When you connect leading companies with sustainability-minded faculty and students at one of the world’s leading universities, creative solutions happen.

Initially funded in 2008, SSRP engages with leading companies and top researchers from across the University of California at Berkeley to generate leading edge sustainability-focused research.

SSRP allows companies to bring current sustainability and social responsibility challenges to the attention of faculty researchers at Haas and UC Berkeley. Our corporate partners gain access to skilled researchers and faculty in order to tackle real-world issues. The SSRP funds case studies and organizes events throughout the year to discuss, debate, and explore specific challenges and research-based solutions.

GET INVOLVED:

**Case Studies**
Working with the Berkeley-Haas Case Series, we develop case studies suitable for inclusion into the general business school curriculum. Cases tackle real-time sustainability challenges companies face.

**Forums**
We convene forums based on the case studies, to help companies understand the issue, and identify potential solutions. Forums address real world sustainability challenges across the entire value chain by bringing together practitioners from our partner corporations and leading researchers from across UC Berkeley.

**Research**
Corporate partners work directly with UC Berkeley faculty and graduate students to produce pioneering sustainability research—with the Center for Responsible Business at the center of it all. Our research generates business-relevant, innovative sustainability solutions.

responsiblebusiness.haas.berkeley.edu
Sustainable Solutions Research Program

CASE STUDIES
Our case studies include:
Patagonia: Driving Sustainable Innovation by Embracing Tensions
FEBRUARY, 2016
Levi Strauss & Co.: Driving Adoption of Green Chemistry
JULY, 2016

“The SSRP program connects my students and me to businesses interested in the next generation of safer chemicals and materials. The SSRP program brings people together in ways that help us tackle some of the biggest material challenges of our times.”

— Marty Mulvihill, Senior Advisor, Berkeley Center for Green Chemistry

SSRP COMPANIES

Kimberly-Clark

LEVI STRAUSS & CO.

DOW

WM

“T am very excited about the new energy and innovations coming out of the SSRP at Berkeley-Haas. SSRP is funding and supporting new research, courses, conferences, and convenings that are connecting professors and students across campus with firms working to solve sustainability challenges.”

— Dara O’Rouke, Associate Professor, College of Natural Resources, UC Berkeley

responsiblebusiness.haas.berkeley.edu

CENTER FOR RESPONSIBLE BUSINESS at Berkeley-Haas

Berkeley-Haas is ranked #1 globally for CSR and ethics by The Financial Times and recognized as the #3 MBA for sustainability by Bloomberg Businessweek.

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