



Center for Sustainable Global Enterprise

Building global business opportunities by addressing environmental and social problems through innovation and enterprise

A Philosophy of Entrepreneurship and Innovation

The Center for Sustainable Global Enterprise at Cornell University's Johnson Graduate School of Management frames the world's social and environmental challenges as unmet market needs that can be addressed most appropriately through business innovation and entrepreneurship. The Center's research and teaching programs develop novel approaches for private enterprises to achieve financial success by creatively addressing problems such as climate change, ecosystem degradation, and poverty.

As a land-grant university, Cornell encourages applied, interdisciplinary research and education that directly impacts the world. The Center's focus on sustainable innovation and base of the pyramid (BoP) enterprise development reflects this mandate in its programs and activities which engage the campus in areas that include renewable energy and carbon markets, life sciences and sustainable agriculture, health care and hospitality management, as well as finance and international development.

Sustainable Innovation

The Center works directly with companies around the world to identify, implement, and evaluate transformational business strategies that help create the sustainable economies of tomorrow. Rather than focusing on continuous improvement approaches, like environmental management and corporate social responsibility, the Center instead concentrates on new commercialization approaches for next generation green technologies. These approaches are critical for technologies that are often disruptive and leapfrog existing pollution or material-intensive ways.

Base of the Pyramid Enterprise Development

The Center is actively involved in developing new approaches to enterprise creation in the BoP by connecting companies to local communities, who together can create businesses that generate mutual value. The Center is committed to finding effective ways for the private sector to reach the world's four billion poor by overcoming conven-



tional business practices and realizing growth opportunities through non-traditional partnerships, customized solutions, local capacity generation, and the strengths of existing market environments.

The Center for Sustainable Global Enterprise Approach

There are no easy answers to the complex social and environmental problems we face, but we are confident that the capacity for innovation in the private sector holds great promise for realizing the vision of a more sustainable world. The Center for Sustainable Global Enterprise works to combine creativity, entrepreneurship, collaboration, and professionalism to find more effective ways to drive enterprise toward this end.

As a part of a leading Ivy League university, we generate relevant knowledge through cutting-edge programs, innovative applied research, and exemplary teaching, guided by our philosophy of innovation and entrepreneurship. Our strength comes from the deep relationships we develop with companies, NGOs, multilateral organizations, government entities, entrepreneurs, students, and alumni. Those relationships allow us to remain grounded in the problems we seek to address and to craft collaborative, innovative solutions.

No matter who you are—an entrepreneur seeking to create a new business for underserved markets; a business leader looking to commercialize a green technology; a practitioner interested in enhancing your network and knowledge base; an alumni looking to connect with the university; a current or prospective student seeking to enhance your education; or an academic involved in related research—you will find our people, programs and activities ready to work with you to make a positive impact on some of the world's most challenging social and environmental problems.