

## Rutgers Institute for Corporate Social Innovation

### How business can impact social issues

At the Rutgers Institute for Corporate Social Innovation, we recognize that today’s societal needs are profound, and believe business has untapped potential to address them. Moreover, there is increasing evidence that companies focused on being positive actors in society outperform their peers.

Our purpose is to develop the next generation of Corporate Social Innovation (CSI) leaders and become a leading academic partner in addressing society’s most pressing issues.

We use our uncommon diversity, unique locations, and deep network to bring together leaders from private, public, and nonprofit sectors to collaborate with top scholars in advancing Corporate Social Innovation.

Utilizing our unique four pillar model, our approach is to:

- **Educate** - We provide executive, graduate and undergraduate curricula, professional development, employee training, and career opportunities
- **Collaborate** - We leverage our comprehensive methodology, academic excellence and university expertise to partner with, and support, organizations on their CSI journeys
- **Inspire** - We share best practices and translate research and knowledge through our thought leadership platforms

Partnering with, and highlighting the experience of, organizations that are effectively applying social innovation to company strategy, we strive to prepare the next generation of business leaders to achieve impact and success.

The most advanced companies – those that integrate social needs into their business – are reaping financial, reputational and business benefits.

### What is Corporate Social Innovation

CSI integrates a company’s full range of capabilities and assets within innovative business models to achieve positive societal impact while advancing the success and sustainability of the enterprise.

At the Institute we’ve developed an integrated four-pillar business model :



### Recent featured contributors

- Abigail Disney**, activist and filmmaker
- Halla Tomasdottir**, CEO B Teams
- Paul Polman**, former CEO Unilever
- Kathy Calvin**, former CEO UN Foundation

[ricsi.business.rutgers.edu](https://ricsi.business.rutgers.edu)



## Ways to Engage with Rutgers Institute for Corporate Social Innovation (RICSI)

There are many ways to engage with the Rutgers Institute for Corporate Social Innovation, with a range of support levels from \$5,000 – \$50,000.

### Examples of prior engagements include:

- Executive education programs
- Individual corporate consulting
- Participation on the Institute's Advisory Board
- Student consulting/research engagements
- Contributor to thought leadership activities (e.g., podcast, webinars, etc.)
- Sponsorship of thought leadership activities
- Presenting sponsor of major events
- Speaking engagements at major events
- Access to Rutgers Business School/RU students, faculty, and talent
- Sponsor of student committees/activities and experiential education
- Student mentoring opportunities
- Guest lecturing in Rutgers Business School classes

### Our Partners and Collaborators:

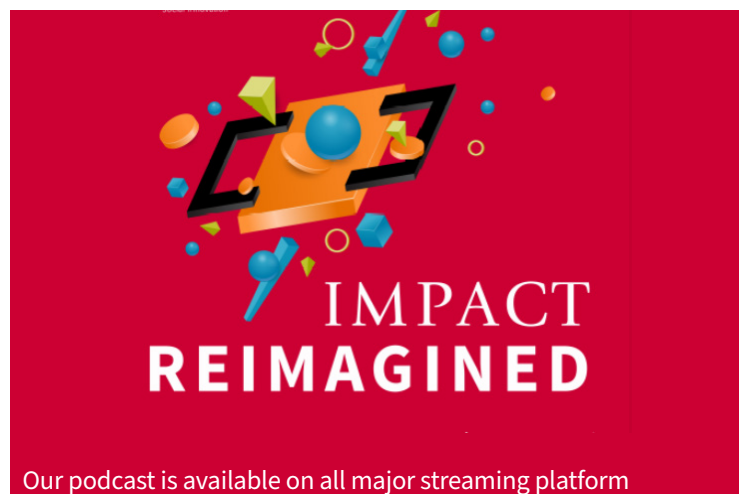


## How We Work With Partners

### Showcase: RICSI and Health Equity

The RICSI is advancing Health Equity through a variety of initiatives. We are an academic partner and advisor to community-focused health research for The Atlantic, and work with Bristol Myers Squibb and GBC Health through student consulting projects.

All these projects bring a diverse, community-focused perspective, and make recommendations on ways that corporations can address Health Equity across the enterprise.



### To discuss further, reach out to:

#### Kristin DiFoglio

Associate Dean of Advancement  
Rutgers Business School  
e: [kdifoglio@business.rutgers.edu](mailto:kdifoglio@business.rutgers.edu)