



ESCP
BUSINESS SCHOOL

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programme

THE 3RD SYMPOSIUM ON TEACHING & CURRICULUM DEVELOPMENT IN SUSTAINABILITY ENTREPRENEURSHIP

Hosted by ESCP Business School Berlin
and the UN Environment Programme



2 days
1-2 JULY, 2024



Email us
symposium@escp.eu

Partners:

STAR
Sustainability Transformation & Applied Research

JEAN-BAPTISTE SAY
INSTITUTE



DAY 1 - JULY 1, 2024

PROGRAMME SCHEDULE

9:00 - 10:00 AM Introductory Remarks by Garrette Clark, Sustainable Lifestyles Programme Officer, UNEP; Dr. Florian Lüdeke-Freund and Dr. Robert Sheldon, ESCP Business School

10:00 - 11:00 AM State of (Planet) Play with an Opening Keynote by Dr. Lewis Akenji, Hot or Cool Institute

11:00 - 11:30 AM Coffee Break

11:30 - 1:00 PM Global Business School Panel moderated by UNEP with Thammasat University's School of Global Studies, ESCP and Universidad del Rosario

1:00 - 2:30 PM Lunch

2:30 - 4:00 PM New Business Models & Today's Leaders with Alexander Piutti, founder of SPRK global & David Löwe, co-founder of Everdrop

4:00 - 4:30 PM Coffee Break

4:30 - 5:30 PM HardTalk Panel on Sustainability Intrapreneurship with Lucy Shea, CEO of Futerra, Simona Azzolini, Sustainability Strategy Director at Futerre and Hege Saebjornsen, FRSA Global Circular Director at Ingka Group, IKEA

7:30 PM Symposium Dinner & Cocktail Reception

DAY 2 - JULY 2, 2024

PROGRAMME SCHEDULE

9:00 - 10:00 AM Academic Keynote: Dr. Oliver Laasch, ESCP Business School

10:00 - 10:30 AM Coffee Break

10:30 - 11:30 AM Practitioner Keynote: Antoine Hubert, Co-founder of Ynsect

11:30 - 12:30 PM Panel Discussion on Green Venture Financing: Perspectives from Entrepreneurs and Fund Managers, with Alexis Figeac and Antoine Hubert

12:30 - 2:00 PM Lunch

2:00 - 3:30 PM Parallel Roundtable Sessions*

3:30 - 4:00 PM Coffee Break

4:00 - 5:00 PM Plenary Session on Roundtable Outputs

5:00 - 6:30 PM Conclusions and Final Thoughts with Garrette Clark, Sustainable Lifestyles Programme Officer, UNEP; Dr. Florian Lüdeke-Freund and Dr. Robert Sheldon, ESCP Business School.

6:30 PM Cocktail Reception

ROUNDTABLE THEMES

Please note that all symposium attendees should apply to be on a roundtable. To do so, please send us an email to symposium@escp.eu, stating why you are interested in the topic and what your contribution can be to the discussion. Each roundtable member will present for 5 minutes, followed by 30 minutes of discussion and 30 minutes for an exercise developing insights that can be applied to respective programmes. Please indicate a first and second choice of roundtable theme from the list below. The groups will be limited to the moderator(s) plus 4 other academics.

Roundtable 1	How does generative AI impact pedagogical approaches and outcomes in sustainability entrepreneurship?
Moderators	Dr. Jeanette Engzell, Dr. Viktor Werner and Dr. Charlotte Norrman, Department of Management and Engineering, Linköping University, Sweden
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Roundtable 2	The entrepreneurial mindset: How to facilitate an entrepreneurial mindset in sustainability?
Moderator	Dr. Jana-Michaela Timm, University of Hamburg
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Roundtable 3	How to measure the impacts of Sustainable Entrepreneurship teaching on business, society and the environment?
Moderators	Dr. Klaus Fichter, Professor of Innovation Management and Sustainability, and Anne Seela, Carl von Ossietzky University of Oldenburg, Germany
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Roundtable 4	How can sustainable business model design patterns be used in sustainability entrepreneurship teaching?
Moderator	Dr. Florian Lüdeke-Freund, ESCP Business School
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Roundtable 5	How can Corporate Sustainability Reporting Directive (CSRD) and beyond be integrated into accounting and finance in sustainability entrepreneurship?
Moderators	Linda van Haren, Hogeschool Van Hall Larenstein and Karen Tuason
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Roundtable 6	How can design thinking and similar approaches be adapted to sustainability entrepreneurship teaching?
Moderator	Dr. Robert Sheldon, ESCP Business School

OUR SPEAKERS



Garrette Clark



Dr. Robert Sheldon



Dr. Florian Lüdeke-Freund



Laura Astudillo
Mesías



Dr. Lewis Akenji



Dr. Sirasa
Kantaratanakul

OUR SPEAKERS



Alexander Piutti



David Löwe



Simona Azzolini



Lucy Shea



Dr. Concepción
Galdón



Hege Sæbjørnsen

OUR SPEAKERS



Dr. Oliver Laasch



Antoine Hubert



Alexis Figeac



Dr. Jeanette Engzel



Dr. Viktor Werner



Dr. Charlotte
Norrman

OUR SPEAKERS



Dr. Jana-Michaela
Timm



Dr. Klaus Fichter



Anne Seela



Linda van Haren



Karen Tuason

BIOGRAPHIES

Garrette Clark is the Sustainable Lifestyles Programme Officer, in the Industry and Economy Division of the UN Environment Programme in Paris. With a sustainability career spanning over 30 years, her expertise lies in promoting how we can live better and lighter. Technically referred to as 'sustainable consumption and production,' her team runs research on sustainable living, develops methodologies to support disruptive change and engages partners, including new wild cards like, youth activists, social media platforms and cultural influencers. She has a Master's degree from Goldman School of Public Policy (University of California, Berkeley) and a BA in Medieval History from Smith College (United States).

Dr. Robert Charles Sheldon is Associate Professor for Entrepreneurship at ESCP Business School in Paris, France, and is a member of the JB Say Institute for Entrepreneurship. He is the Academic Director of the MSc in Sustainability Entrepreneurship & Innovation for the Paris campus. In addition to being an active and experienced entrepreneur, he has an MBA from Babson College and a PhD from Sciences Po Paris in organizational sociology. His research focuses on the process of new market creation, decision-making under uncertainty, and sustainability entrepreneurship. He teaches entrepreneurial methods, design thinking and sustainability entrepreneurship in the MSc, MBA and Executive MBA programs.

Dr. Florian Lüdeke-Freund is Professor for Corporate Sustainability at ESCP Business School, Berlin, Germany. He is member of ESCP's European Sustainability Department and Academic Director of the MSc Sustainability Entrepreneurship & Innovation for the Berlin campus. Florian's research and teaching focus on corporate sustainability management, sustainability entrepreneurship, and sustainable business models. He is Associate Editor at Journal of Business Models, Editorial Review Board Member at Organization & Environment, and Co-Chair of the International Conference Series on New Business Models. His latest book is on www.SustainableBusiness.Design and offers a rich overview of sustainable business models.

Laura Astudillo Mesías is the Communications Consultant for the Sustainable Lifestyles and Education Team of the UN Environment Programme. She started her career as a journalist covering sustainability before moving on to Sustainable Development. In UNEP, she has been working on shifting the way sustainability is communicated by highlighting the role people can play to live better and lighter and promote effective systemic change. By engaging all kinds of stakeholders, the Sustainable Lifestyles Team is trying to convey real, aspirational sustainable messages to promote effective action for change among businesses, governments and civil society. She has a Master's degree in International Development from Sciences Po Paris and a degree in Journalism from Universidad del Rosario (Colombia).

BIOGRAPHIES

Dr. Lewis Akenji is the Managing Director of Hot or Cool Institute. He is a Full Member of the Club of Rome, has worked with multiple international organisations, and served as technical or science-policy adviser to several national government delegations. He co-led the United Nations One Planet programme on Sustainable Lifestyles and Education. He has an M.Sc. Sustainable Resource Management (Technical University Munich, Germany) and a Ph.D. Political Economy (University of Helsinki, Finland).

Dr. Sirasa Kantaratanakul has fourteen years' experience in sustainable development. She is currently Faculty at Thammasat University's School of Global Studies; where she utilizes her expertise to instruct sustainability and entrepreneurship concentrated courses in the Bachelor of Arts in Global Studies and Social Entrepreneurship, and the Master of Arts in Social Innovation and Sustainability programs. Prior to joining the School of Global Studies, she was the SCP Advisor at SWITCH-Asia — an organization funded by the EU to support the transition of Asia, the Middle East and the Pacific towards sustainable consumption and production—where she worked with the global national governments to promote and facilitate the adoption of Circular Economy. She was also the Chief of Business Development at the Sustainability and Entrepreneurship Centre at Sasin School of Management, where she managed numerous sustainability consulting projects to support clients and partners from all sectors to contribute to the Sustainable Development Goals.

Alexander Piutti is an impact-oriented serial founder, angel investor and innovation coach. He has helped build several technology and impact companies, including Global Venture Partners, Overture (sold to Yahoo! for \$1.6 billion), GameGenetics, SirPlus, Rehago and most recently SPRK.global. Alex grew up in both Germany and Asia. After graduating from high school in Hong Kong, he studied Electrical Engineering with a specialisation in Automation at the University of Applied Sciences in Düsseldorf (BA) and International Studies at the Lauder Institute of the University of Pennsylvania (MA). He completed his MBA at the Wharton School of Business, focusing on "Entrepreneurship". A cancer misdiagnosis in 2014 and the birth of his first child in 2015 gave him the impetus to work for a more just and sustainable world. Since then, Alex has been committed to solving the world's unsolved problem of food waste in the supply chain with SPRK.global. His goal: to make the food supply chain more efficient through technology and thus protect resources and the climate at the same time.

David Löwe is the co-founder and CEO of Everdrop. The Munich-based B Corp is disrupting the conventional household industry and aims to make sustainable living the new standard in our society: Their products avoid single-use plastics & unnecessary chemical raw materials and drastically reduce CO2 emissions. David is also leading Startups for Tomorrow, an association of German impact start-ups. Before founding everdrop and SFT in 2020, David had worked in various Marketing and PR roles. He received a Bachelor in Business Administration from Steinbeis University Berlin.

BIOGRAPHIES

Simona Azzolini has over 20 years of experience in managing and developing brands in the FMCG and luxury goods sectors. She is passionate about helping companies embed sustainability into their brand strategy and innovation. As the Sustainability Strategy Director at Futerra, a global change agency that creates positive impact for people and the planet, she applies her expertise in sustainability topics, market insights, and business strategies to design and deliver sustainability solutions for clients across various industries. She holds a Master in Sustainability Leadership from the University of Cambridge and a MSc. in Industrial Chemistry from the University of Milan.

Lucy Shea is the Group CEO of Futerra, an agency bringing more sustainable products and services to market faster. Shea advises Fortune 500 companies on how to unlock the value of sustainability for their business and brand. Her particular expertise is where the business of fashion and sustainability intersect. She reimagined garment recycling with the creation of Futerra's Swishing campaign and was a founding member of the UN's Sustainable Lifestyles Taskforce. She also authored Communicating Sustainability, one of the UN's most-read reports.

Dr. Concepción Galdón serves as Vice-Dean of Business with Purpose at IE Business School. As Director of IE's Center for Social Innovation and Sustainability, Concepción guides a team to leverage global networks for lasting social change. She holds a Ph.D. in International Economy from the Universidad Complutense de Madrid, with her research focused on new technologies and social entrepreneurship. She is the academic director of IE's Master in Sustainability and Business Transformation. She actively engages in media discussions and international conferences, emphasizing her commitment to sustainable practices and positive societal change.

Hege Sæbjørnsen is the Country Sustainability Manager for IKEA UK & Ireland. She is responsible for the retailer's sustainability strategy across both countries. She started at IKEA in 2015 as Sustainability Expansion Manager and led the integration of sustainability into the firm during a period of high growth. Before joining IKEA, she created the Affluenza exhibition and Platforma Arts & Refugee Network, among other initiatives and co-founded Mindapples, a social venture focusing on mental wellbeing.

BIOGRAPHIES

Dr. Oliver Laasch is a chaired professor of Responsible Management at ESCP Berlin, an adjunct professor in social entrepreneurship at the University of Manchester, and founder of the Center for Responsible Management Education. His main research interests lie in responsible management (ethics, responsibility, and sustainability in management) and alternative business models (e.g., sustainability business models, family business models, and sports business models). He also studies how radical environmental movements can influence management practices (e.g., die letzte Generation or Extinction Rebellion); innovative management practices (e.g., biomimicry or humanistic management); the role of artificial intelligence in management; and how management can be reinvented to fit into the new normal of a world characterized by a rapid succession of grand crises. His work has been published in a variety of journals such as Academy of Management Learning and Education, Journal of Management Education, Long Range Planning, Organization Studies, Organization and Environment, and the Journal of Business Ethics.

Antoine Hubert is co-founder, Executive Vice President & Chief Strategy Officer of Ÿnsect, manufacturer of mealworm derived proteins. Since its founding in 2011, the firm has raised over 300 million Euros in financing and recently completed construction of the world's largest vertical farm near Amiens, France. Antoine also founded the European Insect Industry Association, the International Platform of Insects for Food and Feed (IPIFF), and the Start Industrie Alliance of French Industrial Start-ups, for which he is spokesman. He is a board member of Agriloops and Ferme Digitale. Before co-founding Ÿnsect, Antoine worked on scientific projects in environmental risk assessment, biomass and plastics recycling. He is a graduate agronomist from Agrocampus-Oest and AgroParisTech. With Alexis Angot, he previously co-founded the non-profit organization Worgamic, as well as the companies OrgaNeo and Agriloops.

Alexis Figeac has been a pioneer in the area of sustainability and finance. One of the first to recognise the potential of eco-innovation/cleantech as a field for start-ups over 10 years ago, he is firmly rooted in that landscape. Many years of consulting and venture capital investing, have given him an insight into innovation, business management and envisioning the future. He is responsible at CSCP for the EU H2020 project INNEON as well as a number of commercial projects developing sustainability practices in corporations, such as CSR and Sustainability Portfolios. His taste for pioneering was developed early in his career by working at the Treuhandanstalt shortly after reunification and then in corporate restructuring in a Big 4 accountancy firm, before moving onto investing.

Dr. Jeanette Engzell is an Assistant Professor in industrial organization at Linköping University. Jeanette's research is about entrepreneurship in already established companies, i.e. intrapreneurship. Her thesis is about which factors in a business environment promote and hinder initiation of new products and services. Current research focuses on entrepreneurial behavior in the academic environment, e.g. initiating new research centers. Another area of interest is entrepreneurial ecosystems in the pursuit of circular solutions. Jeanette has a great passion for teaching and actively drives the development of project management and entrepreneurship courses at Linköping University.

BIOGRAPHIES

Dr. Viktor Werner is an Assistant Professor in the Department of Management and Engineering at Linköping University, Sweden. He has a background in public administration and innovation management. His research explores how to accelerate innovations that make city logistics silent, smarter, and more sustainable. He studies how a broad range of stakeholders collaborate to electrify urban distribution systems. The central question is how truck manufacturers cooperate with logistic firms, utility companies, municipalities, and end-customers to realize fossil-free transport solutions.

Dr. Charlotte Norrman is a senior associate professor of industrial organization in the Department of Management and Engineering at Linköping University, Sweden. Her research focuses on innovation and early-stage entrepreneurship development in smaller companies, innovation system and policy for innovation and entrepreneurship in various industries. Charlotte is also passionate about educational development, has a solid teaching experience, not least of methods such as challenge-driven learning. She also works with questions about how higher education, research and business can work together to strengthen the regional innovation system, create new companies and contribute to lifelong learning.

Dr. Jana-Michaela Timm is Assistant Professor in sustainable investment and management at the University of Hamburg, Germany. Her research focus lies in entrepreneurship for tackling the grand challenges, sustainable organisational models, the design of innovative learning settings, entrepreneurial education, as well as in impact investment strategies in the entrepreneurial ecosystem. She is the university's representative at the cross-sectoral Alliance for Social Entrepreneurship in the city of Hamburg.

Dr. Klaus Fichter is the founder and director of the Borderstep Institute for Innovation and Sustainability. He is adjunct Professor of Innovation Management and Sustainability at the Carl von Ossietzky University of Oldenburg, Germany, and is member of the Oldenburg Center for Sustainability Economics and Management (CENTOS). He is head of graduate degree programs in innovation management and sustainable entrepreneurship. He is widely published author in journals such as Industrial Ecology, R&D Management and Environmental Innovation and Societal Transition, and a business entrepreneur, he has proven credentials in both academia and the business world. He studied business administration, entrepreneurship and economics at the University of Bremen.

BIOGRAPHIES

Anne Seela has been working at University of Oldenburg (Germany) since 2009. She is a research assistant at the adjunct professorship of Innovation Management and Sustainability lead by Prof. Dr. Klaus Fichter. For several years, she has accompanied various teaching formats in the field of sustainable entrepreneurship as a mentor and coach. In the Erasmus+ funded projects ScaleUp4Sustainability and currently Challenge4Impact, she is closely involved in the design and implementation of student-business collaborations formats. In this function, she works primarily on the development of methods for impact assessment in collaborative teaching formats (student business).

Linda van Haren has been nudging students and colleagues toward exploring new economic visions. In addition to teaching business economics in secondary education and designing learning materials and lessons, she has co-authored textbooks for students that have included content related to circular economy and sustainability. Besides mentoring and cultivating the ecosystem around the educational programmes in which she's involved, her main job is lecturing on sustainable entrepreneurship and corporate reporting at Van Hall Larenstein (Netherlands).

Karen Tuason has a 15-year experience in social enterprise and SME management, policy advocacy and multi-stakeholder processes. In those years she has worked in and with different institutions: NGOs, farmers and fishing cooperatives, government and academia. She currently teaches sustainability leadership and management classes in the bachelor's and master's programmes at Van Hall Larenstein (Netherlands). She is also a member of the research group Communication, Participation and Socio-ecological Learning.

The Jean-Baptiste Say Institute is a Europe-wide organisation that encompasses the teaching, research and outreach activities related to entrepreneurship at ESCP Business School. Its mission is to facilitate the development of entrepreneurial mindsets and uncertainty competence in current and future leaders. The institute is named in tribute to the man behind the concept of the entrepreneur who, in 1819, also founded the first business school in the world: ESCP Business School.

The STAR Centre is ESCP's newest centre for Sustainability Transformation and Applied Research. ESCP STAR creates unique value in three impact dimensions - research transfer, into new learning formats, fostering a global community of change-makers. The STAR's vision is simple yet profound: a world where companies can transform sustainably, where they are part of the solution, not the problem. The STAR's mission is clear - to create an environment where organisations and individuals share experience, learn, and exchange best practices about how to shift towards sustainable business models. Aside from other activities, the STAR Centre is currently developing its major programme of 2024: Sustainability Transformation Mindsets course.