BUILDING PERSPECTIVE, EXPERIENCE AND IMPACT:
ENVIRONMENTAL SUSTAINABILITY & THE TUCK MBA

Patricia Palmiotto, Director,
Allwin Initiative for Corporate Citizenship
KATHERINE BIRNIE T’07:
TUCK MBA & ENVIRONMENTAL JOB

Motivation:
Attend business school to learn management skills and better understand competing interests around land use

Tuck experiences:
Business & Society conference
Independent studies:
1) Land conservation
2) LEED certified real estate
Internship: The Wilderness Society

Jobs:
Maine Coast Heritage Trust (nonprofit)
Ecosystem Investment Partners (for profit)
AGENDA

Use Tuck as a case study to answer 3 questions:

1) How does Tuck prepare students like Katherine to secure environmental careers?

2) What do we offer so all Tuck MBA students learn more about the intersection of business and environmental sustainability?

3) Who’s involved?
Tuck MBA Path
with a Sustainable Focus

- Preterm program
- Volunteer Consulting
- Student Clubs
- Speakers and conferences

Perspective

Experience
- Academic Courses
- Independent Study
- COP 15 trip
- Faculty research

Impact
- Internships
- Jobs
PERSPECTIVE:
CO-CURRICULAR PROGRAMS

- Pre-term program
  - TuckBuildsII

- Tuck Student Consulting Services
  - groSolar project

- Student Clubs
  - Dartmouth Energy Collaborative
  - Net Impact
  - Tuck Sustains

- Business & Society Conference

- Executive Environmental Sustainability Forum
GUEST SPEAKERS

- Paul Dickinson, CEO, Carbon Disclosure Project
- Peter Darbee, President and CEO, PG&E
- Frank O’Brien-Bernini, VP Env. Sustainability, Owens-Corning
- Bob Simpson, CFO, Waste Management
EXPERIENCE:
CURRICULAR OPPORTUNITIES

1. **Academic courses**
   - Tuck Elective Classes:
     - Business Strategy for Sustainability
     - Business & Climate Change
     - Both meet Tuck’s Ethics/Social Responsibility requirement.
   - Energy Classes/Thayer School of Engineering
   - Environmental Studies /Dartmouth courses
   - Environment and Law /Vermont Law School

2. **Independent Study Projects**
   - Financial mechanism for land conservation
   - Sustainable tourism
   - Feasibility of wind as addition to renewable portfolio
FACULTY RESEARCH

- **Linking Strategy and Environment: Professor Andrew King**
  Professor King is one of the creators of MapEcos.org. This web site provides a balance view of industrial environmental performance. The site maps information from the US EPA on the sources of industrial pollution and allows companies to volunteer information about environmental protection efforts. Research focus on industry self-regulation.

- **Linking Finance and Environment: Professor Anant Sundaram**
  The fossil-fuel beta — or $\text{FF}^\beta$ — developed for *CFO* magazine by finance professor Anant Sundaram and the Allwin Initiative for Corporate Citizenship at Dartmouth's Tuck School of Business, estimates exposure of a company's market returns to changes in fossil-fuel prices. This new benchmark zeroes in on one pivotal question: To what degree do corporate policies and hedging strategies help decouple a firm's market returns from fossil-fuel price changes?
COP 15 TRIP

- **Who?** Eight second-year MBAs, faculty member, director
- **What?** Learned from the perspectives of other conference attendees and side events
- **Products?** Blog, press release, article in school publication, presentation to Tuck community and Climate Change class
- **Outcomes?** Increased awareness and discussion about significance of climate change/business and environment at Tuck, new visitors to classes, presentation in class
INTERNSHIPS

Center for Resource Solutions

Green-e Energy verification program. Karl worked closely with over 100 renewable energy marketers and utilities to ensure their compliance with Green-e and streamline processes.

The Vermont Agency of Agriculture

Effort to help stimulate sustainable business ventures that protect New England’s environment and natural resources. To avert additions to the landfill, Laura analyzed the market dynamics of the plastic lumber industry, identify which products and markets are most promising for a new entrant and recommend a course of action for how to enter this market.
# Putting it All Together: Carolyn

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<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
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<td>*Social Marketing</td>
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*Business & Climate Change*
*Entrepreneurship in the Social Sector*
First-Year Project
MBA Case Competition

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*Business and Society Partnerships*
*Business Strategies for Sustainability*
*Social Marketing*
Independent Study: Sustainable Tourism

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Executive Forum on Sustainability
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Net Impact Conference
Summer Internship: U.S. National Park Service (Business Plan)
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<td>Allwin Initiative for Corporate Citizenship</td>
<td>Focal point at Tuck for environmental and social issues</td>
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<tr>
<td>Faculty</td>
<td>strategy, academic courses, research</td>
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<tr>
<td>Staff</td>
<td>strategy, implementation, fund raising, communication</td>
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<tr>
<td>Students</td>
<td>ideas, program leadership, advisory group</td>
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<tr>
<td>Alumni</td>
<td>support: ideas, connections, $, advisory group, internships, jobs</td>
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<tr>
<td>Corporations</td>
<td>speakers, projects, cases, internships, jobs</td>
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<tr>
<td>Nonprofits(NGOs)</td>
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<tr>
<td>Government</td>
<td>speakers, projects, cases, internships, jobs, $</td>
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Partnership among all parties creates impact at Tuck.

Environmental interest among Tuck MBAs is significant.

New courses are being developed.

New cross-disciplinary research is underway.

Funding from government and donors is increasing.

The job opportunities for MBAs with environmental knowledge are expanding.

All of this bodes well for the future.
THANK YOU

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Tuck School of Business

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COP 15 STUDENTS

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Haifa, Israel
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Chemical Eng, NIT ’96
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Energy, Business
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Economics, Harvard’03
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Wind Energy
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United Tech - Pratt & Whitney
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General Electric Climate Change Capital
Marketing, Business Development

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