

RUTGERS

Rutgers Business School Newark and New Brunswick

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Public Private Community Partnership Program News

Rutgers Business School PPCPP seeks to demonstrate the potential of enhancing opportunities of communities for sustainable strategic on-off campus partnerships for local income enhancement, sustainable livelihoods and participatory development across all sectors and topics.

building capacities through partnership



Sample data snapshot of Primary Industry Types in the city of Newark.

Big Data has Big Answers for our Partners

How data analytics can bring it all together

400 Newark manufacturers and several other relevant Newark City data (e.g., crime, vacant lots, business licenses, manufacturing licenses, number of employees, etc.). Our research project is designed to enhance and sustain the resource-based and collaborative capacity of the NISC which was successfully launched in December 2014. NISC's mission is to develop, strengthen, and promote Newark's industrial competitiveness and economic development utilizing Rutgers PPCP applied and embedded supply chain and business development tools and hands-on capabilities. This mission is informed by a demonstrated vision for civic

engagement, capacity building and problem solving with local and regional collaborators, including: City of Newark, Newark Regional Business Partnership, Rutgers Cornwall Center, Newark Workforce Investment Board, Rutgers Energy Institute, Rutgers EcoComplex, Newark Anchor Institutions, and New Jersey Manufacturing Extension Program.

So far, our collaboration with I-DSLAs has resulted in the development of a decision-making database template which we will use to further develop for engaging with the Newark manufacturing community, policy makers, anchor institutes and other multi-sector partners. It is

RBS-PPCPP is currently collaborating with Rutgers Institute for Data Science, Learning and Applications' (I-DSLAs) Dr. Nabil Adam, Dr. Soon Ae Chun and their research staff/students to develop the necessary data and analytics infrastructure for big data management and analysis of our Newark Industrial Solutions Center (NISC) manufacturing data. We hope to display, in a holistic and visual mapping capacity, the connections between our NISC research of

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Rutgers VETS—Professor Arturo Osorio

Starting in 2014, Professor Osorio has partnered with Rutgers Cooperative Extension of Essex County, Newark municipality, and the CPG (Collaborating Parties Group) to educate and train unemployed veterans to occupy jobs and open business in green in-

dustries. Developing the business and entrepreneurship curricula for this program, Prof. Osorio has helped to develop a strong support network for Veterans who seek to establish careers that help the wellbeing of their communities. With 10-15

Veterans graduating from this program every year, this initiative provides local communities with a regular flow of highly qualified individuals with strong work ethics to occupy positions in the areas of Urban Farming, Agriculture, Pest Control, and Landscaping.

The success of this program has provided opportunities to initiate conversation to develop similar initiatives at other localities through New Jersey. At its core, this program leverages the strong commitment and leadership training that our Veterans have and put it to the service of our communities as we seek to move towards a more sustainable society.



Graduation Vets Program Class 2015

Port of Newark/Elizabeth Expansion

PPCP is working with Port Authority officials to identify opportunities for goods and services landing in Newark to increase economic development opportunities for existing business and for new warehousing and distribution opportunities. Newark Industrial Solutions Center (NISC) researches industries that have an import/export pipeline connected

to the Port of Newark/Elizabeth. This research is in response to the 2013 Brookings Report commissioned by then Newark Mayor Cory Booker. Current activity of NISC-identified industries stand at approximately 5% of inbound materials landing in Newark and PPCP is targeting an increase of this flow to 20% by 2020.



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CUEED is a world class research driven, teaching and practitioner oriented entrepreneurship and economic development program at Rutgers Business School. They aim to illuminate profitable business investment for the purpose of revitalizing urban communities and strengthening diverse constituencies. CUEED intentionally connects entrepreneurship and community revitalization.

**Center for Urban Entrepreneurship and Economic Development (CUEED)
Update on various exciting projects**

The Entrepreneurship Pioneers Initiative (EPI)

EPI is a comprehensive award winning capacity building training program focused on helping first generation entrepreneurs in New Jersey. Selected participants receive intensive training, business and financial counseling, mentoring and networking opportunities to help grow their business. EPI is entering its 8th year and is a partnership with non-profit, for-profit, corporate, and community-based organizations.



EPI Fellowship 2016 Graduating Class



Etsy Craft Entrepreneurship Program

In partnership with Etsy, a leader in e-commerce for creative entrepreneurs, CUEED offered classes to help craft makers establish an online business. The target audience for the Etsy Craft Entrepreneurship Program is low to middle income individuals, providing them with an opportunity to generate additional income and reach a national market. The next Etsy training classes commenced in September - October, and a graduation ceremony was held in November (where participants showcased their online stores, just in time for the holiday shopping season).

Newark Business Hub ecosystem in Newark, NJ CUEED recently by providing educational resources, inspiration and collaboration opportunities that will help creative individuals start and expand profitable businesses, create wealth and jobs and change the narrative the entrepreneurial of Newark.



Etsy Craft Entrepreneurship Program

Big Data continued from page 1

building capacities through partnership

our goal to ensure that all Newark manufacturers have access to capacity building opportunities, economic development strategies, possible in-house health clinics, production and operational systems integrated with environmental management standards (ISO 14001) that can be plotted and tracked via the NISC/I-DSLA system.

In addition to developing the capacity of our Newark manufacturing sector, our NISC research project includes the development of procurement and contract opportunities with our Newark Anchor Institutions. The Initiative for a Competitive Inner City (ICIC) November 2014 report identified and provided data, which showed that on an annual basis our 42 Newark-based anchor institutions procure *3% of the goods and services they need from our Newark manufacturers and businesses (*3% represents approximately \$30 million of procurement

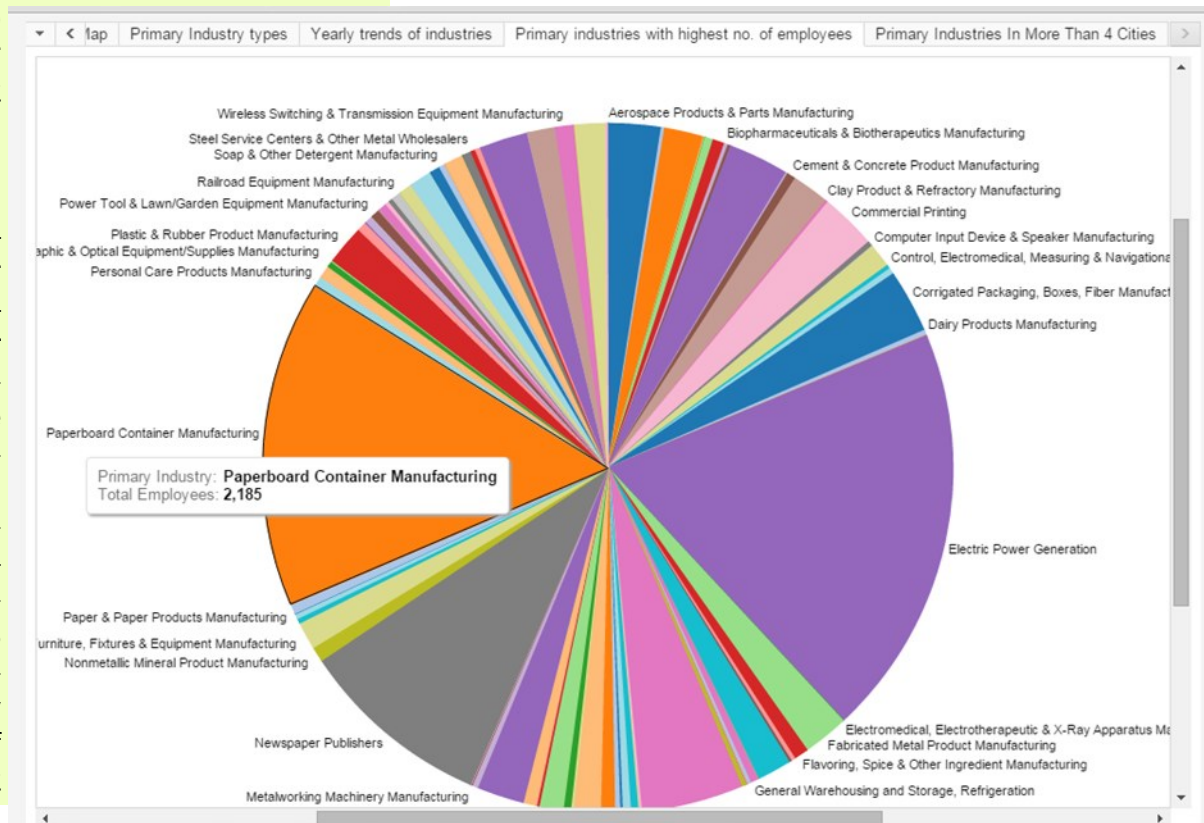
activity). Our NISC research has identified another 15-20% of additional procurement activity that could be targeted at the Newark manufacturing and business community if the 42 Anchor Institutions targeted their purchasing power towards the Newark business that could competitively provide the goods and services they need. That could potentially keep an additional \$150-\$500 million in Newark!

We have developed Newark Anchor Institution Procurement Guidelines for our anchor institutions but we believe the NISC/I-DSLA system has the capacity

to integrate the procurement and corporate data from the 42 Anchor Institutions with the 400 manufacturing and business data. This integration will be used to indicate procurement and contracting opportunities for the Anchors and manufacturers to commence the procurement and contracting process. As procurement contracts are awarded we will continuously update the I-DSLA system to reflect the economic development increase (using the 3% benchmark). NISC/I-DSLA system will have multiple decision-making opportunities based on all the inte-

grated financial, social, production and environmental data that we have identified for inclusion into the system (the system could also eventually serve as an integrated communication tool which could provide notifications to our NISC industries indicating potential contracting and bidding opportunities).

Stay tuned for additional future plans with this system to include: Heat Map for Assessing Environmental Impact (using EPA-MARKAL), and Carbon Footprints Analytics for Goods Movement Optimization!



Sample data snapshot of Primary Industries with the Highest Number of Employees in the city of Newark.

A Green Infrastructure Initiative Grows in the City of Newark through Newark DIG (“Doing Infrastructure Green”)

Rutgers Cooperative Extension (RCE) has secured a \$312,518 grant from the New Jersey Department of Environmental Protection (NJDEP) to support a green infrastructure initiative in the City of Newark. Green infrastructure is an approach to stormwater management that is cost-effective, sustainable, and environmentally friendly. Green infrastructure projects capture, filter, absorb, and reuse stormwater to maintain or mimic natural systems and to treat stormwater runoff as a resource. Green infrastructure practices use soil and vegetation to recycle stormwater runoff through infiltration and evapotranspiration. In addition to effectively retaining and infiltrating rainfall, these practices can simultaneously help filter air pollutants, reduce energy demands, mitigate urban heat islands, and sequester carbon while also providing communities with aesthetic and natural resource benefits.

In September 2013, a partnership was created to lead a green infrastructure initiative called Newark DIG (“Doing Infrastructure Green”). Newark DIG is a



partnership among RCE, the City of Newark, local non-profit groups, and regional and state stakeholders in an effort to establish sustainable green infrastructure as the first line of defense to better manage stormwater runoff, improve water quality, increase resiliency to flooding, and reduce combined sewer overflows (CSOs), with a focus on the Passaic River and its tributaries. By December 2015, Newark DIG has leveraged

funding and local partnerships to implement 11 green infrastructure projects, installed over 400 street trees, and distributed over 90 rain barrels to residents. With additional projects underway for 2016, these demonstration green infrastructure projects are managing an estimated 1.2 million gallons of stormwater annually. The workshops and seminars associated with this initiative have reached more than 500 local residents.

Read more: water.rutgers.edu

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Come join us and all of our friends and partners at **Rutgers Day in Newark!** There will be fun and learning for every age! Come spend the day with us from 10am to 4pm on the Newark Campus, best of all...it's all FREE!

Visit the rutgersday.rutgers.edu

SAVE THE DATE

Saturday, April 30, 2016

10 a.m. - 4 p.m.

Activities in Camden, New Brunswick, and Newark
A day of fun and learning for you and your family

1766-2016

RUTGERS

250

Free

For more information,
visit rutgersday.rutgers.edu,
or call 732-445-INFO.

Mandela Washington Fellowship for Young African Leaders—Coming to Newark!

Through President Obama’s Young African Leaders Initiative, the Mandela Washington Fellowship (MWF) has awarded Dr. Kevin Lyons \$150,000 to host 25 fellows for a six-week academic and leadership institute, which provides proven methods in civic engagement, business and entrepreneurship, and public administration that the fellows may apply to projects at home. Since 2014, 500 fellows from sub-

Rutgers is one of only 35 universities awarded this Grant from US Department of State for 2016

Saharan Africa who want to serve the public through NGOs or community-based organizations have participated in the fellowship at one of only 20 American universities select-

ed by the U.S. Department of State. This year, they have doubled the number of fellows and

accepted an additional 15 schools to participate. Dr. Lyons will be running a track titled “Decision Making for Sustainable Supply Chains, Energy Leaders and Entrepreneurs” targeted specifically for business community fellows.

The institute aims to provide the Fellows with an understanding of the sustainability challenges and opportunities facing supply chains today.

They will look at many of the factors that are contributing to the adoption of sustainability strategies, such as legislations that penalize negative environmental and social impacts, and society’s expectations of business in terms of health, human rights, and the environment in order to foster the next generation of leaders in a world facing unprecedented climate challenges. The institute will instruct Fellows with the

current strategies that diverse business leaders use to make complex decisions while being sensitive to social and economic concerns of their communities.



**MANDELA
WASHINGTON
FELLOWSHIP**
FOR YOUNG AFRICAN LEADERS

Instruction for the institute will be led by faculty from the Center for Supply Chain Management at Rutgers University, a leader in bridging business with community leaders, along with faculty from across Rutgers and guest lecturers from business leaders and entrepreneurs.

For more info:

<http://eca.state.gov/programs-initiatives/mandela-washington-fellowship>

Barnabas Health Systems, A Partner in Diversity...Through Change!

The Newark Industrial Solutions Center (NISC), housed at PPCPP, has been working with Barnabas Health Systems on a state-of-the-art, cutting edge local supplier diversity mind change: The Barnabas Supplier Diversity Project.

The goal of establishing a world-class supplier diversity program with a local economic development focus requires top executive leadership support integrated with innovation, relationship and capacity building and the Barnabas Health system has indicated these characteristics through the leadership of CEO Barry Ostrowsky and Executive VP Michellene Davis. Their steady attention to the details of implementing this program across the entire Barnabas complex has been evident from the start of this project and will lead to best practice status in their healthcare industry sector in short order. During the summer of 2015

Barnabas Health contracted with HealthTrust GPO. Strategically, the HealthTrust contract of-

changed the HealthTrust program in a way that benefits both parties while increasing oppor-



ferred the institution the best opportunity to procure goods and services at the best competitive rates in the United States. However, this contractual arrangement initially was a challenge as we tried to understand how Barnabas' quest to aggressively and fully implement supplier diversity across all commodities and services would have to be integrated with the HealthTrust contract. As a result of this shift in strategy, the project development

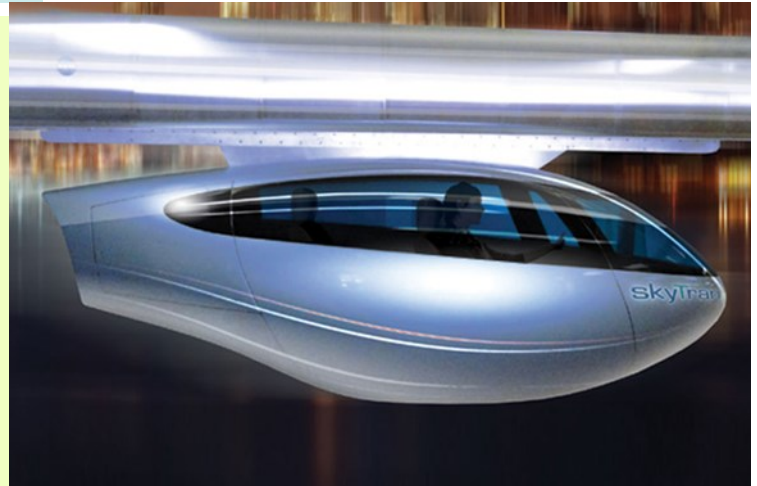
tunities for local diverse suppliers in Newark and New Jersey.

A revised project where capacity building, innovation and resource investment produces an ROI that sustains the competitive edge that both Barnabas and HealthTrust can enjoy while increasing local and diverse supplier contracts well beyond the goals of Barnabas and HealthTrust respectively.

Rutgers Business School PPCPP

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REI Energy Contest Winner Soaring to New Heights

PPCPP is working with Rutgers student Ariel Schwalb, the Rutgers Energy Institute (REI) Energy Contest 2015 Winner, to help her further pursue the contest-winning concept of piloting the NASA skyTran sys-

tem at Rutgers New Brunswick. The bus system alternative of “Personal Rapid Transit” would travel up to 150 mph on the energy usage of a hair dryer, would be

powered by on-site solar (zero emissions and silent), and would be elevated above the crowded roadways. Visit our partners at REI: rei.rutgers.edu

NASA skyTran : A Rutgers Bus System Alternative?

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PPCPP and the Democracy Collaborative

The Democracy Collaborative works to carry out a vision of a new economic system where shared ownership and control creates more equitable and inclusive outcomes, fosters ecological sustainability, and promotes flourishing democratic and community life. They are a national leader in

equitable, inclusive and sustainable development through our Community Wealth Building Initiative. It is no wonder that PPCPP has agreed to work with the Democracy Collaborative on two exciting projects: an anchor institution/buy local



DEMOCRACY
COLLABORATIVE

initiative with the University of New Mexico Health Sciences Center, and a tool kit focused on local procurement strategies for a project with Robert Wood Johnson Foundation.

Join us at the RU Sustainable Symposium!

March 31, 2016

8:30 am—1:30 pm

Livingston Student Center, New Brunswick
or *Live Stream*

FREE but registration required:

<http://rusustainable.weebly.com/>

