Integrating Sustainability Practicum into the Business Curriculum
Presenting Today

D. Scott Showalter  
Professor of Practice  
Poole College of Management  
scott_showalter@ncsu.edu

Carla Davis  
Communications Coordinator  
University Sustainability Office  
cwdavis3@ncsu.edu
SUSTAINABILITY INITIATIVE
REAL. GOOD. BUSINESS.
REAL. We tackle real world social and environmental challenges using business strategy

GOOD. We measure what matters to people, the planet and the bottom line

BUSINESS. Collaboratively we drive positive business results, locally and globally
BUSINESS ENGAGEMENT

- The Sustainability Consortium
- NC Business Sustainability Network
- NC Sustainability Connection
- Industry Speaker Series
STUDENT ENGAGEMENT

- Undergraduate and graduate Net Impact chapters
- Sustainability Initiative Student Leadership Program
- More Than Money Career – career development platform
- Experiential learning projects
- Zero waste program
Assignment

Audit the NC State Annual Sustainability Report
About the Report
What’s Worth Measuring Is Worth Verifying

So let’s make sure we’re reporting it right.
Summary of Audit of NC State Sustainability Report

PREPARED BY POOLE
COLLEGE OF MANAGEMENT
MAC CLASS 2013-14

FOR

Highlights and Recommendations from Annual Sustainability Report Assessment

ANNUAL SUSTAINABILITY REPORT
2012-2013

ACC 550, Advanced Auditing
Spring 2014
Who Performed the Project

86 MAC Students

ACC 550, Advanced Auditing

Assignment:
Audit NC State’s Sustainability Report
Purpose of the Audit

- Evaluate the processes and procedures used in developing the sustainability report and underlying information
- Perform peer comparison
- Identify recommendations for improvement
- Develop and issue reports with findings and observations
What Did We Do

✓ Expended 1200 student hours
✓ Interviewed >20 university faculty and employees
✓ Compared University’s sustainability report to 15 peer schools
✓ Reviewed and tested the processes and controls for preparing information contained in the report
What Did We Do

- Tested the underlying data supporting information presented in the report
- Reviewed the process for developing and assembling the report
- Reviewed the University Sustainability website
- Talked with representatives from other universities
- Conferred with outside sustainability consultant
Observations & Recommendations
<table>
<thead>
<tr>
<th>Like</th>
<th>Areas for Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some controls in place</td>
<td>Methodologies</td>
</tr>
<tr>
<td>Some reviews in place</td>
<td>Check for accuracy</td>
</tr>
<tr>
<td>Monthly coordination meetings</td>
<td>Established criteria</td>
</tr>
<tr>
<td>Use of check sheets</td>
<td>Record retention</td>
</tr>
<tr>
<td>Use of external calculations</td>
<td>Back up information</td>
</tr>
<tr>
<td></td>
<td>External information</td>
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</tbody>
</table>
Like

- Key strategies and goals
- Documenting accomplishments
- Link downturns to causes
Observations – Content

Areas for Improvement

- Add letter from Chancellor
- Provide summary
- Tell good and bad
- Include STAR scores
- Use GRI Guidelines
- Link goals to strategies
FROM THE CHANCELLOR

AT NC STATE, we tackle global challenges and create economic, societal and intellectual prosperity. These advances result in a better, more sustainable future for our campus, state, nation and world.

Anyone who follows NC State’s annual Sustainability Report knows that we are making great progress toward sustainability, and that’s why we’re excited to share some highlights from our 2013-2014 academic year.

This year’s accomplishments in sustainability, community and culture, energy and water, green development, purchasing and waste reduction, and transportation are the result of growing campus-wide collaboration and leadership.

As you read about the many achievements of our faculty, staff and students, I hope you’ll feel pride in knowing that NC State can lead the way toward a more sustainable future.

Randy Woodson
Chancellor

FROM THE CAMPUS ENVIRONMENTAL SUSTAINABILITY TEAM

A UNIVERSITY that’s innovative, smarter and stronger is better able to achieve its mission, and NC State’s enduring commitment to sustainability is helping us accomplish exactly that. As the 2013-2014 Annual Sustainability Report highlights, NC State is moving in a more sustainable direction, and with many of the advances we are making in sustainability, the university is growing in size, quality and efficiency.

Reduced as a result of the Campus Environmental Sustainability Team (CET) and the University Sustainability Office, this year’s report reflects progress in four key areas: campus energy, water, waste and transportation.

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As you read about the many achievements of our faculty, staff and students, I hope you’ll feel pride in knowing that NC State can lead the way toward a more sustainable future.

Jack H. Corley
Chair, CET

Atul Deshpande
Director, Sustainability Office

AT A GLANCE

2013-2014 NC STATE SUSTAINABILITY HIGHLIGHTS

ACADEMICS & RESEARCH

- NC State’s Sustainability Fund awarded the first $200,000 in student projects, page 17
- The Institute for Sustainability Innovation named NC State as a top sustainability leader, page 18
- Students in the School of Sustainability received $50,000 in grants, page 19
- The NC State Sustainability Fund awarded $70,000 to support research, page 20

COMMUNITY & CULTURE

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ENERGY & WATER

- 33 percent fewer campus buildings on campus, page 21
- The campus has reduced its energy consumption by 23 percent since 2009, page 22
- The campus has reduced its water consumption by 22 percent since 2009, page 23

TRANSPORTATION

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GREEN DEVELOPMENT

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POOLE COLLEGE OF MANAGEMENT
Observations – Presentation

**Like**
- Graphic representations
- Easy to read
- Pictures

**Areas for Improvement**
- Continuous update
- Include hyperlinks
- Communicate updates in the *Technician*
Interactive Report Example

MICHIGAN STATE UNIVERSITY
SUSTAINABILITY REPORT 2013
Sustainability at NC State is about creating impact where it matters most: the economy, the environment and society.

The university’s sustainability efforts are driving down costs, improving efficiency, advancing transformative research, educating a new generation of leaders and ultimately helping create a better world. Download the entire 2013-2014 NC State Sustainability Report or review some of the highlights below about how our programs are engaging campus and community in preparing for a more sustainable future.

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Academics and Research

**REAL-WORLD LEARNING**
Students took on real-world learning opportunities such as auditing, upcycling and conserving energy and water on campus.

**SUSTAINABLE BUSINESS**
Poole College of Management debuted its Sustainability Initiative.

**SUSTAINABLE RESEARCH HUB**
U.S. Departments of Interior, Energy and Agriculture announced NC State as hubs for sustainability research.

**SUSTAINABLE INNOVATIONS**
Numerous sustainability-related research breakthroughs by NC State professors and students.

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And that’s just the start.

[Access the full report](#)
Interactive Campus Map Example
NC State Campus Sustainability Map

A guide to sustainability features at NC State University in Raleigh, NC.

All changes saved in Drive

- Add layer
- Share

- Sustainable Features
  - Individual styles
  - The Point (Chancellor’s Resid...
✓ How to apply elements of the audit process
✓ Communication is critical
✓ What it takes to exhibit professional skepticism
✓ How to understand a organization’s business
✓ The effort to prepare the sustainability report
✓ What is sustainability!!!!
Challenges

- Logistics
- Band-width of professor
- Work load between groups
- Uneven knowledge levels of students
- Expectations of university personnel
- Bringing it all together
What are we doing this year?

- Greenhouse gases
- Waste reduction
- Energy and water
Questions ?