



Network for
Business Sustainability



STaR
Center for
Sustainability Transformation
and Responsibility



Handbook for the NBS Sustainability Centres Workshop

Designing the Business Sustainability Centre of
the Future

July 12-15, 2021

#SCCW2021

Note from Dr. Tima Bansal, Founder of NBS

The business school community is awakening to the importance of sustainable development. As COVID-19, climate change and social movements affect companies, the relevance of sustainability to business school research and curricula becomes clearer.

The sustainability centres at business schools can play a pivotal role in shifting business schools to these new social and environmental realities. But, it is not just a matter of seeing the current realities, but also seeing the desirable possibilities. To shift business schools, the directors of these sustainability centres must envision a desirable future. And, more than ever before, we need to work towards this future through a shared vision and with a community effort. .

The 2021 Sustainability Centres Community (SCC) Workshop will engage sustainability centre leaders in imagining and operationalizing a desirable future. The workshop goal is for leaders of sustainability centres to toward not just reacting to a new normal, but leading their business schools in shaping it.

I hope this workshop will help to shape your journey.

Sincerely,

Dr. Pratima (Tima) Bansal
tbansal@ivey.ca



We would like to thank our generous sponsors



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The world looks different from here.



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Platform Instructions - SCOOCs

Due to the virtual nature of this event, we will be using the SCOOCs platform as our 'home base'. We know this platform will allow you to have an interactive and rewarding experience.

Prior to the start of the event, you will receive an email inviting you to join the platform. The email will ask you to 'Check In' and make an account. Ensure this account is made with the same email address you received the email to. Once you reach the event page, an instructional video will play.

The instructions from the video are repeated here:

1. **Set up your profile.** Begin by customizing your profile. You can do so by clicking on the icon with your name or on Settings, in the sidebar on the left. Your details and profile tags will be used to match you with other participants.
2. **Navigate through the Dashboard.** Take a couple of minutes to explore and understand what is what. Here you can access sessions, post questions and find different networking options.
3. **Explore the agenda.** Scroll down the Dashboard to see the agenda. For detailed information on the topic and speakers, click on your session of interest.
 - a. You can save the sessions you are interested in by clicking on the "star" symbol in the upper right corner of the session.
 - b. You can select as many sessions as you want
4. **Create your own program.** Your saved sessions will automatically appear in the "My Program" section. By saving your sessions of interest, you will build your own program.
5. **Join sessions.** To join a session, click on the "JOIN" button. You will then be directed to the session on Zoom. If you have questions or comments during a session, you can ask these through the Zoom chat.
6. **Network.** There are several ways you can interact with other participants. You'll find them in the Dashboard or in the sidebar on the left.
 - a. **Participants.** Explore the participants' list to see who else is attending the workshop. By clicking on their profile, you can directly message participants or schedule a 1-to-1 meeting with them. You can also click on the star button next to their names to add them as a favorite.
 - b. **Communication Center.** In this section you will be able to post your questions before and after each session.
 - c. **My Matches.** Use this section to receive suggestions of potentially relevant connections based on your profile tags.

Tech Requirements

Google Chrome

The SCOOCs platform works best on Google Chrome; with other browsers, there may be glitches. Please check if you have the latest version of Google Chrome browser [here](#).

Internet Speed

Please try to be in an area with strong Internet. Ideally your Internet speed is at least 3.2 Mbps outbound and 3.2 Mbps inbound. Test your speed [here](#)).

Equipment

You can test your webcam, microphone, and speakers [here](#).



Workshop Overview

July 12: MULTI-SECTOR DIALOGUE: RADICAL CHANGE OR MORE OF THE SAME

Innovative thinkers from the communities of practice and research will open up dialogue on vital contemporary issues from human rights to the role of small businesses and even art in advancing sustainability. We'll discuss how all sectors of society can contribute to a sustainable transformation.

July 13-15: PLENARY SESSIONS: "DESIGNING THE CENTRE OF THE FUTURE"

Over these three days, our community will seek to design the business school of the future and the role that a sustainability centre has in shaping that future.

"Futurist" Stuart Candy (Carnegie Mellon University) will orient us with a keynote presentation, describing how imagining a future can help to unlock us from the shackles of current thinking. By imagining the future, we can start to create that future.

We will work in small groups over three days. Note that you will be in the same group for all three days; **please try to attend each session.**

- **July 13:** We will collectively envision a desirable future for society and business schools. This conversation will evoke our collective imagination of the future we seek.
- **July 14:** We will consider the constraints that are preventing that future from being realized and the trends that can unlock that future.
- **July 15:** We will discuss actions that can overcome the constraints and amplify the positive trends.

July 13-15: BREAKOUT SESSIONS

Members of the Sustainability Centres Community will lead breakout sessions on topics related to running a sustainability center. Six topics will run concurrently. Don't worry if you want to attend more than one; all sessions will be recorded and shared with you.

Every day: NETWORKING

Networking may be challenging in a virtual environment, but we will use creative approaches to facilitation connection. Participants will get time to meet others in semi-structured and serendipitous settings.



Agenda (all times in CET)

MONDAY, JULY 12 2021: MULTI-SECTOR DIALOGUE (See page 7 for details)

13:00 - 17:30 Sustainable Transformation: Radical Change vs. More of the Same?

Leaders from across society will discuss the most pressing issues we face.

TUESDAY, JULY 13 2021: SUSTAINABILITY CENTRES FOCUS

13:45 - 15:15 Plenary Part 1: “Designing the Business School Centre of the Future”

Keynote 1: “The Business of the Future” – Stuart Candy, Futurist and Professor at Carnegies Mellon University

Group work

15:15 - 15:30 Coffee Break

15:30 - 16:30 Breakout Discussions

Breakouts are led by SCC members on diverse topics (see page 9 for details)

16:30 - 17:00 Social Networking

WEDNESDAY, JULY 14 2021: SUSTAINABILITY CENTRES FOCUS

13:45 - 15:15 Plenary Part 2: “Designing the Business School Centre of the Future”

Keynote 2: "Running a Business University for Sustainable Future: Challenges and Opportunities" - Edeltraud Hanappi-Egger, Rector of WU Vienna

Group work

15:15 - 15:30 Coffee Break

15:30 - 16:30 Breakout Discussions

Breakouts are led by SCC members on diverse topics (see page 9 for details)

16:30 - 17:00 Social Networking

THURSDAY, JULY 15 2021: SUSTAINABILITY CENTRES FOCUS

13:45 - 14:15 Social Networking

14:15 - 15:15 Short Idea Pitches, for collaboration and action.

15:15 - 15:30 Coffee Break

15:30 - 17:00 Plenary Part 3: “Designing the Business School Centre of the Future”

Group work



Multi-Sector Dialogue

July 12, 2021, 13:00–17:30 (CET)

Moderator – Katharina Moser (Mosaik)

13:00–13:20 Welcome Address/Introduction

- Alexander Van der Bellen – Federal President of the Republic of Austria
- Leonore Gewessler – Austrian Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology
- Markus Scholz – Endowed Professor for Corporate Governance and Business Ethics, Head of Institute for Business Ethics and Sustainable Strategy, FHWien University of Applied Sciences for Management & Communication Vienna
- Günter Stahl – Professor of International Management, Co-Director of Center for Sustainability Transformation and Responsibility, Vienna University of Economics and Business

13:20–13:50: Art and Purpose: Enabling Radical Transformation?

- Christoph Thun-Hohenstein – General Director and Artistic Director, MAK Museum für angewandte Kunst | Museum of Applied Arts
- Facilitator: Tima Bansal – Professor of Strategy at the Ivey Business School, Founder and Executive Director of the Network for Business Sustainability

13:50–14:20: The New Inequalities: Is this the Business of Business?

- Marie Ringler – Member of Global Leadership Group und Europe Leader, Ashoka
- Facilitator: Markus Scholz – Endowed Professor for Corporate Governance and Business Ethics, Head of Institute for Business Ethics and Sustainable Strategy, FHWien University of Applied Sciences for Management & Communication Vienna

14:20–14:30 Coffee Break

14:30–15:10 Small Players Guiding the Way to Global Change

- Bas van Abel – Founder, Fairphone
- Theresa Imre – Founder and CEO, markta
- Ian G. Hobday – Founder and CEO, Startup Gurus

15:10–15:40: Innovations as a Driver for Sustainability

- Axel Kühner – CEO, Greiner AG
- Facilitator: Jason Jay – Senior Lecturer and Director of MIT Sloan Sustainability Initiative, Massachusetts Institute of Technology

15:40–16:00 Coffee Break

16:00–16:45 Panel Discussion: How to Drive Sustainable Transformation? Key Takeaways from a Multi-Level Perspective

- Markus Urban-Hübler – Sustainability Manager, Verbund AG
- Alice Schmidt – Global Sustainability & Social Impact, Policy Advisor, Business Consultant, Author and Speaker
- Fady Abdelmalek – Innovation Manager, Stats Perform, PMBA Student at Vienna University of Economics and Business Executive Academy

(Closes with networking until 17:30)



Biographies of Keynote Speakers

Keynote on July 13: Stuart Candy



Stuart Candy is an Associate Professor in the Carnegie Mellon School of Design. An award-winning foresight practitioner, designer, artist and educator, his work aims to augment our capacity for navigating alternative futures by any means necessary. At CMU he is responsible for integrating foresight / futures practice throughout the design curriculum.

Prior to entering academia full-time, he was an in-house futurist at global engineering firm Arup, leading the Foresight and Innovation function across the company's Australasia region. He is especially interested in amplifying the future-shaping capacities of under-served communities and organisations with an ethics-driven mission, including recent engagements with Interface Inc, Cook Inlet Tribal Council, and the United States Conference of Mayors.

Keynote on July 14: Edeltraud Hanappi-Egger



Edeltraud Hanappi-Egger completed her doctorate in information technologies at the Vienna University of Technology (TU Vienna) in 1990. She has been a visiting researcher in Stockholm, Toronto, and Oslo, among others, and was the recipient of an Austrian Academy of Sciences grant from 1993 to 1996. In 1996, she received her *venia docendi* in applied information technologies from TU Vienna, where she worked as an associate professor until 2001. She has been Professor for Gender & Diversity in Organizations at WU since 2002. Hanappi-Egger has published over 350 papers on gender and diversity in organizations, has spent time at numerous international research institutions (most recently at LSE and McGill University), and previously held an EU Jean Monnet Chair.

She sat on the University Board of Graz University of Technology from 2008 to 2013. Edeltraud Hanappi-Egger was Chair of the WU Senate from 2006 to 2009, and Head of the Department of Management from 2012 to 2014. She has been Rector of WU since October 1, 2015, and is the first woman to ever hold this position. She is member and chairperson of several accreditation teams at AACSB and EFMD and an expert on higher education.

Sustainability Centres Community Breakouts

Full list, by day

July 13, 2021, 15:30–16:30 (CET)

Innovative Solutions for Sustainability in Education (ISSUE)

Marina Schmitz and Silvia Damme (CBS International Business School, Germany)

Building interdisciplinarity in education and research

Michelle Westermann-Behaylo (University of Amsterdam, The Netherlands), Pilar Acosta (Universidad Icesi, Colombia), Minna Halme (Aalto University, Finland), and Marcus Wagner (Augsburg University, Germany)

Make academia meaningful again: A conversation on research, cocreation and impact

Helen Etchanchu (OS4Future), Thomas Franssen (Leiden University, The Netherlands), Sylvia Grewatsch (Brock University, Canada), Elke Schüßler (JKU Linz, Austria), Melissa Zaksek (University of Michigan, USA)

Positive Impact Rating for Business Schools (PIR): Dialogue on best practices with Deans of best performing schools

Katrin Muff (Institute for Business Sustainability, Switzerland) and 4 deans

Building a network of change agents: Using an undergraduate program to advance interdisciplinarity and connections to practice

Sara Soderstrom, Emily Keeler, and Kourtney Koch (all at University of Michigan, USA)

Open our training to a greater social diversity of students: why not them?

Chantal Dardelet and Adrian Zicari (ESSEC Business School, France)

July 14, 2021, 15:30–16:30 (CET)

Building climate and carbon literacy into business school curricula: A toolkit for centres

Lynn Schenk (Harvard University, USA) and Ian Thomson (University of Birmingham, England)

The why, what and how of integrating sustainability into a business school

Heather Ranson (University of Victoria, Canada) and Sarah Ivory (University of Edinburgh, Scotland)

Blueprint for SDG integration in curriculum, research, and partnerships

Fara Azmat and Harsh Suri (Deakin University, Australia)

How online tool Venturely.io stimulated outreach, teaching, and research on sustainable business models

Dr. René Bohnsack, Cláudia Antunes Marante, and Alina Margolina (all at Católica Lisbon School of Business & Economics, Portugal)

Using digital technology for local development research in remote communities in the context of COVID-19

Fernanda Carreira and Daniela Gomes Pinto (FGV EAESP, Brazil)

Going beyond the case: Incorporating games, simulations, and other digital learning into sustainability curriculum

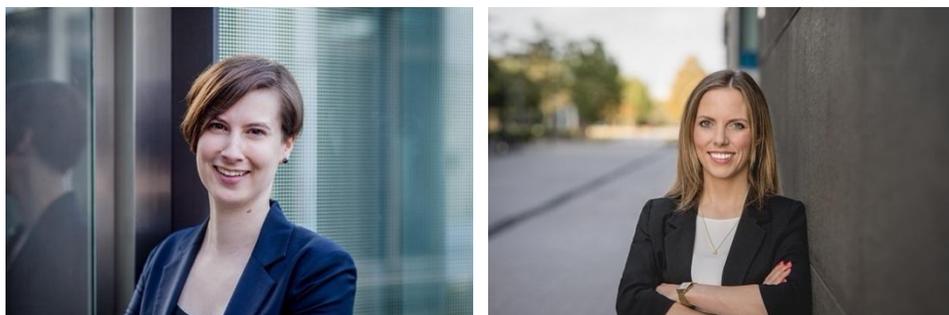
Jason Jay (MIT, USA) and Tracy Triggs-Matthews (University of North Carolina, USA)



Breakout Discussions (Details)

Innovative Solutions for Sustainability in Education (ISSUE)

Organizers: Marina Schmitz and Silvia Damme (CBS International Business School, Germany)



In an interactive session format, participants will gain insights on the intellectual outputs of our transnational Erasmus+ research project ISSUE and discuss fields of application in their own HEI through exchanging best practices. The intellectual outputs cover educational tools based on principles and goals of sustainable development (e.g., Methodology Handbook and Cases, 21-Day Challenge, Sustainability Escape Room, and Future Sustainability Manager Summer School Program), as well as tools and practices to improve institutional sustainability in HEI contexts (e.g., Integrated Reporting Manual and Green Office Concept for Universities).

Marina Schmitz

Marina Schmitz is passionate about challenging the status quo of how we understand and teach economy and management-related content to our students. To accomplish this goal and to create a more inclusive and sustainable society and business environment, she seeks the exchange with fellow educators and practitioners. Furthermore, she is actively engaged in networks, such as the European School of Sustainability Science and Research (ESSSR), The Sustainability Centres Community of the Network for Business Sustainability (NBS SCC), and the AIB Sustainability and Teaching and Education Shared Interest Group. Marina holds a BA and MA in Business Administration and Chinese studies from Trier University and is currently doing her PhD with University of Goettingen in Human Resources Management and Asian Business. She is a Lecturer, Research Associate and Project Manager at the Center for Advanced Sustainable Management (CASM) at CBS International Business School in Cologne, Germany.

Silvia Damme

Silvia Damme is a passionate advocate for sustainability as the new normal at the Center for Advanced Sustainable Management at CBS International Business School in Cologne, Germany. As project manager and research associate her work focuses on sustainable management and innovative pedagogy in the field of sustainability education, where she is currently involved in various international research projects. She gives lectures and workshops on CSR and Sustainable Management, as well as in the field of Future Literacy. Silvia is dedicated to connecting sustainable change makers from academia, business and society and has been involved in organizing large scale events and conferences in the fields of sustainable business and climate action in Germany, as well as in the United States. Silvia further holds professional experience in sustainability consulting and implementation of change processes for more sustainable business practice.

Building interdisciplinarity in education and research

Organizers: Michelle Westermann-Behaylo (University of Amsterdam, The Netherlands), Pilar Acosta (Universidad Icesi, Colombia), Minna Halme (Aalto University, Finland), and Marcus Wagner (Augsburg University, Germany)



Several universities, business schools, and centers have been increasingly collaborating across disciplinary boundaries to tackle major challenges in sustainability. In this session, we wish to collectively reflect on how to advance sustainability from an interdisciplinary perspective through both teaching and research. We will start by presenting some concepts related to interdisciplinarity and some current practices in both research and teaching from business schools and centers. Attendees will have the opportunity to discuss the benefits and challenges of interdisciplinarity and share their experiences and ideas.

Michelle Westermann-Behaylo

Michelle Westermann-Behaylo (J.D. Vanderbilt University; Ph.D. George Washington University) is Assistant Professor and Co-Director of the Sustainability Initiative at University of Amsterdam Business School. She has published articles in high impact journals on the role of business in promoting peace and human dignity, respecting human rights, and reaching the UN Sustainable Development Goals. Her latest projects consider how social media and communication technology can amplify the voices of powerless stakeholders. Her research has received financial support from the Netherlands Organization for Scientific Research, the Aspen Institute, and the Institute for Economics and Peace.

Pilar Acosta

Pilar Acosta (Ph.D) is Associate Professor at the School of business and economic sciences at Universidad Icesi, in Cali, Colombia. She earned her Ph.D at ESCP Europe and Université Paris 1-Panthéon Sorbonne. Her work has been published in international journals such as *Journal of Business Ethics*, *Organization Studies* and journals in management education. Her research focuses on the evolution of business and sustainability in the context of limited statehood and in management education. She codirects the Kairos Observatory for Corporate Sustainability at Universidad Icesi and co-founded a newly created interdisciplinary master in sustainability.

Minna Halme

Minna Halme is Professor of Sustainability Management at Aalto University School of Business. Her research focuses on sustainability innovations, co-creation of sustainable innovation, sustainable business models and frugal innovation for poverty alleviation. She is active in interdisciplinary sustainability research and education, heading projects that involve multiple disciplines and being co-founder of FT-listed Creative Sustainability Master programme. She is Associate Editor of *Organization & Environment*, and member of the editorial boards of *Business Strategy and the Environment*, *Technovation* and *Scandinavian Journal of Management*. Her work has appeared in several refereed journals. The Academy of Management and other scientific bodies have granted her multiple awards. She is member of a number of high-level corporate sector advisory boards and advises the Finnish Government. She has earned the Academy of Finland award for the societal impact of her research.

Marcus Wagner

Marcus Wagner is Professor of Management, Innovation and International Business at Augsburg University and Associate Member of the Bureau d'Economie Theorique et Appliquee, Strasbourg, where he was a Marie Curie Fellow. His research focuses on innovation, global sustainability and strategic management, and has been published, inter alia, in *Journal of Business Venturing*, *Long Range Planning*, and *Research Policy*. He is a Board Member of University of Augsburg's Environmental Science Center and is a founding member of the university's interdisciplinary Center for Climate Resilience, which involves 20+ new professorships ranging from the natural and social sciences to humanities. Marcus is also a Deputy Editor of *Organization and Environment*, a leading journal at the intersection of management and sustainability.

Make academia meaningful again: A conversation on research, cocreation and impact

Organizers: Helen Etchanchu (Montpellier Business School, France), Thomas Franssen (Leiden University), Sylvia Grewatsch (Brock University), Elke Schüssler (JKU Linz), Melissa Zaksek (University of Michigan)



This conversation aims to highlight our various roles in academic institutions and how we relate to different stakeholders – society, practitioners, students, colleagues, families and friends. We seek to expose how those relationships bring sense to our profession and nurture us, rather than exhaust us. We intend to provide a platform to share the inspiration we get from some of our natural constituents and raise important questions on defining productivity, meaning and success in academia through research, cocreation and impact. We bring panellists that have very diverse experiences within academia and research centers that combine research with key and rewarding engagement with practice, society and the running of our own institutions. We will also explore how we make academia meaningful for each other with each other, and how this may transform academia itself.

Helen Etchanchu

Helen Etchanchu is Associate Professor and Chairholder of the Communication and organizing for sustainability transformation (COAST) chair at Montpellier Business School, where she is also coordinator of the research and pedagogy group of the Sustainability lab and referent for the UN Principles of Responsible Management Education (PRME) and the Sustainable Development Solutions Network (SDSN). Her research specifically explores the role of language, meaning, and legitimation dynamics in the sustainability transformation of our societies. She is co-founder of OS4future, an academic movement committed to climate action.

Thomas Franssen

Thomas Franssen is a Senior Researcher at the Centre for Science and Technology Studies at Leiden University. He studies the effects of research governance, notably research funding and research evaluation, on research content and practices. Recently he has started a project on the sustainability transition within academia. He is currently exploring the possibilities for the integration of 'sustainability' as a quality criterion in research evaluation frameworks.

Sylvia Grewatsch

Sylvia Grewatsch is Assistant Professor for Strategy at the Goodman School of Business, Brock University, Canada. Her research focuses on how organizations can tackle the world's biggest socio-economic challenges through systems change emerging from social and technological innovations. She is a founding member of the Impact Scholar Community, an organization that gives voice to early-career organizational scholars that strive for relevant research.

Elke Schüssler

Elke Schüssler is Professor of Business Administration, Head of the Institute of Organization Science and responsible for Programs and Teaching in the Dean Team of JKU Business School at Johannes Kepler University Linz, Austria. Her research focuses on social challenges such as globalization, climate change, decent work and digitalization, lately focusing on the transformation of organizations, industries and work relations in the context of the platform economy. She currently acts as Vice President of the European Group for Organizational Studies, has initiated the timesofcrisis.org and utopiaplatform.wordpress.com open teaching platforms, and launched sustainability programs at her University. She is a member of OS4future, an academic advocacy movement to inspire fellow academics to act on the climate crisis.

Melissa Zaksek

Melissa Zaksek is Research and Thought Leadership Manager for the Erb Institute at the University of Michigan. Melissa works to advance the institute's research agenda by building partnerships with company and academic thought leaders and developing and implementing research initiatives that address business's most pressing business sustainability challenges. With a background in collaborative science, resource management and policy, and structured decision-making, she is deeply committed to building and supporting collaborative efforts that promote environmental, social and economic sustainability.



Positive Impact Rating for business schools (PIR): Deans' dialogue on creating positive impact

Organizers: Katrin Muff and 4 Business School Deans; Jordi Diaz (EADA Business School, Spain), Percy Marquina (Pontifical Catholic University, Peru), Ajit Parulekar (Goa Institute of Management, India), Varun Nagaraj (SPJIMR, India)



Business School rankings have been criticized for being increasingly out of touch with changing demands on business to address issues of sustainability and social impact. The newly created Positive Impact Rating for Business Schools (PIR) has been developed in response to this criticism. It is designed as a combined rating and social impact measurement tool. For the second time students assessed their business schools on how they perceive their positive impact in the world and what they expect from them. The results of the 2021 edition are launched at the PRME Global Forum in June 2021. In this workshop Deans of four globally leading PIR business schools discuss best practice insights and critical transformational steps for creating positive impact.

Katrin Muff

Dr. Katrin Muff is Director of the Institute for Business Sustainability in Lucerne, Switzerland, and Professor of Practice at LUISS Business School, Rome, Italy. She consults leaders and boards in business sustainability and strategic transformation and runs an executive program on Business Sustainability together with Thomas Dyllick. Her book "Five Superpowers for Co-creators" provides insights about issue-centered multi-stakeholder processes. She brings 20 years of international strategic and general management experience in Europe, Australia, North America and Russia and a decade of leadership in business education. www.katrinmuff.com

Jordi Diaz

Jordi Diaz is currently the Dean of EADA Business School in Barcelona, Spain and Director of the Executive Academy of the European Foundation for Management Development (EFMD Global). Mr. Diaz serves on Advisory Boards at several business schools, including Burgundy School of Business and Graduate School of Management St Petersburg University, and Editorial Review Board of *International Journal of Technology-Enhanced Learning*. Mr. Diaz holds a Master's in Human Resources Management from EADA Business School, is a candidate in the Executive Doctor of Business Administration program at Ecole des Ponts Business School (France), and professional certificates from Harvard Business school in Authentic Leadership Development and Disruptive Strategy.

Percy Marquina

Percy Marquina is a researcher and professor distinguished for his academic excellence and intellectual production. Percy holds a doctorate in Business Administration from the Maastricht School of Management, the Netherlands, a doctorate in Strategic Business Administration from the Pontifical Catholic University of Perú, a Master's in Philosophy from the Maastricht School of Management, a master's degree in Business Administration from the Universidad del Pacífico, and a bachelor's degree in Economics from the Universidad del Pacífico. He has completed the Executive Development Program at Wharton School of Business, Business Leadership Program at the Getulio Vargas Foundation, and the Colloquium on Participant-Centered Learning at Harvard Business School.

Ajit Parulekar

Ajit Parulekar, Director of the Goa Institute of Management, India has been with GIM for over 2 decades. He is passionate about the Future of Learning, Universal Health Care access and Sustainable business models. In his role, he has introduced 3 new cutting-edge degree granting academic programs, has established a Centre for Excellence in Sustainable Development, has nurtured the growth of the Centre for Social Sensitivity & Action at the institute, aggressively led Sustainability initiatives at the institute and in the communities around the institute, and founded an Incubation Centre funded by the Central Government. GIM is a front-runner among Indian business schools in adopting & promoting responsible & sustainability as part of all its learning, research & outreach programs.

Varun Nagaraj

Dr. Varun Nagaraj, dean-designate at SPJIMR, is a practitioner scholar with 30 years of industry experience leading digital product and service innovation. Most recently, he was the COO of Bidgely, an AI-based SaaS company enabling digital transformation in the utility sector. Varun was also a partner at PRTM Management Consulting (now part of PwC). Varun's work on how teams learn and innovate in unfamiliar contexts has been published in leading journals. Varun holds a Bachelor's in Electrical Engineering from the Indian institute of Technology Bombay, a Masters in Computer Engineering from North Carolina State University, and an MBA from Boston University. He obtained his PhD from Case Western Reserve University's Weatherhead School of Management.

Building a network of change agents: Using an undergraduate program to advance interdisciplinarity and connections to practice

Organizers: Sara Soderstrom, Emily Keeler, and Kourtney Koch (University of Michigan, USA)



Participants in this session will develop a roadmap to designing an interdisciplinary undergraduate program and community within their school. Through discussing approaches to building connections across campus, auditing curricular offerings and gaps, and facilitating co-curricular programming, participants will learn from the facilitators' experiences in launching the new Erb Undergraduate Fellows program to translate to their own school. This session will focus on activities to build community, foster connections among alumni and graduate students, develop career competencies and create transformative action-based learning opportunities. This session will include time for the participants to capture ideas and insights from their peers and design a model that will translate to their own school's unique needs and populations.

Sara Soderstrom

Sara Soderstrom is an Associate Professor in Organizational Studies & Program in the Environment at University of Michigan (UM). She is core faculty at the Erb Institute and faculty associate at Center for Positive Organizations at UM. Sara completed her PhD at the Kellogg School of Management, Northwestern University, and a postdoctoral fellowship at the Erb Institute at UM. Prior to her graduate work, Sara worked as a consultant at McKinsey & Company and led a business transformation team at Auto Club Group. Sara's research aims to contribute an organizational perspective on how society develops solutions to critical global sustainability challenges. Sara studies how individuals within organizations mobilize others, develop coalitions, and access key decision makers when they are trying to implement sustainability initiatives. She has published in numerous management journals including Administrative Science Quarterly, Academy of Management Journal, Organization & Environment and Organization Studies.

Emily Keeler

Emily Keeler is responsible for enhancing the learning experience of Erb's dual-degree students with business sustainability content, including short-term projects and multi-year collaborations with companies and nonprofit partners in the U.S. and abroad. As the Student Affairs and Alumni Manager, she provides student support through ongoing advising, programming, and co-curricular and academic planning. Emily is responsible for increasing the quality and diversity of the Erb student body across industries, sustainability issue areas and global experience, as well as supporting the network of over 450 Erb alumni. In addition, together with the Managing Director, Emily also teaches Erb Seminar, a required course for all first-year students.

Kourtney Koch

Kourtney Koch serves as the Student & Alumni Affairs Coordinator for the Erb Institute at the University of Michigan, acting as the primary point of contact for Erb Institute students, prospectives, alumni, and others. Kourtney also supports the expansion of Erb Institute offerings to a campus-wide population of sustainability-minded students, including those in both graduate and undergraduate degree programs. She has a Master's in Higher Education Administration with a background in hospitality and community engagement work.

Open our training to a greater social diversity of students: why not them?

Organizers: Chantal Dardelet and Adrian Zicari (ESSEC Business School)



In France, a child from an underprivileged background is seven times less likely than a child of a senior executive or teacher to pursue higher education. This partly explains the lack of social diversity in business schools, even though diversity is recognized as a factor that favors the performance of organizations. For nearly 20 years, ESSEC has been supporting students from disadvantaged backgrounds to enable each young person to find their own path and to reach their full potential. Today, 80,000 young people benefit from ESSEC's programs, which have been extended to more than 100 higher schools and universities and have inspired the national public policy of "cordées de la réussite". All these actions are in line with the UN's Sustainable Development Goals 4, 10 and 16. From now on, our main question is: how to change the way we look at diversity so that we better include everyone and acknowledge the strength of their peculiarity? This is the discussion we invite participants to have with us during this session.

Chantal Dardelet is the Director of the Equal Opportunity Center at ESSEC Business School, which has been running programs since 2002 to fight against inequalities in access to higher education, whether social, territorial or disability-related, with the support of the Innovation and Social Entrepreneurship Chair. She is also the Executive Director of ESSEC's ecological and social transition initiative, which, in addition to an eco-campus policy, has strong ambitions in terms of Diversity and Inclusion. She has led the Social Opening Group of the "Conference des Grandes Ecoles" since 2005 and is a member of the National Council of Cities, a body that reports to the Prime Minister.

Adrián Zicari is Professor in the Accounting and Management Control department at ESSEC Business School. He is Academic Director of the Council on Business & Society. He is also honorary representative of Buenos Aires City in Paris. His work appears in several academic journals: Journal of Business Ethics, Journal of Cleaner Production, Comptabilité-Contrôle-Audit, Corporate Social Responsibility and Environmental Management, Social and Environmental Accountability Journal, BMC Health Services Research, and Harvard Business Review – Latin American Edition. He is one of the series editors for the Relational Economics and Organizational Governance book series, Springer.



Building climate and carbon literacy into business school curricula: A toolkit for centres

Organizers: Lynn Schenk (Harvard University, USA) and Ian Thomson (University of Birmingham, England)



This session is designed to help participants develop individualized toolkits to build understanding of climate change risks and opportunities into educational programs in their schools and institutions. The session will showcase and encourage sharing of a variety of approaches including (1) stand-alone courses on business and climate change; (2) climate change cases that can be used to teach core concepts in marketing, strategy, innovation, or other disciplines; and (3) simulations for use inside or outside the classroom.

The session includes:

- Overview of initiatives at Harvard Business School (including the innovative [Course Explorer platform](#))
- Look at how Birmingham Business School has integrated climate literacy and carbon accounting into all modules in an undergraduate accounting programme. Also provided: a review of global trends in climate accounting and finance educational programmes, from CSEAR.
- Carbon Literacy Pitch Session –participants briefly share their climate literacy materials or ideas
- Open forum discussion and next steps

Lynn Schenk

Lynn Schenk leads the HBS Business and Environment Initiative in its mission to educate, connect, and mobilize current and future business leaders to address climate change and other environmental challenges. She does this through supporting course content creation, student and alumni engagement, career support, and partnership in developing the Climate Rising podcast. Lynn's background is in structured finance in the energy, infrastructure, and sustainability markets, including roles at Citigroup and the Clinton Climate Initiative. Her focus continues to be on the intersection of finance and climate change, as it applies across multiple sectors and geographies.

Ian Thomson

Ian Thomson is Professor of Accounting and Sustainability at Birmingham Business School and Director of the Lloyds Banking Group Centre for Responsible Business. Ian has been researching and teaching topics relating to responsibility, sustainability and accountability for 30 years including climate change, and carbon accountability. He has been called as an expert witness to various Scottish Parliament's committees, appointed as advisor to Scottish Parliament's Transport, Infrastructure and Climate Change, and Cities and Infrastructure Committee, worked with Sustainable Development Commission (Scotland), The Princes Charity, Business in The Community and as an accountability expert to UN World Food Programme. He is also Chair of the Centre for Social and Environmental Accounting Research (CSEAR) network.



The why, what, and how of integrating sustainability into a business school

Organizers: Heather Ranson (University of Victoria, Canada) and Sarah Ivory (University of Edinburgh, Scotland)



This session will help sustainability change agents understand and overcome the barriers to integrating sustainability into the business school across the curriculum. The session objectives are to (1) examine where sustainability fits in business school curriculum, (2) gain new ideas of how to measure and include sustainability in curriculum, and (3) discuss how much is enough sustainability material in an integrated curriculum. A mix of resources from the presenters as well as sharing from the group will result in a “playbook” that all participants can take back to their schools.

Heather Ranson

Heather Ranson (Associate Teaching Professor and Associate Director, Centre for Social and Sustainable Innovation (CSSI)) teaches Ethics and Business and Sustainability courses at the Gustavson School of Business. In her role as Associate Director, CSSI Heather builds the sustainability teaching culture in the school by supporting faculty with timely materials, guest speakers and curriculum.

Sarah Ivory

Dr Sarah Birrell Ivory is a Lecturer at the University of Edinburgh Business School, and a Fellow of the Higher Education Academy. She is Director of the Centre for Business, Climate Change, and Sustainability (B-CCaS). Dr Ivory established the Global Challenges for Business compulsory UG course which won an Aspen Institute ‘Ideas Worth Teaching’ education award and is one of the core team delivering the flagship MBA Strategic Leadership course.

Blueprint for SDG integration in curriculum, research, and partnerships

Organizers: Fara Azmat and Harsh Suri (Deakin University, Australia)



SDG Blueprint was developed by the UN Principles for Responsible Management Education community in 2020 as a potential guide for business schools to embed SDGs across their curriculum, research and partnerships. It lays out a number of frameworks, guidelines, examples and suggestions that can support the integration of the SDGs in curriculum, research and partnerships. This session will identify the practical applications of the SDG Blueprint and facilitate discussion and brainstorming surrounding each section.

Fara Azmat

Dr. Fara Azmat is an Associate Professor in the Department of Management at Deakin University, Australia. Within the broader domain of social responsibility, her research interest includes: sustainable development with a focus on the UN SDGs alongside social inclusion, social entrepreneurship, social responsibility and migrant/women entrepreneurship. She has published in top tier journals such as *Journal of Business Ethics*, *Business & Society*, *Entrepreneurship and Regional Development*, *Journal of Public Policy and Marketing*, *Australian Journal of Management*, and *Journal of Consumer Affairs*. She currently serves as a member of the Editorial board of *Social Responsibility Journal*, and a fellow member of the ESRC, Peer Review College UK and has won multiple international research awards. She has contributed to the *Blueprint for SDG integration into curriculum, research and partnerships* as a research theme lead. Fara has also coedited a special issue of *Social Business* on integrating SDGs across research and curricula.

Harsh Suri

Associate Professor Harsh Suri, PhD, has published in top-tier journals on ethics, sustainability, responsibility and inclusivity in research methods, systematic reviews, higher education and graduate employment. She has won two international research awards and has authored a Routledge research monograph. She leads a team supporting teaching and learning initiatives including SDGs integration into curriculum at Deakin Business School. Several initiatives she has co-led have been recognised for excellence institutionally, nationally and internationally through awards such as two Vice-Chancellor's awards, [2018 ACTS Green Gown Awards Australasia](#), [2020 PRME award for Excellence in SIP reporting](#) and [2020 AAUT Citation Award](#). As the Curriculum Theme Lead, she contributed to the [Blueprint for SDG integration into curriculum, research and partnerships](#). She is on the PRME ANZ Chapter Steering Committee. She co-founded and is co-leading the [Australasian Business Ethics Network Qualitative Research](#) and [Australasian Society for Computers in Learning in Tertiary Education Business Education SIGs](#).

How online tool Venturely.io stimulated outreach, teaching, and research on sustainable business models

Organizers: René Bohnsack, Cláudia Antunes Marante, and Alina Margolina (Católica Lisbon School of Business & Economics, Portugal)



Participants will be introduced to the business modelling tool Venturely.io and how the founder, the Business Model Design Lab, uses the platform for teaching, research and outreach. Venturely.io was started as a tool to take people by the hand that have an idea to become entrepreneurs. It has been offered for free and is globally used by universities, accelerators and private users. The Business Model Design Lab is an initiative founded by René Bohnsack, Professor at Católica-Lisbon. Participants will be introduced to the impact pyramid of the Business Model Design Lab and shown how venturely.io can teach sustainable business models.

René Bohnsack

René Bohnsack is Professor of Strategy and Innovation at Católica-Lisbon and International Faculty Fellow at MIT Sloan School of Management. He studies the diffusion of technologies as well as how business models can accelerate this process. Dr. Bohnsack has published his research in the best international innovation and management journals such as Research Policy, Journal of Business Venturing, Journal of Product Innovation Management, California Management Review or Technovation. Next to the academic accomplishments, René co-founded several start-ups.

Cláudia Antunes Marante

Cláudia Antunes Marante is a Research Fellow at the Smart City Innovation Lab at Católica Lisbon, she has a Master's degree in Research on Business and Administration from Universidad Pablo de Olavide, Seville. She has some research experience and has been a visiting scholar at the University of Glasgow. Cláudia is currently enrolled in a Ph.D. program focused on Digital Transformation and Business Models. She also has non-academic work experience, being her last position as a Data Analyst at Cisco Systems Portugal.

Alina Margolina

Alina Margolina is a Project Manager at the Smart City Innovation Lab at Católica Lisbon. She has a Master's degree in Innovation and Product Management from the University of Applied Sciences-Upper Austria (Wels, Austria) and a Bachelor's degree in Marketing Communications from the Higher School of Economics (Moscow, Russia). Her work in the Lab is dedicated to business model development for sustainability and the energy sector. In addition, she is interested in such fields as management of the fuzzy front end of innovation, customer co-creation and open innovation. Alina also has international experience in the fields of strategic foresight, product marketing management and marketing communications.



Using digital technology for local development research in remote communities in the context of COVID-19

Organizers: Fernanda Carreira and Daniela Gomes Pinto (FGV EAESP, Brazil)



The COVID-19 pandemic has interrupted many field research and projects. In this session, the presenters will share two experiences using digital technology as a way to continue local development work in remote communities in the Brazilian Amazon. Opportunities and challenges will be presented. After this brief presentation, we will have a roundtable to discuss connectivity, local mobilization and guarantee of representativeness in the remote model. Finally, we will make a collective construction of a collection of tools and ways of doing applied research with social impact in the context of the pandemic based on participants' experiences to share with NBS community after the event.

Fernanda Carreira

Fernanda Carreira is Head of the Integrated Education Program at FGVces (Brazil). Her areas of expertise are education for sustainability and organization strategies. Ms. Carreira has led projects of education for sustainability in Master and undergraduate courses, as well as applied research and projects in companies. At FGVces she has also coordinated a business platform called Companies for the Climate and was for 3 years the Executive Secretary of the Center, responsible for strategic planning, fundraising and institutional representativeness. Prior to FGVces, she had a six-year experience in advisory firms such as PwC and Edelman Significa, always in sustainability projects, and she has also worked at NGOs. PhD candidate in Organizational Studies, she holds a MsC in Management with an emphasis on Sustainability at FGV EAESP, where she also has a postgraduate degree in Sustainability Management and has a degree in Business Administration.

Daniela Gomez Pinto

Daniela Gomez Pinto is Head of the Local Development Program at FGVces (Brazil). Her areas of expertise are territorial governance and development, social and environmental impacts of large-scale mining and infrastructure projects, sustainability indicators and participatory approaches. Ms. Pinto has led projects in the Brazilian Amazon, in territories hosting the hydropower plants, federal roads, and the mining plants, as well as the collective construction of Guidelines for Large-Scale Projects in the Amazon partnering with the International Finance Corporation (IFC). Prior to FGVces, she was the Human Development National Report Coordinator at UNDP Brazil and has led the creation of the new Human Development Index at subnational level. She holds a bachelor's degree in Geology (University of São Paulo), a master's degree in Environment & Development (London School of Economics and Political Science) and is a Ph.D. candidate in Public Administration (FGV EAESP) and a Lecturer in the Master of Competitiveness Management - Sustainability (FGV).



Going Beyond the Case: Incorporating games, simulations, and other digital learning into the sustainability curriculum

Organizers: Jason Jay (MIT, USA) and Tracy Triggs-Matthews (University of North Carolina, USA)



As our colleague John Sterman is fond of saying, “the research shows that showing people research doesn’t work.” What does work is people learning for themselves by exploring and experimenting in real and simulated settings. Simulation-based learning can dilate time and allow students to explore the consequences of personal, organizational, and policy maker decisions. In this workshop we explore two such simulations – one that provides students the opportunity to understand various trade-offs involved in satisfying different stakeholders called “Profit and Purpose” and the other is the En-ROADS climate action simulation which explores the global dynamics of energy, land use, economy, and environment. Participants will play these games and participate in the simulations to better understand how they advance specific concepts. Participants will also learn how to assess and incorporate games, simulations and other digital tools into the curriculum.

Tracy Triggs-Matthews

Tracy Triggs-Matthews is the Associate Director of the UNC Kenan-Flagler Business School’s Center for Sustainable Enterprise where she manages the Center as a resource hub for faculty, students, staff and businesses interested in sustainability as a personal, business or academic pursuit. She has Co-created and implemented action-based, experiential leadership courses for Undergraduate and MBA students and advises UNC students on personal, academic, and sustainability career interests. Tracy currently serves as a faculty member of the UNC Food for All Steering Committee, Committee Chair for the Social Impact Summer Grant program for full-time MBA students, and as Faculty Adviser for the MBA Net Impact Club and Undergraduate Carolina Sustainable Business Club. She is also a member of the leadership team of the UNC Kenan-Flagler Business Cares Committee and serves on the Kenan Institutes Diversity, Equity and Inclusion working committee. Tracy is proud to serve as the Faculty Advisor for both UNC Ultimate Club Teams, Darkside (Men’s) and Pleiades (Women’s).

Jason Jay

Jason Jay is a Senior Lecturer and Director of the MIT Sloan Sustainability Initiative. He teaches executive and masters-level courses on strategy, innovation, and leadership for sustainable business. Dr. Jay’s publications have appeared in in the Academy of Management Journal and California Management Review, MIT Sloan Management Review, Stanford Social Innovation Review, and Greenbiz. With Gabriel Grant, he is the author of the international bestseller Breaking Through Gridlock: The Power of Conversation in a Polarized World. Dr. Jay also works as a facilitator for companies, organizations, and business families, supporting high quality conversation and shared commitment to ambitious sustainability goals. His clients have included Novartis, Bose, Environmental Defense Fund, BP and the World Bank.