



Abstracts I-week on Sustainability 2023

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Introduction sessions

Luc Van Liedekerke, Peter Verhezen, Ekaterina Ivanova, Orsolya Diofasi, Kavita Hamza, Rudy Martens, Henrich Brunke, Keena De Geest, Freija Kleijnen, Vicky Van Woensel, Sara Weyns, Riyaad Ismail, Katrien Van Tulder

I-week team



Participating partners



Wednesday 8 March, 1-3 pm CET - Kick-off session

In this first session, all participating students are officially welcomed and you will be introduced to the I-week team.

We will go into the detail of how the course is set up and what the expectations are and we will give you and your team some first challenges to tackle.



Guido De Wilde & Peter Verhezen

*Manager, International Student Affairs, University of Amsterdam, The Netherlands
Professor, UAntwerp, Belgium*



Tuesday 14 March, 1-3 pm CET - Session intercultural cooperation

In this session, we will train your cultural awareness and introduce you to success strategies for multicultural teamwork. You will also get all the information on the group work.

Luc Van Liedekerke, Peter Verhezen & Ekaterina Ivanova

*Professors, UAntwerp, Belgium
Associate Professor, HSE University based in Vienna, Austria*



Friday 17 March, 1-3 pm CET - Introduction session sustainability and tutor session creativity

The notion of sustainability will be put into a general macro- or socio-economic context (Luc) and a more specific micro- or organizational firm context (Peter). Why do we speak about sustainability and SDGs these days? Why are firms being pushed to take non-financial objectives such as ESG (environment, social and governance) seriously these days? The current overall socio-economic and innovative trend indicates that climate change, environmental pollution, circular economy, social human rights, proper governance are now fundamentally part of “good business practices” that attempt to address these global challenges and “share value” where possible.

The tutor session on your poster pitch (Ekaterina) will be based on practical advices and life-hacks on how to make your poster aesthetically appealing to the audience. It will help you make your poster with head, heart and hands. We will go through communication tools that will enable your poster to be made with a style and in a form that best allows you to share your story. I will talk about some of the best practices from my students at the HSE University (using recycled materials!) and encourage you to talk to each other to discover your existing creative potential and skillsets in making your presentations, videos or physical posters a true pieces of art. We will also touch upon the strategies on how the world could know about your posters through active dissemination of your ideas on social media.



Plenary sessions

Ian O. Williamson

Dean University of California, Irvine - The Paul Merage School of Business, USA



How do firms and organizations deal with social injustice in their communities? How can organizations take advantage by embracing social sustainability and become more competitive in the process?

Jan Jonker

Professor em. Nijmegen School of Management, Radboud University Nijmegen, The Netherlands.



Open Access book "Organizing for Sustainability, A Guide to Developing New Business Models": <https://link.springer.com/book/10.1007/978-3-030-78157-6>

To be or not to be sustainable.

We are in the middle of a transition to a different, sustainable and more circular society. And no, that doesn't come easy. What happens in companies and other organisations is often confusing and contradictory. It means to organise sustainably. Going beyond marginal actions it requires a different view of how to organise value creation from a unexplored strategic approach. From a stringent focus on monetary value towards one that takes social and environmental values into account. To make this happen, we need to develop business models that have a positive impact on people, society and the environment. This talk starts by introducing a number of key-concepts when it comes to sustainability, circularity and value creation leading to an elaboration on sustainable and circular business models as the cornerstone for transition. The talk ends by addressing briefly the meaning of transition.

Wayne Visser

Professor of Integrated Value at Antwerp Management School, where he also holds the Chair in Sustainable Transformation, supported by BASF, Port of Antwerp and Randstad



Thriving: The Great Reset for Nature, Society and the Economy

The lecture will tell how we are rapidly transforming the forces of breakdown in nature, society and the economy, into forces of breakthrough, enabled by world-changing innovations and market trends. These 6 great transitions are being powered by 6 scientific principles – the keys to thriving – which we will illustrate with examples. We will end by looking at how leadership is emerging to rise to these challenges and opportunities.



Kavita Miadaira Hamza

Associate Professor University of Sao Paulo, Brazil



Responsible Innovation in B2C companies.

While the literature on innovation offers a rich portrait of how incumbent firms respond to technological change, less is known about how firms deal with responsible transformation. Responsible transformation corresponds to the process of changing firms' capabilities in order to perform more systematically responsible innovations. By responsible innovations, we mean innovations that address important societal and environmental problems related to health, education, mobility, climate change, among others.

In this session, we will analyse how B2C companies from different countries are changing their way of developing new products, and how it affects the different departments and the corporate culture. Different configurations are being tested by different companies, in order to perform responsible transformations and consequently responsible innovations, which were classified as "seeding", "incubation", "reconfiguration" and "incorporation".

Pri Notowidigdo

C-Suite Headhunter & Executive Coach & Board member, Indonesia



Pri will share his experience on discussing "achieving sustainability through global collaboration" [as his examples at some corporates where he served as a board member or advisor, and emphasize the cross-cultural and human aspects of collaborating to achieve "common sustainability demands or goals" – such as addressing loss of bio-diversity for instance]....

Orsolya Diofasi

Assistant Professor Corvinus University of Budapest, Hungary



Green supply chain management.

The objective of this plenary is to give an overview of sustainability solutions in supply networks through the Green Supply Chain Management framework. Each element of the framework will be introduced along with environmental management solutions that support circularity and carbon neutrality efforts.



Antoine Lebrun

CEO of WWF-Belgium, Belgium



Protecting the planet, the hobby of a few enlightened ecologists?

Humans have evolved from Hunter-Gatherers to a Global Geophysical Force. The history of our relation with Nature suggests that a massive change of scale and the progressive disconnection with nature are the two main factors explaining the problem we face now. We'll go through a set of questions: What is the State of our Planet today? What is the Anthropocene? Are we in the midst of a sixth mass extinction? And we'll see how we, Humans, remain completely dependent on Nature for the air we breathe, the water we drink, the food we eat; and how an alliance with nature would be much wiser than to continue depleting our natural resources.

Interdisciplinary project day

Luc Van Liedekerke – Moderator

Stephanie De Somer – Law

Lieven Bervoets & Thimo Groffen – Biology

Greet Schoeters – Environment & health

Peter Verhezen – Business



The key to solving complex problems in our society today is interdisciplinary collaboration. During the project day we bring together experts from different backgrounds who reflect, from their expertise and discipline, on the complex sustainability issue of PFOS. Students, from all disciplines, will be challenged to step out their comfort zone and learn from other disciplines on how they approach a complex problem.

Discover the power of collaboration breaking out of the boundaries of your discipline as you immerse yourself in a sustainability-focused learning experience unlike any other.

Are you ready to broaden your mind?

Philippe Weiler

CEO Fairtrade Belgium, Belgium



Carbon neutral bananas, child labour free chocolate, deforestation free coffee ... all worthless initiatives. Unless the root cause is tackled as well: the right price for the producer. But how do you do that? What is the role of a retailer, like Lidl? And what is the responsibility of the consumer? What do YOU do, if you have the choice between a 'non-labelled' banana and a fair banana? Discover the answers in Philippe Weiler's speech / presentation.



Wilfried Remans

Head Sustainability Network, BNP Paribas, Belgium



While not beyond criticism, the financial sector plays a key role in accelerating sustainability. Get a taste on how regulators, supervisors, capital markets and civil society are all pushing banks to take more responsibility. At the same time, banks are rediscovering their purpose as an actor in society, accompanying their customers in the sustainability revolution. A testimonial on challenges and opportunities from the inside of BNP Paribas.

CEO debate

Shawn Theunissen – CEO Property Point and SR Executive at Growthpoint Properties, South Africa

Natalia Soebagjo – Fmr Chair Transparency International, Fmr Board TI in Berlin, Board Member IKEA-Hero and AIG, Indonesia

Gilke Eeckhoudt – Chief Development and Sustainability Officer Ageas, Belgium

Christudas Karayil Victor – CEO of ESAF Cooperative, India

Moderator: Luc Van Liedekerke – UAntwerp, Belgium



We end the I-week with a debate in which we invite 4 CEO's from very different companies to answer your questions. All students have the opportunity to submit questions during the week. These questions are transferred to the CEO's the day before the final debate to allow them some time to reflect over your challenges. Active involvement and a critical mind-set are welcome in this closing debate.

Find out more about their companies:

<https://growthpoint.co.za/> and www.propertypoint.org.za

<https://www.transparency.org/en/>

<https://www.ageas.com/>

<http://www.esafcooperative.in/index.php>

Awards green impact and closing wrap-up Peter Verhezen

Professor UAntwerp, Belgium



In this session, we announce the winners of the green impact challenges.

We also close with a wrap-up of the I-week. What did we learn this week? What were the major ideas that the speakers were trying to communicate? What is the relevance of this I-Week on Sustainability for you as students?



Workshops

Overview of speakers

Name	Format
Julia Waldegger & Martin Dinter	Online (2h session)
Lebone Nkhumeleni	Online
Elizabeth Abba and Prof. Abhimanyu Sahoo	Online
Ekaterina Ivanova	Online (2h session)
Anouk Van de Meulebroecke	On campus
Bert Verstappen	On campus
Johan van Mol	On campus
Kristof Debrabandere	On campus

Abstracts workshops

Julia Waldegger & Martin Dinter

Research & Teaching Assistants MCI | The Entrepreneurial School®, Austria



Climate simulation game (“Climate Interactive”) – 2h session

The game is a role-playing exercise of the UN climate change negotiations. In the game, students have to find consensus within their group and negotiate with other groups to collectively come to a climate action to address global climate change. The negotiation results are then analysed using the computer model C-ROADS. The facilitator acts as the UN leader, the students play a delegate representing a nation or bloc of nations. The goal of the game is to keep global warming below 2°C. Remarks: If you choose this workshop, you have to select it for both workshop slots, as the session takes 2h!

Lebone Nkhumeleni

University of Pretoria, South Africa



Strategic impact investment decisions.

Since the coining of the term in 2009, debates have ensued on whether impact investing can be regarded as a field in its own right or it may be a form of sophisticated philanthropy, a paradigm shift of corporate social investment (CSI) or socially responsible investment (SRI). As an ever growing global market it is important to understand the decisions that affect and sustain the related success. When impact investments are made, the decisions are anchored on the intent to deliver both a financial and social return and because of this complexity, investors need to strategically align the intent with performance while reporting to a range of stakeholders. Using global case examples of impact investing, we will investigate what necessitates the strategic dimension of these investments and how can decisions be positioned to positively shape the investors, investees, and beneficiaries’ outcomes. Let’s explore the importance of strategic impact investment decisions.



Elizabeth Abba and Prof. Abhimanyu Sahoo

Xavier University, India



Corporate Social Responsibility in India.

The Changing face of CSR in India: The Concept of CSR is not new in India, what is new is the mandate on CSR by companies meeting a specific criterion. India is the only country which has mandated CSR for corporates. CSR in India plays an important role in Sustainable Development and Nation building. In this workshop, you will discuss how to build a proactive sustainable business strategy for a corporation in India.

Ekaterina Ivanova

Associate Professor, HSE University based in Vienna, Austria



Sustainability Mindset of a Responsible Leader

This workshop will be an interactive experience, engaging your mind, body and soul in a holistic way. We will start by taking an online test, which will help each one of the participants to answer the question: How fit you are for the future? The personal responsible leadership assessment with suggestions for your potential development is what each one of the participants will take away from the workshop. We will discuss the findings on your knowledge, skills and attitudes and degrees of mastery on such competencies as: stakeholder relations, ethics and values, self-awareness, systems understanding and change and innovations. After this exercise, we will discover the concept of a sustainability mindset, which connects four content areas: ecological worldview, systems thinking, emotional intelligence and spiritual intelligence. It will help us see how a mindset for sustainability at the individual and collective levels guides us in creating a better world.

Remarks: If you choose this workshop, you have to select it for both workshop slots, as the session takes 2h!

Anouk Van de Meulebroecke

Manager slidingdoors



In 1999, Anouk Van de Meulebroecke founded slidingdoors to help governments, companies and sector organizations find the value of CSR for them, their clients, their stakeholders and society. Small and large companies try to contribute to a more sustainable value chain and thus, in this workshop, she will introduce some organisations that have already advanced in sustainability. Through an analysis of their sustainability reports, you will have the opportunity to evaluate their sustainability performance and contribute to a more sustainable business model.



Bert Verstappen

Principal Expert Environment & Sustainability at The Janssen Pharmaceutical Companies of J&J



Janssen and the SDGs. More than 6,000 Janssen employees in the Benelux commit themselves daily to sustainable health care for everyone! Janssen actively participates in the major social themes such as accessible and affordable health care, social inclusion, ecological sustainability, economic prosperity and peace. The SDGs help us to align our business strategy with the sustainable development priorities of the UN for the world such as poverty, health and education. Let's look at some accomplishments and our goals for the future. And imagine for a moment that you are the CEO of Janssen, how would you go about it?

Johan van Mol

Founder of No-Kno



Our increasingly diverse society makes inclusive marketing even more important for brands. Despite widespread awareness and good intentions surrounding Diversity and Inclusion in the marketing industry, data-driven measurement and insight are lacking, leaving strategic decisions to opinions and emotions. As a veteran of the digital and creative industries, Johan van Mol founded No-Kno for that reason. The No-Kno platform uses artificial intelligence to analyze marketing campaigns at scale to help marketing executives manage diversity and inclusion. In this workshop, Johan will examine inclusive marketing facts and best practices, and show the possibilities and limitations of artificial intelligence in real-world applications.

Kristof Debrabandere

Senior Sustainability coach Sustenuto, Coordinator cradle to cradle platform



Organisations can address sustainability in a variety of ways: from ignoring it, to executing ad-hoc projects, applying a project management approach, strategically integrating it into their core business and finally through reinventing their business. Using concrete examples, we will explore and discuss the different ways that organisations handle sustainability and why. At the end of the workshop, you will be better armed to distinguish leaders in greenwashing from leaders in sustainability and understand why this matters.