Welcome to the Fall 2014 SERC Newsletter! This newsletter is intended to update you on SERC’s activities and alert you to upcoming events. For more information, please check out the SERC website.

The College of Management at UMass Boston welcomes a new Dean, Dr. Jorge Haddock, who brings tremendous experience and expertise. Our reputation and visibility continues to grow - our MBA program was recently ranked No. 41 in North America by the QS Global 200 Business Schools Report 2014/2015, seven spots higher than last year's No. 48 ranking.

Thanks to all of you who have made a contribution to sustainability in the Boston region and beyond! A special thanks to those who have attended our events, have provided various kinds of support, subscribe to the Organizations and Social Change blog, and participate in our educational programs.

Some notable achievements in the last six months include:

- We welcomed the first cohort of IGERT Fellows, funded through a $3.1 million, five year Integrative Graduate Education and Research Traineeship grant from the NSF. This grant trains PhDs who will apply innovative solutions to environmental problems across disciplines and geographies. Several of these students are interested in climate change/adaptation and business.
- SERC conducted research and developed a teaching case on the business and environmental benefits of green chemistry which was integrated in the curriculum and will be published by Ivey Publishing. The work was supported by an $8,000 educational grant from Pfizer.
- We launched the SERC-Company Named Fellowships for UMass Boston College of Management graduate students. Biogen Idec became the first company to pilot the program.
- In Fall 2014 we had two well attended events – one on The Smart Grid and Clean energy, and another one on How Investors Incorporate ESG Factors.

We look forward to your continued support and engagement next year, and wish you wonderful holidays!

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SERC WELCOMES FIRST COHORT OF IGERT FELLOWS

By David Levy, Co-Director SERC, Associate Dean for Graduate Programs and Research

We welcomed our first two College of Management graduate students in Fall 2014, funded through the $3.1 million IGERT grant from the National Science Foundation in collaboration with the School for Environment and McCormack Graduate School for Policy and Global Studies. The students will study complex business and environmental problems affecting coastal areas, such as climate adaptation, in the Boston region and in developing countries. Together, the eight IGERT students represent a core interdisciplinary strength on these issues. We are currently accepting applications for Fall 2015. For more information about the programs and how to apply please check: http://www.umb.edu/igert/people/associates.

SERC - COMPANY NAMED FELLOWSHIPS IN SUSTAINABILITY

By Vesela Veleva, Co-Director SERC, Lecturer in Management and Marketing

Launched in Spring 2014, this new program aims to advance workforce development in clean
energy and sustainability and link local employers with outstanding graduate students in the College of Management at UMass Boston. **Biogen Idec** became the first company to pilot the program which costs $6,000 for a full academic year. The winner for the 2014-2015 Biogen Idec Fellowship was Sandeep Gummadi, an outstanding Master of Finance student in the College of Management who comes to us from MSCI and has strong experience in sector analysis and developing sustainability metrics of value to investors. His topic of research was determined jointly by Biogen Idec and SERC faculty and involves developing a process for managing the end-of-life R&D equipment in the biotech sector. We look forward to expanding this program and having 2-4 SERC Company-named fellows each year. For more information please contact Vesela.Veleva@umb.edu.

**SERC RESEARCH ON THE BUSINESS CASE FOR GREEN CHEMISTRY**

In April 2014 SERC was awarded an $8,000 grant by Pfizer, Inc. to conduct research and develop a teaching case on the business and environmental benefits of green chemistry. Led by Dr. Veleva, the project involved background research and interviews with Pfizer executives to assess the current and emerging drivers for green chemistry, identify the main benefits of green chemistry and existing barriers to greater adoption by other pharmaceutical companies. The teaching case was incorporated in the curriculum of MGT481 *Introduction to Environmental Management and Clean Energy* course in Fall 2014. It will be published by Ivey Publishing in 2015. For more information and to obtain a copy of the case contact Vesela.Veleva@umb.edu.

**EVENT: THE SMART GRID AND CLEAN ENERGY**

*By Andrew Bishop, MBA Candidate*

What are the challenges and opportunities of upgrading the power grid to cope with growing supplies of distributed, renewable, and intermittent power from solar, wind, and other clean energy sources? On October 28, 2014, SERC hosted a panel presentation and discussion on the Smart Grid and Clean Energy which featured Chris Ashley, Senior Director of EnerNOC’s Utility Solutions, and Peter Zschokke, Director Regulatory Strategy for National Grid. The event attracted over 100 students, faculty and local businesses and was facilitated by Tal Levy, a consultant and graduate of the Technology and Policy Master’s program at MIT. The panelists shared insights about the current challenges in upgrading the electricity grid and better balancing the demand-supply of energy. They outlined some policy and other approaches to address these challenges including changing the regulatory process for review and approval of smart grid projects, decoupling (or getting the incentives right for utilities), engaging customers and ensuring the availability of trained workforce. More details can be found at [http://www.umb.edu/serc/events1](http://www.umb.edu/serc/events1).
EVENT: HOW INVESTORS INCORPORATE ESG FACTORS

By Vesela Veleva, Lecturer and Co-Director SERC

Environmental, social and governance (ESG) factors are increasingly used by mainstream investors as a way to reduce portfolio risk and increase shareholder value. On Dec. 2nd, 2014 SERC organized a panel discussion with Matt Moscardi of MSCI and Elizabeth Levy of Trillium Assets Management, to introduce the audience to ESG investing, the drivers behind recent growth, and the way investors use such metrics. The event was moderated by Prof. Lucia Silva-Gao, Associate Professor in Finance at UMass Boston.

The six ESG factors forming the MSCI framework include: government and policy, corporate governance, climate change, natural resources (scarcity and degradation), labor and human capital and product safety. There is a growing body of academic research linking ESG performance and financial performance; for investors good ESG performance is a proxy for management quality. Poor ESG performance over time leads to higher cost of capital; for example high risk borrowers pay on average 4.5 basis points more according to MSCI research. In addition to screening companies, socially responsible investors such as Trillium Assets Management also engage in shareholder advocacy which involves talking to companies’ management and filing shareholder resolutions to get them to address key issues of concern. The event concluded with a discussion about the current barriers and future opportunities of ESG investing, as well as how students should better prepare if they are interested in working in this area.

SAVE THE DATE! 2015 GREEN CAREERS FORUM ON APRIL 15

By Vesela Veleva, Lecturer and Co-Director SERC

SERC’s Annual Green Careers Forum which is developed in partnership with the Office of Career Services and Internships, will be held on April 15, 2015 at UMass Boston Campus Center Ballroom B. Its goal is to provide students with the opportunity to learn more about the environmental and sustainability field, hear from alumni and other experts, and talk to a variety of local employers. Companies and other organizations interested in participating in the event can contact SERC Co-Director Vesela Veleva at Vesela.Veleva@umb.edu. Information about last year’s Green Careers Forum is available on the SERC website at: http://www.umb.edu/serc/events1. For more information on the Forum as well as other upcoming events check Upcoming Events.

UPDATE: GREEN INTERNSHIPS AND JOBS

By Vesela Veleva, Lecturer and Co-Director SERC
Our Green Internship Program, launched two years ago, has continued to expand and attract both employers and students (www.umb.edu/serc/internships). Over 170 internships have been posted on the SERC Green Internship website since November 2012 and a growing number of employers are reaching out to us to publicize their openings. Our alumni and current students are also sending us information about available opportunities. Our partnership with the UMass Boston Office of Career Services and Internships ensures that students get support before applying for internships and jobs as well as timely access to information about available opportunities and networking events. Available internships are updated on a weekly basis; some of the current opportunities include:

- Neighborhood Marketing Representative at Next Step Living
- NSTAR Energy Efficiency Product Marketing Intern
- Sustainability Program Associate Intern at the Earthwatch Institute
- Summer 2015 Climate Corps Fellows, Environmental Defense Fund
- Massachusetts Clean Energy Center Spring 2015 Internships
- Entry-level sales representative at Power Home Remodeling Group

For a full list of currently available internships check www.umb.edu/serc/internships. SERC is inviting companies and other organizations to participate in the program and send their available green internships and jobs (please email Vesela.Veleva@umb.edu).

**UPDATE: ORGANIZATIONS AND SOCIAL CHANGE BLOG**

*By Stephan Manning, Associate Professor, College of Management, UMass Boston*

The Organizations and Social Change (OSC) Blog from the UMass Boston College of Management has continued to attract a lot of attention from scholars, students and the general public. Since the OSC blog was launched in April 2013, 46 posts and 244 comments have been posted. Users all around the world have viewed these postings about 28,000 times so far. Latest contributions include:

- a post by Stephan Manning on Pen Sharing - The Invisible Global Sharing Economy That Works;
- a post by Mehdi Boussebaa on Oxford English for Cheap: The Dark Side of Offshore Call Centers;
- a post by Nardia Haigh: Beyond the Status Quo: How Corporate Sustainability Can Become a Reality

Other very popular recent posts include a post by Stephan Manning on The Fashion Trap: Why Fairtrade Works in Coffee but not in Clothing.

The OSC blog also introduces in detail the members of the OSC research group, including the PhD students of the UMass Boston College of Management OSC PhD track. Please check out the blog and consider making comments or submitting your own post (around 750 to 1,000 words) to Stephan Manning (Stephan.manning@umb.edu) who will respond on behalf of the editorial team (Louise Parker, Ed Carberry, Suhaib Riaz, David Levy, Stephan Manning).
UPDATE: UMASS BOSTON NET IMPACT ACTIVITIES

By Polina Malozemova, UMass Boston Net Impact Undergraduate Chapter

The UMass Boston Undergraduate Net Impact Chapter is now in its second year. So far, we have been able to attract a few notable speakers, like Peter DeBruin of State Street, who oversees corporate social responsibility strategy. We have also collaborated with SERC to gain more knowledge about the clean energy industry and meet the professionals currently working on the policy side of clean tech in Massachusetts.

Net Impact is an international organization committed to implementing sustainability and fairness practices in businesses around the globe. The organization unites students and professionals through online platform (www.netimpact.org - check it out!), and a number of local and national events each year. Pick one and go! Now, as a chapter we are looking to form a conscious community on campus that would dedicate their effort towards shaping a reality that we all want to live in. By educating our peers, by providing career opportunities through networking and events, we will contribute to the changing environment of business.

Currently, we are participating in a program called Up to Us: it is a nationwide competition dedicated to fiscal sustainability and educating our community about the national debt of the United States. Check it out at http://www.itsuptous.org and join our team! The winners get to go to a convention in Miami and meet Bill Clinton.

If you have any questions about how to make YOUR IMPACT, contact the Chapter President Polina Malozemova at Malozemova001@umb.edu, and we'll get you started! No initial commitment necessary, come check out our chapter meetings, social hour, or sit in on an event. Hope to see you here!

Also, find the Net Impact Undergraduate Chapter on Facebook at www.facebook.com/NetImpactUMBUndergraduate. The Chapter works closely with the Graduate Net Impact Chapter at UMass Boston; for information and to join the Graduate Chapter contact Sandeep Gummadi at Sandeep.Gummadi001@umb.edu.

REFLECTIONS FROM A GREEN INTERNSHIP

By Robert Mansfield, Undergraduate Student, UMass Boston

This past summer I was able to obtain a summer position at a clean energy efficiency company located in Boston called Next Step Living. Initial contact was made with Next Step Living through the SERC Green Career Forum last spring which allowed me to make contact with their Field Marketing Recruiter. The forum is highly recommended for fellow students and was very beneficial in terms of networking and ultimately led to my hiring within the company.

The position I held was titled Field Marketing Representative, specifically working within the solar sector. Daily tasks included canvassing neighborhoods throughout Massachusetts talking to prospective homeowners with houses that could possibly utilize solar panels on
their home to beat their current electric bills, as well as become a part of the Friendly Environment initiative. While talking to individual homeowners, the ultimate goal for my position was to set them up with a free 60-90 minute solar assessment where team members would look over their energy usage, roof alignment, and electric bill to determine if the homeowner would benefit economically by installing solar panels. The homeowners would also be made aware of Massachusetts incentives which make the installation more affordable.

I credit the company with having a very open environment which encourages positive employee and management relations. Through my time working with the company I was able to understand clean energy businesses practices first-hand, as well as what it takes to inform homeowners in Massachusetts the enticing benefits that come with clean energy practices. The internship was a profound experience and will be used as a stepping stone towards my further clean energy career aspirations.

### BUSINESS INVOLVEMENT AND PARTNERSHIPS

*By Vesela Veleva, Sc.D., Lecturer and Co-Director SERC*

SERC continues to engage companies in the curriculum as part of its commitment to advance students’ practical knowledge and skills to tackle complex sustainability problems and real-life business challenges. In Fall 2014 a variety of companies and other organizations engaged with us to offer guest speakers, class projects and larger events, internships, fellowships and larger research projects. Some examples include:

- **Annie White**, Associate Director Research Products at Sustainalytics, introduced undergraduate students in MGT330 Business Environments and Public Policy class to the field of ESG investing, or how investors use Environmental, Social and Governance Factors to reduce risks and maximize value in their portfolios.
- **Gabriele Crognale**, a consultant and expert on environmental management systems (EMS) provided an overview of ISO14001 environmental management systems standard to undergraduate students enrolled in MGT481 environmental management class.
- **Don Delikat**, Industrial Hygiene Consultant, OSHA Consultation Program, discussed the business case for improving occupational health and safety in small establishments, and focused in particular on nursing homes in Massachusetts, one of the sectors with the highest rate of non-fatal injuries and illnesses;
- **Berkeley Cue**, consultant and former VP of Pharmaceutical Sciences at Pfizer, introduced environmental management students to the field of green chemistry and the related business and environmental benefits for pharma companies like Pfizer.
- **Arthur Wallace**, Director of Environmental Health and Safety at PerkinElmer, provided a real-life project for students enrolled in MGT481 environmental management class, seeking their insights into how the company can improve its CDP water reporting. Working in teams the students conducted benchmarking analysis,
evaluated PerkinElmer’s 2014 response and the new CDP requirements in order to make recommendations.

We are currently seeking companies and other organizations who are interested in becoming involved in our educational programs and research in Spring 2015. If you are interested in participating, please contact SERC Co-Director Vesela Veleva at Vesela.Veleva@umb.edu.

**SERC RESEARCH & ACTIVITIES**

SERC faculty engages in research projects with the aim of exploring the business-sustainability interface and providing businesses and policy makers with a solid foundation for long-term strategic decisions. Our faculty undertakes research that encompasses everything from accounting and finance issues associated with climate risk to sustainability standards to organizational challenges of combining economic and social values and goals. We have continued our research projects on planning and adaptation for coastal flooding risks, and on the development of regional clean-tech clusters within global value chains. A (partial) list of recent publications is below. For more information, please check out the [SERC website](#).

**RECENT PUBLICATIONS BY SERC FACULTY (SELECTED)**


J. Keisler Served as Guest Editor for *Environment, Systems and Decisions*, Volume 34.1, Special issue on Value of Information, March 2014


Xie, G. Deceptive advertising and third-person perception: The interplay of generalized and specific suspicion, *Journal of Marketing Communications*.2014


Zurawicki L. and M. Habib (2013), Socially responsible cooperation between the government and business social responsibility, in Jonathan Westover (ed.), *Socially responsible and sustainable business around the globe*, Common Ground, pp. 147-160, B-02-R