



March 10, 2015

To Whom It May Concern:

Babson College's mission is to educate entrepreneurial leaders who create great economic and social value—everywhere. We work to expand the notion of entrepreneurship to embrace and celebrate entrepreneurs of all kinds. We want to put the power of entrepreneurship as a force for economic and social value creation in as many hands in the world as we can.

Babson's "From Day One" campaign during Orientation is an innovative way to show incoming students examples of entrepreneurs of all kinds — from those in diverse industries such as food or technology or consumer goods — who are creating economic and social value in the world around them. This showcase helps to create a culture of sustainability on campus, setting the tone for the academic year. The program (run over a few days during Orientation) launches with comprehensive recycling during move-in, provides sustainable campus dinners, and ends with an all-campus showcase event.

Our "From Day One" program represents several years of collaborative work between multiple campus departments from across campus to create a unified program that shows students they can make an active choice to be the difference in all areas of sustainability through entrepreneurship. It has helped direct students to our growing and successful programs in social and sustainable entrepreneurship.

I am fully in support of this program and appreciate the innovative work of all the people who have made this program a reality.

Sincerely,

Scott A. Moore
Dean, Undergraduate School