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Business Sustainability  
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# Speakers and Sessions

NBS Sustainability Centre Workshop  
#SCCW2018



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School of Business  
Centre for Social and Sustainable Innovation

The world looks different from here.



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**Monday, June 25, 2018**

**9:45 - 10:45a**      **Sustainability Centres in an Age of Divisiveness & Disruptions.** Changes such as artificial intelligence, climate change, and political divisiveness are changing our world. What is the role of our centres in such a climate?

**Joel Gehman** is the Francis Winspear Associate Professor of Business at the University of Alberta School of Business and Associate Director of the Canadian Centre for Corporate Social Responsibility. He studies strategic, technological, and institutional responses to sustainability and values concerns. Ongoing research examines these issues in contexts such as B Corporations, shale drilling and fracking, innovating for sustainability, crowdfunding, and cultural understandings of risk. His research has been published in *Academy of Management Journal*, *Academy of Management Review*, *Organization Studies*, *Research Policy* and many more. Recent awards include the Roland Calori Prize for the best paper published in *Organization Studies* and the Emerging Scholar Award from the ONE Division of the Academy of Management.

 @joelgehman

**Gary Guzy** brings thirty-five years of experience in environmental law, regulation, and public policy through his leadership in government, business, and academia. He represents a range of clean energy leaders on emerging energy and environmental issues as Senior of Counsel at Covington & Burling LLP. Mr. Guzy recently served as Deputy Director and General Counsel of the White House Council on Environmental Quality. In this position, he helped develop and guide the Obama administration's environmental, public health, and clean energy agenda, bringing business insights to government policy and coordinating policy across government agencies - including spearheading negotiations that achieved the Obama administration's historic agreement to double motor vehicle fuel efficiency standards with the support of automobile manufacturers, states, labor unions, environmental and consumer groups, and Congress.

 @CovingtonLLP

**Dr. Katrin Muff** is a thought leader in the transformative space of sustainability and responsibility at Business School Lausanne, where she acted as Dean from 2008-2015 until self-organization made such a title redundant. Under her leadership, the school focused its vision on entrepreneurship, responsibility and sustainability in education and research. Her business experience includes 10 years at ALCOA (GM in Russia, Industry Analyst for Global M&A in the U.S. and Business Analyst Europe), 3 years as Director, Strategic Planning EMEA at IAMS Europe (Procter&Gamble), and 3 years as a co-founder of Yupango, a coaching consultancy dedicated to start-ups and training management teams.

 @KatrinMuff

### **Moderator**

**Pratima (Tima) Bansal** is a Professor of Strategy at the Ivey Business School. She is also the Director of Ivey's Centre on Building Sustainable Value and the Executive Director (and Founder) for the Network for Business Sustainability, a growing network of more than 7000 researchers and managers committed to advancing sustainability in business. She has received significant accolades for her scholarship in business sustainability: most recently, in 2017, she was presented with the Organizations and Natural Environment Distinguished Scholar Award by the Academy of Management; in 2012, she was awarded a Canada Research Chair to pursue her efforts to make business both profitable and sustainable.

 @TimaBansal; @NBSNet

**11:00 - 12:00p**      **Business + Sustainability: Is Anyone Listening? Does Anyone Care?** If the political climate is difficult, the public space for discussion and dissemination of knowledge is even more challenging. When people are boiling communication down to video snippets and texts, does anyone really take the time to understand the complex, nuanced issues around business and sustainability?

**Emily Chasan** is the Sustainable Finance Editor at Bloomberg News. She writes about trends in sustainable and impact investing, as well as corporate responsibility and governance. She edits Bloomberg's weekly Sustainable Finance Brief which provides actionable insights for investors on sustainable and impact strategies. She was previously a senior editor at The Wall Street Journal's CFO Journal, and a senior correspondent at Reuters covering accounting, law, hedge funds, manufacturing, and the U.S. stock market. She has won two Front Page Awards from the News-women's Club of New York and in 2012 was named to the National Association of Corporate Directors' "Directorship 100" list of people most influential on corporate boards of directors.

 @echasan

**Bryan Keogh** is the senior editor overseeing economics and business coverage at The Conversation US, an independent online platform for evidence-based commentary and analysis written by academics and researchers, edited by professional journalists and aimed at the general public. He's been with the publication since the U.S. edition was founded in 2014. He previously edited a business magazine in Beirut and covered debt markets for Bloomberg News in New York and London. His work has also appeared in The Wall Street Journal, Chicago Tribune and many other publications.

 @KeoghBryan

**Curt Nickisch** is a senior editor at Harvard Business Review, where he develops, hosts, and produces podcasts. He previously covered business and technology for Boston NPR station WBUR. He has covered carbon sequestration in the Dakotas, wind farms in Denmark, and nuclear power startups in New England. He has an MBA from Boston University, an M.S. in journalism from South Dakota State University, and a B.A. from the University of Utah.

 @CurtNickisch

### Moderator

**Dr. Mark Milstein** is Director of the Center for Sustainable Global Enterprise and Clinical Professor of Management and Organizations at the Johnson Graduate School of Management at Cornell University. He oversees the center's work on sustainable innovation and low-income – or base of the pyramid – enterprise development. Professor Milstein teaches and conducts research on strategy, decision making, technology management, and innovation. Dr. Milstein is a member of the Management and Organization Group at the Johnson School, as well as the university-wide Entrepreneurship@Cornell program.

 @Mark\_Milstein; @CornellSGE

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**Tuesday, June 26, 2018**

**9:30 - 12:15p**      **Simultaneous Sessions**

#### **Developing Your Centre's Unique Identity**

A solid messaging platform is an essential part of creating a clear, authentic identity for your organization. In this session, participants will be introduced to the core elements of a messaging toolkit, including value proposition, brand pillars, and

audience specific messaging. They'll learn how to lead key activities for developing messaging, including creating audience personas, benchmarking peer organizations, and conducting stakeholder interviews. And they'll find out how brand messaging can be transformed into content for websites and other communications materials.

**Dave Demerjian** is principal of 43,000 Feet, a brand messaging and content development agency located in Boston. He has more 15 years of experience working with colleges and universities, among them Harvard Business School, MIT Sloan School of Management, Tufts University School of Medicine, and the Brandeis Heller School for Social Policy and Management.

 @davedemerjian

**Dave Sandstedt** is a writer and brand strategist with 20 years of experience working in the higher education, technology, and healthcare. His clients include Harvard Business School, MIT, Mass General Hospital, and EMC Corporation.

### **Metrics for Impact**

Platitudes abound in our work when it comes to metrics: "see the forest for the trees," "measure what matters," and "don't drown in data." However, these phrases don't help get closer to illuminating progress toward ambitious missions and visions. At my organization, Thread, we focus on a powerful goal — building relationships that reduce barriers for students — and have developed effective ways to meet it. Central to our work is a clear logic model, also known as a theory of change, which is a tool that looks backwards from long-term goals to define the actions and align the resources needed to succeed. In this session, participants will first explore logic models as a tool for managing to outcomes, then share their expertise with logic models or other approaches with peers, and finally outline a logic model for their work or analyze their existing tool(s) for possible enhancements.

**Nick Greer** has fifteen years of experience in education with a deep passion for equitable systemic reform in Baltimore. He currently is the Vice President of Interconnection at Thread in Baltimore, MD. He leads the team that develops the strategy, tools, and learning experiences to ensure that every member of Thread is on a journey of growth informed by deep relationships of difference. He has extensive background in developing theories of change and working to execute them. Prior to joining Thread in 2015, Nick worked at Baltimore City Schools as the Director of Science and Special Assistant to the Chief of Staff.

 @thread\_org

### **Powerful Sustainability Conversations**

Sustainability efforts often face a problem of "preaching to the choir" – a stark division between people concerned about global sustainability and those with other concerns top of mind. Building a broader coalition requires having effective conversations about sustainability, capable of inspiring and empowering others to join in the pursuit. Whether you're a seasoned practitioner or an academic focused on these issues, this intensive boot camp will help you identify common pitfalls of advocacy for sustainability, get "unstuck" in conversations that matter, and give you the tools to create pathways toward authentic, effective engagement with people in your organization and beyond.

**Jason Jay** is a Senior Lecturer at the MIT Sloan School of Management and Director of the MIT Sloan Sustainability Initiative. His research focuses on how people navigate the tensions between personal, business, and social goals in sustainability efforts. His first book is *Breaking Through Gridlock: The Power of Conversation in Polarized World* and he has published articles in the

Academy of Management Journal and California Management Review. He teaches executive and masters-level courses on strategy, innovation, and leadership for sustainable business at MIT, and engages students and alumni in hands-on projects with leading companies and organizations. Jason has consulted to international corporations and NGO's including Novartis, Bose, Environmental Defense Fund, BP and the World Bank.

 @jasonjjay

### **Sharing Our Teaching Innovations**

Teaching in the responsibility & sustainability needs to speak not just to the knowing dimension, but also to the doing and being dimension. It requires innovative didactic formats, in particular through engaging the students actively and including relevant stakeholders, but also through reflecting about the learnings. Participants have the possibility to share their experiences with innovative program formats, but also provide deeper insights into teaching particular formats.

**Thomas Dyllick** is Professor of Sustainability Management, Managing Director of the Institute for Economy and the Environment and University Delegate for Responsibility & Sustainability at University of St. Gallen. His current research interests focus on “true business sustainability” and responsible management education. He directs a core area in Sustainability Management as part of the St. Gallen Master in Business Management and he is director of the Executive Diploma in Managing Sustainable Business, jointly offered with Business School Lausanne and the World Business Council for Sustainable Development. He has been a co-founder and leading member of the 50+20 initiative – Managing Education for the World and was directly involved in integrating Ethics, Responsibility and Sustainability into the EQUIS Standards for business school accreditation.

 @HSGStGallen

### **Storytelling for Dissemination**

The facilitators will give participants practical strategies for translating research findings for non-academics and reaching bigger, more influential audiences. The workshop will include Q&A and an interactive session to talk through real examples. Topics discussed include: crafting a compelling pitch; thinking like a journalist or publisher; turning research findings into a story; understanding news pegs and follow-up coverage; discovering better communication methods; and building relationships with editorial gatekeepers. Please bring along an idea to workshop with your peers and the facilitators into an effective pitch. It can be something current or upcoming, or an idea that you previously pitched but that sadly didn't get the attention it deserved.

Led by **Bryan Keogh** (The Conversation) and **Curt Nickisch** (Harvard Business Review); see page 3 for bios.

### **Teaching with Simulations and Systems**

In this session we will explore the use of interactive management flight simulators for teaching strategy and sustainability. Many scholars believe that interactive learning is more effective than traditional modes of teaching involving lecture and discussion, allowing participants to construct their learnings through experimentation and 'serious play'. Management flight simulators allow users to rapidly engage with complex systems in this way, including in contexts where real-world experimentation is infeasible because of barriers such as long-time delays and danger to human health. I will briefly introduce MIT Sloan's Learning Edge platform of free online simulations, which cover a range of sustainability topics including solar panel adoption, climate policy negotiation and fisheries management. I will briefly introduce MIT Sloan's Learning Edge platform of free online simulations, which cover a range of sustainability topics including solar panel

adoption, climate policy negotiation and fisheries management. We will then play with Driving the Future, a simulator of the US automobile fleet, experimenting with the potential for firm strategy and policy policy to reduce the environmental impacts of driving.

**David R. Keith** is the Mitsui Career Development Professor and Assistant Professor of System Dynamics at the MIT Sloan School of Management. Drawing on his experience working in the automotive industry, David studies consumer behavior, firm strategy and the formation of markets for emerging automotive technologies. His research examines issues including spatial patterns of technology adoption, supply constraints in production, platform competition, and the impact of new technologies on energy consumption and the environment.

 @\_David\_Keith

**3:30 - 4:30p**      **Creating Impact through Research.** Sustainability centres seek to impact practice through research, but often such impact is elusive. Most research seeks rigor, which can make it esoteric and irrelevant. In this session, we will talk about different ways in which research can impact practice. In this session, we will offer practical suggestions for how your centre can create more impact. We will also discuss how we, as a community of centres, can collaborate to create more collective impact.

**Garima Sharma** is an Assistant Professor at the University of New Mexico. She received her PhD from Case Western Reserve University, Cleveland, OH, and was a Postdoctoral Fellow at Ivey Business School, London, ON. Garima's research interests are in understanding how organizations navigate social-commercial tensions in sustainability and corporate social responsibility. She also studies the opportunities and challenges in academic-practitioner collaboration for knowledge generation.

 @garimasharma11; @NBSnet

Also led by Tima Bansal (Ivey Business School); see page 2 for more information on.