



# 2020–2022 Sharing Information on Progress Report

United Nations  
Principles For Responsible Management Education

**Berkeley**Haas

Haas School of Business  
University of California, Berkeley

## Letter from Dean Ann Harrison Haas School of Business

October 12, 2023



Business schools change slowly, people say. But as I begin my second term as dean—which coincides with Haas’ 125th anniversary—I can’t remember a time when things have moved more quickly. After navigating through a pandemic, we are still confronting the urgent, escalating issues of climate change in a society that’s becoming increasingly polarized. It’s clear that more is demanded of business schools—much more—to create resilient, empathic leaders and provide a responsible and proactive management education.

To that end, we want to educate students who are able to create growth sustainably and inclusively, who are strong in both analytical and technical skills, and who anticipate what is around the corner. They must navigate everything from supply-chain upheaval to the risks of shifting away from fossil fuels to rising costs and an aging population in the healthcare marketplace.

Haas’ unique strength is our breadth of programs which address responsible management education *within* our business school. Much of this work is well established and builds on our well-known and distinctive culture—embodied both in the Haas Defining Leadership Principles and UC Berkeley’s long history as a center for academic and social progress.

I have great hopes for the future, and I am proud of the progress we have already made. We believe that the culture of sustainability, inclusivity, and innovation at UC Berkeley and Haas is squarely in line with the UN Principles of Responsible Management Education. We remain honored to be included within the circle of UN PRME schools advancing this critical work.

Warm regards,



## TABLE OF CONTENTS

<b>Principle 1: Purpose</b>	<b>5</b>
Haas Defining Leadership Principles	5
Dean’s Initiatives	6
2022-2026 Strategic Plan	8
Dean Joined PRME Board	8
FLEX MBA Program	8
<b>Principle 2: Values</b>	<b>9</b>
Creation of the Office Of Sustainability	9
DEI At Haas- Building a Strong Team	10
Centers and Institutes	11
Holmstrom Core Curriculum Program	13
<b>Principle 3: Method</b>	<b>13</b>
Sustainability Minor	14
Conferences	14
Michaels Graduate Certificate in Sustainable Business	15
Financial Times Responsible Business Awards	16
California Management Review Berkeley Haas Case Series	17
<b>Principle 4: Research</b>	<b>18</b>
Faculty Research	18
Opportunity Lab	19
Faculty Research Funding	20
Lab for Inclusive Fintech	20
<b>Principle 5: Partnership</b>	<b>21</b>
Center for Equity, Gender, and Leadership Partnerships	21
Experiential Learning Partnerships	22
Investing in Small Businesses	24
Philanthropy Fellows Post-Graduate Fellowships	24
Verde Tree Planting Project	24
<b>Principle 6: Dialogue</b>	<b>25</b>
Dean’s Speaker Series- Sustainable Futures	25
New Thinking at Berkeley Haas Series	26
EGAL Playbooks	26
Podcast Series	27
Student Clubs	28



## Principle 1: Purpose

**We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.**

### HAAS DEFINING LEADERSHIP PRINCIPLES

The Haas Defining Leader Principles were adopted in the 2010 Berkeley Haas Strategic Plan. Our Defining Principles capture and enhance the unique values and culture that have inherently shaped Berkeley Haas over many years. Furthermore, they aid in refining our institutional purpose and strategy moving forward, motivating us to integrate sustainability and responsibility aspects throughout the entire MBA journey. These defining leadership principles help us drive thought leadership on responsible management education and develop the responsible decision-makers of tomorrow to advance sustainable development.



Berkeley Haas holds the belief that establishing the right culture is a fundamental aspect of redefining the business leader, as it fosters the development of innovative leadership mindset and behaviors among students. The Berkeley Haas community, including students, faculty, staff, and alumni, actively embody our unique culture by embracing our four Defining Leadership Principles.



- **Question the Status Quo** - We thrive at the epicenter of innovation. We make progress by speaking our minds even when it challenges convention. We lead by championing bold ideas and taking intelligent risks.
- **Confidence Without Attitude** - We make decisions based on evidence and analysis, giving us the confidence to act with humility. We foster collaboration by building a foundation of empathy, inclusion, and trust.
- **Students Always** - We are a community designed to support curiosity. We actively seek out diverse perspectives as part of our lifelong pursuit of personal and intellectual growth. There is always more to learn.
- **Beyond Yourself** - We shape our world by leading ethically and responsibly. As stewards of our enterprises, we take the longer view in our decisions and actions. This often means putting the collective good above our own interests.



## DEAN'S INITIATIVES

Dean Ann Harrison continues to build on a strong foundation for the school, and her strategic vision for the future prioritizes:

- Entrepreneurship and Innovation
- Diversity, Equity, and Inclusion
- Sustainability and Climate Change

Considerable advancements were made in each of these areas over the past two years. First, under Harrison's leadership, Haas became one of the first leading business schools to appoint a Chief Officer for Diversity, Equity, and Inclusion. Her focus on DEI was instrumental in the enrollment of the most diverse full-time MBA class of any top ten business school in the country, with 49 percent of the class representing students of color; and underrepresented minorities accounting for 23 percent of enrolled U.S. students.

In parallel, Harrison launched two new successful programs for expanding, diversifying, and strengthening access to Haas. The first program, Accelerated Access, allows students to pre-commit to business school while acquiring important work experience to apply to Haas in their senior year of college and gain conditional acceptance. The second program, Cal Advantage, offers a streamlined application process to talented University of California undergraduates.



Harrison is bringing the same focus to sustainability. In addition to an MBA certificate—and a summer minor—in sustainable business, Haas plans to retool all of its MBA core courses by the end of 2023 to incorporate thinking about climate change and other sustainability challenges throughout various business disciplines.

In entrepreneurship, PitchBook now ranks UC Berkeley as the #1 public institution for startups. For Harrison, entrepreneurship and innovation are the growth engines that will fuel a more inclusive and sustainable future—and fostering an entrepreneurial mindset is a critical part of a business school curriculum. In 2022, Haas began construction on its Entrepreneurship Hub, an incubator for faculty and students with exciting ideas across the Berkeley campus.

These three priorities are the guidelines for how Dean Ann Harrison is using her influential position in business to shape the skills and mindsets of future business leaders and drive thought leadership on responsible management education.

## 2022-2026 STRATEGIC PLAN

Over the 2021-2022 academic year, the Management Team and Strategic Leadership Team created a new Strategic Plan which reflects and reinforces the responsibility we share to lead the evolution of business education. The goals included:

- Principled Business Education – “The Heart of What’s Next”: Infuse innovation, sustainability and inclusion into teaching and research to ensure Haas graduates are prepared to tackle society’s most pressing challenges.
- Reputational Strength – Crystalize Berkeley Haas as a top business school for research and learning.
- Financial Health and Performance – Performance: Advance Haas’ financial position, efficiency, and resources.
- Elevated Student Experience and Outcomes: Fortify resources and opportunities to help students successfully navigate their business school journey and leadership development.

This strategic plan keeps Haas evolving to be a dynamic and inclusive business school that prepares future business leaders to advance sustainable development.

## DEAN JOINED PRME BOARD

Dean Ann Harrison joined the global advisory board for the UN Principles for Responsible Management in Higher Education in February of 2022. She recognized the alignment between the visions and goals of PRME and Berkeley Haas' values. This position allows her to serve as an example and advise other business schools how to develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## FLEX MBA PROGRAM

At Berkeley Haas, we want to prioritize attracting a diverse pool of students, adapt to the changing environment, and allow learning from anywhere. That's why in July 2022, we launched the new Haas FLEX MBA program, where students take their core courses remotely, with an option to come to campus for electives.



This new FLEX program will allow more students the opportunity to receive an MBA from Berkeley Haas - giving them the experience to learn from a world class institute and become a business leader in a program that works for them and around their schedule. For parents, caregivers, and professionals who move or travel often for their careers or for fun, Flex provides what they say they need most: schedule flexibility. "There are a number of potential applicants who would love to be able to come to Haas and who we would like to have," says Jamie Breen, assistant dean of MBA programs. "This is another way, as Berkeley's public mission, to make ourselves more accessible."

## Principle 2: Values

**We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.**

### CREATION OF THE OFFICE OF SUSTAINABILITY

Dean Ann Harrison's appointment in January 2019 marked the beginning of her strong commitment to sustainability at the Haas School of Business. Making it a central focus and core element of her tenure, she established the Office of Sustainability and Climate Change, which comprised a dedicated team of four staff members.



To lead the sustainability efforts, she appointed Michele de Nevers as the Executive Director. With an extensive background in leading environmental and climate change initiatives in developing nations, De Nevers has built a distinguished career in various leadership roles including at the World Bank. Her expertise encompasses a diverse range of environmental concerns, including biodiversity, industrial pollution, climate finance, and carbon removal and storage.

Prior to joining Haas, De Nevers served as a visiting professor at the Institut Barcelona d'Estudis Internacionals (Barcelona Institute for International Studies).

The mission of this team and office is to harness the intelligence, energy and resources of the Haas community to educate leaders who will transform business for a just and low-carbon future. At the Haas School of Business, we consider business sustainability as an umbrella term that encompasses all of a company's efforts to reduce its negative environmental and social impacts and to create enduring, sustainable value for stakeholders: shareholders; customers; employees; regulators; communities; and society. Sustainability goes beyond safeguarding a company against risk or investing with an ESG lens; it implies a broader commitment to creating good jobs, valuable products and services, and lasting prosperity for all. The team's primary objective is to integrate sustainability across all departments and programs at Haas.

## DEI AT HAAS- BUILDING A STRONG TEAM

When Dean Ann Harrison was appointed, she marked diversity, equity, and inclusion as one of her top three priorities for her tenure. Haas became one of the first leading business schools to appoint a chief officer for diversity, equity, and inclusion. Élide Bautista joined Haas at the beginning of 2018 with the goal of setting a school wide strategy for inclusion, diversity, and equity-related efforts focused on students, equipping them to lead in diverse workplaces. She became Chief Diversity, Equity and Inclusion Officer in January 2021.

*"My goal is to make sure that our students feel comfortable and supported on critical issues. A climate that supports and values everyone is the climate that will continue to attract the best students to Haas." —Élide Bautista*

Together, Dean Harrison, Baustisa, her team, and other leadership members created the Berkeley Haas DEI Strategic Plan 2021-2026. Today, the UC Berkeley Haas School of Business Diversity, Equity, and Inclusion Team consists of:

- Diversity Instructional Support Consultant, which is a new role for Haas. This role partners with faculty across our degree programs to more effectively address DEIB in their classroom practices and curriculum.

- Director of Inclusion and Belonging, a school-wide DEIB role, partnering with each of our degree programs, Career Management Group, Alumni Relations and faculty to support the student experience across degree programs.
- Director of Diversity, Equity and Inclusion, whose primary focus areas are staff-related DEIB initiatives, project management for the school-wide diversity, equity, inclusion and belonging (DEIB) strategic plan, and supporting DEIB alumni networks.
- Director of Diversity Admissions, a school-wide DEIB team role, partnering closely with admissions teams across all of our Haas degree programs.

Berkeley Haas hosts a wide range of activities promoting Diversity, Equity, and Inclusion (DEI) throughout the year, spanning across our degree programs, lecture series, research centers, and student-led initiatives. While we have a dedicated DEI office overseeing these efforts, each department at Haas also undertakes initiatives and sets goals to foster greater equity and inclusivity. The Berkeley Haas DEI Strategic Plan 2021-2026 encompasses all constituents and is centered around key objectives such as enhancing representation, fostering DEI skills, and cultivating an inclusive environment where everyone feels a sense of belonging.

## CENTERS AND INSTITUTES

At Haas, pioneering research is being conducted through our research institutes and centers. These academic hubs, led by our faculty, serve as vibrant intellectual spaces that bring together faculty, students, and professionals from the business community. They facilitate collaborative exploration and groundbreaking research initiatives. Individuals from all over the world come to Berkeley Haas because it's the heart of what's next—with new courses, academic programs, community outreach, published research, and partnerships among academics, industry, and government.

The Centers and Institutes highlighted here are crucial in incorporating values of global social responsibility into research and curriculum at Haas.

**Center for Responsible Business (CRB):** The CRB connects students, businesses, and faculty to mobilize the positive potential of business to create a more responsible, resilient, and sustainable society.





Building on more than two decades of research, teaching, and engaging with business, the center encourages sustainability-minded research and its application in the marketplace of commerce and ideas. The CRB is part of the Institute for Business and Social Impact and their mission is to develop leaders to redefine business for a sustainable future and place students at the core of everything they do.

**Sustainable and Impact Finance (SAIF):** Their mission is to create leaders who use impact investing and sustainable finance to drive positive change and opportunities. They do this through the research, education and leadership of students, alumni and the wider business community.



**Sustainable and  
Impact Finance**  
UC Berkeley

SAIF supports hands-on courses, research, conferences and activities on ways to mobilize capital for sustainable and impact investing. SAIF covers all asset classes from publicly traded equities and fixed income to private equity and venture capital, as well as catalytic and philanthropic capital.

**Fisher Center for Real Estate and Urban Economics:** The mission of the Fisher Center for Real Estate & Urban Economics is to educate students and real estate professionals and to support and conduct research on real estate and financial markets, urban economics, sustainability, land use, and public policy.

**Fisher Center for  
Real Estate &  
Urban Economics**

**Center for Equity, Gender, and Leadership (EGAL):** EGAL is driving a leadership movement to reimagine business for an equitable and inclusive society. They are propelled by the recognition that the status quo in business is creating limiting and harmful barriers for certain folks – related to one’s gender, race, sexual orientation, and more. They recognize that more diversity is desperately needed among business leadership.



**Energy Institute:** The Energy Institute focuses on business and policy challenges, training business and policy leaders of tomorrow on market, policy, and technology commercialization challenges in the energy industry.



They produce research and analysis backed by rigorous empirical evidence so that energy and environmental policy and business decisions are based on sound economic and business principles.

Through their pioneering work, our Centers and Institutes play a vital role in promoting and advancing the principles and philosophies that define Haas's academic excellence.

### HOLMSTROM CORE CURRICULUM PROGRAM

The Office of Sustainability and Climate Change has created the Holmstrom Core Curriculum Program that provides support for faculty to implement sustainability and climate change concepts into the Core Course curriculum. By the end of 2023, Haas will update all 14 core MBA courses to integrate essential concepts addressing climate change and diverse sustainability challenges across various business disciplines. The objective is to ensure that students receive a comprehensive education that equips them with the necessary knowledge and skills to tackle pressing environmental concerns within the context of their respective fields.

*"Accountants need to plan for the effects of climate change on valuation and outcomes; real estate developers and financiers will need to consider climate changes in forecasting risk; so will consultants and investment bankers."*

Dean Harrison

This plan to weave sustainability across the Berkeley Haas curriculum is underway, with faculty adding fresh cases, new class materials, and lectures with industry leaders to their courses. The goal is to make sure all graduates have an understanding and awareness of the sustainability challenges, issues, and a framework for thinking about these challenges as they go forth into their careers.

## Principle 3: Method

**We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.**

## SUSTAINABILITY MINOR

In an effort to create more educational experiences for the broader student population at UC Berkeley, in 2022 Haas and the UC Berkeley College of Natural Resources launched a summer minor in Sustainable Business and Policy. Through this minor, students will cultivate economic and business awareness of sustainability while developing a comprehensive grasp of governmental laws and policies. This minor is designed to provide students with the necessary toolkit to effectively drive business and instigate social change in the dynamic landscape of the 21st century. The curriculum takes an applied approach to examining business and regulatory complexities, focusing particularly on the critical sustainability challenges that corporations encounter as they navigate the global economy in the coming century.

## CONFERENCES

Our students, staff, and faculty organize annual conferences and competitions that engage, challenge, and deepen understanding of critical issues facing business and society. These events attract wide interest and participation by leading experts and emerging entrepreneurs. It provides students with hands-on learning and the ability to network and interact with their peers and professionals in their field. These conferences provide the educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

- Our third **Invest for Impact Pitch Competition** for SAIF's Haas Impact Fund was held on April 29th, 2022. The inaugural in person competition consisted of five teams of MBA students who pitched companies for an equity investment of \$50,000 to a panel of industry judges. Throughout the semester, the MBA students sourced and completed due diligence on startups that could deliver high financial returns and positive social/environmental impact





- The fourth annual **Berkeley Culture Conference** took place virtually on January 10-12, 2022. This conference allowed students to connect with senior executives from organizations that are innovating in creating cultures that yield competitive advantage and leading academics who are pioneering new ways of conceptualizing and measuring culture and its consequences for individual, group, and organizational success. The conference brought together 65 industry leaders from 20 companies and 102 academic thought leaders representing multiple disciplinary perspectives.
- In June 2022, Haas hosted **ESG Accounting: The Present and Future of Environmental, Social, and Governance Disclosures**. The theme of this conference was ESG Accounting: The Present and Future of Environmental, Social, and Governance Disclosures. The conference lineup included influential policy makers and industry experts, including an SEC Commissioner, CEO of the Sustainability Accounting Standards Board, and key professionals from the investing community.
- March 11th, 2022 was the Energy Institute's **Annual POWER Conference**. POWER brings together outstanding scholars and policy and business professionals from around the world to exchange ideas and discuss research results on energy markets and regulation.
- **Nordic-US Food Innovation Summit: Food Innovation for a Sustainable Future** was held in November of 2022. The Nordic food program bridges the Nordic food and agricultural industry with U.S. stakeholders, investors, and industry partners. The event drew upon Haas' competency in sustainable food with Will Rosenzweig and courses like Edible Education, and the Plant Futures Lab.



## MICHAELS GRADUATE CERTIFICATE IN SUSTAINABLE BUSINESS

Our Michaels Graduate Certificate in Sustainable Business launched in 2021 to address the growing interest among students in the areas of Sustainability and Climate Change and provide effective learning experiences for responsible leadership.

This new Certificate created an educational framework that brings together over 25 sustainability electives at Haas to support MBA students to:



- Leave Haas better **equipped with the necessary frameworks and practical skills** to imagine and implement more sustainable business models, management practices, and technologies
- **Signal commitment to sustainability** to prospective employers by listing the certificate on your resume and transcript
- **Join a community of changemakers** who are passionate about leading purpose-driven careers with impact

In 2022, 41 MBA students completed the new Michael's Graduate Certificate in Sustainable Business.

## FINANCIAL TIMES RESPONSIBLE BUSINESS AWARDS

For the past two years, the Financial Times has given out Responsible Business School Education Awards that recognize institutes, researchers, and alumni whose efforts are to help recast business, as they look beyond profit by providing new courses and teaching materials. In 2022, the case *Patagonia's Path to Carbon Neutrality by 2025*, written by Haas and UC Berkeley faculty and staff Daniel M. Kammen, Paul Hendricks, Seren Pendleton-Knoll, Vincent Stanley, and Robert Strand won the inaugural Responsible Business Case Education Award. This case study describes Patagonia's goal to become carbon neutral by 2025 in an absolute sense — that is to reduce emissions to zero while still growing the company.

### Berkeley Haas Case Series

CASE STUDY

Patagonia's Path to Carbon Neutrality  
by 2025



## CALIFORNIA MANAGEMENT REVIEW BERKELEY HAAS CASE SERIES

The California Management Review has been published at the University of California for more than 60 years. California Management Review serves as a source of evidence-based research that inspires, informs, and empowers stewards of modern organizations.

*“Our aim is to publish original research that is both accessible and offers new insights into the practice of management. We aim to share knowledge that challenges convention and shows a better way of doing business.”* Professor David Vogel, Editor in Chief

The California Management Review made a commitment to increasing their published cases surrounding DEI and Sustainability. New cases include:

- **UC Berkeley Chou Hall: Can the TRUE Zero Waste Team Overcome Challenges to Achieve Top Certification?** University of California Berkeley Haas School of Business' Chou Hall sought TRUE Zero Waste certification on a short timeline with limited resources. Stakeholders including faculty, students, custodians, and visitors needed to change wasteful habits and divert waste from landfills.
- **Carbon Capture, Utilization, and Storage: Separating Fact From Fiction:** In 2022, the United Nations stated “carbon capture, use and storage (CCUS) can play a significant role in mitigating carbon emissions.” Have decades-old pledges to stop fossil fuel use been replaced by capturing emissions?
- **Net Zero Climate Commitments: Realistic Goal or Branding Exercise?** Because there is no generally accepted definition of “Net Zero,” many companies have decided on their own which metrics are included in tracking their commitments. As a result, many questions around the validity of these claims and their true impact on climate change have been left unanswered
- **Corporate Greenwashing: Are Environmental Claims Just Empty Promises?** Trust in corporate entitles comes into question since consumers, investors, employees, and other interested parties can't be certain which environmental claims represent real impact on addressing climate change, and which claims are inconsequential



- **Cancel Culture: Corporations Flock to Carbon Offsets to Solve their Climate Problem, but do Offsets Truly Reduce Emissions?** Are offset claims a dangerous distraction because companies can continue business as usual rather than make fundamental changes to their operations?

## Principle 4: Research

**We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.**

### FACULTY RESEARCH

Berkeley Haas takes pride in its distinguished faculty, who have been honored with prestigious awards and are actively engaged in a wide range of sustainability-related research. Their expertise covers various areas, including energy and environmental economics, sustainable supply chains, and impact investing. With a commitment to rigorous empirical evidence and leveraging the cutting-edge frontiers of economic research, the faculty consistently produces high-quality research and analysis.

Haas directs its sustainability endeavors through five pillars of excellence, and our research aligns with these same categories: Energy, Food & Agriculture, Corporate Accountability, Real Estate, and Finance.



In Energy and Economics, Professor Severin Borenstein researches the economics of renewable energy, economic policies for reducing greenhouse gasses, and electricity

pricing. He is a regular state and national news commentator and co-director of the Energy Institute. Professor Lucas Davis researches energy and environmental markets including household, state policy and transportation. Associate Professor Reed Walker researches social and racial costs of environmental externalities and regulation and is the co-director of UC Berkeley Opportunity Lab's Climate and Environment Initiative.

In Finance and Accounting, Professor Laura D. Tyson is a state and national policy advisor on economics, trade and development, co-founder of the Sustainable and Impact Finance initiative and chair of the Blum Center for Developing Economies. Professor Adair Morse researches impact investing and ESG disclosure and she is co-director of the Sustainable and Impact Finance initiative. She served as Deputy Assistant Secretary of Capital Access at the U.S. Treasury from 2021-2023. Professor Panos Patatoukas researches ESG disclosure and risk and is co-director of the Sustainability and Impact Finance initiative.

In Real Estate and Urban Planning, Professor Nancy Wallace researches climate risk and market pricing and is co-chair of the Fisher Center for Real Estate and Urban Economics.

In Corporate Accountability, Professor Ross Levin researches CSR as an effective competitive strategy. Professor Paul Gertler researches impact evaluation and international development, director of the Institute for Business and Social Impact. Robert Strand is an expert on U.S. and Nordic approaches to sustainable and socially responsible business and Executive Director of the Center for Responsible Business. Will Rosenzweig director and faculty for the Plant Futures Sustainable Food program. Assistant Professor Sytkse Wijnsma research on designing supply chain and policy interventions with social and environmental impact.

All of this research and programming helps Haas advance our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value. The research is vital in helping our faculty become thought leaders and experts in these topics, and thus allows our students to learn from the best and become the future thought leaders and decision makers.

## OPPORTUNITY LAB

The UC Berkeley Opportunity Lab (O-Lab) functions as the primary research hub for esteemed scholars at Berkeley who engage in rigorous, data-driven research on social and economic inequality within the United States. O- Lab faculty work is spread across six substantive policy areas, including Education and Child Development, Crime and Criminal

Justice, Taxation and Inequality, Health and Healthcare, Social Safety Net and Employment, and Climate and Society. Many of the Haas Faculty are involved with the O-Labs work and research. Not only does it provide ground breaking research for Haas School of Business but it allows them to work collaboratively with faculty from across many different campuses at UC Berkeley, and deepens our comprehension of how corporations contribute to the generation of sustainable social, environmental, and economic value, by exploring their roles, dynamics, and overall impact.



## FACULTY RESEARCH FUNDING

The Center for Equity, Gender, and Leadership (EGAL) at Haas supports academic research and continues to feature gender- and race-focused research done by grantees and affiliated faculty through its annual research grants program. Between 2020 and 2022, EGAL awarded a total of \$550,000 to 19 doctoral students, 22 faculty, 2 post docs at Haas.

## LAB FOR INCLUSIVE FINTECH

The UC Berkeley Lab for Inclusive FinTech (LIFT) is a research partnership aiming at unlocking the potential of digital technologies to benefit underserved populations around the world.



Led by Institute for Business and Social Impact, LIFT links academic researchers with industry partners and policymakers to accelerate the financial inclusion and wellbeing of underserved communities in emerging and advanced markets. LIFT's research and evaluation will play a critical role in ensuring that technological advances reach and benefit users, particularly vulnerable and traditionally excluded populations.

## Principle 5: Partnership

**We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.**

### CENTER FOR EQUITY, GENDER, AND LEADERSHIP PARTNERSHIPS

The Center for Equity, Gender, and Leadership (EGAL) leveraged partnerships to work with influential business and leading corporations in DEIB. For example the Zendesk Case Competition, with the fourth annual event held in September 2022, highlights how Haas has helped drive the company's DEI efforts. In 2022, students proposed a fresh strategic approach to increase the percentage of underrepresented founders in their Zendesk for Startups program and the 2020 competition centered around the firm's shift from Diversity & Inclusion to Global Diversity, Equity, and Inclusion. The winning ideas put forth by student leaders shape Zendesk's role as a corporate DEI leader.

In 2022, EGAL also forged an innovative partnership with Meta, building on work around inclusive language within communication and product development. EGAL developed and piloted workshop content to Meta employees, aimed at (1) improving understandings of links between language and power, as well as good language practices, (2) improving knowledge of strategies across the product lifecycle to enhance inclusive language among users and mitigate harmful language, and (3) enhancing understandings of how to communicate to users more precisely and inclusively.

EGAL also partners with professional organizations to support alumni and women in the region. EGAL's partnership with the Boardlist, a nonprofit pioneering the drive for gender parity and more diversity in board rooms in Silicon Valley and beyond, elevates Haas alumni for open board positions.



## EXPERIENTIAL LEARNING PARTNERSHIPS

Berkeley Haas prides itself on allowing students the opportunity to hone their leadership skills through experiential learning. One way students do this is through courses where they work with companies, start ups and partner organizations to tackle real world business challenges and opportunities.

Listed below are some of the hands-on courses that exemplify our commitment to provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals.



- In **Cleantech to Market** students work with startups from Cyclotron Road, the Cleantech Open, LACI, ARPA-E, CalCEF, and other blue chip organizations to evaluate the commercial viability of emerging low carbon energy, clean water, and green chemistry technologies.
- The **Haas Impact Fund** invests in exciting early-stage impact-oriented startups. Student Venture Partners lead sourcing, diligence, and portfolio stewardship of early-stage social enterprises.
- **Sustainable Investment Fund:** As the first and only student-led investment fund of its scale (\$4M+) within a leading business school focused on both social and financial returns, the Haas Sustainable Investment Fund seeks to contribute to the field of social investing by defining and exploring new ideas around unlocking hidden value based on companies' environmental, social and governance practices.

- **Social Sector Solution:** Students engage in a major strategy consultation project for a nonprofit, public organization, or select social enterprise in partnership with a major consulting firm.
- **Sustainable and Strategic Business Solutions:** Students work with companies such as Wells Fargo, Autodesk, or Tesla to develop socially responsible business strategies that are aligned with business objectives and core competencies.
- **Design, Evaluate and Scale Development Technologies:** Students gain skills that allow them to create innovative products, aimed at addressing a social problem in a developing country and using collaborative team-based techniques.
- **Social Lean Launchpad:** Students become social venture designers, founders and leaders, working in interdisciplinary teams at an accelerated pace to practice the steps integral to starting a social venture.
- **Food Innovation Studio** is dedicated to identifying food industry opportunities, developing innovative food systems solutions, and aligning strategy, resources, and execution tactics to build mission-driven, disruptive food ventures with the help of real-world professionals.
- **Equity Fluent Leadership: The Value of Inclusion and Diversity:** This course prepares Equity Fluent Leaders to ignite and accelerate change. Equity Fluent Leaders understand the value of different lived experiences—their own and others'—and courageously use their power to address barriers, increase access, and drive change for positive impact.
- **Bears on Board:** Formally known as Berkeley Board Fellows, this course offers Berkeley MBAs and other graduate students real experience as they serve on a nonprofit board.
- The **Plant Futures** course is an innovative and collaborative effort between UC Berkeley Haas and the schools of Public Health, Engineering, Public Policy, and the Berkeley Food Institute that brings together experts from a variety of fields and disciplines to highlight the significance of plant-based foods as a critical lever for food systems change.

## INVESTING IN SMALL BUSINESSES

In April of 2020 when the Covid-19 pandemic hit, the faculty directors of Sustainable and Impact Finance, Professors Adair Morse and Professor Laura Tyson collaborated with partners across California to quickly launch a state-wide small business loan program. The team designed an innovative new blended finance model which brought together private and institutional capital and state funding to help small businesses make it through the crisis.



Haas students also launched the Small Business Community partnership, which paired MBA students with small business and community networks across the Bay Area for strategic and resource support.

## PHILANTHROPY FELLOWS POST-GRADUATE FELLOWSHIPS

The David and Lucile Packard Foundation and Center for Social Sector Leadership provides recent Haas graduate students with an introduction to philanthropy. The joint goal of this collaboration is to recruit a diverse set of people who have recently completed an advanced degree and provide them with continued learning and coaching opportunities through the Center while giving them exposure to hands-on work in the philanthropic sector.

## VERDE TREE PLANTING PROJECT

As part of a campaign to bring awareness and to encourage behavior changes around printing and paper usage, in 2021 Haas staff, students and faculty planted 150 redwood trees at the Richmond Material Recovery Facility (MRF).



Haas then expanded the project and worked with Verde Elementary School, which is located across the street from the Richmond Material Recovery Facility (MRF) and 100k Trees. All the students at Verde qualify for the free or reduced school lunch program and a majority are living under the poverty line. Today the Verde Tree Planting project is an ongoing partnership with Haas to invest in their schoolyard and green spaces, recognizing the commitment to responsible leadership and stewardship that our school has to the people and places in our community.

## Principle 6: Dialogue

**We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.**

### DEAN'S SPEAKER SERIES- SUSTAINABLE FUTURES

There are many ways that Haas is working to facilitate and support dialog and debate on critical issues related to global social responsibility and sustainability. One way that we highlight the importance of this dialogue and debate on such important issues is through the Dean's Speaker Series. The Dean's Speaker Series is the highest profile speaker series



at Berkeley Haas. Bringing in a diverse mix of preeminent business leaders, the series provides the Haas community with insightful perspectives on effective leadership and opportunities for thought-provoking discussions. In the fall of 2021 and Spring 2022 there was a dedicated track of sustainability speakers under the banner *Our Sustainable Futures*.



Speakers included Mary Nichols, founder of the California Cap and Trade Program, Kathryn Hall who is founder & co-chair of Hall Capital Partners, and Afsaneh Beschloss who is founder & CEO of Rockcreek. These events allowed for students from across the school to hear from and speak with thought leaders in the field.

### NEW THINKING AT BERKELEY HAAS SERIES

Another way that Haas is engaged in facilitating and supporting dialogues and debates concerning vital issues in global social responsibility and sustainability is through the *New Thinking at Berkeley Haas* series. The *New Thinking at Berkeley Haas* series was created in 2020 and is hosted by faculty to highlight cutting edge, high-level thinking and analysis on many different topics including business, economics, and inclusion. Talks feature leading faculty from Berkeley Haas, UC Berkeley, and other academic institutions. Lectures were streamed live via YouTube, and viewers could submit questions via chat. This series particularly allowed for the Haas community to remain engaged in conversations about global social responsibility and sustainability during the global COVID pandemic.

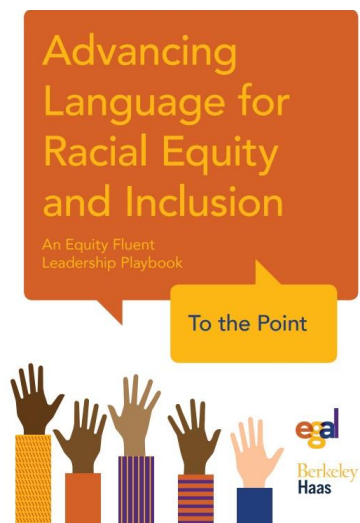
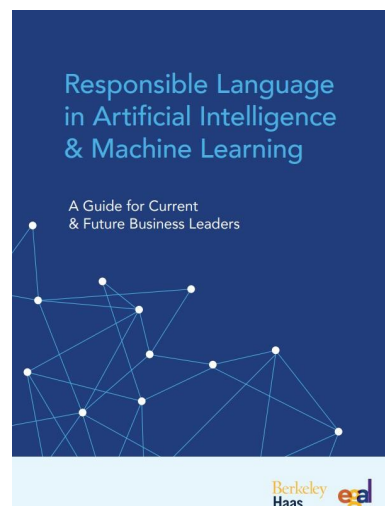
### EGAL PLAYBOOKS

Our Center for Equity, Gender, and Leadership publishes industry-focused tools for business leaders to advance diversity, equity, and inclusion in their companies and

industries. Serving as a bridge between academia and industry, each Playbook takes academic research on a salient topic and translates it into strategies, tools, and educational resources that are easily digestible and can be effectively implemented in an organization. These include online responses like surveys and terminology guides and in-person workshops.

In the past two years, EGAL has published Playbooks and toolkits on the following topics:

- Advancing Belonging in Organizations
- Advancing Language for Equity & Inclusion
- Responsible Language in Machine Learning & Artificial Intelligence



## PODCAST SERIES

Haas is dedicated to facilitating conversations around social responsibility and sustainability on as many platforms as possible. In the Spring of 2022, two MBA students, supported by the Office of Sustainability and Climate Change, created a Sustainability at Haas podcast miniseries, where they looked at how Haas School of Business is shaping the next generation of sustainable business leaders.

In the first episode Dean Harrison and the Executive Director of Sustainability, Michele de Nevers shared Haas' vision for leading the effort to reshape how business schools think and teach about sustainability, climate change, and the courses and offerings at Berkeley Haas. The second episode was about the new Michaels Graduate Certificate in Sustainable



Business with Kat Baird, Associate Director of Sustainability and Sanchita Saxena, who teaches in the Certificate.

The third episode featured Dave Rochlin and Professor Panos Patatoukas who are both driving the effort to integrate sustainability and social impact topics into the curriculum at Haas through both the core curriculum and electives. The fourth episode was titled What Do Careers in Sustainability Look Like in The Real World? with Tracy Gray and Evan Wiener, both Haas Alumni working in the sustainability field. The final episode is titled What Happens After Your MBA? with Robert Strand, Executive Director of the Haas Center for Responsible Business and Jenelle Harris, a Haas alumni, where they delved into the question: "How do we chart our path and discover our purpose?"

## STUDENT CLUBS

In addition to the work being done by staff and faculty, students facilitate important discussions and learning opportunities and provide their peers with forms to explore how to balance economic and sustainability goals. There are a number of student groups related to sustainability and social responsibility at Haas. Each group is engaging with their peers, providing resources, hosting events, doing research, and facilitating passion and dedication to related sustainability and social responsibility goals. These student groups include:

- The **Berkeley Energy & Resources Collaborative** (BERC) hosts conferences and events covering key topics within energy and resources, including the annual Energy Summit, Resources Symposium, monthly BERCshops and regular social gatherings. They provide members with opportunities to engage with cutting-edge research and current industry applications through programs such as the Innovation Expo and Berkeley Innovative Solutions consulting projects, to name just a few.
- **Food at Haas:** Their mission is to creatively strengthen their sense of community and bonding through their mutual love of food and they aim to do this by increasing access to resources, alumni, and career opportunities in the food industry.



*food  
@ haas*

- The **Haas Sustainability Task Force** (HSTF) is at the center of creating tangible change at Haas, the wider Berkeley campus, and beyond. Led by the Vice Presidents of Sustainability from each program's student association, the HSTF collaborates and strategizes on how to implement new ideas for sustainable infrastructure, operations, and innovation at Haas.
- **Center for Responsible Business Student Advisory Board:** This advisory board is composed of MBAs, other Master's students, and undergraduate students who ensure that we continue to question the status quo, act as a sounding board for new projects and ideas and provide feedback on existing programs.
- **Sustainable and Impact Finance Advisory Board:** As student leaders from across Haas, these board members are a critical part of the SAIF initiative, driving forward their innovation and going beyond themselves to promote impact investing and sustainable finance in our community.
- **Net Impact** at Haas is the destination for values-driven MBAs. Net Impact helps students turn these values into action as they navigate the amazing array of social impact career paths and campus opportunities.
- **Undergraduate HBSA Sustainability Committee:** The Haas Business School Association (HBSA) is the official undergraduate student government of the Haas School of Business. Their sustainability committee works towards advancing intersectional environmentalism and student advocacy through co-hosting events with the eco-community, supporting Haas' broader zero waste goals, hosting case competitions, and advocating for a more sustainable, holistic education.







# Berkeley Haas

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