



# Environmental Sustainability & Compliance Conference 2008

SEPTEMBER 22-24 • EMBASSY SUITES DALLAS-FRISCO • FRISCO, TEXAS

*The only sustainability conference designed and presented by retailers, for retailers.*



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# Collaborative Opportunities: The Oregon Experience

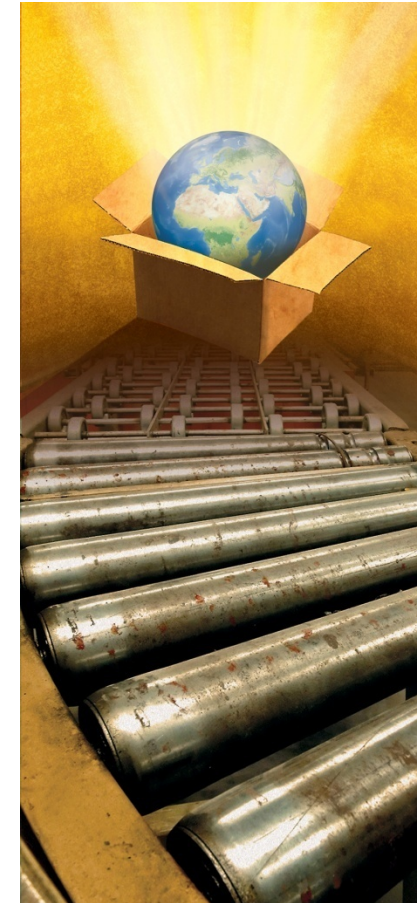
Mike Russo  
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University of Oregon



# Center for Sustainable Business Practices



- Greenest city, greenest state
  - Award-winning campus programs
- Four Center focus areas
  - Sustainable supply chains
  - Change & innovation
  - Life cycle analysis
  - Measurement and metrics
- Six contributing faculty members
- MBA concentration in SBP
- *Visit our website: [lcb.uoregon.edu/csbp](http://lcb.uoregon.edu/csbp)*



# Experiential Learning

- Student consultative projects
  - Two-term intensive projects (800-1000 hrs)
  - One-term in-class projects
  - Undergraduate and graduate level
- More than 50 completed to date
- Client satisfaction: Very high
- Topics span a range of areas:
  - Market expansion for green products
  - Evaluation of materials alternatives
  - Measuring the customer value of greening
  - Ecological footprinting



# KEEN Footwear



- Launched in January 2003, moved to Portland in 2006
- By 2007, was a \$100 million company offering 380 styles and colors of shoes, sandals and boots
- Shoes have an outdoor & urban vibe
- KEEN Foundation has been involved with social and environmental philanthropy since 2004



# Illustration: KEEN Footwear



- Problem: KEEN's sustainability marketing message was outpacing its documentation of activities
- In Spring 2007 and 2008, worked on two linked projects:
  - Benchmarking of social & sustainability reporting
  - Identifying content for its report
- Student input was enormously valuable to KEEN
- Its first report will be issued in October
- Across several years and several projects, we developed a collaborative, trusting relationship that has provided the means to do still more together



# Illustration: KEEN Footwear



*“The team of students did a fantastic job in analyzing the online distribution opportunities for KEEN as well as looking at what the rest of the marketplace is currently offering. Their recommendations were solid and all were taken into consideration and most will be implemented. It was great to have their enthusiasm and commitment to the project.”*

Bobbie Parisi, VP of Marketing, KEEN

*“The team did a great job of seeking out our competitors in the outdoor industry and laying out, in an unbiased way, what’s really going on in sustainability reporting – both what’s great and what’s not so great. They really challenged us, and we applaud that.”*

Chris Enlow, Corporate Social Responsibility, KEEN



# Other Avenues for Engagement



- Corporate partnership program
- Custom executive education
- Collaborative research
- Executives in residence
- Conference opportunities
- Internships and employment



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