

You are invited to join Columbia University's Earth Institute and the Master of Science program in Sustainability Management at Bringing Sustainability into Routine Management Decisions, a panel event to be held on March 2, 2011, from 5:00-7:00 pm.

The panel, moderated by Steve Cohen, Executive Director of the Earth Institute, Columbia University and Professor in the Practice of Public Affairs, will feature Dan Bena, Director of Sustainable Development for PepsiCo; Eliza Eubank, Vice President of Environmental and Social Risk Management at Citi; Nilda Mesa, Director of Environmental Stewardship at Columbia University; and Katie Wilson, Principal Consultant with Willdan Financial Services.

We invite you to come listen to the panel's participants as they discuss the current role of sustainability in routine organizational management. Just as accounting, information management and globalization are now fully integrated into routine management, sustainability is starting to be accepted as an integral element of effective management. The panel will discuss concepts like green accounting and finance, industrial ecology and other ways in which organizations are beginning to utilize the core concepts of sustainability management. While it is easy to imagine that science and technology will engineer solutions to many sustainability problems, organizations can be slow to change and learn to utilize these solutions.

If you have questions or would like to RSVP, please contact Andrea Schechter at aschechter@ei.columbia.edu or 212-851-0772. The panel and reception to follow will be held in the Faculty House at Columbia University, located at 64 Morningside Drive.

Save the date for a second panel discussion on April 7, 2011: New York City as a Sustainable City. More information to follow.

Contact: Columbia Univ. School of Int'l & Public Affairs, 420 West 118th Street, New York, NY 10027