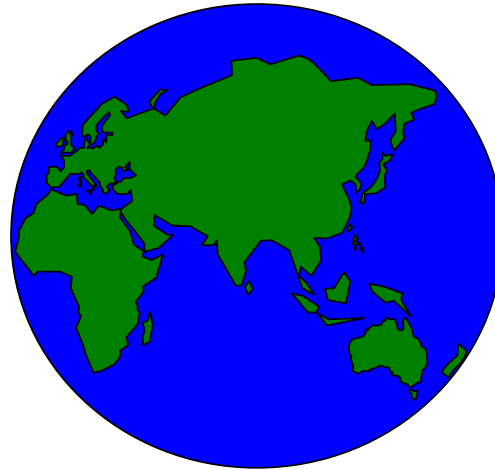


# **GEMI Tool: Exploring Pathways to a Sustainable Enterprise, SD Planner™**



**University of South Carolina  
Moore School of Business**

**IBUS 738 International Business and Sustainable Development  
Fall Semester, 2007**



*USC-Moore School of Business*

# IBUS 738: International Business and Sustainable Development

- Developed course syllabus
- Presented to Moore School International MBA Executive Director in Spring 2006
- Started as experimental course (BADM 780) in Fall 2006
  - GEMI Presentation by Angela Grooms, Duke Energy
  - Class period discussion on SD Planner™
  - Prepared to have student teams work with organizations
    - Introduced too late
    - Identify organizations



# SD Planner™ Project Objectives

- Provide students with an opportunity to have hands-on experience in sustainable development planning
- Enhance student business skills to better prepare for job opportunities/future.
- Provide participating organizations with a tool for sustainable development planning
- Continual improvement of the course for the business school



# Developing SD Planner™ Project

- Fall 2007
  - 1<sup>st</sup> of August: List of Organizations
    - Service
    - Government
    - Manufacturing
  - Seven (7) contacted
  - Emailed GEMI web site/SD Planner™ and provided objectives and overview of project



# Developing SD Planner™ Project

- Six (6) agreed to discuss project and present to senior management for approval
  - BMW Manufacturing—Spartanburg
  - Holcim Corp—Holly Hill
  - Johnson Controls—Columbia Office
  - SC Department of Health and Environmental Control
  - SC Electric and Gas
  - Wentworth Printing Corporation—Columbia
- Four received approval (Green Light)
- Two (2) committed to participate in Fall 2008



# Introduction and Assignments to Students

- First class:
  - Reviewed Syllabus
  - Textbook and Supplemental Material
    - GEMI Tools (web site)
    - SD Planner™ Manual
    - Metrics Navigator
    - Discussed Assignments
    - Assignment
      - Review GEMI SD Planner™ for discussion



# Introduction and Assignments to Students

- SD Planner™ (semester project)
  - Moore School Global Sustainability Teams
  - Teams work with company contact to set communication links, meetings, data collection
  - Team Presentations first week in December
    - Participating company management invited
  - Team Papers due middle of December



# Introduction and Assignments to Students

- 2<sup>nd</sup> Class:
  - Reviewed the GEMI web site/SD Planner<sup>TM</sup>
  - Discussed Projects
  - Students placed in teams
  - Given contact information of rep they would assist with the SD Planner<sup>TM</sup>
  - Assignment: Review assigned company web site and SD Planner <sup>TM</sup>as a Team



# Introduction and Assignments to Students

- Search company web site and find statements reports they could match to areas within the SD Planner<sup>TM</sup>
- Email company contact and introduce the team and background.
- Request reports/documents they might have with information that would help the team evaluate the company's progress



# Current Status of Project

- BMW
  - Could not use mySQL and PHP for SD Planner<sup>TM</sup>/Gateway (do not use in Germany)
  - BMW senior management approved using their communications contractor to develop method to use Gateway
  - Students have been in contact. BMW rep has sent presentations
  - Team has student from Germany who worked in Munich with BMW



# Current Status of Project

- Holcim
  - Information management security administrator will not agree to put on intranet and allow students to access
  - Students and Holcim rep will complete SD Planner™ on designated laptop
  - Are currently meeting once a week



# Current Status of Project

- **Johnson Controls**

- Three managers will work with Student Team
- Students have been gathering data from website
- Team computer
- Delay in meeting with rep until middle of October



# Current Status of Project

- **Wentworth Printing**
  - Vice President for manufacturing is working with team
  - Met twice for discussions and to go over SD Planner™
  - Will put SD Planner™ on company Intranet



# Conclusion of SD Planner™ Project

- Presentations in December 2007
  - Company personnel are invited to attend
  - Student Teams and company rep will be presented with:
    - Moore School Sustainability Team T-shirts
    - Case Studies filed for students/faculty
    - Publication planned



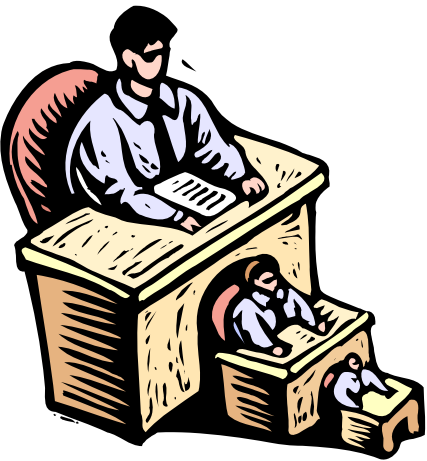
# Continual Improvement

- Lessons learned
- Plan for 2008
- Use additional GEMI tools
- Workshop for Moore School Center for Business Education and Research (CIBER) Faculty Development
- International Environmental Management Education Summer School





# Questions/Comments



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