Welcome to the Spring 2015 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.

SERC has continued to support education, research, events and projects focused on sustainability. Our reputation and visibility continue to grow - UMass Boston was recognized for a sixth year in a row by Princeton Review as one of the 353 greenest colleges nationwide. Our MBA program was ranked No. 41 in North America by the QS Global 200 Business Schools Report 2014/2015.

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 five months include:

- A SERC event on Fuel Cell Technology: Innovation Transforming Markets in October 2015 which attracted over 100 students, faculty and local businesses
- Research on the end-of-life management of biotech R&D equipment supported by the SERC-Biogen Idec Fellowship
- Students’ sustainability research supported by SERC is being presented at several conferences, including The National Council for Science and Environment’s Annual Conference, the 5th Massachusetts Sustainable Communities & Sustainable Campuses Conference, and the Academy of Management Annual Conference.
- Development of a proposal for a $7m EPA grant to fund a Regional Environmental Finance Center at UMass Boston, in a collaboration between the College of Management, the School for Environment, and the McCormack Graduate School of Policy Studies.
- We held our 4th Green Careers Forum on April 15, 2015 which featured 14 local organizations and attracted over 100 students and local professionals.

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

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SERC – Biogen Idec Fellowship in Sustainability

Launched in Fall 2014, this new program aims to advance workforce development in 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. Under the supervision of Dr. Veleva, the Biogen Idec Fellow, Sandeep Gummadi, conducted a series of interviews and secondary research to identify the best practices and develop a process for end-of-life management of old R&D equipment at Biogen Idec. Interviews were held with company representatives from Biogen Idec, PerkinElmer, Cambridge Scientific, Seeding Labs, and Pfizer. The research will conclude with preparation of a report for Biogen Idec, conference presentation and publication of a peer reviewed article. We are currently seeking a couple of companies for next year’s fellowship. For more information please contact Vesela.Veleva@umb.edu.

EVENT: FUEL CELL TECHNOLOGY: INNOVATION TRANSFORMING MARKETS

By Vesela Veleva, Sc.D., SERC Co-Director and Lecturer in Management and Marketing
While fuel cells have been around for decades, the technology has experienced rapid development in recent years. According to a recent industry report, in 2013 global fuel cell industry sales reached $1.3 billion with consistent annual growth of over 30 percent. What is behind this growing investment and how is the industry working with policy makers and other stakeholders to overcome current challenges and ensure future growth? On March 2, 2015 the Center for Sustainable Enterprise and Regional Competitiveness (SERC) hosted a panel presentation and discussion on current developments and future opportunities for fuel cell technology. The event comprised a presentation by Charlie Myers, President of the Massachusetts Hydrogen Association and Expert, Fuel Cell & Hydrogen Technologies, SRA International, and Dr. Gami Maislin, Lead of the Power Enterprise Campaign at Raytheon. Prof. Vesela Veleva, Lecturer in Management and Marketing and SERC Co-Director, moderated the event. More details about the panel presentations and discussion can be found on the event blog at http://www.umb.edu/serc/events1.

UMASS BOSTON AMONG 353 GREENEST CAMPUSES IN THE U.S.

By Aditi Pain, PhD, Manager, Office of Recycling and Sustainability

UMass Boston is racking up the green miles. At Fenway this March, UMass Boston was recognized with a Massachusetts Dept. of Transportation Eco-Award for its excellence in transportation options. UMass Boston was also recognized as one of Princeton Review’s 353 greenest campuses in the nation for 2015. The campus celebrated Earth Week with a wonderful array of events ranging from our Green Careers Forum to the Sustainable Food Fest organized by UMass Boston Net Impact, and the Biology Department’s Annual Earth Day symposium on Climate Change. Green transit tables promoting green transit options such as NuRide, Zipcar, Hubway as well as Emergency Ride Home Programs engaged the campus community. A weeklong e-waste recycling drive was also held, raising awareness of our programs that divert from landfills over 800,000 lbs. of paper, bottles and cans, cardboard, compost and cartridge and e-waste annually. The Integrated Sciences Complex
(ISC) seeking LEED® Silver certification opened in January 2015 with a number of renewable and sustainable features in its building design and the campus is on its way to complete its second building, the General Academic Building 1 (GAB1), also seeking LEED® Silver certification.

UMass Boston faculty from the College of Management, Urban Harbors Institute and the School for the Environment are helping lead climate resilience planning in the Commonwealth and held a symposium at the Massachusetts State House on March 2015 to discuss how to best meet the challenges. UMass Boston's first Sustainability Advisory committee involving faculty, staff and students was formed in Fall 2014 to work with existing and new initiatives towards the campus' climate commitment goals. In October 2014, UMB hosted a Green Building Tour of the new ISC for the ACUPCC Presidential Summit on Climate Leadership. Over 40 visitors from campuses all over the country came to UMass Boston to learn about all cutting edge green features of the new ISC. They also learned about green campus operations and dined on local and sustainable foods, as well as took a visit to the campus marine “sustainable” research vessel to learn about Boston’s Green Harbor and marine educational initiatives.

2015 GREEN CAREERS FORUM

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

In collaboration with the Office of Career Services and Internships, SERC organized the 4th Annual Green Careers Forum, which was held on April 15, 2015 at UMass Boston. Keynote speaker for the event was Alicia Barton, CEO of the Massachusetts Clean Energy Center, who discussed the current transformation in the energy sector and the growing opportunities in the clean energy, green economy. Fourteen local organizations from a variety of sectors participated in the event, including Ernst & Young, EBI Consulting, Next Step living, United Solar Associates, Sistine Solar, Massachusetts Department of Environmental Protection, USDA Forest Services, City of Boston Environment and Energy program, among others. Over 100 students attended the event to learn more about the opportunities for green internships and careers.

UPDATE: GREEN INTERNSHIPS AND JOBS

By Vesela Veleva, Lecturer and Co-Director SERC

Our Green Internship Program, launched three years ago, has continued to expand and attract both employers and students (www.umb.edu/serc/internships). Over 210 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 weekly basis**; some of the **current opportunities** include:

- Consortium for Energy Efficiency Summer Intern
- BeCause Water Community Manager Intern
- EPA Science to Achieve Results (STAR) Fellowships for Graduate Study
- Vertex Companies – Assistant Project Manager Environmental Insurance
- Conservation Law Foundation – Summer Fund Intern
- Sungevity Solar Marketing Specialist (part-time weekends)
- Next Step Living – Solar Sales Advisor
- Sustainable Energy Advantage – Renewable Energy Research Intern

For a full list of currently available internships check [www.umb.edu/serc/internships](http://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).

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**UPDATE: ORGANIZATIONS AND SOCIAL CHANGE BLOG**

*By Stephan Manning, Associate Professor, Department of Management and Marketing*

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, 48 posts and 257 comments have been posted. Users all around the world have viewed these postings about 32,000 times so far. Latest contributions include:

"Morals vs. Interests - Why the Mediterranean Strategy Continues" (author: Stephan Manning)
"Dialogue: Can Business Scholars Make a Difference in the World?" (author: Stephan Manning)

Other very popular posts include:

"Good Cop Bad Cop: Corporate Political Strategy in the Porn Industry" (author: David Levy)
"Disney's Magic: The Business of Organizing and Managing Culture" (author: David Levy)
"The Fashion Trap: Why Fairtrade Works in Coffee but not in Clothing" (author: S. Manning)
"Transforming Academia: From Silo to Vehicle for Social Change" (author: Stephan Manning)
"Tough Times: Britney says: 'Work B#tch!'" (author: Nick Stewart)
"Slumdog Millionaires: Can Impact Sourcing Alleviate Poverty?" (authors: Chacko Kannothra and Stephan Manning)

The OSC blog also introduces in detail the [members of the OSC research group](http://members.of.the.OSC.research.group), including the PhD students of the UMass Boston College of Management OSC PhD track, and [latest publications from the OSC group](http://latest.publications.from.the.OSC.group).

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](mailto:Stephan.manning@umb.edu)) who will respond on behalf of the editorial team (Louise Parker, Ed Carberry, Suhaib Riaz, David Levy,
EVENT: UMASS BOSTON FOOD FEST

By Nicholas Guerrero, College of Management Student and Net Impact member

On Friday April 24th, the UMass Boston Food Fest shed some light on the issue of sustainable and local food. The event started with some comedy and poetry that entertained the audience while educating them about current issues with food. Next we had a conversation with Cathy Seal (City Soil) and Martin Dagoberto (Massachusetts Right to Know) who discussed some current challenges, such as the lack of curiosity, value, and local support for our food. The student audience began to recognize its power. One possible solution to enhancing school food services could begin with the Real Food Challenge collaboration. The Real Food Challenge has been mentoring UMass Boston students on how to implement new food options on campus. The main goal is to educate, advocate, and negotiate the terms of a contract that increases sustainable food options by 20% by 2020.

Once the connections emerged, it was time to celebrate the broadened views with the musical performance by the Organic Hip Hop/Jazz/Funk band Viva La Hop (Berklee School of Music). The band put together a vibrant experience that compelled a common vision for collaboration and impact. UMass Boston needs a sustainable, accessible and democratically-controlled food system. Can we afford to aspire for anything less? What would it take to make that happen? The numerous opportunities for joint campaigns and shared resources for a unified food movement have started to emerge. To maintain momentum the organizers plan to hold another event in Fall 2015 – stay tuned and check the Net Impact Facebook page and SERC Upcoming Events website.

STUDENT SUSTAINABILITY RESEARCH

By Vesela Veleva and David Levy, SERC Co-Directors

As part of its mission SERC promotes engagement by students in sustainability research. A notable achievement this semester was the presentation of student-led research at two sustainability conferences. Clean Energy and Sustainability Certificate (CES) alum Mark Gallo
and his faculty advisor Prof. Vesela Veleva presented Mark’s independent study research on tidal energy at the National Council for Science and Environment annual conference in Washington D.C., in January 2015. The research included an interview with the VP of Product Development at Ocean Renewable Energy Company which has built the first grid-connected tidal facility in the U.S. in Maine. Original student research on advancing UMass Boston campus sustainability (part of course work in MGT481 Introduction to Environmental Management and Clean Energy) was presented at the 5th Sustainable Communities/4th Sustainable Campuses Conference in Devens, MA, on April 16, 2015. For more information check http://masustainablecommunities.com/agenda/complete-program-2105/.

Several of our PhD students are engaged in sustainability-related research. Chris Whynacht won an award for Best Student Paper from the Administrative Sciences Association of Canada, International Business division, and he will be presenting the paper at the upcoming ASAC June conference, where he will receive the award. The paper is titled The Ecological Embeddedness of Global Production Networks. Chris also published a paper this year: Whynacht, C.R. & Duinker, P.N. (2015). Targeting the transitions: applying stage-gate thinking in strategic environmental assessment. Impact Assessment and Project Appraisal. 33(2), pp.126-134. Chris is presenting his work at several international conferences over the summer. Tom Bejarano, another PhD student, is presenting his work on the development of clean tech clusters, with his supervisor Stephan Manning, at several summer conferences, including the Academy of Management, the Academy of International Business, and EURAM.

SAVE THE DATE! CITY OF BOSTON CHIEF OF ENVIRONMENT, ENERGY & OPEN SPACE TO SPEAK ON OCTOBER 22, 2015

Boston has often been recognized for its environmental sustainability record. In 2011, the Economist ranked Boston the fifth-greenest city in the United States. The City adopted its Climate Action Plan in 2007 and since then has enacted numerous innovative policies and initiatives to address climate change and make the City of Boston the greenest city in the U.S. On October 22, 2015 SERC is planning a public event with Austin Blackmon, the new Chief for Environment, Energy and Open Space at the City of Boston, who will speak
about the City’s strategy and initiatives around reducing greenhouse gas emissions, promoting green space and better transportation options, among others. Mark your calendar!

BUSINESS INVOLVEMENT AND PARTNERSHIPS

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

SERC continued 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 Spring 2015 several organizations engaged with us to offer guest speakers, class projects and larger events, internships, fellowships and research projects.

- **Annie White, Associate Director Research Products at Sustainalytics**, introduced undergraduate students in MGT330 Business Environments and Public Policy class to the field of Environmental, Social and Governance (ESG) investing, and how investors use it to reduce risks and maximize value in their portfolios.
- **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.
- **Josh Lynch and Aaron Holmes of Next Step Living** introduced students to the policies and current practices to advance residential energy efficiency and solar energy installations in Massachusetts. They also shared information about internships and job opportunities at their fast growing company.
- **Martin Wolf, Director Product Sustainability and Authenticity, Seventh Generation**, introduced students to Seventh Generation business strategy and the role his company and the industry association (The Soap and Detergent Association) have played in eliminating toxic chemicals in consumer products.

We are currently seeking companies and other organizations who are interested in becoming involved in our educational programs and research in Fall 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 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 and market challenges to addressing environmental and social issues such as consumption, inequality, and waste. 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)**


Henly-Shepard, S., **Gray, S.**, and Cox, L. 2015. Facilitating community adaptation through


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
