

## Social Entrepreneurship

There are generally considered to be three legs of the sustainability “stool”: the economy, the environment, and society. Altogether, they create what is known as the ‘triple bottom line’ for sustainable businesses. Anne Murray Allen, Director of the Executive Development Center at the Atkinson Graduate School of Management, notes that today, “people usually focus on the environmental or ‘green’ part, and that is important, but it’s only one leg of the stool”. On March 13, 2009, Willamette University hosted a Social Entrepreneurship Conference at the Portland campus. It was part of a series put on by the Atkinson School called Social Action and Sustainability that focuses on the “society” leg of sustainability. The conference featured several internationally known speakers who discussed how to start a business with the primary purpose of improving society, rather than making a profit. Ventures that put social innovation first can be successful and profitable, making the world a better place for everyone.

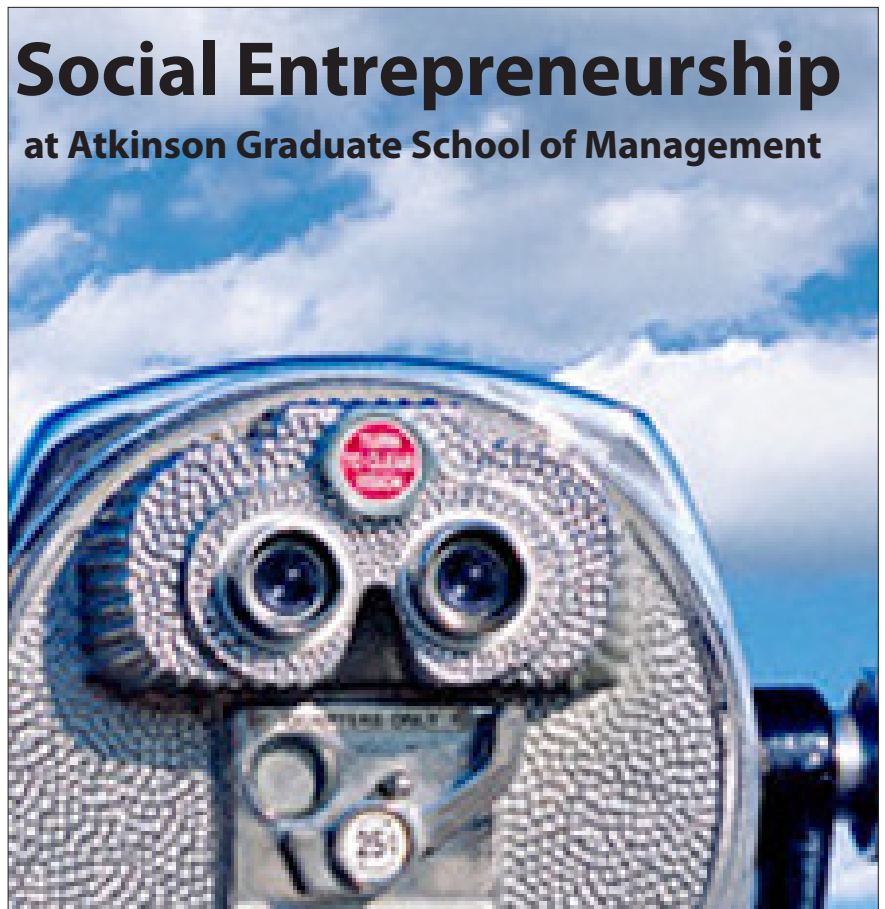
Social entrepreneurship embraces a shift away from the historical paradigm in which organizations focus mostly on financial objectives. “Social entrepreneurs are people who think first of improving the human condition through whole system solutions for the world’s most urgent social problems,” according to Allen. “These people believe that by approaching business with the purpose of improving the lives and social

well being of community members, citizens, and employees, trust and collaboration build, which unleashes creative processes and innovation, in turn driving financial success. Social entrepreneurs are usually young people just out of university who don’t want to enter the corporate world — at least not right away — or people who are close to retirement, looking for an ‘encore’ career where they can give back and make a difference in the lives of others. Allen calls these demographics “a perfect mixture of energy and wisdom”.

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While Allen says that Atkinson professors “have been teaching sustainable practices since before it was cool,” this conference was a new addition to the school’s sustainability repertoire. Next up will be the launch of the Sustainable Enterprise Certificate program with the first session beginning April 2nd. For more information and deep discounts for the Willamette community including alumni, please contact Anne at [edc@willamette.edu](mailto:edc@willamette.edu) (503-370-6094).

## Social Entrepreneurship at Atkinson Graduate School of Management



## Student Research Grants and Awards

For the second year, the Center for Sustainable Communities is offering a student research grant and research prize.

The Fred Wert Collaborative Research in Sustainability Grant provides a total of \$4000 — \$3000 for the student and \$1000 for a faculty sponsor — for a research project in

sustainability. Students can work on a facet of their sponsor's research or design their own research project. Students from all disciplines are encouraged to apply. The 2008 grantee was Alexandra Frackleton, who travelled to Israel to study the environmental and agricultural ideology of the early Kibbutz movement. *Applications are due March 20.*

The Pearson-Chapin Student Sustainability Research Award is a cash prize awarded to the best research project in sustainability in the last academic year. The award is named after the inventors of the modern photovoltaic cell, Willamette graduates Gerald Pearson ('26) and Daryl Chapin ('27). *Faculty nominations are due April 10.*

## News From Around the World

**Hospitalizations will increase** due to global warming, according to a report by a collaboration of epidemiologists, meteorologists, and public health experts. As global temperatures rise, extreme weather is expected to increase in frequency, along with it hospitalizations due to severe asthma, COPD, and other respiratory illnesses. Deaths from cardiovascular illnesses are expected to rise as well. The researchers reached these conclusions after examining epidemiological data in Europe and finding a correlation between high temperatures and health risks.

**The monsoon season** in South Asia, which is critical to agriculture in countries such as Nepal, India, Bangladesh, and Pakistan, could be delayed and weakened by global warming, according to modeling by climatologists at Purdue university. The combination of less convective precipitation and less moisture

in the air will likely reduce rainfall when moisture moves inland from the sea. The same conditions could increase temperatures as well. This could be devastating to agriculture in the region, which relies on the monsoons for 75% of total rainfall and 90% of drinking water.

**The *Washington Post*** is continuing to defend their failure to fact check the column by George Will in their February 15 issue. In it Will argued that anthropogenic climate change is not occurring. In support of his argument, he wrote that "According to the University of Illinois' Arctic Climate Research Center, global sea ice levels now equal those of 1979." In fact, the Arctic Climate Research Center, where George Will claimed to have gotten his data, issued a statement saying "We do not know where George Will is getting his information," and that their data continues to support climate change

as a real phenomenon. Other climatologists have weighed in suggesting that the *Washington Post* was guilty of failing to thoroughly fact-check the column.

Despite this criticism, the *Washington Post* says that its editors did check the column "to the fullest extent possible" and has allowed George Will to write another column that repeats the same statements alleged to be false. The *Washington Post's* editorial page editor Frank Hiatt also wrote to the Columbia Journalism Review that supporters of climate change science shouldn't "suggest... that George Will shouldn't be allowed to make the contrary point. Debate him." Critics such as science writer Chris Mooney responded, quoting Senator Daniel Moynihan, that while he is entitled to his opinion, "George Will is not entitled to his own facts."

## Sustainability Tip

*Plant trees. Many groups in the Salem area are involved in habitat restoration. By helping to restore endangered habitats like prairies, oak savannas, and wetlands, you can help preserve biodiversity. For more information, contact Lisa Olivares at the Friends of Straub Environmental Learning Center (lisa@fselc.org), Luca de Stefanis at the Pringle Creek Watershed Council (Luca.DeStefanis@or.nacdn.net), or Rich Sutliff (rsutliff@willamette.edu).*

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