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) was founded in 2009 in response to students asking the question, “How can business create positive change in the world?” What began as a simple inquiry has grown into a passionate mission: educate, engage and empower Smith students to employ business principles that impact the world as well as the bottom line. As we educate students, we prepare these future business leaders to become a driving force for economic, social and environmental prosperity.

“We 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
Class of 2018

CREATING A BETTER WORLD THROUGH BUSINESS.

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 help to advance economic, social and environmental prosperity, thereby creating a better world.

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

WE KNOW WHAT WE’RE DOING.

Through courses, programs and campus-wide gatherings, we teach the “why” and “how” of environmental and social responsibility. Signature initiatives and events like Change the World Consulting and the Social Enterprise Symposium foster the skills and insights students need to be business leaders in the 21st century.
SOCIAL VALUE CREATION. THE PRACTICE OF CREATING VALUE FOR BUSINESS AND SOCIETY. IT IS ABOUT COLLABORATION, PROBLEM SOLVING AND LEVERAGING MARKET SYSTEMS TO CREATE ECONOMIC, SOCIAL AND ENVIRONMENTAL PROSPERITY.

WE ARE NOT IN THIS ALONE.
Our center is part of an ecosystem working to create economic, social and environmental prosperity throughout the Baltimore/Washington metropolitan area. To the greatest extent possible, we leverage the resources of this university to serve not only our students, but also the communities around us. We have partnered with over 250 nonprofits and social enterprises to address business challenges, helping these organizations build capacity in the areas of education, youth and community development, sustainability, human services, and more.

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. That means it’s time for higher education to step up. Through the shared efforts of our students, faculty and partners, we are sparking a movement to make ‘creating a better world through business,’ business as usual within the next generation.

Join us.
Our goals are ambitious and our students require a business education informed by cutting-edge practices in sustainability and corporate social responsibility. Find out how you, your company, foundation or nonprofit can support our efforts to create social value through business. For more information, contact:

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

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

**5 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 a range of stakeholders. Customers, employees, suppliers and society at large contribute to the stakeholder fabric that enables a business to thrive. When a business embraces stakeholders all parties benefit by building relationships of trust. It enables more meaningful work for employees, improves the livelihoods of suppliers, enhances the economic potential of communities and increases profits for shareholders.
INVEST IN THE LONG TERM.
Sustainable prosperity requires us to look beyond quarterly profits, toward long-term economic, social and environmental wellbeing. Long-term success requires careful planning and a commitment to future generations. Business strategies that complement public priorities, such as the United Nations Sustainable Development Goals, can enable organizations to rightly invest in efficiency, resource conservation, infrastructure, education, responsible production and more.

SAFEGUARD THE NATURAL WORLD.
Companies come in all types and sizes, but they universally depend on well-functioning ecological systems. That’s because all food, water and other materials that people consume daily derive from the natural world. Business has both an impact and dependency on these systems, and thus a vested interest in working with government and civil society to safeguard their future. Growing populations and threats to resource depletion increase the urgency.

LEVERAGE MARKETS TO ADDRESS SOCIETAL CHALLENGES.
Business is not responsible for all the world’s problems, but it must take part in solving them. When focused on social and environmental challenges, market systems can drive scalable solutions that add value and don’t rely solely on philanthropy. Government and civil society have roles to play, but many positive outcomes can be generated with financial incentives. Rising demand for responsibly made goods and services underscores the opportunity to make the world better while pursuing economic success.

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CENTER FOR SOCIAL VALUE CREATION
COALITION FOR BETTER BUSINESS

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 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 Robertella Glinka
CSVC Director

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Kimberlee Robertella Glinka
CSVC Director
Together we can do more.

BECOME A COALITION PARTNER TODAY AND IMMEDIATELY MAKE A DIFFERENCE:

• Offer feedback to refine and enhance better business learning objectives
• Share industry insights and examples to enrich teaching modules
• 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 ANNOUNCEMENT
Additionally, partners will be formally recognized at one of the Smith School’s largest events, the Social Enterprise Symposium. At the symposium, an annual event that draws over 400 attendees, partners will be given a platform to provide annual announcements and share best practices with the community.

Join us.

Our goals are ambitious and our students require a business education informed by cutting-edge practices in sustainability and corporate social responsibility. Find out how you, your company, foundation or nonprofit can support our efforts to create social value through business.

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