

NEWSLETTER

Sustainability Efforts Are in Full Bloom

Across Babson's campus, students, faculty, and administrative staff are combining efforts to reinvigorate the initiatives, awareness, and community necessary to create lasting change toward a sustainable future. Building from past progress, this semester's recent developments, from new course offerings and student events to shuttle programs and a book collection box, position Babson College for growth and leadership at the intersection between sustainability and education.



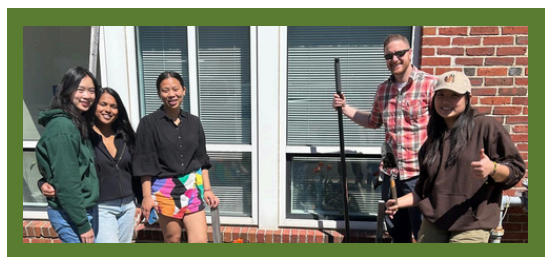
Sustainable Initiatives on Campus

The **Soft Plastics Recycling Program** is a newly launched initiative starting from Fall 2024. By collecting soft plastics, like Amazon recyclable packaging, we reduce waste to landfill and allow such plastics to be upcycled by NexTrex. They turn the soft plastics into usable building materials, closing the loop on the plastics.



Babson's **Good Business Index** helps FME students see how their businesses measure up in sustainability, social responsibility, and ethical practices. By filling out the Good Business Index, FME ventures can enhance their environmental and social impact while increasing stakeholder value and receiving a certification. Ready to see how your business scores? Scan the QR code on the left!

Join us at **Sudeeksha's Secret Garden** for a special Earth Day celebration on April 22nd! Connect with the community through engaging programming and contribute to the garden by planting in your garden bed if you have one. Don't miss this chance to grow with us and make a positive impact. See all our upcoming events below!



New Growth in the Classroom

Expanding from the required Socio-Ecological Systems course that uniquely challenges students' critical thinking skills and multi-disciplinary perspectives, two experimental classes are being offered this semester that add to the **Environmental Sustainability Concentration** and encourage students to consider business decisions within social, environmental, and economic contexts.

With building concerns around virtue signaling and greenwashing, the decision to promote and pursue sustainable business models is crucial yet challenging and can mean the difference between winning or losing customers. **Sustainable Marketing (MKT4525)** taught by Professor Lauren Beitelspacher, is an experiential elective course that integrates knowledge from diverse disciplines and builds on key marketing fundamentals to help students see the bigger picture behind the future of business. Hoping to spark meaningful discussion about sustainability, the course includes guest speakers and activities covering on-campus behavior, sustainable certifications, and improvements within the apparel, food, and travel industries.

"I felt like students needed to have a class that would help them communicate a company's sustainable initiatives in a way that was authentic and understand some of the sustainability challenges that businesses face."

- Lauren Beitelspacher

Amid the rapid environmental changes and socio-ecological challenges facing the world, innovators, scientists, and entrepreneurs are collaborating to take real action and develop exciting solutions. **Green and Blue Technology Solutions (SCN3604)**, taught by Professor Sarah Foster, seeks to help students learn the foundational science behind emerging technologies and create connections between students and professionals currently working in the cleantech field. The course follows three primary themes (climate change, resource management, and pollution control) and supplements lectures and in-class group activities with several guest speakers and fields trips, including visits to Greentown Labs and the Massachusetts Clean Energy Center.

"[This course should] help students see that being successful in business and making money does not have to be separate from a career in sustainability. ... I hope that we can see and believe that it doesn't have to be that way."

- Sarah Foster

These focused courses serve as a connecting point to eventually help achieve a fully integrated curriculum at Babson. Vikki Rodgers, professor and co-creator of the **Environmental Sustainability Concentration**, explains, "in the future sustainability will need to be a focus and consideration of all disciplines and courses". Until then, these courses allow students like Julia Pike '26, enrolled in Blue and Green Technology Solutions, to pursue diverse scientific interests and learn more about climate change and ways to mitigate it. "I feel like a lot of people are undereducated on this topic," she describes.



Lauren Beitelspacher
Professor, Marketing Division



Sarah Foster
Assistant Professor,
Environmental Science



Vikki Rodgers
Professor and Faculty Director
of Integrated Sustainability

Climbing to New Heights

In connection with upper administration and college-wide objectives, Babson is engaging with the Principles for Responsible Management Education this spring, a UN Global Compact Initiative that promotes the Sustainable Development Goals (SDGs) and increases visibility of sustainability within business and higher education. Babson has also recently attained silver status for STARS, The Sustainability Tracking, Assessment & Rating System offered by the Association for the Advancement of Sustainability in Higher Education (AASHE). The sustainability interns are currently working on the revision process to integrate new programming into evaluation with the goal of attaining gold status.

“We now have a grasp on what we have here at Babson. Going forward, it’s about managing sustainability at the College holistically between community engagement, education integration, and campus stewardship.”

- Leila Lamoureux (MBA’18, Director of Sustainability and Campus Utilization)



Upcoming Events

Questions? Reach out to the Sustainability Interns! @babsonsocinno on Instagram

Slash the Trash Challenge	February 24th - March 12th
Slash the Trash Banquet	March 12th, 6:30PM, Global Lounge
Dark Dorm Challenge	March 1st - March 31st
“Energy Kahoot” Event	March 7th, 1:30 PM, Weissman Foundry
Sustainability Fashion Show	April 16th, 4 PM, Weissman Foundry
Earth Day Planting and Program	April 22nd, 3 PM, Sudeeksha’s Garden
Clothing Swap	April 25th, 11 AM, The Globe