

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

Hosted by ESCP Business School Berlin and the UN Environment Programme





Partners:



JEAN-BAPTISTE SAY



# 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, Director, Hot or Cool Institute
11:00 - 11:30 AM	Coffee Break
11:30 - 1:00 PM	Global Business School Panel, moderated by Laura Mesias Sustainable LIfestyles, UNEP. Hybrid panel.  • Dr. Sirasa Kantaranakul, Thammasat University's School of Global Studies, Thailand (online)  • Juan Sebastián Chávez, Entrepreneurship Academic Leader, Universidad del Rosario, Colombia (online)  • Dr. Concepción Galdón, Vice Dean of Business with a Purpose, IE University, Spain  • Joe Miemczyk, Sustainability Dean, ESCP Business School, France
1:00 - 2:30 PM	Lunch
1:00 - 2:30 PM 	New Business Models & Today's Leaders, moderated by Garrette Clark, UNEP  Alexander Piutti, Founder of SPRK Global, Germany David Löwe, Co-founder of Everdrop, Germany
	New Business Models & Today's Leaders, moderated by Garrette Clark, UNEP

Apéritif followed by 8 PM dinner at the Trattoria Opera Italiana, Spandauer Damm 5, 14059 Berlin

# DAY 2 - JULY 2, 2024 PROGRAMME SCHEDULE

9:00 - 10:00 AM	Academic Keynote: Dr Oliver Laasch, Chaired Professor of Responsible Management, ESCP Business School, Berlin
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 Financing Sustainable Ventures: Perspectives from entrepreneurs and fund managers, with Alexis Figeac, eco-innovation and cleantech investor; Christian Schellenberger, co-Founder of Cosmic Gold; Antoine Hubert, Co-founder of Ynsect and Till Rösnick, WEPA Ventures. Moderated by Hege Sæbjørnsen, Ingka Group, IKEA.
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: Roundtable Moderators present (3 min each) takeaway tools from panel discussions. Rapporteurs guide feedback discussion with the audience on takeaway tools
5:00 - 5:30 PM	Conclusion and final thoughts. Summary of keypoints and final comments with audience feedback: Garrette Clark, Sustainable Lifestyles Programme Officer, UNEP, and Dr. Florian Lüdeke-Freund and Dr. Robert Sheldon, ESCP Business School
6:00 PM	Cocktail reception on campus

#### **ROUNDTABLE THEMES**

Roundtable Procedures: each member presents their experience with the topic in less than five minutes. This is followed by a 20-minute discussion of the topic. The moderator then runs an exercise with the group that results in a transferable pedagogical tool or method.

During the break between the roundtables and the plenary session, the moderator and rapporteur synthesize a usable takeaway from their session that the rapporteur can present in under 10 minutes during the plenary, following a three-minute introduction by the moderator.

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
Rapporteur	Simona Azzolini, Futerra
Members	Daniel Kruse, Julia Holze, Oliver Laasch, Christian Schellenberger
Roundtable 2	The entrepreneurial mindset: How to facilitate an entrepreneurial mindset in sustainability?
Moderator	Dr. Jana-Michaela Timm, University of Hamburg
Rapporteur	Helena Rey de Assis, UNEP
Members	Etienne Salborn, Sebastian Britz, Simone Scholtens, David Loewe
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
Rapporteur	Dr. Concepcion Galdon, IE
Members	Laetitia Langlois, Britta Gossel, Maria Raviolo, Anastasia Shevchenko

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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
Rapporteur	Renata Osowska, Edinburgh Napier University
Members	Mona Mirtsch, Marc Brunnerkreeft, Marcus Lucas, Jörg Geier
Roundtable 5	How can Corporate Sustainability Reporting Directive (CSRD) and beyond be integrated into accounting and finance in sustainability entrepreneurship?
Moderators	Linda van Haren and Karen Tuason, Van Hall Larenstein University of Applied Sciences
Rapporteur	Karen Tuason, Van Hall Larenstein University of Applied Sciences
Members	Martin Schmidt, Sebastian Britz, Joe Miemczyk, Michelle Bender
Roundtable 6	How can design thinking and similar approaches be adapted to sustainability entrepreneurship teaching?
Moderator	Dr. Robert Sheldon, ESCP Business School
Rapporteur	Fiammetta Cascioli Karivalis, Kedge Business School
Members	Daan van der Linde, Anne Prib, Gerd Hofielen, Hanna Aden, Till Rösnick

## **OUR SPEAKERS**



Garrette Clark



Dr. Robert Sheldon



Dr. Florian Lüdeke-Freund



Laura Astudillo Mesías



Dr. Lewis Akenji



Dr. Sirasa Kantaratanakul



Alexander Piutti



David Löwe



Simona Azzolini

## OUR SPEAKERS



Dr. Concepción Galdón



Hege Sæbjørnsen



Dr. Oliver Laasch



Antoine Hubert



Alexis Figeac



Dr. Jeanette Engzel



Dr. Viktor Werner



Dr. Charlotte Norrman



Dr. Jana-Michaela Timm

## **OUR SPEAKERS**



Dr. Klaus Fichter



Anne Seela



Linda van Haren



Karen Tuason



Till Rösnick



Christian Schellenberger



Helena Ray

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 an Associate Professor in the Entrepreneurship Department 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 the Professor for Corporate Sustainability at ESCP Business School, Berlin, Germany. He is a member of ESCP's European Sustainability Department and the Academic Director of the MSc in Sustainability Entrepreneurship & Innovation for the Berlin campus. Florian's research and teaching focuses on corporate sustainability management, sustainability entrepreneurship, and sustainable business models. He is an Associate Editor at Journal of Business Models, and an Editorial Review Board Member at Organization & Environment, and Co-Chair of the International Conference Series on New Business Models. His latest book, Sustainable Business Model Design (<a href="https://www.sustainablebusiness.design">https://www.sustainablebusiness.design</a>), offers a 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. 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.

**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.

**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 Saebjornsen has more than 15 years experience working across corporate sustainability and impact entrepreneurship, and she has had the opportunity to be a social entrepreneur, build eco systems for social entrepreneurship and more recently drive global environmental and social impact at a global level for IKEA. Hege has a BA Joint Honour degree in Graphic Design and Fine Art from University of the Arts, London and an MA in Image and communication from Goldsmiths, London. She has just been awarded an honorary doctorate by Middlesex University for her work on sustainable development on a global and national level, acknowledging her long-term commitment to supporting the connection between the private sector and academia. In her current role as global circular strategy leader for Ingka Group, IKEA's largest franchisee with business across 32 markets, Hege leads the work on how to transition a global consumer goods brand into a circular business.

**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 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). Dr. Oliver Laasch 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 Ynsect, 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 Ynsect, 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 20 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 has been a seed investor in many Cleantech start-ups and was the partner responsible for the Entrepreneurs Fund Cleantech portfolio comprising young enterprises such as Future E Fuel Cells, Control Power Technologies (low carbon automotive, Exosect (chemical free pest management), Inge Water (ultrafilitration) and d3o (innovative materials). He is now establishing TimteToAct's ClimateTech Venture investing activities. 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 VC investing at T-Venture. His first investment in renewable energy was in 1996 (Holssel's 20 turbine wind park in Germany).

**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.

**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 an 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.

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.

**Till Rösnick** is an investment manager at WEPA Ventures, which is a German-based family venture capital firm investing in software-enabled material science companies, solutions targeting the sustainability enterprise software stack and Green-Technologies around energy, air and water. The WEPA Ventures portfolio currently consists of 20 investments, most of them in the pre-seed & seed stage.

Christian Schellenberger has been an entrepreneur for more than 25 years and has successfully founded several own tech startups. His heart beats for impact-driven high-tech product development and sustainable finance. Currently, he runs a venture studio for deep tech startups that focus on regenerative business models such as electricity free cooling systems. The studio partners with a range of excellence clusters and corporates in DACH (TUM / TUB / DASHH / CERN / SIEMENS / SAP and more). He's an active member for more than 10 years in the Impact Investing Network in Germany and one of the experts regarding impact measurement for tech start-ups (e.g. DIN SPEC 90051). Within the last 12 years, he has been advising green, clean and climate-tech start-ups nationally and internationally in developing countries.

Helena Rey has been working at the UN Environment Programme (UNEP) since 2005. She works at the Consumption and Production Unit and is responsible for mainstreaming sustainable consumption and production patterns in food value chains. She also supports the development of regional projects in high impact sectors such as plastics, food, and tourism, and assists the implementation of sustainable lifestyles campaigns in developing countries. Prior this role, Helena led the UNEP's tourism portfolio, focusing on developing public and private partnerships and projects to advance sustainable tourism practices. Helena's experience covers circularity, climate change adaptation and mitigation, energy efficiency, eco-innovation, sustainability reporting and resource efficiency. Ms Rey has more than 20 years of experience working as a project manager in South America, Africa, Asia Pacific, Europe, and Central America.

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 changemakers. 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.

#### **PLAN YOUR VISIT**

The ESCP Business School is an international business school with campuses in 6 major European cities - Berlin, London, Madrid, Paris, Turin and Warsaw. Founded in 1819, the ESCP is the first business school in the world. Each year, the ESCP welcomes more than 10,000 students and 6,000 executives from 135 different nations to study and training programs (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education). It employs 200 research-active professors from over 33 countries at its six campuses. ESCP regularly occupies top positions in the Financial Times rankings.



#### **CONTACT US:**



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#### **EXACT EVENT LOCATIONS ON CAMPUS:**

Building C | Forum (Assembly Hall): Catering (coffee breaks, lunches, reception)
Building C | Lecture Hall 1: All programme points except for roundtables
Building D | LH3 (Roundtable 1), LH4
(Roundtable 2), D-170 (Roundtable 3), D-008
(Roundtable 4), D-009 (Roundtable 5), D-011
(Roundtable 6)

#### ARRIVING TO ESCP WITH PUBLIC TRANSPORT:



Berlin Campus



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2-Dall

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