

## **ESM 296-2F: Advanced Topics in Environmental Management: Corporate Environmental Management [2 units]**

**Instructor of Record:** Matthew Potoski

**Email:** [mpotoski@bren.ucsb.edu](mailto:mpotoski@bren.ucsb.edu)

**Office Hours:** Wed 11:30-12:00

### **Description:**

This course introduces students to practical applications of corporate environmental management through 3-hour sessions, each taught by a practicing sustainability executive. For each session, students will be presented an environmental problem that the visiting speaker is currently working on. During the course sessions, the class will workshop the problem with the visiting speaker, looking for creative ways to help solve the problem.

The course will help to prepare students to work with and within firms by teaching students how principles of corporate environmental management are applied. The course curriculum will be supervised by Matthew Potoski. Students enrolled in the course will be required to do advance readings, as assigned, and write short memos focusing on a solution to an environmental problem. Students enrolled in the course will be assessed as satisfactory/unsatisfactory. The course will be open to other students who are not enrolled if they wish to sit in on one or more sessions.

### **Course schedule:**

10/5: 1:00-2:00. Introduction and orientation

10/26, 1:00-4:00. Dimitri Shannin, Raytheon

11/2, 1:00-4:00. Jesse Daystar. Cotton Inc

11/9, 1:00-4:00. Diana Glassman. Integration Strategies.

11/16. 1:00-4:00. Elissa Foster. Patagonia

11/30. 1:00-2:00. Wrap up

### **Readings:**

Readings will be posted on GauchoSpace. Students will be expected to read the papers assigned in advance of each lecture.

### **Response Papers:**

Students will write a short memo on the topic assigned prior to class. Most of the memos will be to recommend a course of action to help our visitor solve an environmental problem they are facing at work. You will receive questions to guide your response papers after each seminar. Use these questions to write up to spaced pages consisting of a thoughtful response to the topics presented in the seminar and papers. The response papers should NOT just summarize the information you heard. Rather, your response should explore potential applications, conflicts, uncertainties or innovations drawn from the ideas presented in seminar and the papers. Additional research is not needed to develop response papers. You should draw information from the seminar, assigned papers and your own knowledge and experience.

### **Class Participation:**

This course requires active student participation. You are expected to energetically and thoughtfully contribute to class discussions. While you should attend all five seminars, you may request an excused absence for up to one seminar for a legitimate reason, such as illness or family emergency. You must contact the instructor of record, Matt Potoski, to request an excused absence in advance of the seminar.

**Elissa Foster** is Senior Manager of Product Responsibility at Patagonia. She is responsible for researching and measuring the environmental impacts of Patagonia's materials and implementing programs to reduce those impacts. Elissa has been working on environmental projects for Patagonia for 14 years. Elissa taught a class on Circular Economy for UCSB's Environmental Studies department in 2018. Prior to working in her current position at Patagonia, Elissa worked as an Environmental Specialist for the City of Ventura. Elissa has a BS degree in Zoology from UC Santa Barbara, Master's degree in Environmental Science and Management from the Donald Bren School of Environmental Science and Management (UCSB), and a Doctorate of Environmental Science and Engineering from UCLA.

**Diana Glassman, CEO, Integration Strategy**

Diana Glassman is CEO of Integration Strategy, a strategy consultancy that helps investors and C-suites increase investment returns and valuation. Previously, she was VP and Head of Environment at a top 10 retail bank, where she developed material metrics in an innovation award-winning program that linked ESG-specific outcomes to labor cost reduction and revenue generation. She was formerly Head of Americas for Credit Suisse's Environmental Investing Group, based in Zurich. She authored *Environmental Employee Engagement Roadmap* and *The Water-Energy Nexus: Adding Water to the Energy Agenda*. She received her MBA and MPA from Harvard University.

**Dimitri Shanin, Senior Manager for Corporate Sustainability Operations**

Since 2012, Dimitri Shanin has served the Raytheon Company as Senior Manager for Corporate Sustainability Operations. He is responsible for strategic and capital planning, metrics reporting, staff management, policy development of Business Sustainability and Corporate Responsibility function. To meet the department's objectives, he manages a cross-functional team of over 20 technical subject matter experts from Engineering, Facilities, Supply Chain and Finance. Within his current role, Dimitri provides quarterly and annual briefings to executives on core sustainability metrics, risk and strategy reviews that also feed into the organization's public facing sustainability disclosure platforms. He is co-leading data gathering and content development for Raytheon annual Corporate Responsibility Report, in partnership with Investor Relations and Communications departments. Prior to joining Raytheon, Dimitri has spent over 15 years in environmental sustainability consulting where he supported clients' sustainability reporting, industrial energy efficiency, carbon accounting and life cycle assessment needs. Additionally, he serves as a board member for Green Business Council of Southern California responsible for member recruitment and public advocacy. Dimitri holds M.P.P and M.S. in Sustainable Systems Engineering from the University of Michigan, Ann Arbor, as well as B.A. in International Economics and Philosophy, Cum Laude from Drake University.

**Jesse Daystar.** Dr. Jesse Daystar is the Chief Sustainability Officer and VP, Sustainability at Cotton Incorporated where he directs internal and external sustainability efforts including: directing sustainability research, working with cotton industry stakeholders to develop industry sustainability goals, assisting in the communication of sustainability messages; and providing technical insights to Cotton Incorporated, the cotton industry, and brands. Prior to Cotton Incorporated, Dr. Jesse Daystar was the Assistant Director of the Center for Sustainability and Commerce at Duke University where he worked to deliver impactful research and education programs at the nexus of sustainability and commerce. Throughout his career, Dr. Daystar has led research and consulting efforts in aspects of product sustainability, biomaterials, biochemicals, and bioenergy focused on identifying environmental tradeoffs, environmental and technical risks, and environmental impacts. This research and consulting has produced publications, sustainability and chemical engineering tools, and certifications for clients including Argonne National Laboratory, the USDA, DOE, Eastman Chemical and Piedmont biofuels. He has also co-authored two reports to the United States Congress quantifying the economic and environmental impacts of the bioproducts industry in the United States. Dr. Daystar holds B.S. degrees in Chemical Engineering, Paper & Pulp Engineering, and both a M.S. and a Ph.D. in Forest Biomaterials from NC State University.