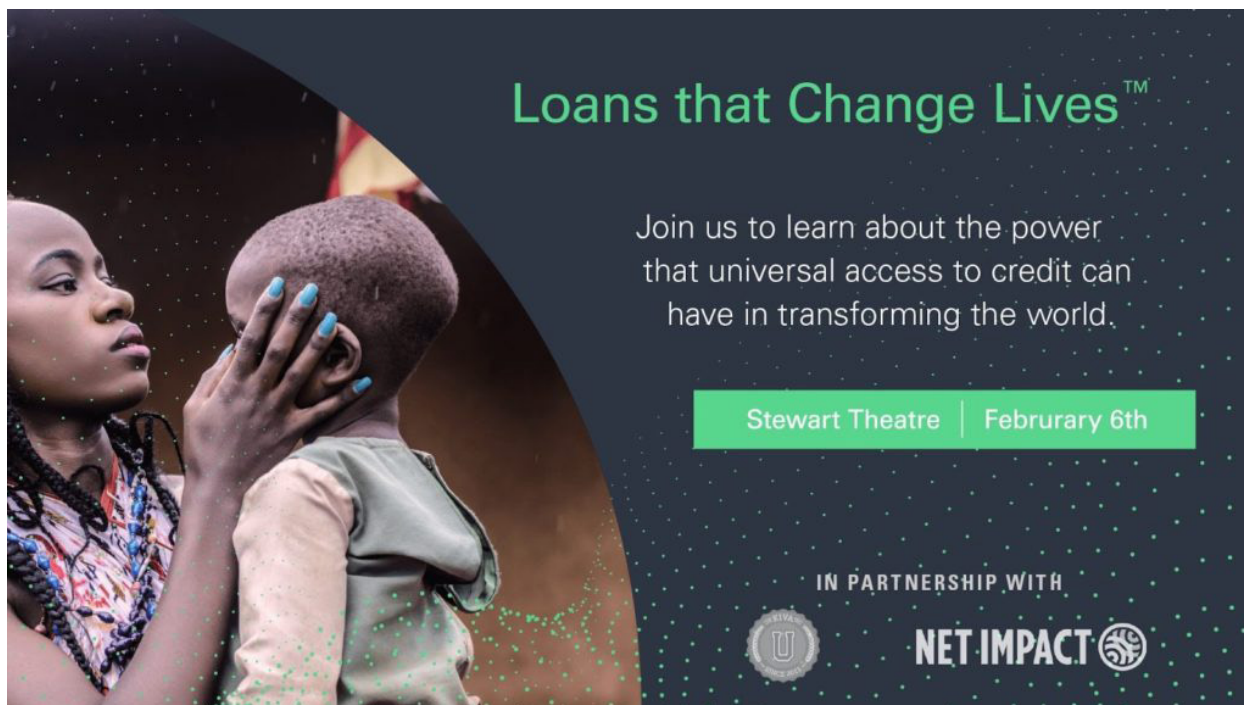
The Poole College of Management is home to both an undergraduate and graduate Net Impact chapters. Over the last two years, both have been recognized as Gold Chapters, representing the brightest, most committed impact leaders who are making a difference on their campuses and in their communities. The NC State Net Impact chapters are part of a global network of over 300 chapters working to inspire and equip their classmates to use their careers to lead our world to a more sustainable and equitable future. The BSC director serves on the Global Net Impact Faculty Advisory Board which provides feedback and suggestions to Net Impact Central on strategies and ideas.

"I have begun to shift the focus of my long-term career aspirations as a result of my experience at NI18 as I can more clearly see the connections between the ways businesses can and should conduct themselves and the different ways in which their actions can influence positive change in our society."

- Jeff Terebey, Graduate Net Impact President, Jenkins MBA '19



Net Impact hosted NC State's first ever "Loans That Change Lives" film screening and fundraising event in collaboration with the BSC, the International Studies Department and Kiva. The event highlighted microfinance awareness month and provided an opportunity where student leaders shared the impacts of microfinance and how these loans can be life changing, especially for entrepreneurs in developing countries. Over 150 students attended the event. Net Impact was able to fully fund 2 separate entrepreneurial ventures based on financial support raised during and after the event.



Over the last two years, the chapters have worked to connect like-minded people, innovative ideas, and change-making programs that can transform students and the world around them. The chapter works to lead positive change on campus or on the job through skill-building programs (for example collaborating with the BSC on the B Corp Clinic), connect with a community committed to making a social and environmental impact (for example hosting a regular Lunch 'n' Learn series featuring local sustainability executives), and learn through and engage with meaningful events, activities, and networking opportunities.

Lulu eGames

The Lulu eGames Social and Environmental Impact Category is one of a number of programs hosted by BSC that fosters an entrepreneurship mindset for our sustainability students. The Lulu eGames is NC State's annual startup competition where students can enter their entrepreneurial ideas into one of the 6 categories: New Venture, Design & Prototype, Social and Environmental Impact, Arts Venture, Built on Cloud and Daugherty Endowment. The winners of the competition received prizes totaling over \$100,000, in addition to opportunities to help them further their ideas.

"Winning the Social & Environmental Impact Category at the Lulu Egames gave me added confidence & financial support in the decision to pursue Freshspire after graduation. It's nice to have your idea or enterprise validated by great judges, as well as receive feedback on how it could be better. Social impact has always been at the core of Freshspire and will continue to be." - Shraddha Rathod, Co-founder, FreshSpire, winner 2018 Lulu eGames Social & Environmental Impact Category

BSC hosts the Social and Environmental Impact (SEI) Category in collaboration with the NC State Entrepreneurship Initiative and the local business community, providing mentorship and sponsorship totaling \$10K. In 2018, the Social and Environmental Impact Category engaged students from across campus in 33 ventures, awarding \$10K in prizes. In 2019, The first place winner in this year's social and environmental impact category was OpenGait Prosthetics. The company is actively working to restore mobility and independence to these individuals by providing high quality, low cost prosthetic solutions.

In 2018, 91% of the leaders of the top 3 winning teams were women.



Case competitions

Poole College students have competed in several sustainability-focused case competitions over the last two years, including the Patagonia Case Competition and the HEC Corporate Social Responsibility Case Competition in Montreal, Canada. As a direct result of their experience in the HEC Montreal Corporate Social Responsibility Challenge, Nikki Hensley and Eric Plant were inspired to start a Jenkins MBA Case Competition team that will aspire to participate in CSR, sustainability and other general business case competitions around the world.



PRINCIPLE 2 | VALUES: We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Curriculum Development

The Business Sustainability Collaborative works closely with faculty to:

- Identify research topics and research partners at other colleges within the university
- Identify and sponsor sustainability related academic conferences, journals and grant opportunities
- Integrate sustainability topics into courses
- Identify and develop sustainability related cases, problems, or exercises
- Identify sustainability related classroom educational materials such as textbooks, periodicals, and other technical guidance materials.



"More and more consumers, not just in the US, but around the world, want to be assured that the products they buy were sourced, produced, delivered with as small an environmental footprint as possible... That is why I am incorporating a module on sustainable operations and supply chain management in my course, MBA 540 Introduction to Operations and Supply Chain Management."

- Dr. Eda Kemahlioglu Ziya, Associate Professor, Department of Business Management

From supply chain management to marketing to entrepreneurship, our faculty are integrating sustainability across the undergraduate, MAC and MBA programs. Poole College faculty are also guest lecturing across campus on topics related to sustainable business management.

27 percent of faculty have integrated principles of social and environmental impact through case studies, guest speakers, design challenges and practicum projects.

Examples of Undergraduate Courses

Sustainability reporting

- ACC 310: Intermediate Accounting I (Don Pagach)
- ACC 311: Intermediate Accounting II (Don Pagach)
- MIE 330: Introduction to HRM (Beth Ritter)

Employee engagement

- MIE 330: Introduction to HRM (Beth Ritter)

Labor and human rights

- MIE 432: Labor Relations (Beth Ritter)

Recruiting, talent development and training

- MIE 306 – Managing Ethics in Organizations (Jessica Thomas)

Sustainable marketing strategy and planning

- BUS 468: Marketing Strategy (Mike Stanko)

Sustainable consumer behavior

- BUS 460: Consumer Behavior (Stefanie Robinson)

Sustainable products

- BUS 468: Marketing Strategy (Mike Stanko)

Lean and green manufacturing

- BUS 370: Intro to Ops & Supply Chain Management (Tracy Freeman & Donavon Favre)

Social sustainability in the supply chain

- BUS 475: Purchasing and Supply Management (Tracy Freeman & Donavon Favre)

Environmental sustainability in the supply chain

- BUS 475: Purchasing and Supply Management (Tracy Freeman & Donavon Favre)

Business Ethics

- MIE 306 – Managing Ethics in Organizations (Jessica Thomas)

Featured Undergraduate Course

MIE 310: Introduction to Entrepreneurship (300+ undergraduate students per semester)

During this course, students work in small teams to complete 3 design challenges that are focused on The Global Goals for Sustainable Development, giving students an opportunity to explore how they might contribute locally (either on campus or in the Triangle region) to the achievement of the following 3 goals: Goal 8: Decent Work & Economic Growth, Goal 13: Climate Action and Goal 2: Zero Hunger. Exploring how they might contribute locally to these goals will entail understanding of important needs faced by real citizens, generating ideas to meet those needs, making ideas tangible and telling an inspiring story about this creative work - in other words, running a design thinking process.

“Strategically focused organizations are already realizing the need to think ahead 15-20 years to evaluate how and when their business model is likely to be impacted by unsustainable products and services critical to their supply chain, in addition to changes in customer demand for what is currently their ‘crown jewel’ product or service. In the face of such challenges, it is critical that the Poole College of Management integrate topics related to sustainability in our teaching, research, and engagement with businesses.”

- Dr. Mark Beasley, Deloitte Professor of Enterprise Risk Management

Examples of Graduate Courses

Sustainability reporting

- ACC 533: Accounting and Tax Research (Kathy Krawczyk)
- ACC 550, Advanced Auditing (Scott Showalter)
- MBA 503: Survey of Accounting (Gillory Zuckerman)

Measuring social impact

- MBA 582: Sustainability & Business (Jessica Thomas)

True cost accounting and sustainability-related risk

- ACC 550 – Advanced Auditing (Scott Showalter)

Sustainable marketing strategy and planning

- MBA 560: Marketing Management & Strategy (Mike Stanko)

Sustainable consumer behavior

- MBA 560 Marketing Management & Strategy (Stefanie Robinson)

Sustainable product design/eco-design

- MBA 590 Designing For Sustainability (Leigh Shamblin)

Lean and green manufacturing

- MBA 540 Operations and Supply Chain Management (Eda Kemahlioglu Ziya)

Environmental and Social sustainability in the supply chain

- MBA 540 Operations and Supply Chain Management (Eda Kemahlioglu Ziya)
- BUS 610: Sustainable Supply Chain Management (Rob Handfield)

Corporate Social Responsibility (CSR)

- MBA 610: Critical Analytical Thinking (Eileen Taylor)

Corporate governance

- BUS 590-005: MGIM Innovation Practicum (Leigh Shamblin)

Featured Graduate Course

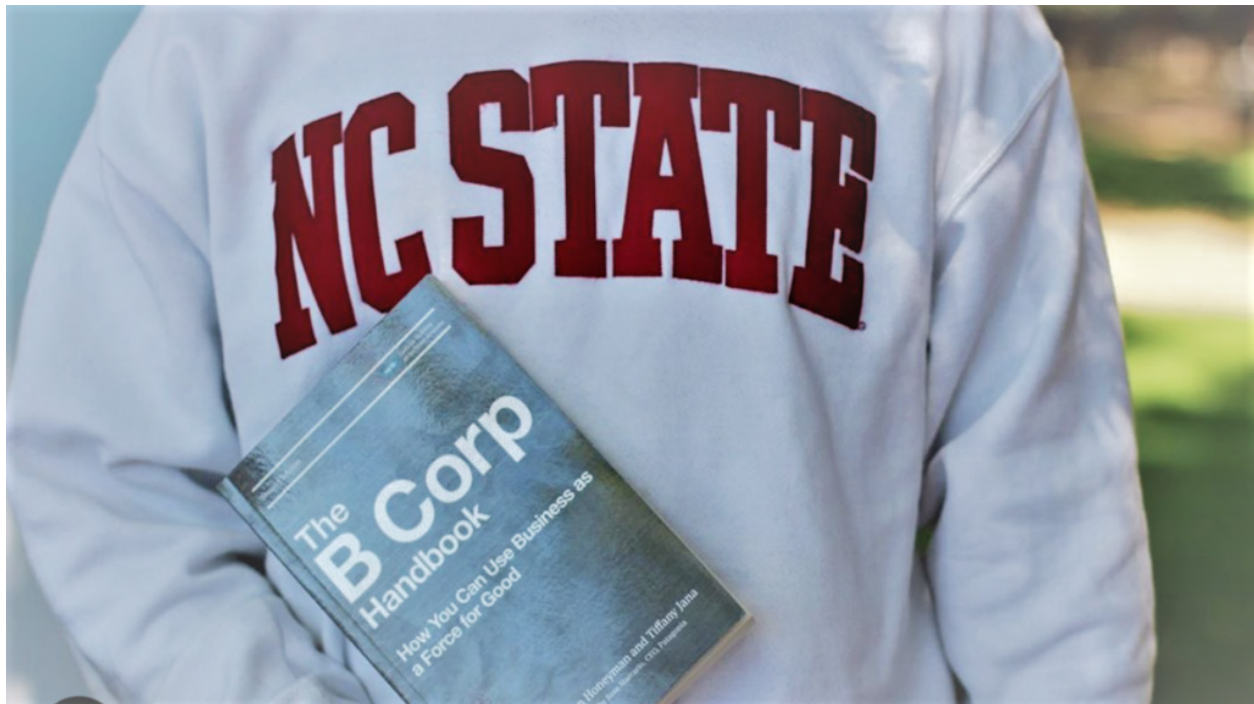
MBA 582: Sustainability & Business (20+ graduate students per semester)

Sustainability in Management provides students with the knowledge and tools to become a purpose-driven business leader. Students will learn how to influence management and other key stakeholders on the competitive advantages of sustainability in management. The course explores different business models and strategies that companies can use to drive social and environmental change, and explains why purpose-driven businesses are particularly well positioned to tackle the world's biggest problems. Students will gain an understanding of how sustainable business strategies are used as drivers for innovation, collaboration, and transformation. We will explore how to apply the concepts of business sustainability across functional areas including investment strategies, market insight, and operational excellence. The course structure will integrate a combination of tools including lectures, simulations, cases, guest speakers and academic studies.

PRINCIPLE 3 | METHOD: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

B Corp Handbook Instructor's Guide

In collaboration with the authors of the second edition of The B Corp Handbook, BSC has developed a companion Instructor's Guide. The Guide is designed as a resource for academics who are interested in using The B Corp Handbook as a teaching tool, both inside and outside of the classroom. It includes over 100 tools, resources and projects to engage students in using business as a force for good.



The handbook is an essential teaching resource for preparing the next generation of business leaders to build a more sustainable and inclusive economy. It is well-suited for courses related to entrepreneurship, business strategy, social entrepreneurship, sustainable business, business ethics, and many other topics. The guide may also be a resource for Net Impact student leaders seeking opportunities to engage with their local business community.

The B Corp Handbook can be taught at the graduate and undergraduate level. Depending on the needs of the course, the handbook can be used in its entirety or by section. This guide explores how B Corps and the B Economy are driving progress toward the United Nations Sustainable Development Goals (UNSDGs). As a result, it may be of interest to faculty teaching at signatories to the UN Principles for Responsible Management Education (PRME). As with the B Corp Handbook, the Instructor's Guide weaves in a discussion of critical issues related to diversity, equity and inclusion. You can explore the content of this teaching resource online at: go.ncsu.edu/bcorpguide.

B Impact Teams Workshop

In 2018, BSC developed and launched a virtual workshop open to academic collaborators around the world to share, replicate and adapt the B Corp Clinic model. To date, the following academic institutions are working to replicate or have already replicated the B Corp Clinic: University of Georgia Terry School of Business, University of New Hampshire, University of Florida, Appalachian State University, University of Alberta, California State University Channel Islands, Santa Clara University, Laureate University, University of Vermont Grossman School of Business, Santiago + B initiative in Chile, and University of South Carolina. Each of these academic intuitions is now equipped with tools and resources to connect their students to local and global businesses to work with them to address social and environmental challenges.

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.

Applied Research

We work with top researchers and practitioners to pioneer innovative sustainability practices and redefine how business success is measured. At the Business Sustainability Collaborative, thought leaders across disciplines come together to tackle real-world business challenges through social and environmental innovation. More than a quarter of the faculty in the Poole College of Management work with us to integrate sustainability into their curricula — and their research drives and measures sustainability practices to foster better business outcomes. From studying the habits of green shoppers to examining labor and human rights in the supply chain, our experts are cultivating insights that make the case for business as a force for good.

Featured Research Project

“Systemic Impact of Investing in Women and People of Color-owned Social Ventures,” is led by an interdisciplinary research team includes Jessica Thomas, BSC Director, Jeff Pollack, Associate Professor in the Poole College and Elizabeth Tracy, Ph.D. Candidate in I/O Psychology. The project is an applied research study in collaboration with LIFT Economy and provides a unique opportunity to utilize the investment portfolio of the \$1M Force for Good Fund (a new fund that LIFT Economy helped launch). The output from the project will be designed to inform impact investors, policymakers, and those looking to create similar funds and/or accelerator programs. The project seeks to quantify the impact of investing in women and people of color-owned enterprises on society and the environment, in addition to a return for investors. The goal is to create an evidence-based body of case study research that can inform policy makers, persuade investors, and engage other key stakeholders in the domain of impact investing.

Featured Publications

1. “Do Politicians ‘Put Their Money Where Their Mouth Is?’ Ideology and Portfolio Choice,” published in the journal *Management Science*. The paper was co-authored by Jesse Ellis, Adam Aiken of Elon and Minjeong Kang of Heriot-Watt.
2. “Would You Like to Round Up and Donate the Difference? Roundup Requests Reduce the Perceived Pain of Donating,” published in the *Journal of Consumer Psychology*. The paper was co-authored by Stephanie Robinson, Katie Keltin of Saint Louis University, Richard Lutz of the University of Florida.
3. “SME Managers’ Perceptions of Competitive Pressure and the Adoption of Environmental Practices in Fragmented Industries: A Multi-Country Study in the Wine Industry,” published in the journal *Organization & Environment*. The paper was co-authored by Beverly Tyler, Brooke Lahneman, Montana State University; Karin Beukel, University of Copenhagen; Daniele Cerrato, Università Cattolica del Sacro Cuore; Marco Minciullo. Università Cattolica del Sacro Cuore – Milano; Nathalie Spielmann, NEOMA Business School; and Allan Discua Cruz, Lancaster University Management School.

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.

Our expert faculty and students team up with industry leaders to use the power of business to solve social and environmental challenges. At the Business Sustainability Collaborative (BSC), we partner with industry leaders to pioneer socially and environmentally sustainable practices — and they see lasting, far-reaching results.

Industry Speaker Series

BSC hosts multiple speaker series and events to connect industry thought leaders innovating in sustainable business to our NC State campus community and local business community. The BSC Conversation Series provides a forum for students and community members across NC to engage with business leaders and change makers. Our goal is to provide insight into how these leaders are transforming the way business operates to benefit people, the planet, and the bottom line.



BSC recognizes that higher education must assist in transforming organizations and creating the needed human capital to enable companies that are environmentally, socially and ethically responsible. Since its' inception in 2013, BSC has hosted a regular industry speaker series to provide a forum for students from across NC State to learn from business leaders and changemakers how they are transforming the way that business operates to benefit people, the planet and the bottom line.

Past speakers in the BSC Industry Speaker Series have included:

- Gretchen Digby, Director of Global Sustainability, Ingersoll Rand (October 2017)
- Megan Anderson, Sustainability Manager for the City of Raleigh (November 2017)
- Ron Jarvis, VP of Sustainability, Home Depot (April 2018)
- Claus Stig, VP of Sustainability, Novozymes (April 2018)
- Letitia Webster, VP of Sustainability, VF Corp (October 2018)
- Steve Harvey, Global EHS Director (retired), Bacardi-Martini (November 2018)
- Roian Atwood, Director of Sustainability, Wrangler (February 2019)
- Sean Weyrich, Environmental Engineer, John Deere (April 2019)

These events have engaged over 1,000 participants from the student, faculty, staff and community members.



Global Entrepreneurship Week (GEW)

As part of the annual university-wide celebration of Global Entrepreneurship Week (GEW) at NC State, BSC hosts an annual Speed Networking with Social Entrepreneurs event. It provides an opportunity for students across campus to network with local impact entrepreneurs. The event is a collaboration of the NC State Poole College Business Sustainability Collaborative, NC State Social Entrepreneurship + Innovation and NC State Entrepreneurship.

Be The Change Networking

NC State hosted the 2nd Annual Be the Change event which is a B Corp networking event in Talley Student Union. The event started last year at Elon University as a way for students to engage with local benefit corporations in North Carolina. The event had around 115 participants from around North Carolina, including participants from Elon University. This year, we had 8 companies from North Carolina.



"B The Change means creating the most good for the most people. It's less about insignificant changes and more about making changes throughout the whole world. That's why B The Change is so great and why I'm so enticed by those involved."

- John Feasel from The Redwoods Group

The B the Change networking event allowed for students to engage with these B Corps by doing 5 speed-networking table rounds. According to Keith Jenkerson, the best part of the event was "The 10-minute meet and greet by far" because he connected "with individuals [to] see what they're all about." Likewise, Malik McCray, a junior studying at Poole College, is interested in B Corps because he sees himself "inspiring those around me to take a different perspective in how they view life and business."

PRINCIPLE 6 | DIALOGUE: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

B Local Triangle Leadership

The NC B Corp Growth Committee is working to build the community of NC leaders using business as a force for good. The growth committee is composed of representatives from industry and academia representing institutions including The Redwoods Group, Lulu Press, Wake Tech Community College, UNC Chapel Hill, and NC State University. The Growth Committee hosts monthly events focused on learning more about local NC B Corps, networking opportunities and sharing best practices.

Global B Corp Academic Community

In Spring 2016, BSC director founded the Global B Corp Academic Network (B Academics), working to advance the state of academic study into business as a force for good. B Academics is a network of over 300 educators and researchers from around the world who are committed to accelerating the sustainable business movement by studying the global movement of B Corporation certification and benefit corporations. B Academics work with each other, the global B Lab network, and the B Corp community to share best practices and identify opportunities for collaboration with regard to research, teaching, and experiential learning. The networks hosts monthly video conference calls and an annual academic roundtable focused on sharing best practices and identifying opportunities for collaboration.

The Global B Corp Academic Community, which is now composed of 352 faculty from leading academic institutions around the world, is focused on driving curriculum development, research and applied learning related to B Corps and benefit corporations. Currently, they are working to merge B Academics with the Academia B network, composed of 1,200 like-minded educators and researchers from Latin America. Over the last 2 years, B Academics has hosted or co-hosted over 20 virtual meetings of the B Academics network and 2 annual roundtable discussions. These events have brought together hundreds of academics from around the world to share best practices and identify opportunities for collaboration.



National and International Invited Presentations

BSC Director, Jessica Thomas, has presented nationally and internationally about the work of Poole College in driving social and environmental impact. Invited presentations include:

- Erasmus University, Rotterdam School of Management, RSM Sustainability Forum, opening forum keynote, "An Historic Global Culture Shift Igniting Systemic Change," April 2018, Rotterdam, The Netherlands.
- Social Capital Investors Conference, keynote panelist,, "What B Corps are Doing Together That They Can't Do Alone," October 2017, San Francisco, CA, USA.
3rd Annual Global B Corp Academic Community Roundtable, co-chair, September 2017, Toronto, Canada.
- Encuentro + B, presenter, "B Impact Teams," November 2017, Sao Paulo, Brazil.
B Corp Champions Retreat, opening presenter, "The future of the B Corp movement," Toronto, Canada, September 2017.
- 4th Annual Global B Corp Academic Community Roundtable, co-chair, New Orleans, LA, USA, September, 2018.
- Presenter, Association for the Advancement of Sustainability in Higher Education (AASHE) Conference Workshop, Pittsburg, PA, USA, October 2018.
- Presenter, AOM PDW, "The Flourishing of a Sustainability Idea: Academic and Practitioner Mutual Development of the Benefit Corporation Movement," Chicago, IL, USA, August 2018.
- Panel moderator, Sustainable Business and Social Innovation Conference at Duke University, Fuqua School of Business, Durham, NC, USA, February 2019.



Contact:

Jessica Yinka Thomas
Director, Business Sustainability Collaborative
Lecturer, Department of Management, Innovation and Entrepreneurship
Poole College of Management, North Carolina State University
919-515-4441- jessica_thomas@ncsu.edu
www.bsc.poole.ncsu.edu