



PRESS RELEASE

Business and sustainability: student conference develops concrete projects

The ‘Conference on Sustainable Innovation’ took place for the third time. The event kicked off at the Allianz Forum at the Brandenburg Gate in Berlin.

“How can I make a difference and have an influence on more sustainability in business?” This question was the focus of this year’s conference: “Designing Tomorrow - ESCP Europe’s Conference for Sustainable Innovation”. The ESCP Europe Business School in Berlin invited guests on 9 and 10 January 2019. Students and representatives of NGOs and businesses developed common approaches for a sustainable business world.

Berlin, 16 January 2019 For two days, students on the Master’s in Management degree course at the ESCP Europe business school in Berlin discussed sustainability and business with delegates from established businesses, start-ups, politics, administration and non-governmental organisations, and developed their own ideas for a world where social, ecological and business goals are reconciled. The Sustainable Development Goals (SDGs) of the United Nations formed the framework. The conference is part of the mandatory Career Development Programme at the ESCP Europe in Berlin and was largely organised by students on the Master’s in International Sustainability Management degree course.

“None of you needs to be the next Mahatma Ghandi or Nelson Mandela. But you all have more influence than you think – on your environment, family, friends, fellow students,” stressed Dr Andreas Kaplan, Dean of ESCP Europe Berlin, in his opening speech. Research has shown that even exceedingly introverted people have a direct influence on around 10,000 people around them. Most of the ESCP Europe students will go on to become very successful managers or founders. Their influence is therefore likely to be significantly greater.

Practical ideas for a sustainable world

This sustainability conference promotes an interdisciplinary exchange amongst universities, students and business. This year, 70 experts delivered best-practice examples from business, including consumer goods company Proctor & Gamble, Berliner Stadtreinigung, textile manufacturer Uniqlo, technology company DNV GL Business Assurance and consultancy firm Accenture. There was an additional focus on the issue of food waste. Querfeld and Biocompany, two members of businesses and organisations 'United Against Waste', also took part in the workshop.

“We want to work with young people to address the challenges of the future. Our example projects have shown the upcoming generation of managers that sustainable innovations are possible,” said Sven Edgren, Head of Digital Transformation at DNV GL Business Assurance. “Innovation and sustainability have to work hand in hand and they are taking place here and now.” The 300 international students who participated developed ideas and projects in 20 workshops, some of which may be put into practice.



The example of Andrea Bragagna shows just how fruitful the dialogue and collaborative work was during the conference. The Italian business student took part in the ESCP Europe sustainability conference last year. Although he joined a workshop “with no great expectations”, a project idea came into being during the session. At this year’s conference, Bragagna ran his own workshop on the topic of “Sustainability in Mass Events”. His aim was to get started with the development of a circular waste management system for large events.

As well as avoiding waste, the students also discussed food waste, sustainable financing models, smart living and liveable city design. It was clear that sustainability has become an interdisciplinary issue that cuts across all business sectors. The ESCP Europe practises this philosophy by integrating sustainability as an integral element into its Master’s in Management degree course. With the relevant professorships and research centres, the ESCP Europe has a strong focus on the link between management with sustainability. The ESCP offers two Master’s programmes, numerous elective subjects and opportunities to specialise, as well as professional development for managers.

You can find the video recording of the conference this year and last year here:

<https://www.youtube.com/playlist?list=PLTIQ4F99uUjpIPwCt6NLMRhGLXZku2iJC>

About ESCP Europe

ESCP Europe is the world’s oldest business school (founded in 1819). With its multi-campus model, in existence since 1973 and located in Berlin, London, Madrid, Paris, Turin and Warsaw, it promotes and is a prime example of active European spirit. Today, ESCP Europe has around 5,000 students and 5,000 executives from more than 100 nations at its six European locations. ESCP Europe Berlin is a state-approved academic institution and the first university in Germany to be accredited by all three significant international accreditation agencies – AACSB, AMBA und EFMD (EQUIS). It belongs to the one per cent of all business schools in the world which have gained “Triple Crown” status.

Further information on ESCP Europe Business School Berlin is available at: www.escpeurope.eu/de

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