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**Beyond Green Ties:
Preparing MBAs for Social and Environmental Stewardship
The World Resources Institute/Aspen Institute 1999 Report**

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The World Resources Institute and the Aspen Institute's Initiative for Social Innovation through Business 1999 report will review and evaluate environmental and social education and research offered by accredited business schools worldwide. For business to become a positive force for environmental quality and social sustainability, business leaders require frameworks that enable them to identify, analyze, and respond to societal and environmental challenges and opportunities. Business education remains the best venue for providing these tools to future managers. The World Resources Institute undertook the original 1997-8 business school survey Grey Pinstripes with Green Ties: MBA Programs Where the Environment Matters because innovation deserves recognition. Both last year's and this year's reports honor business schools that have pioneered innovative approaches linking management to important environmental issues. This year's report additionally addresses social topics, covering issues that concern stakeholders within corporations, such as employee work/life issues, and those outside

the company framework, such as human rights issues. To recognize the importance of individual leadership in this transformation, the Beyond Green Ties also convened a panel of corporate sustainability leaders to select top faculty to receive the 1999 Faculty Pioneer Award. When published in October, Beyond Green Ties will initiate dialogue with large employers that addresses the need to hire future managers knowledgeable about sustainability issues. Changes for the 1999 report, Beyond Green Ties, include:

1. Survey population: Last year's study focused on the 50 top schools as judged by US News & World Report, and other schools that were nominated by faculty who teach or research business and environment topics. This year, all 313 schools with accredited graduate schools of management are invited to participate in the survey.
2. Social topics in the curriculum: Last year's study addressed only innovations in environmental management education. This year's study adds social issues to round out the topics future managers must understand to manage sustainably.
3. Awards: given to top schools, plus the new Faculty Pioneer Award to innovative faculty for outstanding achievement.
4. International MBA programs: This year's report will highlight innovative MBA programs overseas that incorporate environmental and social topics.
5. Faculty surveys: Beyond Green Ties will provide a list of business professors' favorite teaching cases and literature. For more information, please contact Rick Bunch (rickb@wri.org) or Jennifer Finlay (jennifer@wri.org) in the Management Institute for Environment & Business (MEB) at the World Resources Institute at 202-729-7600. Judy Samuelson (samuelson@conference-board.org) at the Aspen Institute's Initiative on Social Innovation in Business can be phone at 212-339-0307.