

Purdue University

*Running an Earth
Science and
Environmental
Engineering Company
with a Social Mission*

*John A. Mundell, P.E., L.P.G.
President, Mundell & Associates*

In honor of Earth Day, she vowed to release no methane for 24 hours.



*Social Mission:
A college
student's
perspective*

Talk Outline

- Corporate Social Responsibility
- Formative Experiences
- Economy of Communion
- Experiences in Business



Corporate Social Responsibility (CSR)

- Also known as corporate responsibility, **corporate citizenship**, responsible business and corporate social performance.
- A form of **corporate self-regulation integrated into a business model**.
- Monitors and ensures **adherence to laws, ethical standards, and international norms**.
- **Embraces responsibility for impacts** on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.
- Promotes public interest by encouraging community growth and development and **voluntarily eliminating practices that harm** the public sphere, regardless of legality.
- The deliberate **inclusion of public interest** into corporate decision-making, and honoring the triple bottom line: **PEOPLE, PLANET, PROFIT**.

(after Wikipedia, 2009)

Why Be Socially Responsible?

- Behavior aligns with a particular **religious or ethical belief** system (it is the '**right thing**' to do).
- **Increases sales** to those people who want to buy from a socially responsible company.
- **A good reputation** makes it easier to recruit employees.
- **Keeps employees happy**: they stay longer, are better motivated and more productive.
- Local community activities generate **positive press**.
- It helps **compliance with regulatory requirements**.
- Reducing wastes and emissions can reduce energy and disposal costs, **saving money**.

Talk Outline

- Corporate Social Responsibility
- Formative Experiences
 - Pre-Purdue
 - Purdue
 - Post-Purdue





Frankfort, Indiana



Jane Goodall





*Apollo
Photos
late 1960s*

Earth Day 1970

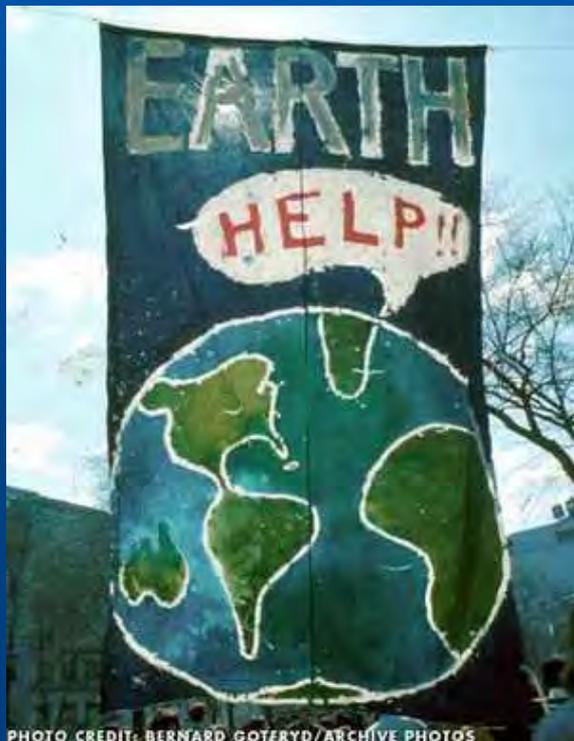
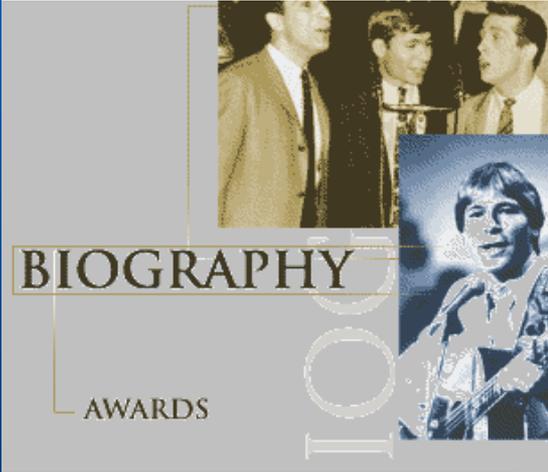
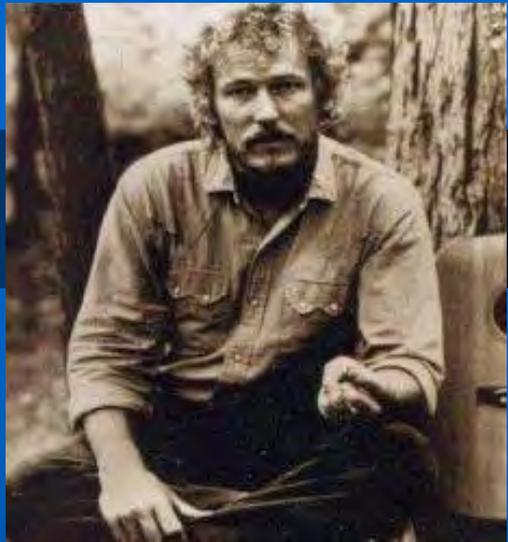
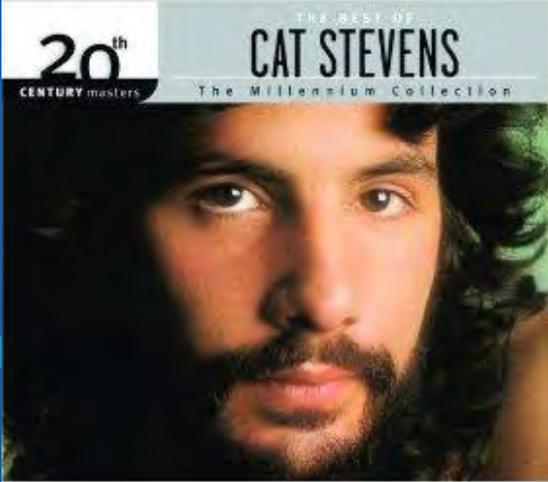
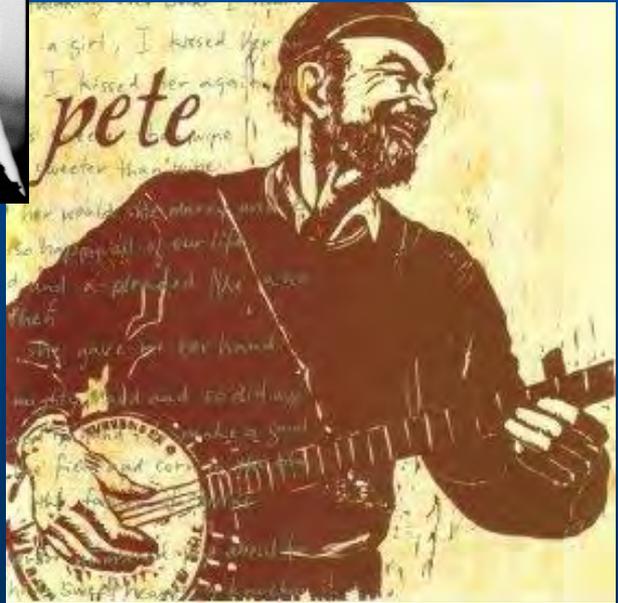


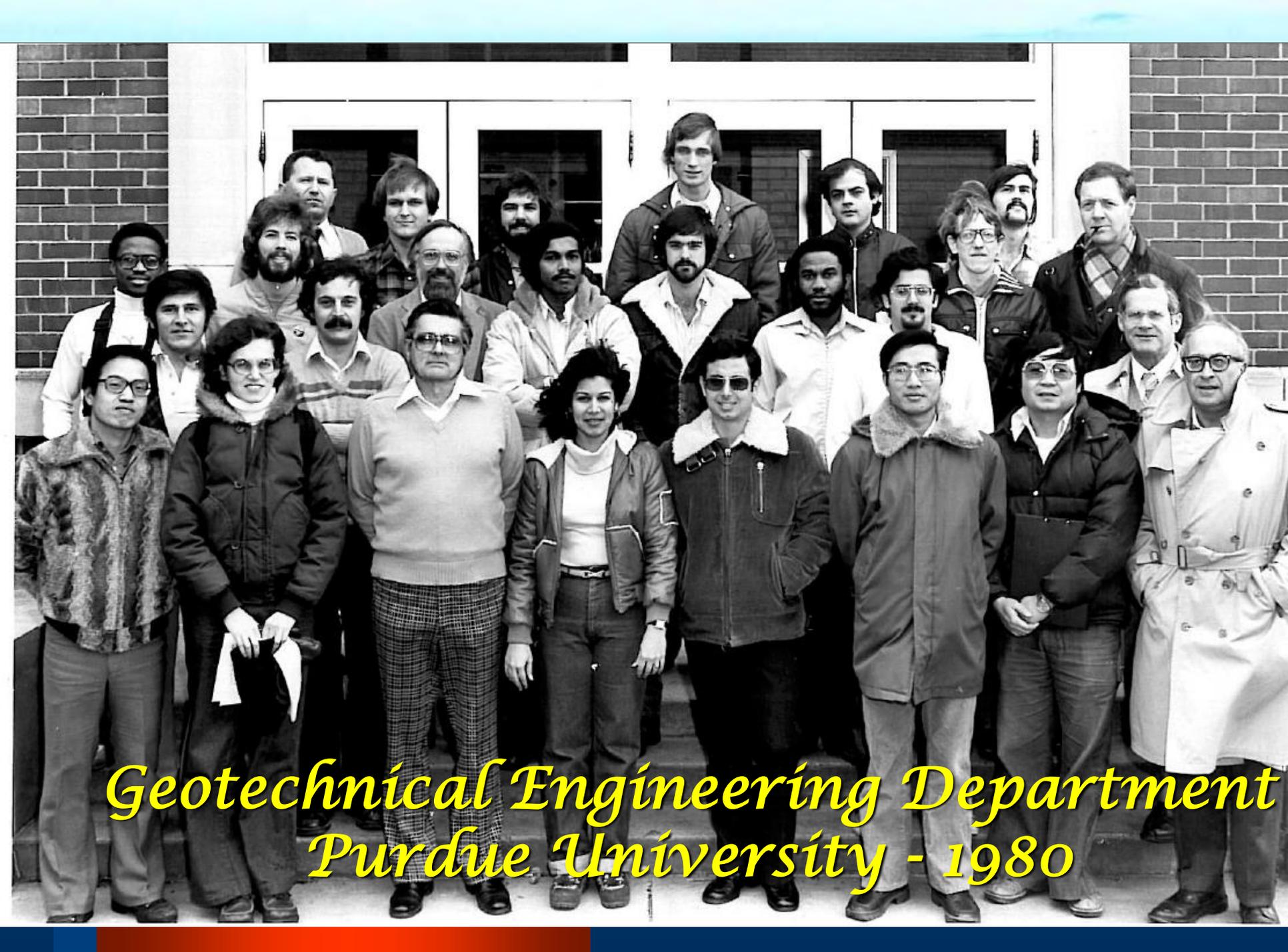
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Music





*Geotechnical Engineering Department
Purdue University - 1980*



Purdue Days

*St. Thomas Aquinas
Student Center*

Talk Outline

- Corporate Social Responsibility
- Formative Experiences
- Economy of Communion Model



The Inspiration – Brazil 1991



From the start of its operation, the company has been a member of the *Economy of Communion in Freedom*, a worldwide network of over 750 businesses that pool their profits to support projects for those in need. For us, combining our passion – the earth – with a commitment to a social mission that goes beyond the typical business atmosphere, provides the motivation behind the consulting activities that we complete in the our daily work life.

Flavelas outside of Sao Paulo



**Unlike a consumer economy, based on a culture of having,
the Economy of Communion is based on the culture of giving.**

**This might seem to be difficult, ambitious, heroic,
but it is not so, because human beings...
find their fulfillment in loving, in giving.
This need is in the deepest recesses of their being
whether they have faith or not.**

**On this basis, supported by our experience,
lies the hope of a universal spreading
of the Economy of Communion.**

- Chiara Lubich, Brazil, May 1991

Culture of Giving

- Is rooted in the experience of sharing
- Sees the human person as the focal point of the business
- Gives rise to a new way of doing business

Mission

To promote a culture of giving and social justice through businesses animated with the values of universal brotherhood

The Vision

**The community is of
one heart and mind (...).
There is no needy person
among them.**

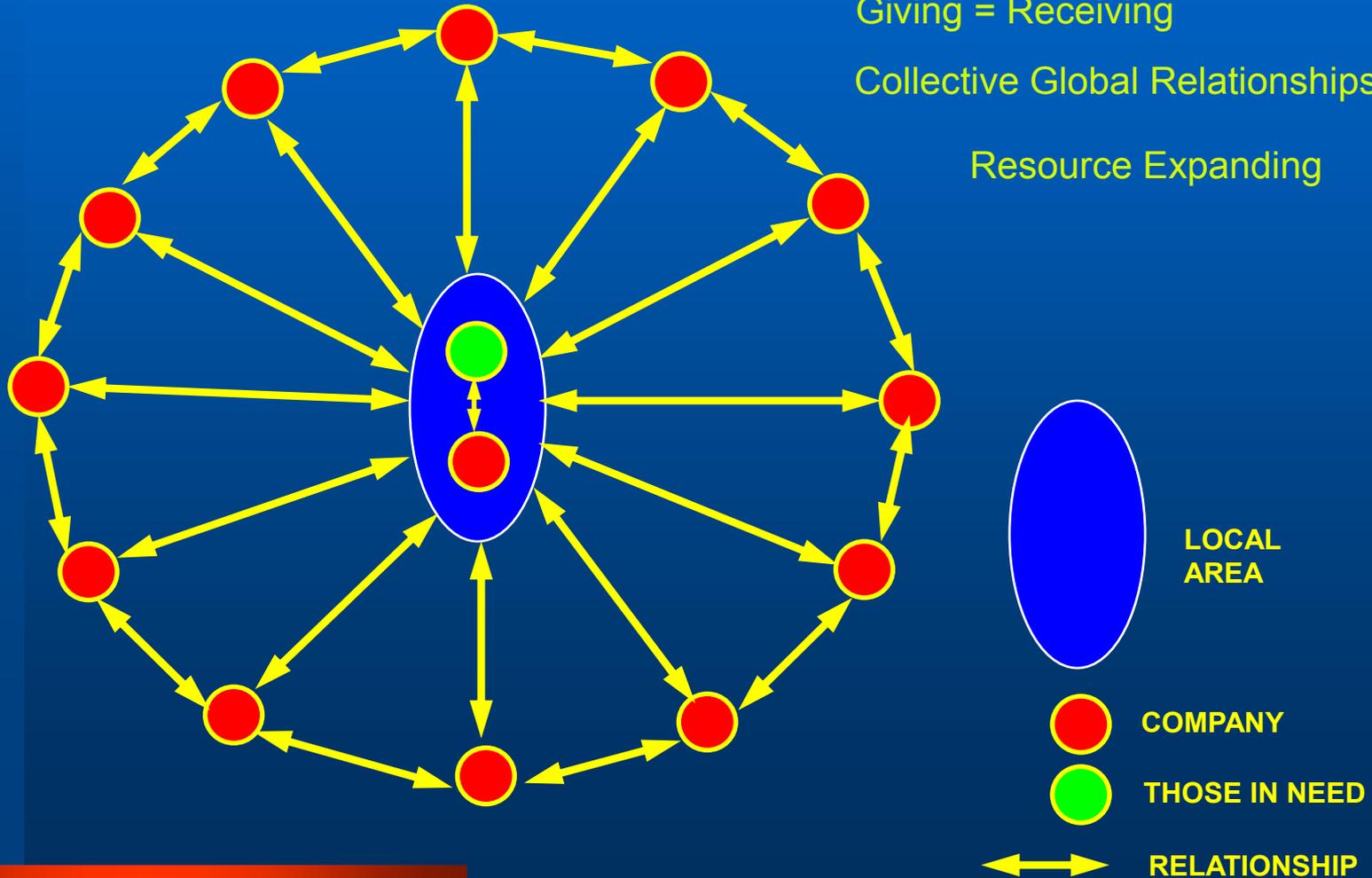
EoC Conceptual System 1

Local One-on-One Relationship

Giving = Receiving

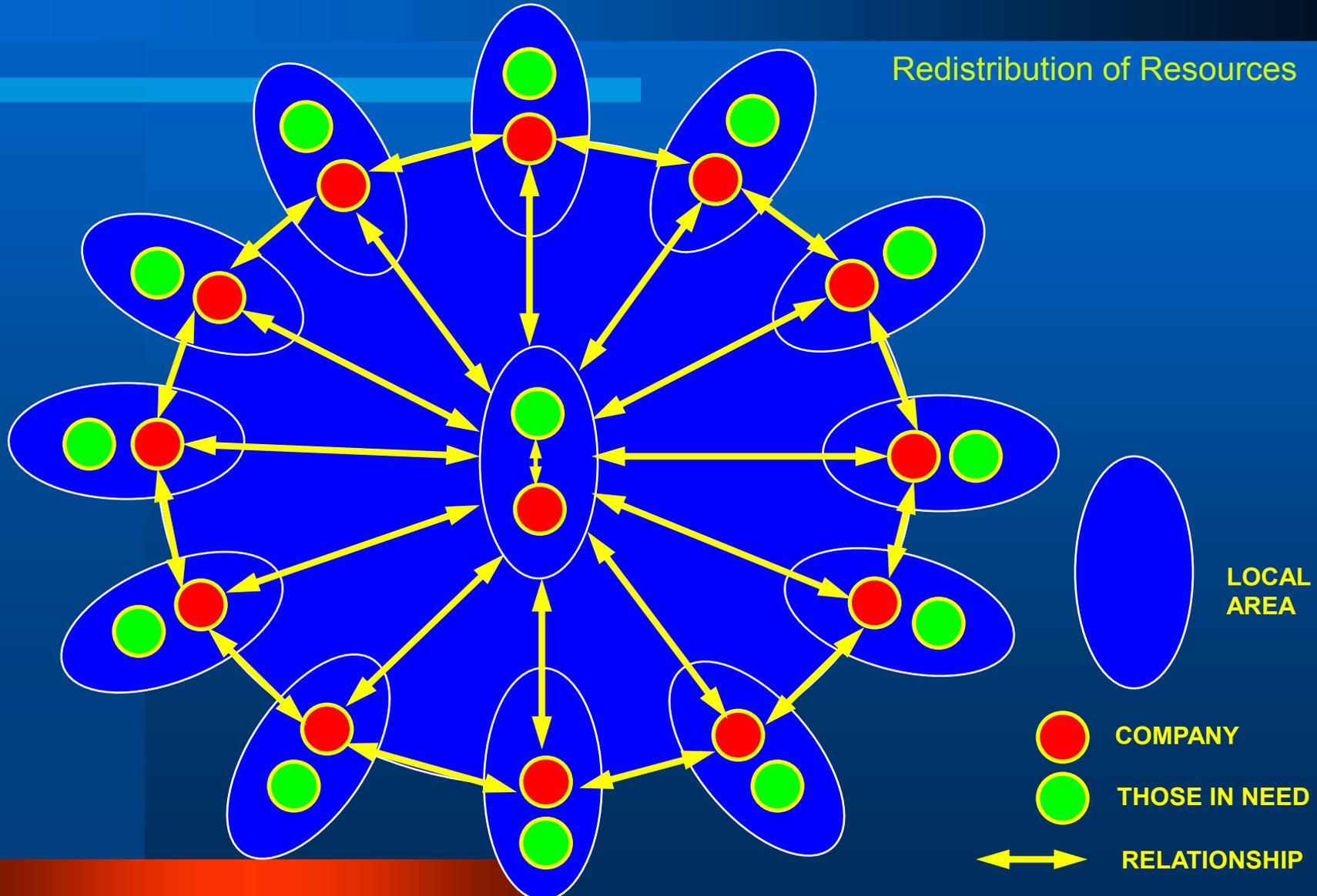
Collective Global Relationships

Resource Expanding



EoC Conceptual System 2

Redistribution of Resources



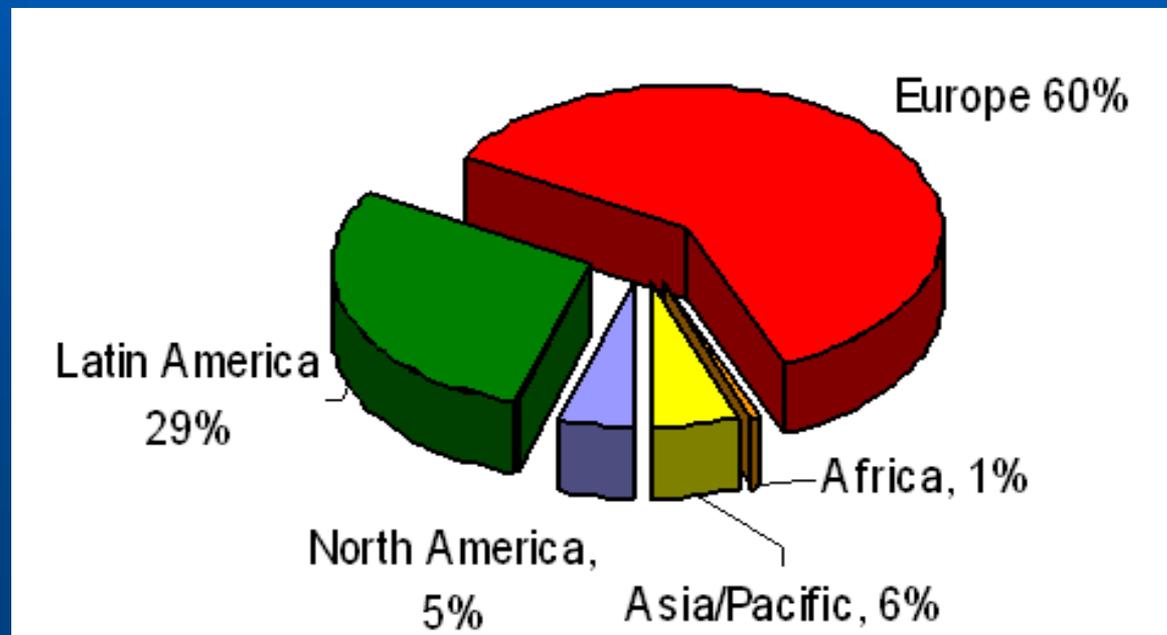


Facts of the EoC

- **The EoC in the world**
 - **750 participating businesses in approx. 50 countries**
 - **Range from cottage industries to multi-million dollar operations**
 - **51% service businesses**
 - **25% manufacturing**
 - **21% retail businesses**
 - **3% other**

The EoC in the World

- Number of EOC businesses, per continent, in %

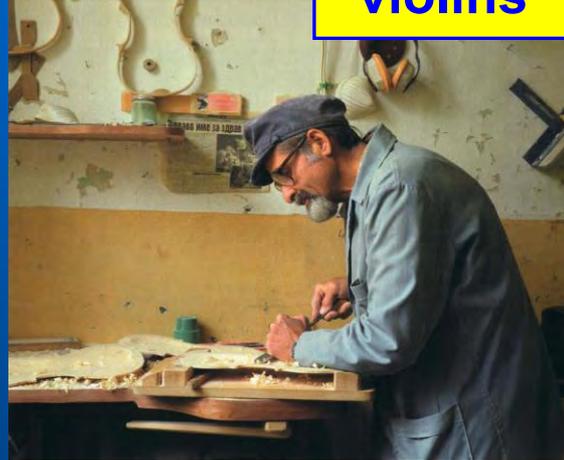


The North American Economy of Communion Businesses

ceramics



violins



agriculture



engineering



tourism



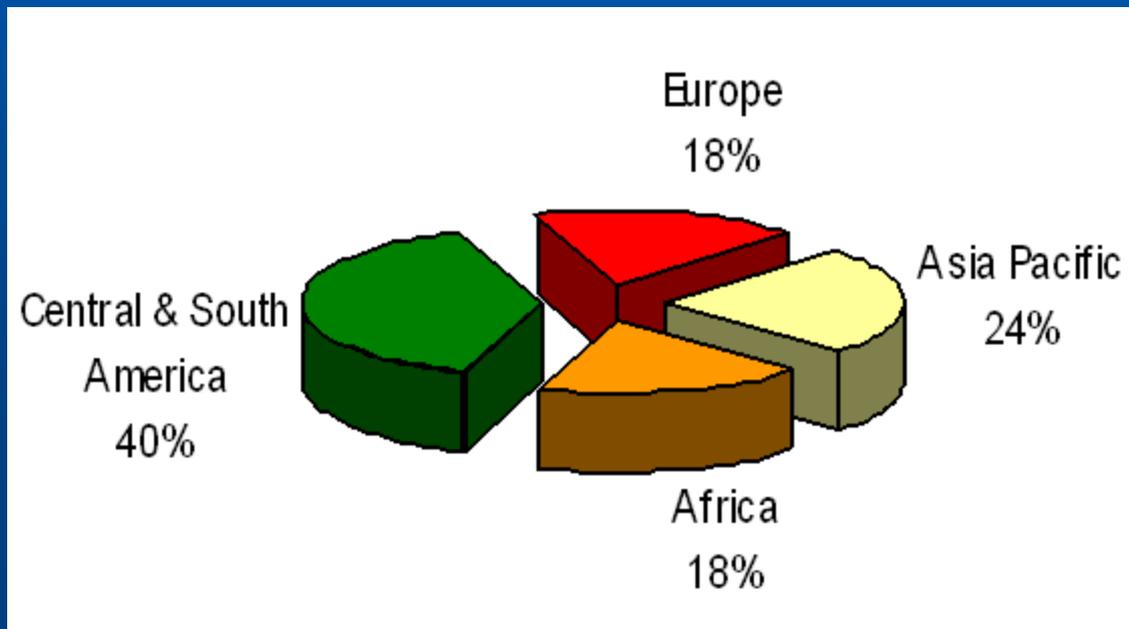
tutoring

2007 Proceeds

- Use of proceeds
 - 50% went to those in need
 - 50% went towards formation and education in the ‘culture of giving’ and the EoC (including supporting 33 model ‘little cities’ of the Focolare).

Aid to those in need

- From 5,000 to 12,000 people supported each year, with between 60 to 100 % of needs met.



Academic Recognition of the EoC

- Since 1981, over 200 theses/dissertations have been completed in 20+ countries
- Over 150 essays and research papers have been written on the EoC
- Honorary Doctorate in Economics to Chiara Lubich from Catholic University

Talk Outline

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The Consulting Environment

- The Family
- The Employees
- The Community
- The World



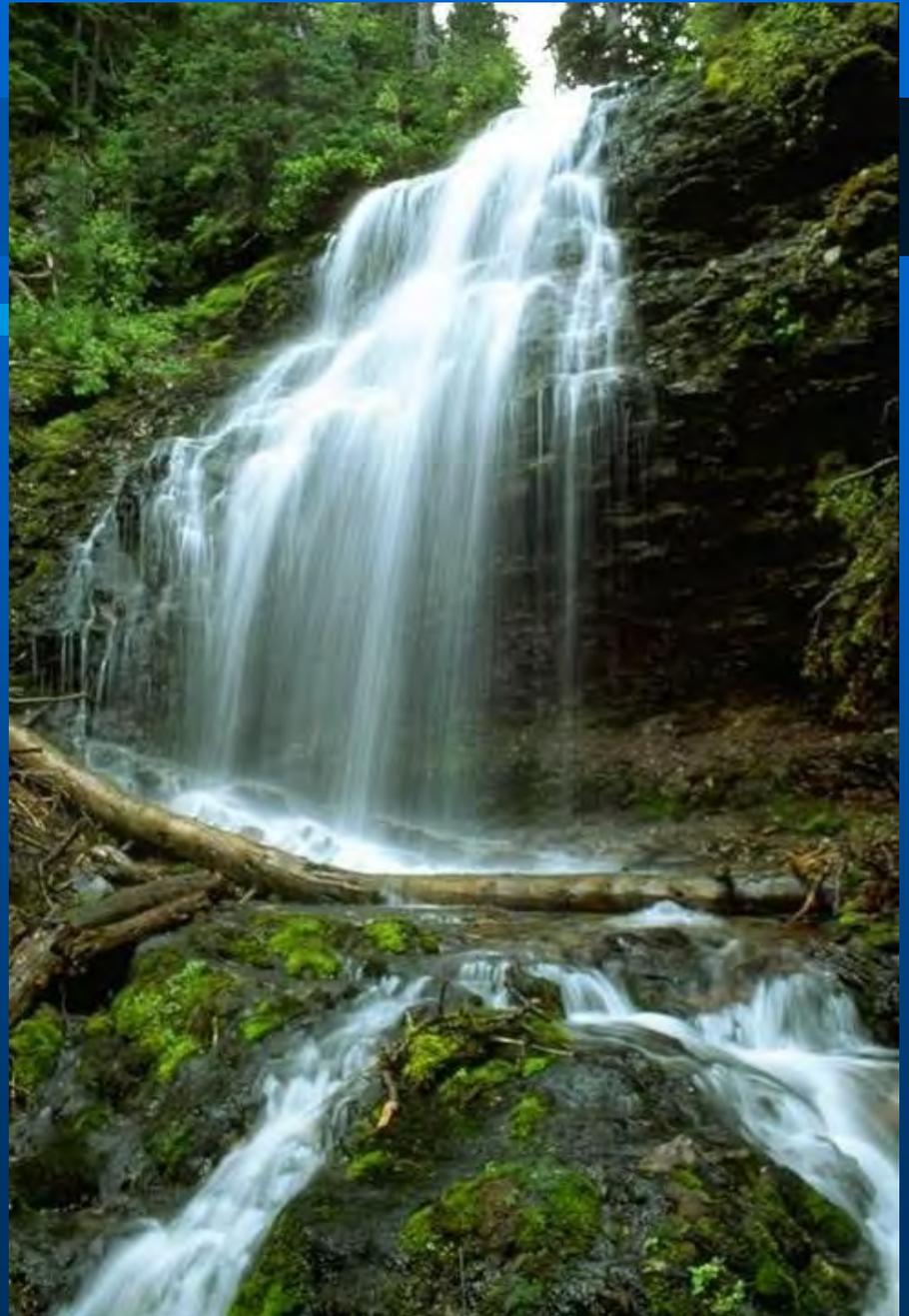
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The Economy of Communion

1979 – Purdue
(Focolare Movement)

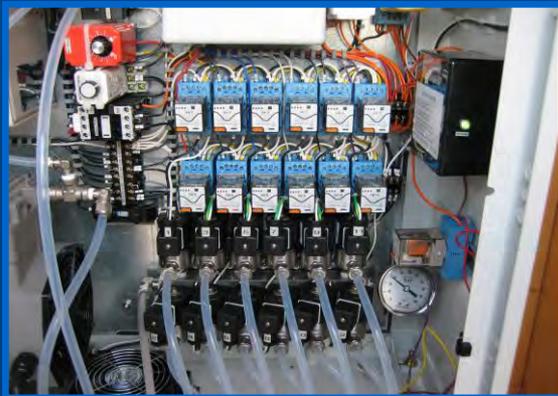
1991 – Brazil: Birth of EoC

1995 – Rome (Environmental)



Services

- Earth and environmental consultants
- Site investigation
- Geologic and hydrogeologic analyses
- Site remediation/cleanup
- Environmental engineering
- Regulatory compliance
- Drinking water protection/education
- Water resources planning
- Human-health risk assessment



MUNDELL
& ASSOCIATES
caring for the earth and all it holds

Our MUNDELL Stars



Merle Tebbe
Ex 110



Chris Jaros
Ex 116



Leena Lothe
Ex 119



John Mundell
Ex 111



Julie Mundell
Ex 122



Sarah Coppinger
Ex 121



Aaron Vail
Ex. 128



Gabriel Hebert
Ex 131



Rondel Lattea
Ex 124



John Gasper
Ex 143



Andy Dammeyer
Ex. 137



Jenny Hoponick
Ex 117



Paul Melillo
Ex. 127



Mark Breting
Ex 112



Sarah Webb
Ex. 114



Sam Einterz
Ex 118



OUR LADY OF LOURDES

WASHINGTON STREET (US 40)



PARK AREA

110 S Downey Ave, Indianapolis

DISCIPLES OF CHRIST

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MUNDELL & ASSOCIATES, INC.

Lazy Daze Coffeehouse

OPEN

COFFEE IS HERE
OPEN

10



Beyond Ourselves

Outside of our normal daily work routines, we also believe in donating our services to the wider world – whether it is teaching geology and environmental science to school age children or university students, helping communities develop new strategies for protecting drinking water supplies, or creating technology-based environmental state laws and regulatory procedures.



Ukraine Trip for Evaluating Health Risks and Water Supplies



Public Television Underwriting



Martin University Environmental Science Class



Geophysics at an Archaeological Site, Cortez Colorado



Student Day at MUNDALL



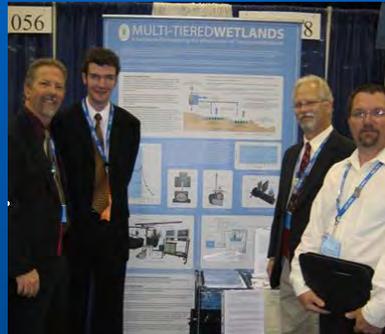
Technical Assistance for the Development of Indiana's Risk-Based Environmental Standards

Community Engagement

Improving our cities through hands-on activities that transform neighborhoods, enrich education, and break down barriers.



Inner City Indianapolis Home Remodeling with 'Rebuilding the Walls'



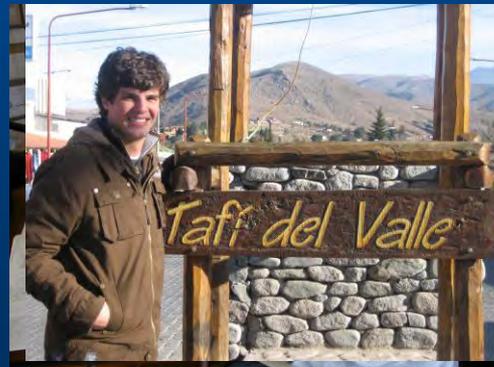
International Science Fair Judging



Support of Elementary Education with partner "Animalia"



Volunteering for Brownfields Cleanup for Urban Revitalization



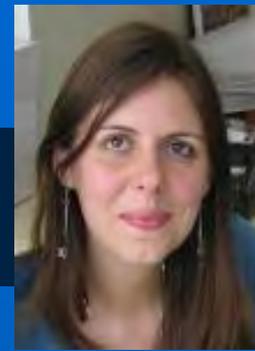
EoC International Internship Program



Town of Irvington Green Initiative Recognition Program



A New Style of Economic Action



Economy *of* Communion

The Economy of Communion International Youth Intern Program





A New Style of Economic Action



Environmental engineer



Collected environmental samples and provided support for design teams.



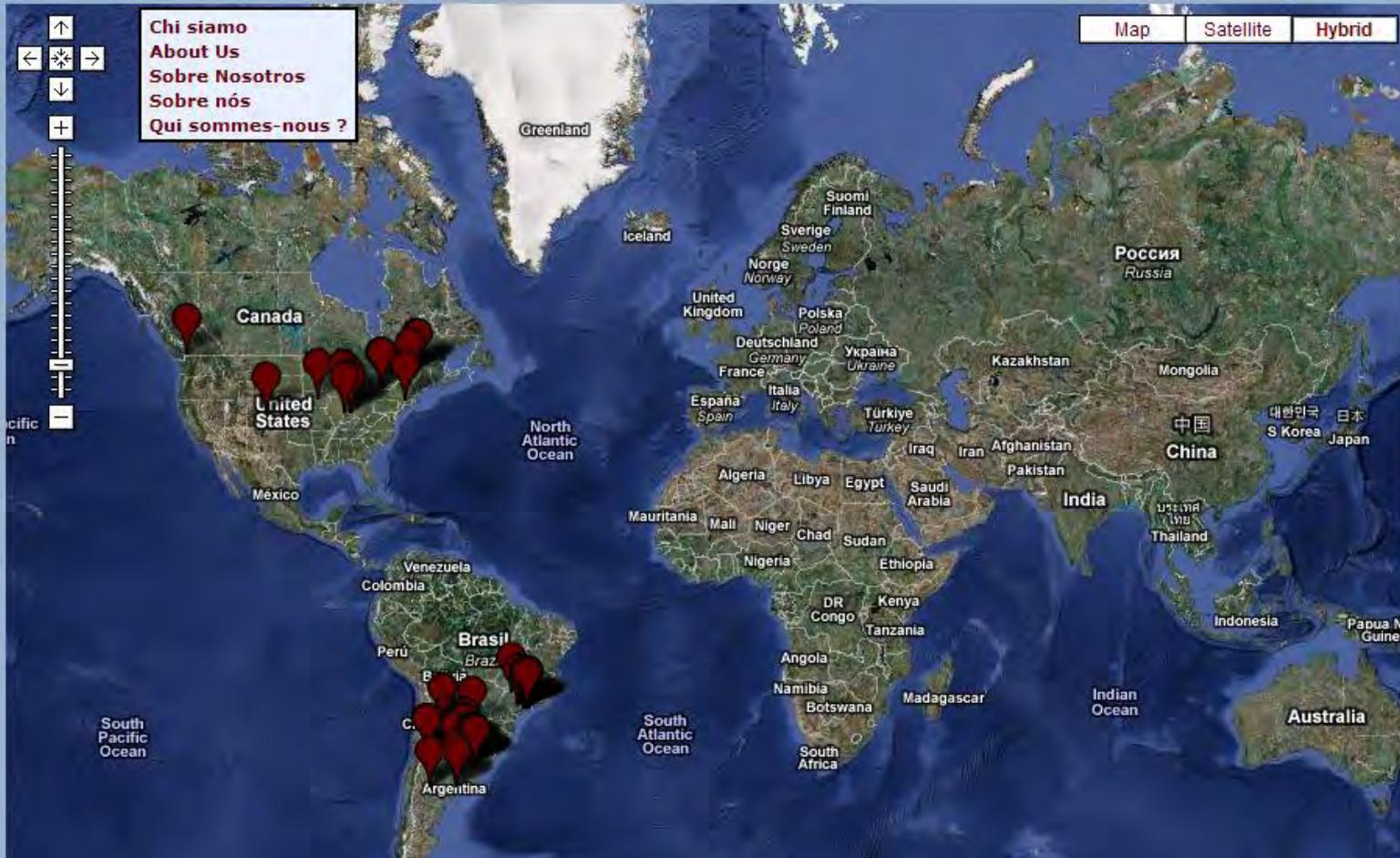
Fernanda Garcia
Sao Paulo, BR

“The Economy of Communion appears for us, the young people, as a hope that a united and a just world is possible.”



International Directory for the Economy of Communion

Login: Italiano | English | Español | Português | Français





Search Businesses

Country:

Language:

Category:

Internship:

By Name of Business:

All

[Print List of Businesses](#)

Business (86)



Brazil

Speaking Portuguese

AC Cardoso & Associados Ltda.

Category: Environment

ISO, Quality, Environmental & Safety Consultancy [more](#)



Argentina

Speaking Spanish

ACC Propiedades

Category: Real Estate

[more](#)



Brazil

Speaking Portuguese

AVMG Tecnologia da Informação Ltda.

Category: IT

Consulting/Services for Energy/Telecom Businesses [more](#)



Agropampa Sur

Category: Agriculture

