

UNIVERSITY OF CALIFORNIA, BERKELEY-HAAS SCHOOL OF BUSINESS
GENEVA SUMMER COURSE - 2018

**BUSINESS INNOVATION FOR SUSTAINABILITY, SOCIAL
RESPONSIBILITY & POSITIVE IMPACT**

A class of 29 students from the University of California will be spending five weeks in Geneva (June 19–July 20), enrolled in a summer course taught by UC Berkeley faculty. Our host school is the University of Geneva.

The course includes lecture, NGO guests and visits, and corporate guests and visits. In previous years, we have had speakers from Coty, Proctor and Gamble, WBCSD, WTO, ILO, Ferrero, Syngenta, C&A, Intersport, Nespresso, Nestle, B-Corp, GAVI, Keurig, Firmenich, EAWAG, and others.

FACULTY

Dave Rochlin

Based in California, Dave is both a lecturer and the Executive Director of Applied Innovation programs at UC Berkeley's Haas School of Business. He also co-founded the University's Roundtable on Applied Innovation and Design (BRAID). Outside of Haas, he's an organizational consultant and social entrepreneur, focused on market-based approaches to social/environmental issues including deforestation, climate change, corporate social responsibility, and sustainable business design.

Charlotte Opal

Based in Lausanne, Charlotte is the former Chair of the Standards Committee for FLO, was the founding Head of the Roundtable on Sustainable Biofuels at EPFL, and is now is an independent consultant in Fair Trade and deforestation-free supply chains. She holds an MBA and MPhil in Development Studies (Rhodes Scholar) from the University of Oxford, and a BA in Economics from Wake Forest University.

STUDENT PROFILES

The University of California, Berkeley is one of the most selective institutions in the world, and students are bright, high achieving, and inquisitive. Most of the students in the program are entering their third or fourth year at the University (average age 20 or 21), and have a keen interest in learning more about business innovation and social/environmental impact issues. Roughly half are business majors, with others studying economics, environmental/resource policy, and political science. Very few are fluent in French, and the course is being taught in English.

"The intersection of business needs and wider societal concerns... is a critical part of contemporary business, because without an understanding of this interdependency, neither business nor the society in which it operates can thrive."

Aspen Institute

