

Paris, May 18, 2023

Dear Colleague,

ESCP Business School and the UN Environment Programme (UNEP) within the Global Opportunities for Sustainable Development Goals (GO4SDGs), are honoured to invite you to the second Symposium on Teaching & Curriculum Development in Sustainability Entrepreneurship to be held in Paris 12-13 June, 2023.

This year's programme is now finalized, and we thank the 25 people who will be giving presentations, running workshops and sitting on panels. It's an extraordinary line-up. Day 1 is mostly devoted to academic themes, with a keynote address by Dr. Nikolay A. Dentchev, Associate Professor of Entrepreneurship and CSR at the Vrije Universiteit Brussel. Day 2 is devoted more to practice-related themes, featuring a morning programme on sustainability and the advertising industry, with presentations by UNEP and the Purpose Disruptors. Our practitioner keynote address will be delivered in the afternoon by Justine Lecallier, COO of the start-up Circul'egg, which transforms industrial biowaste, notably egg shells, into usable products.

Day 1 of the symposium takes place at the ESCP Paris campus and day 2 on the UNESCO campus, where UNEP's Paris offices are located. Like last year's symposium, there is no charge for attending. All meals are covered by the organisers, with the exception of dinner on the second night. The symposium will close with a cocktail reception that will include students, alumni and practitioners.

We can welcome a maximum of 50 people to this year's symposium, with enrolment on a first-come basis. Some space still remains, so we have **extended the deadline for confirming attendance to May 26.**

If you have any questions, or to confirm attendance, please contact Robert Sheldon at rsheldon@escp.eu with Julia Apel in copy: japel@escp.eu.

Please spread the word about this event to colleagues who may wish to attend.

Sincerely,

Dr. Robert Charles Sheldon, ESCP Business School
Dr. Florian Lüdeke-Freund, ESCP Business School
Garrette Clark, UN Environment Programme

AFFILIATED PARTNERS:



> The second symposium on Teaching & Curriculum Development in Sustainability Entrepreneurship will be held in Paris at ESCP Business School and UNEP on June 12 and 13, 2023.

> Attendance confirmation extended to May 26

> Contacts:

Robert Sheldon
rsheldon@escp.eu

Julia Apel
japel@escp.eu

[Symposium website](#)

JUNE 12

8:30 - 9:00: Coffee and croissants

9:00 - 9:30: Opening comments by Dr. Florian Lüdeke-Freund and Dr. Robert Sheldon, ESCP Business School; Garrette Clark, UNEP

9:30 - 10:30: **Academic keynote address** by Dr. Nikolay A. Dentchev, Associate Professor of Entrepreneurship and CSR at the Vrije Universiteit Brussel.

10:30 - 11:00: Break

11:00 - 11:45: Workshop by UNEP: Getting the Basics Right: The Sustainability Compass

11:45 - 12:30: Workshop: Designing Entrepreneurship Courses from a Degrowth Perspective. Dr. Karin Wigger, Linköping University; Dr. Jeanette Engzell, Linköping University; Dr. Charlotte Norrman, Linköping University; Dr. Ida Matilde Fauske, Nord University.

12:30 - 14:00: Lunch on campus

14:00 - 15:30: Hybrid Panel: Global perspectives on promoting new business models via entrepreneurship, moderated by Garrette Clark with Dr. Diana Trujillo, Universidad de los Andes; Dr. Dan LeClair, the Global Business School Network; Majid Mirza, Waterloo University; Dr. Booyuel Kim, Seoul National University.

15:30 - 16:00: Break

16:00 - 16:30: Presentation by Dr. Valentina Carbone and Dr. Joe Miemczyk, ESCP Business School, on teaching the climate Fresk.

16:30 - 17:00: Presentation by Dr. Stefano Lovo, HEC Paris. Does carbon awareness matter? Evidence from a field experiment at an HEC restaurant.

17:00 - 17:45: Workshop by Dr. Antonieta Alcorta de Bronstein and Jana-Michaela Timm on educators as change agents.

17:45 - 18:15: Presentation by Dr. Isabela del Alcázar, Global Head for Sustainability IE Business School.

19:30: Dinner at a nearby restaurant

JUNE 13

8:30 - 9:00: Coffee and croissants

9:00 - 9:45: Workshop by UNEP: Creating markets for sustainable living -- harnessing the power of marketing, advertising and social media.

9:45 - 10:45: Presentation by Lisa Merrick-Lawless and Ceri Jones from Purpose Disruptors, which works to catalyze the advertising industry's climate transition.

10:45 - 11:15: Break

11:15 - 12:00: Workshop on teaching sustainable entrepreneurship using Challenge-Based Learning (CBL) methods. Dr. Frans Stel, from Challenge 4 Impact.

12:00 - 14:00: Lunch at UNESCO.

14:00 - 14:30: Presentation by Anne Seela on the relevance and conceptual ideas of impact monitoring in challenge-based learning formats.

14:30 - 15:00: Presentation by Simone Scholtens on teaching circular business models.

15:00 - 15:30: Presentation by Henriette Scholte on the influence of taxation on sustainable entrepreneurship.

15:30 - 16:00: Break

16:00 - 17:00: **Practitioner keynote address** by Justine Lecallier, COO of Circul'egg, which transforms industrial biowaste, notably egg shells, into usable products.

17:30: Closing remarks and discussion.

18:00: Networking wine and cheese reception at UNESCO.

ORGANISER 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 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).



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.

MESSAGE FROM THE ORGANISERS

Why join us?

The call for 'new business models' has grown increasingly loud when addressing sustainability issues. These models will determine how companies survive and thrive in a world of resource constraints and environmental impacts brought on by the current linear production model of extract, make, use and dispose. Rather than change this model, sustainability efforts have overwhelmingly focused on improving it, through efficiency enhancements, transparency along value chains and better final consumer information. Likewise, new sustainability product lines are emerging, but these do not effectively address the increasing consumption rates that fuel the situation.

It is well documented that we would need more planets to meet the trajectory of current resource needs. This calls for a refashioning of the business models that allow us to meet our needs and live our aspirations, such that they can address the climate, nature and pollution problems.

Business schools can play a central role in these agendas by training students to design and manage companies that serve purpose, not just profit. Business school students are demanding that their institutions play this role, as seen in the burgeoning of topics on Responsible Management Education (RME), Environmental Social and Governance (ESG) and sustainability-related topics more generally. Some schools are pivoting towards 'responsible capitalism' and see sustainability as a business case and driver of business model and product innovation. Some study sustainability impacts as risk drivers and embrace topics like impact investing. Thus far, these efforts are not yet the mainstream and many remain isolated or not yet coordinated within the schools' broader disciplines like marketing or entrepreneurship. A major reason cited is the lack of consistent and coherent frameworks and examples that can be adapted to integrate sustainability into curricula.

Join us June 12-13 and hear from global academic practitioners on how they integrate sustainability into programme designs and inspire the eco-entrepreneurs and new business model innovators of tomorrow. Speakers will address their experience and strategy for integrating sustainability; what has been effective and where challenges remain.

PARTICIPANT BIOGRAPHIES (in order of appearance in the programme)

Dr Nikolay A. Dentchev is Associate Professor of Entrepreneurship and CSR at the Vrije Universiteit Brussel (Belgium) and a Visiting Professor at the University of National and World Economy (Bulgaria). He holds the VUB Chair of Social Entrepreneurship. His research is published in journals such as *Business & Society*, *Technological Forecasting and Social Change*, *Journal of Business Ethics*, and *Business Ethics, the Environment and Responsibility*. He serves as associate editor of *Business and Society Review*, and occasionally as guest editor to special issues. His research interests are related to BOP entrepreneurship, social entrepreneurship, and sustainable business models.

Dr Karin Wigger is Assistant Professor of industrial organization at Linköping University, Sweden, and a visiting associate professor in entrepreneurship at Nord University, Norway. Her research focuses on sustainable and rural entrepreneurship, environmental innovation, and entrepreneurship education. Karin is affiliated with Engage – Centre for Engaged Education through Entrepreneurship and is involved in projects that focus on entrepreneurship education for sustainability.

Dr Jeanette Engzell is a lecturer 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.

Dr Charlotte Norrman is a senior associated professor of industrial organization at Linköping University. 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 Ida Matilde Fauske is a research assistant at the Centre for Industrial Business Development at Nord University. Her research focuses on eco-innovation during crises. She has also worked on research projects for sustainable entrepreneurship education focusing on tools and methods, and competences related to sustainable entrepreneurship.

Dr Diana Trujillo is an Associate Professor at the School of Management at Universidad at Andes. She has a Ph.D. in Public Administration from New York University (2016), an MA in Education from Universidad de los Andes (2006), and a degree in Industrial Engineering from the Pontificia Universidad Javeriana (1993). Before joining academia, she worked as a human resources director in both public and private organizations and as a researcher in a World Bank initiative: Partnerships to Overcome Poverty.

Dr Dan Leclair was named CEO of the Global Business School Network (GBSN) in February of 2019. A founding member of the Responsible Research in Business and Management (RRBM) initiative, Dan currently participates on its working board. He also serves in an advisory capacity to several organizations and startups in business and higher education. Before AACSB, Dan was a tenured associate professor and associate dean at The University of Tampa.

Majid Mirza is CEO of ESGTree and is pursuing his PhD in Sustainability Management at the University of Waterloo with a focus on financing the Sustainable Development Goals. He has over 10 years of international development and impact investing experience and is a consultant to the Canadian Government on development finance.

Dr Booyuel Kim is Associate Professor at the Graduate School of Environmental Studies at Seoul National University. He received a B.A. in Economics from Handong University in 2003, and a Master of International Affairs and his Ph.D. in Sustainable Development both from Columbia University in 2009 and 2014, respectively. After completing his Ph.D. he worked as a post-doctoral research scholar at the Earth Institute of Columbia University while participating in the Millennium Villages Project and the One Million Community Health Workers Campaign.

Dr Valentina Carbone is Professor of Sustainability and Supply Chain Management at ESCP business school, at the Paris Campus. She is the scientific co-director of the Deloitte Chair on Circular Economy. Her recent research deals with Sustainable Supply Chain Management, Sharing Economy, and Circular Economy transition. Valentina has conducted research with public sector bodies such as the European Commission or the French Ministry for Sustainable Development.

Dr Joe Miemczyk is Professor of Sustainability and Supply Chain Management. His research interests include the implementation of circular economy practices in supply chains and networks, sustainable sourcing and supply chains, measuring sustainability performance, as well as the broader challenges of embedding sustainability imperatives into today's business. Based in London, he teaches these topics as well as operations management across several programmes in the school from masters to executive education.

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.

Lic. Antonieta Alcorta de Bronstein is a researcher at the University of Vechta in the areas of entrepreneurship with a special focus on transformational, sustainability and social entrepreneurship, as well as, entrepreneurial education. She has been a lecturer for more than ten years at different universities, as well as in extracurricular formats and as creative thinking workshop facilitator. She has been part of different international projects with universities from Latin America and Southern Africa as well as transfer projects working hand in hand with local companies.

Dr Stefano Lovo is Professor of Finance at HEC Paris. He received his Ph.D. in 2000 from CORE (Université Catholique de Louvain). He is a member of GREGHEC (CNRS). His research focuses on information economics and its applications to financial markets and corporate finance. He has worked on various topics such as asymmetry of information among market-makers, inter-corporate asset sales, repeated games, market herd behavior, multi-unit auctions. His work is published or is in academic journals such as *Econometrica*, *The Review of Economic Studies*, *Review of Financial Studies*, among others.

Dr Isabela del Alcázar is a global head of sustainability at IE University and her mission is to transform the university into a benchmark in sustainability. She holds a PhD in molecular biology from the Autonomous University of Madrid and a Master in Biotech Management from IE Business School. Active member of high-impact business initiatives such as the Madrid-MIT consortium (Mvision promoted by the Community of Madrid and the Massachusetts Institute of Technology) or the South Summit-SSIS (largest competition of start-ups from southern Europe) and founding partner Polypeptide Therapeutic Solutions, and Biocapital Advisors.

Lisa Merrick-Lawless is the Co-Founder of Purpose Disruptors. With over 20 years' experience in the marketing, advertising and communications industry she has held leadership positions both client and agency-side working with brands such as Coca Cola, Tetley, Strongbow, Unilever, Greenpeace, WWF and innocent. Lisa holds various advisory board positions, is a writer, speaker and panelist as well as a judge for industry creative awards. She is also an assessor on the new Marketing, Media and Creative course from Cambridge Institute for Sustainability Leadership. Lisa was recently named in Forbes 43 People Changing Advertising For The Climate and she was also one of Campaign magazine's Top 10 Trailblazers of the year in 2021 for her work on climate change in the industry.

Ceri Jones is the Project Director of 'Good Life 2030' at Purpose Disruptors - a project focused on creating compelling, alternative visions for the future of advertising. Previously, Ceri worked at Media Trust where she led an award-winning programme engaging large media organisations like the BBC, Sky and Meta in providing UK environmental NGOs with the capabilities to influence mainstream climate narratives. She has spent the last 8 years working on campaigns and initiatives that set agendas for businesses and charities, working in partnership with leading foundations including the Bill & Melinda Gates Foundation. Ceri holds a Master's degree in International Development from the world-leading Institute of Development Studies in Sussex.

Dr Frans Stel is co-owner and managing consultant at CreateNewBusiness BV, an international consultancy, training and coaching company. He is a project leader of European projects concerning student/business collaboration in green venturing. In addition, he is research associate at the University of Twente (NL) and a master thesis supervisor at the University of Groningen (NL) After a Master degree in Business and Management, he obtained a PhD-degree at the University of Tilburg (NL) with thesis on alliance management. Apart from his consultancy, Frans Stel held positions as professor international business, director, academic researcher, corporate consultant and area sales manager.

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).

Henriette Scholte graduated from the University of Leiden in International Institutional Law. After graduating she worked as a tax and legal advisor for SME-businesses and private investors in the Netherlands and Spain. She is now working as a compliance advisor for the Dutch Tax Authority. Next to her work, she is active as a Phd-researcher in the field of taxation and circular economy within the framework of ESG-reporting. She is a regular guest lecturer at the Vrije Universiteit Amsterdam (Free University of Amsterdam) and a speaker on the topic of taxation within the circular economy at conferences.

Simone Scholtens has a background in the airline industry. Since 2009 she has worked as an international consultant in developing countries, helping entrepreneurs improve their businesses in countries like Peru, Bolivia, Nicaragua, South-Africa and Laos. In the Netherlands, she has guided over 100 start-ups to set-up new businesses and markets. She lectures at the Amsterdam University of Applied Sciences and at the International Economics Faculty of the Amsterdam School of International Business.

Justine Lecallier is COO and partner of the start-up Circul'egg, which was founded in 2020 with the aim of transforming and commercializing the 40 000 tons of eggshells that are wasted each year by the egg industry in France. They have raised over 1 million Euros to date. Working alongside Founder-CEO Yacine Kabeche and CPO Samuel Olivier, she joined the company after graduating from ESCP Business School, with a specialization in finance. She is in charge of finance, (treasury management, reporting, budget planning), transversal projects related to the growth of the company, fundraising & internal organization.