WE GET IT. BUSINESS CAN DO BETTER.

Business has long been a driver of positive social change. Whether it’s developing and disseminating new advances in health care, keeping homes warm and food cool, or providing technology that connects people on opposite sides of the globe; business has done a lot of good. We think it can do even better.

WE EDUCATE, ENGAGE AND EMPOWER.

The Center for Social Value Creation (CSVC) embodies a passionate mission: to educate, engage and empower Maryland Smith students to create a better world through business. We imagine a future where companies, communities, society and the natural world collectively thrive. Social value creation is about using the tools of business to help us get there. Through courses, programs and industry collaborations, we prepare students to be business leaders able to advance economic, social and environmental prosperity. Our work is rooted in Five Principles for Better Business.

“Getting involved with CSVC is one of the best decisions I have made at the University of Maryland. Through the center I have met business leaders from across the globe, worked as a student consultant to increase the positive impact of a local nonprofit and traveled to Seattle for the National Net Impact Conference.”

Fasika Delessa, ’17

CREATING A BETTER WORLD THROUGH BUSINESS.

CSVC equips future business leaders with the knowledge, skills and attitudes to create a better world through business. Our Five Principles framework delivers practical guidance, relevant knowledge and experiential learning to current and future business leaders, preparing them for the 21st century business landscape.

1. Lead with integrity, transparency and purpose
2. Embrace stakeholders
3. Invest in the long term
4. Safeguard the natural world
5. Leverage markets to address societal challenges
SOCIAL VALUE CREATION.
USING THE TOOLS OF BUSINESS TO ADVANCE ECONOMIC, SOCIAL AND ENVIRONMENTAL PROSPERITY.

Join us.
Since our launch in 2009, CSVC has engaged thousands of University of Maryland students, collaborated with hundreds of thought leaders, and partnered with more than 250 nonprofits and social enterprises through signature programs. Find out how you, your company, foundation or nonprofit can support our efforts to create social value through business.

EMAIL: CSVC@RHSMITH.UMD.EDU
CALL: 301.405.9454

WE ARE NOT IN THIS ALONE.
The business and higher-education landscape has evolved, demonstrating that the world is ready for a new way of thinking. Today, 75% of CEOs invest in sustainable products and services, and 71% of businesses are planning how to engage with the U.N. Sustainable Development Goals. Among higher education institutions, more than 80% of the top 30 ranked Business Schools host social value or sustainability-oriented centers and research. By many measures, the importance of sustainability and social value creation is on the rise.

WE'RE GOING PLACES.
The growing interdependence of our world requires business leaders who think and act differently, creating new value for both business and society. Through the shared efforts of our students, faculty and partners, we are leaders in a growing movement to make "creating a better world through business," business as usual within the next generation.

Framing our impact

COMPETENCY AND SKILLS DEVELOPMENT
We help students gain exposure to the trends and skills necessary to be the business leaders of the 21st century.

COMMUNITY BUILDING
We facilitate discourse among students, alumni and industry leaders to foster an authentic community of individuals interested in creating a better world through business.

KNOWLEDGE DISSEMINATION
We curate and disseminate research, news articles and cutting-edge industry insights to help inform our students, staff and faculty.

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WE'RE IN THE BUSINESS OF IMPACT.

Undergraduates at the Robert H. Smith School of Business are eligible to become impact ambassadors for the Center for Social Value Creation. This resume-building, co-curricular experience provides students with the opportunity to gain leadership experience, network with industry professionals, engage with like-minded peers and work directly with CSVC leadership to advance our mission.

Students who participate in this yearlong experience champion CSVC’s Five Principles for Better Business, co-facilitate signature programming and events, conduct interviews with industry partners and alumni and are recognized as leaders committed to social responsibility and social value creation.

The Impact Ambassadors program was piloted in the fall of 2017 with five students, and expanded to a full cohort experience in fall of 2018 with 13 Impact Ambassadors spanning from freshmen to seniors.

“Becoming an Impact Ambassador was the perfect opportunity for me. I wanted to be more involved with the Center, and now I have the chance to help further its mission and gain experience in my field of interest. In the long term, I plan to use the skills and knowledge I attain at Smith to improve financial inclusion and educational opportunities for women in India.”

Amulya Uppala, Class of 2020
THROUGHOUT FALL AND SPRING SEMESTERS
IMPACT AMBASSADORS:

BUILD
resume-enhancing experience working with leadership to advance the CSVC mission

GAIN
professional skills and personal insights that set them apart

CHAMPION
CSVC’s Five Principles for Better Business

CO-FACILITATE
signature programming and events

CONNECT
with industry partners and select alumni to conduct interviews

RECEIVE
recognition as leaders committed to social value and social responsibility

“When I learned about the Impact Ambassadors program, it immediately resonated. My decision to study business is rooted in the idea that social prosperity can materialize in economic environments, which aligns with the mission of the Impact Ambassadors program.”

Hannah Shraim, Class of 2020

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EXPLORING BUSINESS AS A FORCE FOR GOOD.

Our Annual Spring Convening connects students, staff, faculty, industry thought leaders and alumni via a daylong conference held right here at the University of Maryland, College Park. It delivers engaging speakers, cutting-edge industry insights, and networking opportunities to explore the role of business as a force for good.

Co-hosted by the Coalition for Better Business, our Annual Spring Convening focuses on strengthening connections across our student, alumni and professional communities interested in using business as a driving force for economic, social and environmental prosperity.

OUR HISTORY IS IMPRESSIVE.

Our Annual Spring Convening began in 2009, formerly known as the Social Enterprise Symposium. Over the past decade we have hosted more than 250 thought leaders from multiple industries, covered topics ranging from corporate sustainability to social innovation, reached more than 5,000 participants, and included such brands as PwC, Unilever, Tata, TOMS, GE, IBM, Honest Tea, CLIF Bar, and more.

“Working with the CSVC team gave me an opportunity to explore my passions in ways I never imagined. As a student on the planning committee, I was able to design my own session, do direct speaker outreach and build real connections with industry leaders.”

Colin Nally, ’17

WHEN WE SAY “THOUGHT LEADERS,” WE MEAN IT.

More than 200 thought leaders in social enterprise, socially responsible business and corporate sustainability have partnered with the Center for Social Value Creation as event speakers, including guests from:
GET INVOLVED.
Get connected.

Students play a direct role in planning and hosting our Spring Convening by helping to choose topics, shape content, and execute day-of logistics. The Spring Convening is free for all University of Maryland students.

Corporate partnerships can directly support this hallmark event as financial sponsors, gift-in-kind collaborators, or as featured speakers.

Donor support is critical to making this annual event sustainable. As a donor, you cover the cost of admission for students and ensure this event is here to stay.

Faculty bring their research, ideas and perspectives to the Spring Convening by serving as moderators, featured speakers, and by encouraging their students to attend by including the event in course syllabi.

WE MEAN BUSINESS.
Those who engage in our Spring Convening walk away from the event ready to think beyond “business as usual” and imagine new possibilities. Through high-energy sessions that push boundaries and introduce cutting-edge industry insights, students learn that when it comes to creating a world where companies, communities, society and the natural world collectively thrive, we mean business.

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The Center for Social Value Creation (CSVC) brings practical guidance, relevant knowledge and experiential learning to current and future business leaders, starting with our own students and alumni. Our work is rooted in Five Principles for Better Business that collectively advance economic, social and environmental prosperity. When it comes to doing business better, this is where we start.

### PRINCIPLES FOR BETTER BUSINESS

1. **Lead with Integrity, Transparency and Purpose.**
   - To lead with integrity, transparency and purpose implies a deep commitment to ethical action, regardless of circumstance. It requires discipline and authenticity. Leaders who act with this principle set the tone for their organization, and articulate a shared vision that facilitates dialogue, inspires loyalty and enhances brand credibility.

2. **Embrace Stakeholders.**
   - Shareholders need a return on investment, but business works best when it creates value for all stakeholders. Customers, employees, suppliers and society at large contribute to the stakeholder fabric that enables a business to thrive. Businesses that proactively facilitate dialogue with stakeholders build relationships of trust, create more meaningful work for employees, and enhance the economic potential of communities, bolstering profitability.

“The practice of social value creation still remains rather uncharted territory. CSVC’s Business Principles serve as a guidepost, as well as a rallying cry, for today’s business leaders.”

Bess Langbein, EMBA '11
Principal, Due East Partners
INVEST IN THE LONG TERM.
Global prosperity requires us to look beyond quarterly profits toward long-term value creation. Business strategies devised in this way align capital with investment and market opportunities that are socially just, environmentally secure and economically prosperous. As long-term perspectives are further cultivated, more investments will be made in areas such as employee development, research and innovation, and resource conservation, making a more sustainable economy and society possible.

SAFEGUARD THE NATURAL WORLD.
Companies universally depend on well-functioning ecological systems. That’s because all food, water and other materials that people consume daily derive from our natural world. Business has both an impact and a dependency on these systems, and thus a vested interest in working with government and civil society to safeguard their future. Environmentally conscious business opportunities linked to biodiversity, food and agriculture, energy and materials and more, represent a multi-trillion-dollar market in the private sector alone.

LEVERAGE MARKETS TO ADDRESS SOCIETAL CHALLENGES.
Business is not responsible for all the world’s problems, but as a powerful force for change, it must take part in solving them. When focused on addressing societal challenges, business can introduce market-based solutions that are effective, scalable and not reliant solely on philanthropy. Rising demand for sustainable, responsibly made goods and services underscores the opportunity to advance social, environmental and economic prosperity.

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PARTNERING TO PREPARE FUTURE BUSINESS LEADERS.

The Center for Social Value Creation (CSVC) was founded in 2009 in response to students asking the question, “How can business create positive change in the world?” Today, we engage, educate and empower Maryland Smith students to employ business principles that impact not only the bottom line, but also the world. We help students practice and hone their skills through classes, experiential learning and campus events. Your investment of time and resources can help us do so much more.

A WORTHWHILE INVESTMENT.

As a leader in corporate social responsibility and sustainability, we invite you to join us as a partner in a new and exciting initiative: the Coalition for Better Business. The coalition will engage a small group of select businesses as thought leaders, partners and collaborators, helping CSVC shape the future of business education.

“Economic, social and environmental prosperity must go hand-in-hand. How do we get there? In part by exposing today’s business students to the cutting-edge thinking that is redefining ‘business as usual.’ As an educator and business professional, I can’t think of anything more important or exciting. I hope you will join us and take part in this journey.”

Kimberlee Robetella Glinka
CSVC Director
Together we can do more.

**BECOME A COALITION PARTNER TODAY AND IMMEDIATELY MAKE A DIFFERENCE:**

- Offer input to refine and enhance better business principles
- Share industry insights to enrich learning experiences
- Co-develop new programs, including skills workshops, speaker series and more

**COALITION PARTNERS:**

- Participate in at least one classroom engagement
- Help develop an experiential learning project
- Engage with and mentor students working on nonprofit projects
- Be recognized on all materials for the Coalition for Better Business through branding opportunities

**YOU AND YOUR COMPANY CAN CONTRIBUTE IN THE FOLLOWING WAYS:**

**THOUGHT LEADERSHIP**
Coalition partners bring new, cutting-edge thinking into the business school to inform courses and programs. As advocates of CSVC's Principles for Better Business, coalition partners serve as industry role models, demonstrating and sharing what it means to work in sustainable and value-oriented ways.

**STUDENT PROJECTS AND MENTORSHIP**
Each partner organization can engage with students in at least one experiential learning project. Partners can elect to facilitate their own consulting project—working hand-in-hand with a group of students on an issue important to the organization—or, act as mentors to student consultants engaged in semester-long projects with local nonprofits.

**PROGRAM AND CLASS ENGAGEMENT**
Partners are invited to share best practices in social value creation and better business principles. Choose to guest lecture in undergraduate or master’s level courses, engage in discourse as part of the Social Innovation Fellows program, host an intimate conversation with select students in the Lunch & Learn series, or connect with student clubs like the MBA Net Impact Chapter.

**ANNUAL SPRING CONVENING**
Additionally, be formally recognized at one of the Smith School’s most regarded events, the annual Spring Convening hosted by the Center for Social Value Creation. At this event partners will reach 100+ attendees and be given a platform to share best practices and enhance brand credibility among the University of Maryland community.

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