

Developing Curricula in Sustainability Entrepreneurship: Progress and Prospects

Berlin Symposium – Updated version, May 30

Sponsored by ESCP Business School and the UN Environment Programme (UNEP)

Hosted by:

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Join us in Berlin on July 4 and 5, 2022 to see how business schools are going beyond ESG to create the new business models and leaders needed to address the global climate and sustainability challenge. Leading practitioners and programmes will present progress and findings on what works and what the remaining challenges are. We will compare notes, share stories and co-create future pedagogy, practice and theory around the notion of sustainability entrepreneurship in business schools.

Since creating the MSc in Sustainability Entrepreneurship & Innovation (MSEI) at ESCP Business School in 2018, in partnership with UNEP, we have learned a tremendous amount about student needs, the marketplace, sustainability in practice, as well as about the limitations and opportunities of current thinking in this emerging field. We would like to share what we've learned and hear about what others have learned in order to advance the field of sustainability entrepreneurship.

The symposium will be held at ESCP Business School's Berlin campus in Charlottenburg and will follow the (updated) programme below*:

<p>July 4 - Lecture Hall 5 House D 8:30AM: Coffee and croissants</p> <p>9-9:40AM:</p> <ul style="list-style-type: none">- Opening comments and reflections on sustainability entrepreneurship, sustainable lifestyles and the process of creating a joint ESCP/UNEP project-based module on sustainable venture creation), with Dr. Florian Lüdeke-Freund, Dr. Robert Sheldon and Garrette Clark <p>9:45AM:</p> <ul style="list-style-type: none">- Keynote address: Dr. Stefan Schaltegger, Leuphana University Lüneburg	<p>July 5 - Lecture Hall 5 House D 8:30AM: Coffee and croissants</p> <p>9AM-10AM:</p> <ul style="list-style-type: none">- Workshop 2 run by the UNEP Sustainable Lifestyles team: Garrette Clark, Laura Astudillo and Francesca Berardi <p>10:15AM-11:15 AM:</p> <ul style="list-style-type: none">- Workshop 3 run by Dr. Antonietta Alcorta de Bronstein (University of Vechta) and Dr. Jana-Michaela Timm (University of Hamburg)
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<p>11AM-12PM:</p> <ul style="list-style-type: none"> - Panel: Erasmus+ research project on Teaching Entrepreneurship for Sustainability: Dr. Siri Jakobsen, Dr. Tom Long and Dr. Emma Folmer <p>12PM:</p> <ul style="list-style-type: none"> - Lunch on campus <p>1:30-2:45PM:</p> <ul style="list-style-type: none"> - Workshop 1 run by Klaus Fichter <p>3 PM-4PM:</p> <ul style="list-style-type: none"> - Hybrid event*: Educating sustainability entrepreneurs for the new business models of tomorrow, moderated Garrette Clark with panelists Dr. Carlos Trujillo, Universidad de los Andes, Colombia; Brock Dickinson, University of Waterloo, Canada, and Dr. Sirasa Kantaratanakul, Thammasat University, Thailand. <p>6 PM: Reception - Forum House C</p> <p>7:30 PM: dinner at Lemke am Schloss</p>	<p>11:30AM-12:30PM:</p> <ul style="list-style-type: none"> - Workshop 4 run by Workshop 2 run by the UNEP Sustainable Lifestyles team: Garrette Clark, Laura Astudillo and Francesca Berardi <p>Lunch on campus</p> <p>2PM-5PM: - Lecture Hall 1 - House C</p> <ul style="list-style-type: none"> - ESCP MSEI students pitch their sustainable lifestyle venture business plans <p>6 PM: Reception with students on campus - Forum House C</p> <p>8 PM: Gala dinner at Dante Ristorante</p>
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*Details on the speakers, hybrid event and Zoom link, and workshops may be found below.

There is no fee for attending the symposium – ESCP Business School will provide all meals indicated above.

Suggested accommodation (proximity and preferential rates): www.schlossparkhotel.de

If you would like to attend, or to request further information, please contact the symposium manager, Dr. Stephan Schmuck, by email at sschmuck@escp.eu or by telephone at +49 3032007161.

We hope to see you in Berlin!

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

Workshop Themes:

Workshop 1: Dr Klaus Fichter (University of Oldenburg, Borderstep Institute)

Learnings from Student-Business Collaboration in Green Venturing – Insights from the ERASMUS+ Project ScaleUp4Sustainability, Prof. Klaus Fichter, University of Oldenburg and Olof Hjelm, Linköping University

Workshop 2: Garrette Clark (UNEP), Laura Astudillo (UNEP), Francesca Berardi (UNEP)

Social Media and New Business Models: finding the sweet spot. Beyond influencers, customers of all ages look to social media when making purchasing decisions. How can this trend help the sustainable entrepreneur? Initial reflections by UNEP drawn from developing and running the Anatomy of Action, a social media tool that promotes everyday sustainable living, and from running the ESCP social media module, will kick off a broader discussion around social media use in curricula and messaging by sustainable entrepreneurs.

Workshop 3: Dr Antonieta Alcorta de Bronstein (University of Vechta) and Dr Jana-Michaela Timm (University of Hamburg)

How to encourage students to become entrepreneurial change agents? We will exchange experiences and ideate new opportunities and tools that can help us in our role as educators to contribute to the students' development as entrepreneurial thinkers and change agents for sustainable development. Building on the examples from our Transformational Sustainability Entrepreneurship seminar we will include aspects like influence of the learning setting, the process of understanding a phenomenon, or fostering students' critical reflection.

Workshop 4: Garrette Clark (UNEP), Laura Astudillo (UNEP), Francesca Berardi (UNEP)

Getting the Sustainability Compass right: What sustainability entrepreneurs need now for tomorrow. UNEP, like many organizations, is committed to putting sustainability at the centre of decision-making and to invest in future leaders and entrepreneurs. Regularly UNEP supports sustainable innovation contests, competitions, curricula across universities, and online learning resources. Critical to uptake is a general understanding of a sustainability

priority hierarchy - in other words a 'sustainability compass.' This workshop will be introduced by short presentations from UNEP on what has worked and what challenges remain to integrate sustainability into learning. The broader moderated discussion will look at how to better develop a 'sustainability compass.'

Details about the July 4 hybrid event:

Educating sustainability entrepreneurs for the new business models of tomorrow moderated by Garrette Clark, UNEP Sustainable Lifestyles and Education
Dr. Carlos Trujillo, Universidad de los Andes, Colombia; Brock Dickinson, University of Waterloo, Canada, and Dr. Sirasa Kantaratanakul, Thammasat University, Thailand.

Anyone may join via this link:

<https://escp-eu.zoom.us/j/95023951337?pwd=UERWRnVscUdiZkRtUk5NR1AvSm84Zz09>

In media coverage on sustainability in fashion, electronics, and home furnishings, the call for 'new business models' to save the day is increasingly loud. These models will determine how companies can survive and thrive in a world where resource constraints and environmental impacts scream that the current linear production model of extract, make, use and dispose will not work much longer. In general, sustainability actions focus on efficiency improvements, transparency along value chains, better consumer information, or on new sustainability product lines developed in larger product portfolios – all of which ignore consumption rates. If overall consumption continues to increase, these improvements cannot address the climate, nature and pollution problems that face the planet. More than ever, business school students want to contribute to these agendas and to design and work in more "purpose over profit" companies.

In response, Responsible Management Education (RME) and Environmental Social and Governance (ESG) topics have burgeoned and many business schools have some form of sustainability-related topics in management education programmes. Some business schools are pivoting towards 'responsible capitalism' and see sustainability as a business case and driver of business models and product innovation. Some study sustainability impacts as risk drivers and embrace topics like impact investing.¹

Yet these efforts are not yet the mainstream and many remain isolated or may not be 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 July 4 and hear from global academic practitioners on how they integrate sustainability into programme designs and inspire the eco-entrepreneurs and business model innovators of tomorrow. Speakers will address their experience and strategy for integrating sustainability; what has been effective and where challenges remain. Moderated by UNEP's Sustainable

¹ Are business schools talking the walk? – GlobalFocus <https://www.globalfocusmagazine.com/are-business-schools-talking-the-walk/>

Lifestyles and Education team, the panel will debunk myths on sustainability education and reflect on how to effectively educate tomorrow's CEOs and instill a sustainability compass that will guide their careers and our future.

Biographies of speakers:

Garrette Clark is the Sustainable Lifestyles Programme Officer, in the Economics 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 - everyone. Technically referred to as 'sustainable consumption and production,' her team runs research on sustainably living, develops methodologies to support disruptive change (eg AnatomyofAction, sustainable product design, eco-innovation) and engages partners, including new wild cards like, youth activists, social media platforms and cultural influencers to communicate real, aspirational sustainable living messages. She has a Masters degree from Goldman School of Public Policy (University of California, Berkeley) and a BA in Medieval History from Smith College (United States).

Brock Dickinson is an Assistant Director of the Economic Development Program, and has worked in local economic development for 25 years. He is currently the Entrepreneur in Residence and an Adjunct Professor with the University of Waterloo. He was previously CEO of MDB Insight, Canada's largest specialist economic development consultancy, where he worked with hundreds of communities across North America. Before this private sector role, Brock headed a number of provincial and municipal economic development agencies in both Ontario and Nova Scotia, and spent six years as a consultant with the United Nations, leading sustainable development projects in 30 countries.

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](#).

Dr Emma Folmer is an assistant professor of sustainable entrepreneurship at the University of Groningen in the Netherlands. Her research focuses on the spatial and institutional context of conventional and social entrepreneurship. She is also interested in how community-based social enterprises find opportunities and create change in their local communities. Emma is currently researching this in the context of community energy groups through the CREDs funded project "Social Entrepreneurship at the Grid Edge: Understanding the Opportunities for Community Led DSR and Collective Self-Consumption" with Dr Charlotte Johnson, Dr Anna Rebmann and Ms Alexandra Schneiders.

Dr Siri Jacobsen is Associate Professor in innovation, specializing in green innovation, R&D alliances, sustainable entrepreneurship and circular economy. She is program director of an MBA program in technology management and coordinator of MBA programs at Nord University Business School. She is an experienced educator and education developer, and has leadership experience from research as well as education development projects.

Dr Thomas B. Long is Assistant Professor of Sustainable Entrepreneurship at the University of Groningen's Campus Fryslân Faculty, and a member of the Centre for Sustainable Entrepreneurship. Tom's research interests focus on sustainable entrepreneurship and business strategy. This includes sustainable entrepreneurship in nature and heritage areas, sustainable business model innovation and increasingly the examination of what post-growth thinking means in these contexts. Tom teaches courses on the Foundations of Sustainable Entrepreneurship, Sustainable Entrepreneurial Strategy, Context and Sustainable Entrepreneurship as well as 22nd Century Economy, and directs and coordinates the Sustainable Start-up Academy at Campus Fryslân, an initiative to encourage and support students in launching their own sustainable ventures.

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 Programme, in the Economy Division of the UN Environment Program in Paris. 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 individuals can play to live better and lighter for the last two years. By engaging all kinds of stakeholders, the Sustainable Lifestyles Programme 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 (France) and a degree in Journalism from Universidad del Rosario (Colombia).

Dr Stefan Schaltegger is founder and head of the Centre for Sustainability Management (CSM) and professor of Sustainability Management at Leuphana University Lüneburg. In 2003, he founded the world-wide first MBA in Sustainability Management with 650 students and alumni until 2020. Stefan Schaltegger is among the internationally most cited researchers in sustainability management. His main research interests are fundamental concepts and methods of sustainability management (sustainable entrepreneurship, biodiversity management, operationalisation of corporate sustainability, sustainable business models, and sustainable supply chain management) and measuring and controlling of corporate

sustainability (environmental and sustainability accounting, reporting, and controlling). He studied Economics, Marketing, and Economic Policy (Environmental Economics) and received a PhD from the University of Basel, Switzerland.

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 Carlos Trujillo has a Doctorate and a Master's degree in Economics and Management from Pompeu Fabra University, Barcelona, and is the director of a research group on individual decision-making and marketing. His academic training has focused mainly on economic psychology, behavioral economics and experimental economics. He teaches the following courses: an undergraduate course in Consumer Behavior and Market Research; Marketing Management, with an emphasis on the social and sustainable market as part of the Master of Environmental Management (MGA); and a Behavioral Science course, which is part of the Master's and Doctorate in Business Administration programs. His objective is to help build links between the market and the areas of sustainability.