# Sustainability Assessment

# (ENST 94201)

**INSTRUCTOR INFORMATION**

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| **Instructor Name**: | Mr. Joseph B. Parisi |
| **Cell Phone**: | 914-819-8081 |
| **E-Mail**:  **Office Hours:** | parisij@rowan.edu; Response within 24 hours   * *By Phone Only Wednesday from 7 – 9 pm* * *After Class Mondays* * *Other Times by Request* |

**REQUIRED TEXTS**

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| **Book Title**: | Sustainability Second Edition |
| **Author:** | Leslie Paul Thiele |
| **Publisher:** | Polity Press |
| **ISBN #:** | 978-1509511075 |

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| **Book Title**: | The Ecology of Commerce: A Declaration of Sustainability Revised Edition |
| **Author:** | Paul Hawken |
| **Publisher:** | Harper Collins Business |
| **ISBN #:** | 978-0-06-125279-2 |

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| --- | --- |
| **Book Title**: | Green to Gold |
| **Authors:** | Daniel Esty and Andrew Winston |
| **Publisher:** | Yale University Press |
| **ISBN #:** | 978-0-300-11997-8 |

**COURSE DESCRIPTION**

**Credits:** 3 credits

**Introduction to the Course:** Students will learn foundational scientific and historic background on the sustainability movement. Building on this foundation, students will learn different approaches for setting sustainability goals, measuring progress towards corporate sustainability outcomes, and managing "sustainability transitions." Students will learn about the increasingly important role of sustainability officers in different firms and gain exposure to concepts and practices in sustainability reporting for both shareholder, regulatory, and scientific purposes.

**Course Goal**: Explore the complex environmental, social and political issues behind sustainability in the corporate world and the impact of business on the natural environment. Develop a basic comprehension for driving sustainability in a business setting.

**Learning Objectives**: Upon completion of this course students will be able to:

* Define sustainability and recall the basic history and science of sustainability.
* Identify and express the principles of responsible practices as related to sustainability.
* Identify the connections between environmental, social, and economic dimensions of sustainable practices.
* Identify personal negative and positive effects on the environment.
* Identify positive and negative effects on the environment in the workplace.
* Recognize and identify the obstacles in potentially preventing sustainable practices on a global scale.
* Assess the challenges, opportunities, and solutions for maintaining a triple bottom line in business.
* Evaluate carbon, water and waste footprints in a business setting.
* Understand how to develop compelling business cases for sustainability programs/projects and develop familiarity with presenting these business cases.

**Course Grading Percentage Breakdown**:

Class Participation: 10%

Current Events in Sustainability - Opinion Essay: 5%

Personal Ecological Footprint & Water Footprint Reflection: 5%

Short Answer Assignments (cumulatively): 15%

Class Debates (2): 10%

Case Study Project: 20%

Sample Business Case Assignment: 10%  
Carbon Accounting Assignment: 5%

Video Response Paper: 5%

Final Exam: 15%

**Standards of Achievement**: The following grade scale will be used:

* 93 – 100 = A
* 90 – 92 = A-
* 87 – 89 = B+
* 83 – 86 = B
* 80 – 82 = B-
* 77 – 79 = C+
* 73 – 76 = C
* 70 – 72 = C-
* 67 – 69 = D+
* 63 – 66 = D
* 60 – 62 = D-
* ≤ 59 = F

Class participation, written homework assignments, group work and assigned readings are all required to achieve a successful grade in this course. Grades for assignments will typically be provided to students within one week of submitting the assignment. Students may inquire by email about grades at any time. All assignments are to be submitted via email to the instructor by the due date indicated in class. (Typically one week after being assigned.)

**POLICY AND PROCEDURE NOTES**

**Student Accommodation Policy:** Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center in order to receive official University services and accommodations. The Academic Success Center can be reached at 856-256-4234. The Center is located on the 3rd floor of Savitz Hall. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. We look forward to working with you to meet your learning goals.

**Attendance Policy:** Students must attend each scheduled class and are responsible to knowing the attendance policies as stated in this syllabus. Students will be excused for one of the following university approved “excused absences:”

* Official University Activities
* Illness
* Death of a family member or loved one
* Inclement weather
* Religious holidays

Students must email the professor – in advance if possible – explaining their absence. Students will forfeit their in class participation grade for the date of their absence, but will be permitted to make up all other work they missed from the date of absence.

**Academic Integrity:** The purpose of the academic integrity policy is to provide students, faculty, and staff with guidelines about what behaviors violate academic integrity expectations, and the process for addressing academic integrity problems. The full policy can be found here:

<https://confluence.rowan.edu/display/POLICY/Academic+Integrity+Policy>

**Classroom Behavior:** Students are expected to conduct themselves in a responsible and respectful manner in the classroom. Disruptive talking, frequently arriving late/leaving early, cell phone and electronic usage, sleeping during class and other behavior disruptive to classmates and the professor will not be tolerated. Students will be warned after their first offense and may be asked to leave the classroom at the professor's discretion. Further offenses will be addressed in accordance with the University Classroom Behavior Policy:

<https://confluence.rowan.edu/display/POLICY/Classroom+Behavior>

**Rowan Success Network:** The Rowan Success Network powered by Starfish® is designed to make it easier for you to connect with the resources you need to be successful at Rowan. Throughout the term, you may receive email from the Rowan Success Network team (Starfish®) regarding your academic performance. Please pay attention to these emails and consider taking the recommended actions. In addition, utilize the RSN's scheduling tool to make appointments at your convenience for advising, tutoring and more. Additional information about RSN may be found at [www.rowan.edu/rsn](http://www.rowan.edu/rsn).

**Additional Recommended Reading:**

**Hot, Flat and Crowded: Why We Need a Green Revolution – and How It Can Renew America**

Author: Thomas L. Friedman

Publisher: Farrar, Straus and Giroux

ISBN #: 978-0-374-16685-4

**Blessed Unrest**

Author: Paul Hawken

Publisher: Penguin Group

ISBN #: 978-0-670-03852-7

**Going Green (Lessons Learned): Straight Talk From the World’s Top Business Leaders**

Author: Fifty Lessons

Publisher: Harvard Business School Press

ISBN #: 978-1422126431

**Go Green, Live Rich: 50 Simple Ways to Save the Earth & Get Rich Trying**

Author: David Bach

Publisher: Broadway

ISBN #: 978-0767929738

**Cradle to Cradle**

Authors: William McDonough and Michael Braungart

Publisher: North Point Press

ISBN #: 978-0-86547-587-8

**Course Schedule**

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| Week | Topic | Between Class Activities & Assignments |
| **1** | * Review of Course Success Guide * Defining the Problem: Timeline of Earth and Projections for the Future * Begin Defining Sustainability | **Complete:**   * Opinion Essay   ***Read: Sustainability Intro and Chapter 1*** |
| **2** | **NO CLASS** | **Complete:**   * Complete Personal Ecological Footprint and Water Footprint Calculators + Reflection Paper   ***Read: Sustainability Chapters 2 - 3*** |
| **3** | * Sustainability Chapters 1, 2 and 3 Lecture * Discuss footprint findings | **Complete:**   * Short Answer Assessment #1   ***Read: Sustainability Chapters 4 - 5*** |
| **4** | * Sustainability Chapters 4 and 5 * Political Debate in Class | **Complete:**   * Short Answer Assessment #2   ***Read: Sustainability Chapters 6, 7 & Conclusion*** |
| **5** | * Sustainability Chapters 6 and 7 | **Complete:**   * Short Answer Assessment #3 |
| **6** | * Sustainability in Business   + Energy   + Water   + Waste * Tracking Carbon Footprint of a Company * Stakeholder Engagement | **Complete:**   * Carbon Accounting Assignment   ***Read: Green to Gold Part 1 Preparing for New World*** |
| **7** | * Building the Business Case for Sustainability * Business Case Pitch Debate in Class | ***Read: Green to Gold Part 2 Strategies for Building Eco-Advantage*** |
| **8** | **SPRING BREAK**  **NO CLASS** | ***Read: Green to Gold Part 3 What Wave Riders Do*** |
| **9** | * Dow Jones Sustainability Indices * Carbon Reporting * Discuss Company Case Study Project | **Complete:**   * Sample Business Case Assignment * Begin Company Case Study Assignment (Due April 13) |
| **10** | * Sustainable Supply Chain * Class Time for Case Study Projects | ***Read: Green to Gold Part 4 Putting it All Together*** |
| **11** | * **An Inconvenient Truth and An Inconvenient Sequel** | **Complete:**   * Video Response Paper |
| **12** | **Case Study Presentations in Class** |  |
| **13** | **Final Exam Review** |  |
| **14** | **Final Exam** |  |

**Opinion Essay**

This paper will challenge you to explore sustainability in current events in the US and globally. Select three news articles on a similar sustainability topic published within the past 60 days. Topics to consider include but are not limited to: Energy, Pollution, Climate Change, Waste/Recycling, Endangered Species, Droughts/Floods, Major Weather Events, Natural Resource Depletion, etc. Your paper will clearly summarize the facts of the articles and indicate whether you agree or disagree with their main point and why. Papers should be roughly 3 pages. Be sure to cite source articles.

**Personal Ecological Footprint and Water Footprint Reflection**

Complete an online ecological footprint and water footprint to determine your impact on the environment. Write a reflection paper based on your findings. Be sure to fill out all the detailed sub sections of the calculator and to read all of the recommendations.

*The Purpose*

To discover your biggest areas of resource consumption and water consumption, and learn what you can do to tread more lightly on the earth. To prepare for the reflection, make notes of the following:

* Ecological Footprint
  + What is your Ecological Footprint breakdown?
  + How many Planet Earths are needed to provide the resources?
  + How many productive global acres would it take to support your lifestyle?
  + What suggestions are given to reduce your Footprint?
  + What are your overall thoughts of your Ecological Footprint?

<http://www.footprintnetwork.org/en/index.php/GFN/page/calculators/>

* Water Footprint
  + What is your total household water use (gallons per day)?
  + What is your individual water use (gallons per day)?
  + Provide the information given under the detailed footprint.
  + What suggestions are given to reduce your Footprint?
  + What are your overall thoughts of your Water Footprint?

<http://www.gracelinks.org/1408/water-footprint-calculator>

**Assessments**

Short Answer Assessments will be assigned after the completion of Sustainability text chapters and Green to Gold text chapters.

**Carbon Accounting Assignment:** Details to be discussed in class.

**Sample Business Case Assignment:** Details to be discussed in class.

**Case Study**

Group project. Each group will be assigned a real company to research. The case study shall examine the company's public sustainability goals, practices and strategies as well as identify strengths and weaknesses of the company's programs. Groups will identify additional strategies to address any weaknesses identified. Groups will present these findings in a fifteen minute presentation to the class. Assignment details will be reviewed in class.

**Video Response Paper:** Short response paper outlining your thoughts on the changes that occurred (or did not occur) between the first and second Al Gore films. How do you think these films hold up in today's political world climate? One to two pages in length.

**Final Comprehensive Exam**

A final comprehensive exam on all text chapters and class lessons and will be given in class, worth 20% of your final grade. Information on the format of the Final Exam will be discussed in class prior to the final.

**Extra Credit**

An extra credit assignment will available to complete upon request only in the month of April and only permitted if all assigned work has been submitted already by the student. All extra credit assignments must be completed by April 20, no exceptions. Contact the instructor for the assignment.