



From the President

Red and White—and Green All Over

This fall Jack Robinson, the chief investment officer of Winslow Management Company, LLC, visited the Barney School of Business under our Ellsworth Executive-in-Residence program. I have known Jack for years and suggested to Barney Dean James Fairfield-Sonn that we invite him for this program to discuss green investing with our students, faculty, staff, and some of our regents. Jack is the most thoughtful and provocative thinker on green investing I know, and I thought he would provide wonderful intellectual stimulation for all of us. During his day here, he fulfilled that promise brilliantly.

Because we know each other well, I arranged for Jack to stop by my office for a few minutes. He arrived in my office, settled into a chair, said how much he was enjoying the day, and then asked, “Do you know the mission of the Barney School?”

Caught off guard, I recalled it as best I could.

“You really should know it, word by word,” Jack said. “It is wonderful and unique among every business school I know. Here it is: ‘To prepare leaders who are socially responsible and globally aware.’”

“This mission statement positions you perfectly to become a leading business school,” Jack said. “Others are stretching to bring social and global awareness into their missions. You have it right at the heart of yours. Indeed, you should make it the University’s mission statement!”

Remember, I told you Jack is both thoughtful and provocative.

Jack then proceeded to suggest ways in which the Barney School could take advantage of its mission statement to become a leader among its peers. Out of that discussion grew a great idea: to form an investment course for Barney School students who, under the direction of business executives-in-residence with considerable investment experience, would invest a small portion of the University’s endowment in socially responsible and globally aware ways. Later, in a discussion with Cynthia Steer, a longtime regent of the University who chairs the Investment Committee, we decided to form two funds: one involved in green investing and one involved with global investing. We are in the process of raising money to begin those funds now.

As Jack and I walked across campus to the Gray Center, he further challenged me to make the University a leader in sustainable programs. He was delighted to learn that we are already working with the virtual utility EnerNOC to provide backup power generation that will take us off the electrical grid at peak times, and beginning experiments with solar power to provide a sustainable energy source for our campus. I also told him about our solar array that provides energy to Lincoln Theater and that our summer renovation of Regents Park residence hall will incorporate sustainable materials to make the buildings more environmentally friendly.

Much of this is detailed elsewhere in this issue of the *Observer*. My hope is that as a University, we will set an example among universities and colleges in promoting a sustainable environment.

Improving the ways in which the University takes advantage of sustainable energy initiatives in order to become more environmentally friendly is important, and we are pursuing this vigorously. But many other universities and colleges are ahead of us in this area, making a leadership role for us less likely.

I do, however, think that becoming an intellectual leader in sustainability—not only for our campus but also by preparing future professionals who can bring this thinking to their careers for decades to come—is something we must pursue.

We are a university with a business school; an architecture program; a civil engineering program, as well as an array of other programs in engineering; liberal arts disciplines such as sociology, philosophy, literature, and politics and government, all of which are engaged in vigorous conversations about sustainability; and strong and highly visible programs in the arts. From green investing to sustainable architecture to the sociology of the environment to artwork (like *Beyond Green*, this spring’s fascinating show at the Joseloff Gallery), we are engaged in just the sort of challenging discussions Jack was suggesting to me. As such, we are in a distinctive position to provide an important intellectual conversation about sustainability and the environment.

Like all good intellectual conversations, questions about the environment and sustainability are not simple, nor are the answers

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—Walter Harrison, President

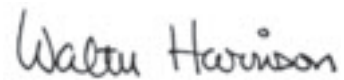
readily obvious. Clearly, a range of viewpoints on the topic must be carefully considered. I am pleased that during the past year we have brought speakers to campus with a wide variety of views on the subject. The scientific evidence, the developing technology, and public policy are all connected and complicated.

That’s where the new van Rooy Center for Complexity and Conflict Analysis, also discussed elsewhere in this magazine, may play a very helpful role. Indeed, it is just such complex and important intellectual and policy questions that the van Rooy Center was formed to explore. So, one of my very first questions to the faculty connected to the center has two parts: (1) How do we address the complex problems presented by the environment and engage in a wide-ranging discussion about its future?
(2) What is our role as an educational institution in shaping that?
I would love to be part of that conversation—scientists,

business faculty, engineers, artists, and social science faculty all engaged in a discussion with some very fertile common ground.

While I am not prepared just yet to change the entire University’s mission statement to one close to the Barney School’s, I am prepared to lead us in asking how we prepare the University to be an intellectual leader, a strong and environmentally aware community, and an institution engaged in preparing its students to meet these most important of challenges.

Jack Robinson left us with a challenge. Working with faculty, staff, students, regents, and alumni, I am prepared to meet it. Please join me.



Walter Harrison
President



These solar panels near Lincoln Theater, and others on its roof, supply nearly 20 percent of the building’s energy needs.