

# BUSINESS



# &

# SOCIETY

2023 IMPACT REPORT



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

# INSTITUTE





# TABLE OF CONTENTS

**04**

DEAR  
CHANGEMAKERS

**05**

ABOUT THE  
INSTITUTE

**06**

COURSES

**07**

STUDENT  
EXPERIENCE

**11**

MICROBUSINESS  
DEVELOPMENT

**13**

EMPOWERING  
WOMEN FARMERS

**14**

PUBLICATIONS &  
PUBLIC SCHOLARSHIP



# DEAR CHANGEMAKERS,

2023 marked a year of academic discovery, purposeful action, and intentional reflection on priorities that define our work. Looking at what we do today along with our aspirations for tomorrow, we are organizing our activities around three critical challenges that businesses and their stakeholders must address together.



## RACIAL JUSTICE

Building upon the research of Professor Erika Hall, the school's Diversity, Equity, and Inclusion (DEI) academic concentration, experiential learning delivered by the John R. Lewis Racial Justice Case Competition, and other co-curricular activities, the Institute will develop business leaders committed to equitable and inclusive workplaces and communities.



## CLIMATE CHANGE

Leveraging the energy systems and emissions research of Professor Wes Longhofer, integration of climate topics into existing academic courses, engagement as a lead partner in ClimateCAP, and growing climate focused student activities, the Institute will develop climate-smart leaders prepared to innovate and implement net zero strategies across all sectors – public, private, and nonprofit.



## INCLUSIVE ECONOMIES

Continuing to draw upon our long track record of research by Professor Peter Roberts and community-based programs supporting microentrepreneurs in underserved Atlanta neighborhoods and specialty coffee farmers globally, along with student clubs and courses focused on “learning by doing” through lending and grantmaking, the Institute aims to level the playing field for entrepreneurs, close income and wealth gaps, and create opportunities for communities to flourish.

Thank you to our many partners, supporters, faculty and staff, students, and program participants in walking alongside us in this work. We look forward to the collective efforts ahead to deliver a more just, climate-smart, and inclusive world.

With gratitude,



**PROFESSOR WES LONGHOFER**  
Executive Academic Director



**BRIAN GOEBEL**  
Managing Director



# ABOUT THE BUSINESS & SOCIETY INSTITUTE

An academic research center within Emory University's Goizueta Business School, the Business & Society Institute addresses complex challenges confronting people, the planet, and the business community through academic discovery and purposeful action.

The Institute generates research insights that it employs in its teaching and programmatic work on the critical challenges that businesses and their stakeholders must address together.

## TEAM MEMBERS

**The talented individuals delivering impact on campus and in the community:**

Dylan Bahena

Sushma Barakoti

Fran Carroll

Brian Goebel

Prof. Erika Hall

Kareem Hall

Erin Igleheart

Prof. Robert Kazanjian

Prof. JB Kurish

David Kyle

Prof. Wes Longhofer

Randy Martin

Alina Mencias

Mildred Meza

Sam Moss

Mayte Vincens Peck

Prof. Usha Rackliffe

Ruth Reid

Natalie Rivas

Prof. Peter Roberts

Prof. Omar Rodríguez-Vilá

Prof. Suhas Sridharan

Tené Traylor

Mercedes Uzuegbunam

Karl Wienhold

**The many organizations working alongside us to deliver impact:**

## PARTNERS & COLLABORATORS

21st Century Leaders

Asociación Nacional del Café de Guatemala

Bank of America

B Local Georgia

Center for Civic Innovation

ClimateCAP

Counter Culture Coffee

De La Gente

Delta Air Lines

Delta Community Credit Union

East Lake Foundation

Focused Community Strategies

Friends of Refugees

James Reilly

John R. Lewis Legacy Institute

Nature Conservancy

PNC Bank

Purpose Built Schools Atlanta

Regions Foundation

The Shapiro Foundation

Stumptown Coffee Roasters

Taco Bell

Target Corporation

Technoserve

Truist Foundation

The King Center

The Philanthropy Lab

University of South Carolina Upstate

## CONNECT WITH US



EMORY.BIZ/SOCIETY



@GOIZUETABIZSOCIETY



@GOIZUETABIZSOCIETY



@GOIZUETABIZSOCIETY



@GOIZUETABSI

# COURSES

We develop next-generation systems thinkers and problem solvers through both coursework and a variety of experiential learning opportunities.



STUDENTS ENROLLED



INCREASE IN STUDENTS ENROLLED  
FROM '21-'22



NEW COURSES



STUDENT-LED GRANTS MADE



STUDENT-LED COURSE INVESTMENTS

## COURSES

**BBA Social Enterprise & Impact Investing**  
(Prof. Roberts)

**B Corp Learning Lab**  
(Goebel)

**Bias in the Workplace**  
(Prof. Hall)

**Business & Society**  
(Prof. Longhofer)

**Corporate Political Strategy**  
(Prof. Sridharan)

**Fellows Learning Lab**  
(Institute Faculty)

**Marketing IMPACT**  
(Prof. Rodríguez-Vilá)

**MBA Social Enterprise & Impact Investing**  
(Prof. Kurish)

**The Past, Present, and Future of Specialty Coffee**  
(Prof. Roberts)

**Philanthropy Lab**  
(Goebel & Traylor)

**Social Impact Management**  
(Goebel & Martin)

**Specialty Coffee Travel Module**  
(Prof. Roberts)

The **Philanthropy Lab** course introduces business school students to the role of philanthropy in addressing inequality in Atlanta. The class partners with the Center for Civic Innovation to identify innovative nonprofits addressing inequity through justice, arts, food security, youth development, and more. This year's class was divided into seven mini-foundation teams. Each team delegated member responsibilities, established a specific mission, identified potential grantees, reviewed grant applications, and selected the final grant recipients. Students gained insight from nonprofit leaders, Emory faculty, civic leaders, and philanthropists.



“While the monetary investment advanced our mission and impact tremendously, the time, talent, and thought leadership treasure offered by the students also made an indelible difference in our ability to change a narrative that has impeded equitable life outcomes for far too long. As a result of The Emory Philanthropy Lab Class, Step Ahead Scholars is a stronger organization.”

Debra Nealy, Founder and Executive Director, Step Ahead Scholars

# STUDENT EXPERIENCE

We advise student leaders and sponsor extracurricular initiatives that achieve social and environmental impacts right here, right now.

## SOCIAL ENTERPRISE FELLOWS PROGRAM

The Social Enterprise Fellows Program recognizes Goizueta Business School students (BBA, EvMBA, and MBA) who demonstrate both a deep interest in social and environmental impact and commitment to the Institute's core focus areas. Fellows have access to hands-on education, exposure, and experiences to develop their capabilities as next-generation social sector leaders whether immediately after graduation or later in their careers.

Program benefits include career coaching and mentorship through Executives-in-Residence and faculty/staff, cohort-based events/social activities, dedicated personal development funds, directed study consulting projects, and opportunity to apply for summer or post-grad internship stipend funds for work in the social enterprise field.



 **31**  
STUDENT FELLOWS

 **21**  
GRADUATING FELLOWS  
(MAY 2023 CLASS)

 **109**  
TOTAL FELLOW ALUMNI GRADUATES  
(SINCE INCEPTION IN 2014)

## FELLOWS LEARNING LAB

Students work closely with social impact clients in the US and abroad, applying their business and problem solving skills through semester-long projects.

**WORLD TELEHEALTH INITIATIVE (WTI)** | Emily Allen MBA23: Growth strategy for a global telehealth network.

**KYANINGA MOBILITY STUDIO** | Sadie Bazur-Leidy EvMBA23: Export market analysis for mobility equipment made in Uganda.

**BECAUSE INTERNATIONAL** | Nasif Chowdhury MBA24: Growth strategy for a social enterprise incubator focused on manufacturing ventures in developing countries.

**THE SAM INITIATIVE** | Hannah Crosby MBA24: Growth strategy for one of the largest Giving Circles in the US.

**COSCHOOL EDUMOCIÓN** | Nikita Das EvMBA23: EdTech platform strategy for rollout and expansion across Latin America.

**UBEES** | Jimmy John MBA23: Market expansion for a sustainable pollination company across Latin America.

**SANIPATH INTERNATIONAL** | Caroline Kimberly MBA23: Business model redesign and investment plan for global sanitation assessment nonprofit.

**FULLCIRCLE** | Arun Kodakadath MBA23: Startup proposal for design and rollout of a platform aimed at the African diaspora in Latin America.

**SAME CAFÉ** | Sophie Maus MBA23: Growth and expansion plan for food insecurity focused nonprofit based in Colorado



## SUMMER FELLOWS SOCIAL IMPACT STIPEND AWARDEES



6

FELLOWS AWARDED  
STIPENDS



\$15.2K

TOTAL 2023 STIPENDS ALLOCATED

Students were awarded funding to support changemaking internships, special projects, or early-stage entrepreneurial pursuits.

2023 stipends supported students working in a diverse set of impact areas including women's empowerment, Latinx history, refugee workforce development, water, sanitation and hygiene (WASH), and children's literacy.



**“My work allowed me to not only make a direct impact on employment outcomes, but also see the impact first-hand. Many clients would be in direct communication with caseworkers and program managers to report placements and I was able to see how the partnerships and trainings have contributed to the success of the clients. Financial stability and economic empowerments are some of the first steps in successful and sustainable resettlement of refugees in this country.”**



*Nasif Chowdhury 24MBA, International Rescue Committee*

## EXECUTIVE-IN-RESIDENCE COACHING SESSIONS

The Institute appointed Executives-in-Residence (EIRs), Sam Moss and David Kyle, provided guidance to students and alumni who are developing careers with long-term social impacts, pursuing short-term job placements in the social enterprise sector, launching new social impact start-up ventures, or making career moves post-graduation.





## GOIZUETA IMPACT INVESTORS CLUB

MBA student-run investment initiative focused on promoting social enterprises through targeted short-term financing and hands-on learning activities.

**\$40K** 

INVESTMENTS MADE IN 2023

**5** 

STUDENTS PARTICIPATED IN NATIONAL  
TURNER-MIINT COMPETITION

- Invested funds in Reinvestment Fund
- Participated alongside other top schools in Wharton's MBA Impact Investing Competition (Turner-MIINT)



## NET IMPACT CLUB

Nationally recognized chapter that works to inspire and empower the student body to act as conscientious business leaders, serve as stewards of social responsibility, and provide resources for students interested in social impact careers.

- Awarded Gold Chapter status once again for 2023. 6th year in a row!
- Engaged students through a variety of programming including Nonprofit Board Training session



## GOIZUETA ENERGY & CLEAN TECH ASSOCIATION

Student-led club focused on exposing next generation business leaders to climate smart energy solutions and careers.

- Club competed in both 2022 and 2023 Rice University Cleantech Innovation Competition (RCIC) in Houston, Texas.
- Team Goizueta finished 3rd in 2022 and 1st in 2023 earning prizes totaling \$15,000.



## CLIMATECAP EMORY DELEGATION

Eleven MBA students represented Goizueta at the 2023 ClimateCAP Summit at University of Texas, discussing the enormous influence and responsibility business leaders hold in driving toward a climate-smart world.

- Following the Summit, students shared their insights through the #GoizuetaClimateSmart blog series and special Earth Day edition the Goizueta Effect podcast, which are both available at [emory.biz/climatesmart](https://emory.biz/climatesmart).



## JOHN LEWIS RACIAL JUSTICE CASE COMPETITION (JLCC)

The John R. Lewis Racial Justice Case Competition at Emory University's Goizueta Business School showcased impactful initiatives for tackling racial inequality. The third annual event, held February 2023, brought together 30 student teams from 20 universities.

The immersive experience delivered in partnership with John R. Lewis Legacy Institute provided finalists with the opportunity to engage directly with sponsoring companies Delta Air Lines and Taco Bell, fostering meaningful dialogue and delivering bold recommendations for addressing racial inequality.

The winning team, "Café con Leche" from Indiana University's Kelley School of Business, devised the "Ringing the Bell" strategy, earning them a \$20,000 prize, half donated to nonprofit Urban Canopy.

The competition also featured a fireside chat with Congresswoman Nikema Williams along with special lectures by Professors Hall and Rodríguez-Vilá.



Emory University Goizueta Business School  
**JOHN R. LEWIS**  
**RACIAL JUSTICE**  
CASE COMPETITION

The John R. Lewis Racial Justice Case Competition reflects the Business & Society Institute's commitment to fostering a meaningful intersection between business and the broader world, rooted in justice and equality.

It provides a unique platform for student leaders and sponsoring organizations to collaboratively address racial inequality, foster innovation, and bring fresh perspectives for lasting change.



# MICROBUSINESS DEVELOPMENT

At 1-4 employees, microbusinesses are individually quite small but collectively create a macro impact. When they thrive – generating income, creating jobs, occupying spaces, providing role models – their neighborhoods do too.

## START:ME ACCELERATOR

Start:ME strengthens underserved communities in metro Atlanta by empowering entrepreneurs to start and grow resilient microbusinesses. Over 3 months, Start:ME provides business training, mentorship, and grant investment capital, coupled with ongoing alumni support.

Start:ME is delivered by Emory University's Goizueta Business School in partnership with trusted community lead nonprofit organizations - East Lake Foundation in East Lake, Friends of Refugees in Clarkston, and both Focused Community Strategies (FCS) and Purpose Built Schools Atlanta in Atlanta's Southside.

# start:ME

EMORY UNIVERSITY / GOIZUETA BUSINESS SCHOOL

The program is delivered for free to all entrepreneurs and is made possible through the generous support of Bank of America, Delta Community Credit Union, Emory University's Goizueta Business School, PNC Bank, Regions Foundation, Target Corporation, and Truist Foundation.

## CUMULATIVE OUTCOMES 2013-2023



MICROBUSINESSES SERVED



ANNUAL REVENUE



JOBS CREATED OR RETAINED



VENTURES LED BY PEOPLE OF COLOR



FEMALE-LED BUSINESSES



PEER-SELECTED CAPITAL AWARDED



“Our team doesn’t make the capital decisions. The entrepreneurs and mentors determine who within their cohort is most promising and best equipped to use that capital.”

“ ” Erin Igleheart, Start:ME Program Director



## START:ME MARKS 10 YEARS OF SERVING ATLANTA AREA MICROENTREPRENEURS

Start:ME Accelerator, a cornerstone initiative of Goizueta Business School, celebrated a decade of empowering Atlanta area entrepreneurs 2023! This milestone anniversary underscores Start:ME's commitment to fostering entrepreneurship and creating a lasting impact in local communities.

In 2023, the program awarded an additional \$45,000 in peer-selected grants and \$3,000 in awards, empowering entrepreneurs to invest in the most promising ventures in their communities.

Alumni involvement is a testament to Start:ME's impact, with former participants paying it forward as mentors, engaging in alumni activities, and coming out in force to celebrate 10 years together.

The success of Start:ME has gained international recognition, with an Australian Fulbright scholar studying the program for potential implementation in her home country.

To date, we are proud to have served 395 local microbusinesses that collectively generate \$19.5M in annual sales and employ over 700 people.



**“Start:ME was an invaluable experience. I have grown professionally beyond measure. Because of Start:ME, I now have the tools I need to build a stronger foundation for my business.”**

 *Makeba Clarke, Southwest Veterinary Clinic, Southside 2023*



**LEARN MORE AT [STARTMEATL.ORG](https://startmeatl.org)**



# EMPOWERING WOMEN FARMERS

Specialty coffee consumption in the US and other parts of the world is growing, with consumers paying retailers more; however, the farmers that grow this sought after specialty coffee struggle to earn a sustainable living for themselves and their families. When structured transparently, specialty coffee markets can create win-win opportunities for stakeholders across the supply chain.

## GROUNDS FOR EMPOWERMENT

The Grounds for Empowerment (GFE) program provides women specialty coffee farmers the market connections and business know-how to enable them to reach their full economic potential. This cohort program works virtually with small groups of women growers from Central America through semester long consulting support and in-country workshops supported by Emory University and partner school students along with small seed grant investments to support individual projects defined by each participating farmer. To date the program has served 134 women coffee farmers in El Salvador, Guatemala, Honduras, and Nicaragua.



## STUDENT SPRING BREAK TRIP TO COFFEE COMMUNITIES

Over spring break, Professor Roberts traveled with a cohort of BBA and MBA students and a Goizueta alumna to learn about specialty coffee growing communities in Guatemala.

The group spent six days in and around city of Antigua, where they toured coffee farms, spoke to farmers about their challenges, heard from a panel of local coffee professionals, and walked through the processes of planting, harvesting, processing, and exporting coffee in ways that are good for both people and the planet.



**“Seeing firsthand all the incredibly hard work that goes into coffee production was an eye-opening and humbling experience.”**

“ ” Eike Hoffmann MBA24

LEARN MORE AT [GROUNDSFOREMPOWERMENT.ORG](https://groundsforemPOWERMENT.org)



@GROUNDSFOREMPOWERMENT



@GROUNDS\_FOR\_EMPOWERMENT

# PUBLICATIONS & PUBLIC SCHOLARSHIP

The Institute generates research insights that it employs in its teaching and programmatic work on the critical challenges that businesses and their stakeholders must address together, such as inequality and climate change, as well as possible solutions, such as purpose-driven entrepreneurship, transparent trade, and reimagined corporate responsibility.

## SPECIALTY COFFEE TRANSACTION GUIDE

The Specialty Coffee Transaction Guide (SCTG) is a collaborative initiative that generates new, more relevant pricing benchmarks critical for both sellers and buyers of differentiated green coffees who want to see increased equity and economic sustainability within their supply streams. Each Guide is the result of a combined effort of a dedicated research team at the Business & Society Institute along with coffee companies and organizations that donate contract information.

SPECIALTY  
COFFEE  
TRANSACTION  
GUIDE



DATA DONORS



CONTRACTS INCLUDED WITHIN DATA



TOTAL VALUE OF TRANSACTIONS



USER DOWNLOADS OF 2022 GUIDE



COUNTRIES REPRESENTED BY USER DOWNLOADS

**“With increased attention from buyers and sellers, we have a better chance of cultivating a more sensible pricing environment for green specialty coffees in the years ahead.”**



Peter Roberts, Professor of Organization & Management; Academic Director of Specialty Coffee Programs, Business & Society Institute



LEARN MORE AT [TRANSACTIONGUIDE.COFFEE](https://transactionguide.coffee)



@COFFEETRANSACTIONGUIDE



@SCTGUIDE



## RESEARCH PUBLICATIONS

Professor Wes Longhofer | "Women's Participation and Challenges to the Liberal Script: A Global Perspective."  
International Sociology 37(3): 305-329

## PUBLIC SCHOLARSHIP

Professor Wes Longhofer | "A Post-Roe World? Why Abortion Battles in America Won't Halt Reform Abroad." Foreign Affairs, June 16.

## MEDIA MENTIONS &amp; PUBLIC PRESENTATIONS

- **Professor Erika Hall**
  - ESPN Andscape (November 2022)
  - INSEAD Knowledge (March 2023)
  - Los Angeles Times (May 2023)
- **Professor Wes Longhofer**
  - CNN Español (September 2022)
- **Professor Peter Roberts**
  - Perfect Daily Grind (September 2022)
  - Roast Magazine Daily Coffee News (September 2022)
  - Let's Talk Coffee Summit (February 2023)
  - Daily Coffee News (May 2023)
- **Professor Omar Rodríguez-Vilá**
  - Emory Business (July 2023)

## PODCASTS



**Professor Wes Longhofer and Goizueta  
ClimateCAP 2023 MBA Delegates**  
Goizueta Effect (April 2023)



**Adjunct Faculty Tené Traylor**  
Black Wealth Unlocked (September 2023)

LEARN MORE AT [EMORY.BIZ/SOCIETY](https://emory.biz/society)





## CONNECT WITH US



[EMORY.BIZ/SOCIETY](https://emory.biz/society)