The Center for Social Value Creation is creating a better world through business. We bring practical guidance, relevant knowledge and experiential learning to current and future business leaders—starting with our students and alumni. As part of this mission, our focus is to educate, support and empower Smith students to employ business principles that create economic, social and environmental prosperity.

Join our movement
Join our movement and share your stories of social value creation. There are many ways to get involved. Your stories, insights and experiences will help others create social value through business.

Thank you
Thank you to all those who have supported and invested in our work. Thank you, we could do it without you. Our special thanks to:

- Robert D. Kashan ’76
- John ’85 and Margaret Chickering
- Richard Novak
- Smith Family Foundation
- Goodwill Industries International, Inc.
- PricewaterhouseCoopers LLP
- Fidelity Foundation

To learn how you can engage further with CSVC, visit go.umd.edu/csvc.

WE THINK IT CAN DO EVEN BETTER
“CSVC’s Principles for Better Business offer a framework for our students and help them understand how they can take part in advancing economic, social and environmental prosperity.”
—Kimberlee Robertella Glinka, CSVC Director
In March 2017, CSVC launched its Principles for Better Business at the 9th Annual Social Enterprise Symposium. Taken together, these business principles aim to advance economic, social and environmental prosperity by providing a framework for students to know and reference throughout their academic and professional careers. These principles will serve as guideposts and the platform by which CSVC designs and organizes our future programming and partnerships. When it comes to doing business better, this is where we start:

**Principles for Better Business**

To learn more about the Principles for Better Business, visit go.umd.edu/csvc.

Getting involved with the Center for Social Value Creation has been the highlight of my undergraduate career. I discovered CSVC my freshman year at the Social Enterprise Symposium and attended every year since. Each year I had come to know a closer, richer reality of the CSVC community and its work in business and society.

Through CSVC I have been connected to countless opportunities in sustainable and social enterprise. In 2016, I invested deeply in my social value interests and joined the Social Innovation Fellows Program (SIF). The SIF experience surpassed my expectations. From the two-hour pop-up challenge, field trips to social enterprises, meaningful class discussions and the social enterprise ecosystem research project, I've been inspired and empowered to address social and environmental challenges through business.

“The CSVC community has provided me with new perspectives. I am more confident than ever in my goal to combine my business skills with the issues I care most about: education, personal wellness and sustainability.”

— Sarina Haryanto, Class of 2018

**Meet Sarina**

Change the World Consulting (CTW), CSVC’s signature initiative, matches teams of undergraduate and graduate students with regional nonprofits, helping them address business challenges through semester-long consulting engagements. In spring 2017, a team of graduate students engaged the SAFE Center of Maryland—an organization dedicated to providing critical services to human trafficking survivors—to develop an economic empowerment plan to help ensure the recovery of trafficked survivors. The students had diverse skills across business, nonprofit, policy and data analytics, enabling them to envision and create the plan with recommendations for implementation. The SAFE Center has since announced plans to hire a full-time program manager to implement the economic development strategy conceived by the team.

“The strategic plan and presentation developed by the students exceeded our expectations. Their finished product was on par with something we’d expect from professional business consultants. This was a pleasure to work with.”

— Laura Ardito, Deputy Director of the SAFE Center

In March 2018, we will host the 10th annual Social Enterprise Symposium. Save the date for what is sure to be an exciting, inspiring day packed with thought leaders in social enterprise and sustainability, as well as a few special anniversary touches.

Our team is taking the Principles for Better Business on the road. Look for us at the Global Business School Network Conference in D.C., and the National Net Impact in Atlanta this fall.

At the start of the new academic year, CSVC will launch the new Impact Ambassadors Program for Smith undergraduates. Impact Ambassadors benefit from exclusive mentoring opportunities and professional connections—they will work hand-in-hand with CSVC to co-design new initiatives.