

Find more news from Stetson University at [Stetson Today](#).

# STETSON UNIVERSITY

FOR IMMEDIATE RELEASE

## Stetson University Launches Online Sustainability Series

*PaCE course provides business leaders with guidance to implement sustainability strategies*

**DELAND, Florida**, March 30, 2021 – Sustainability in the workplace reduces waste and protects the planet for future generations. Eco-friendly initiatives have become essential company practices that benefit businesses by lowering energy consumption and costs and boosting brand awareness.

The [Professional and Corporate Education \(PaCE\)](#) program at [Stetson University](#) is launching a [Sustainability Series](#) that will provide business leaders with fundamental information and practical guidance on developing and implementing a viable business sustainability plan. The six-part series will begin on Tuesday, May 11 and continue through Thursday, May 27. Classes will be offered via Zoom on Tuesdays and Thursdays, 5-7 p.m.

“Sustainability is necessary for preserving the planet and its resources,” said [Bud Hanson, MBA](#), executive director of PaCE. “Companies may not know how to start integrating sustainability into their business operations. This course will provide participants with practical applications and tangible processes on sustainability.”

“‘Doing well by doing good’ is a mantra many businesses are aligning with today,” said course instructor Lia Colabello, founder and managing principal of [Planet+Purpose Solutions \(PPS\)](#). “Adding sustainability to a company’s list of key-performance indicators will pay off in both the short- and long-term. This course will assist business leaders with formulating their approach to develop a robust corporate responsibility plan.”

PPS is a consulting practice that develops and manages comprehensive sustainability initiatives for organizations. PPS’ team works to elevate awareness of a client’s purpose and values among the brand’s stakeholders through strategic, authentic actions.

The course includes an overview of trends in corporate sustainability, guidelines for creating a meaningful strategy and feasible tips for building a conservation culture within an organization.

Additional topics include brand purpose, sustainability certifications, the United Nations’ Sustainable Development Goals, brand ecosystem engagement, impact reporting and the importance of storytelling.

Throughout the series, guest speakers will be discussing sustainability practices at their organizations. Lecturers include Stetson University President [Christopher F. Roellke, PhD](#),

[Jason Evans, PhD](#), executive director of Stetson's [Institute for Water and Environmental Resilience \(IWER\)](#), and representatives from Costa Sunglasses and Nuun. Spokespersons from 1% for the Planet and the 5 Gyres Institute will talk about the role cause partnerships play in advancing the shared goals of environmental and social stewardship.

Stetson has been making strides in sustainability for nearly two decades, earning national recognition as a leader in business sustainability. In 2003, the university's Lynn Business Center, which houses the [School of Business Administration](#), earned a Leadership in Energy and Environmental Design (LEED) certification and was Stetson's and the State of Florida's first green building.

Stetson also was recognized as a green university by *Princeton Review's Guide to 353 Green Colleges: 2015 Edition*. The prestigious publication praised Stetson for its commitment to environmental education, environmentally responsible purchasing, efficient use and conservation of resources, minimizing solid waste and hazardous materials, and promoting a green campus design that incorporates plants native to Florida.

In 2017, Stetson's Marshall & Vera Lea Rinker Welcome Center was named the 2017 Outstanding Sustainability Project in the state by the Florida Planning and Zoning Association. The building was Green Globes Certified when it opened in late 2016, and at that time was recognized with the Outstanding Sustainability Initiative Award from the planning group's local Surfcoast Chapter. Also in 2017, Stetson approved spending \$1.5 million on energy-saving projects such as switching to LED lighting, and in 2016 Stetson reduced its energy and water usage by nearly 16% even while adding more students and buildings to campus.

PaCE offers more than 30 professional education programs that teach highly desired skills necessary in the workplace and for career advancement. Working adults have an opportunity to sharpen their skill set by taking self-paced, noncredit [online courses](#).

Offerings include communication, cybersecurity, digital marketing, leadership and project management. Students will receive a certificate of completion, or professional development or continuing education unit relevant to their field after fulfilling their course obligations.

#### About Stetson University

Founded in 1883, [Stetson University](#) is the oldest private university in Central Florida. Stetson focuses on intense learning experiences in a supportive community that allows students to develop their voice in a connected, inclusive environment. Stetson University ranks No. 4 on U.S. News & World Report's 2021 list of Best Regional Universities (South), and has been recognized as one of The Princeton Review's 386 Best Colleges, 2021 edition. [Stay connected](#) with Stetson on social media.

**Contact:** Sandra Carr  
Media Relations  
**P:** 407-256-5090  
**E:** [scarr3@stetson.edu](mailto:scarr3@stetson.edu)

