University of California, Berkeley  
Fall 2014  UGBA 194  1Unit  
Instructor: Bill Shireman  
Room: C135 @Haas  
Date/Time: Monday from 4-5pm

Course Description:
This class will take a systems-thinking approach to illustrating how stakeholder engagement can create win-win solutions for both businesses and the environment. The class will take the format of a brief lecture to frame discussions that bring together current or former adversaries on big issues, to narrow their areas of opposition and find common ground systemic solutions. Students will attend discussions showcasing thought leaders from both activist and business backgrounds that may change the way they view companies and non-profits as levers of change. This class will also hone students’ analytic and strategic skills in a systems-thinking approach to pressing environmental problems.

About the Instructor:
Bill Shireman has over 20 years of experience developing and implementing programs that align the interests of major corporations and their stakeholders. As President and CEO of the Future 500, he helps the world’s largest companies and most impassioned activists – from Coca-Cola, General Motors, Nike, The Walt Disney Company, and Weyerhaeuser, to Greenpeace, Rainforest Action Network, and the Sierra Club – work together to improve the profits and performance of business. While CEO of the largest state recycling lobby in the U.S., he wrote California’s bottle bill recycling law, shown by EPA and academic studies to be the world’s most cost-effective. In 2002, with former Mitsubishi CEO Tachi Kiuchi, he wrote the popular book, What We Learned In The Rainforest — Business Lessons from Nature, featured in the Harvard Business Review, which shows how companies can become as innovative as the rainforest, leveraging feedback from key stakeholders to become more profitable and sustainable.

Weekly Topics Include
• “Name, Blame and Shame”
• The Power of Engagement
• Fashion Fast & Slow - The Politics & Chemistry of Apparel
• The Green Power of Markets
• The Future of Food - Evolution or Revolution
• Republicans, Progressives & Climate Protection  
  What they Fear, How the both can win

Guest Speakers
Guest speakers include top leaders in corporate, environmental and political sectors.

Questions?
Bill Shireman  
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