

Meeting report PRME France & Benelux ANNUAL MEETING
Thursday 13 - Friday 14 October 2022



Thursday, 13 October 2022 – Day 1

9h30 – 10h00

Welcome by dr. Ansgar Richter, dean Rotterdam School of Management (RSM)
Welcome by PRME France & Benelux Chapter Chair, dr. Krista Finstad-Milion
Presentation of program of Day 1 by Eva Rood,
Director of the Positive Change Initiative (RSM)



10h00 – 12h30

Collective interactive [SDG2030 Game!](#)
Hosted by dr. Michel Lander, Dean of Education

12h30 – 14h00

Lunch break & networking

14h00 – 14h45

PRME Global update by dr. Mette Morsing, Head of PRME and Head of Chapter [i5 Pedagogy Expert group](#) dr. Dirk Moosmayer (Kedge Business School, France), monitored by dr. Krista Finstad-Milion (ICN Business School)



***“Responsible Management Education: How to Drive Positive Change”
Rotterdam School of Management, Erasmus University***



14h45 – 15h15

Coffee break & networking

15h15 – 16h45

Breakout sessions with active participation

- Sneak interactive peak of upcoming PRME book - Principles of Sustainable Business
- Sharing Experiences with Designing and Delivering Sustainability Programs (I)

17h00 – 17h30

Conclusions of the day

Short presentation of program of Day 2

Practicalities for social event



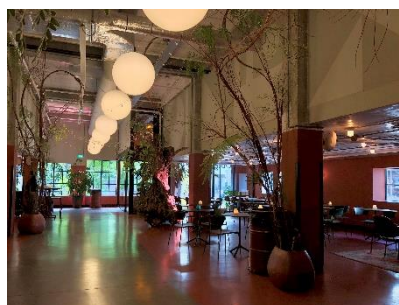
18h45/19h15

Water taxi to Wilheminaaplein



20h00

Dinner at [Foodhallen](#) Rotterdam



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Friday, 14 October 2022 - Day 2

8h15 – 9h00	Arrival, registration & coffee/tea	
9h00 – 10h00	Presentation of program of the day Key-note speech by Therese Noorlander , Senior Director Sustainability, Lego	
	<i>How to Drive Positive Change - Day 2</i>	PRME World Tour Research Paper Development Day
10h00 – 11h00	<i>Youth advocacy for RME – provocative calls for intergenerational action</i>	Meet the Editors Panel
11h00 – 11h20	Networking break – Group Photo	
11h20 – 12h30	<i>Breakout session:</i> - <i>Positive Impact in the decade of action</i>	Parallel Paper Presentation Session 1 Parallel Paper Presentation Session 2
12h30 – 13h45	Lunch break The Company	
13h45 – 14h15	PRME France & Benelux chapter update	
14h15 – 15h30	<i>Breakout sessions:</i> - <i>Sharing experiences with designing and delivering sustainability programs (II)</i> - <i>Positive impact & reporting</i>	Parallel Paper Presentation Session 3
15h30 – 15h45	Collective wrap-up	
16h00 – ...	Beer & Bitterballen/networking cocktail	

Featuring: the PRME World Tour Research Paper Development Program

The [PRME World Tour Research Paper Development Program](#) is a partnership between PRME and two of the world’s leading international journals in the responsible management and business-in-society fields, *Business & Society* and *Journal of Business Ethics*, with the support of colleagues working with a number of other journals.

Our Chapter is pleased to co-host the first such workshop as part of this year’s annual chapter meeting, organized in collaboration with Scott Taylor (Development Editor, *Journal of Business Ethics*) and Frank de Bakker (Co-Editor, *Business & Society*).

The event addresses a large group of scholars. Its driving purpose is to move further towards equality of access and voice in our journals through recognising and developing under-represented themes, regional voices, and epistemologies/ontologies.

Event page PRME France & Benelux annual meeting:

<https://www.rsm.nl/positive-change/events/the-prme-chapter-france-benelux>

Location:

[Bayle Building](#), Erasmus University Rotterdam, Burgemeester Oudlaan 50, Rotterdam



Summaries of contributions to sessions

Thursday morning (10h00 – 12h00):

Collective interactive [SDG2030 Game!](#)

The 2030 SDGs Game is a multiplayer, in-person, card-based game that simulates taking the "real world" into the year 2030. Let's see how you manage the world's biggest challenges until 2030 – and how this game may be of use in your classroom! Hosted by Michel Lander, dean of Education at RSM, and a team of RSM facilitators (Eva Rood, Guido Berens, Luna Linh, Marijn van den Doel, Caroline Witte).



Thursday afternoon (15h15 – 16h45):

(A) Sneak interactive peak of upcoming PRME book - Principles of Sustainable Business

Rob van Tulder

This session will present a sneak preview of his upcoming book, which provides a timely account of the systemic, strategic and operational challenges that need to be addressed to enhance the effectiveness of corporate involvement in society, by using the SDGs as leading principles-based framework for actionable, powerful and transformative change.



(B) Sharing experiences with designing and delivering sustainability programs (I)

- Transformative learning for sustainable development in higher education, dr. Tom Kuppens (Hasselt University & Vrije Universiteit Brussel, Belgium, for the COPENICUS Alliance) 20 minutes
- MBA one week CSR seminar/course (Finalist United Nations PRME Faculty Recognition Award for Excellence in SDG Integration), dr. Emma Avetisyan (Audencia Business School, France) 20 minutes
- Training Sustainable Change Agents for Society, Nadine Burquel (Maastricht University School of Business & Economics, Netherlands), 20 minutes
- Certificate of Sustainable transformation management; dr. Helen Etchanchu (Montpellier Business School, France) 20 minutes

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Tom Kuppens



Since 1993, the COPERNICUS Alliance (CA) unites European higher education institutions (HEIs) that are committed to foster the transition towards a sustainable society. Transformative learning, transdisciplinary and a whole institution approach are put forward as key principles in achieving sustainable development. Experiences and illustrations from this network of HEIs.

Emma Avetisyan



This contribution presents an Audencia Business School module designed to provide an introduction to the challenges and opportunities for business and society, in the contested transition to a sustainable world. It also examines the role of personal transformation within the transition. It promotes individual and group learning, mindful-practices, and leverages multi-cultural, multi-disciplinary and multi-stakeholder experiences.

Nadine Burquel



Maastricht University School of Business and Economics has a clear vision and leadership commitment to sustainability and societal impact. The school interacts closely with the labour market to meet skills needs. The Masters in Sustainability Science, Policy and Society, and International Business (Specialisation Sustainable Finance) trains sustainable change agents for society.

Helen Etchanchu



The Sustainable Transformation Project Management Certificate of the COAST Chair at Montpellier Business School aims for transformational learning by mobilizing the head, heart, hands pedagogy. Six modules revolve around key skills to be developed, based on the six doors approach of the Transition Campus to lead sustainable transformation projects.

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Friday morning (10h00-11h00):

Youth advocacy for RME – provocative calls for intergenerational action

Pascale Maas



Pascale is a former high school dropout with learning disability dyslexia, who graduated magna cum laude from KU Leuven's Faculty of Economics and Business. An experiential learning course last year inspired Pascale to dive into the research field of transformative learning through art. She is a research assistant at KU Leuven.

Tom Marshall



Tom believes that work should help you thrive as a human being while making the world a better place. Tom is a RSM MSc Alumnus in Management of Innovation, former Deloitte strategy consultant, and currently facilitator & coach for social impact. He also works as a Climate Activist with Extinction Rebellion and is a recipient of the RSM Distinguished Alumni Award for his impact.

Jamie Holton



Jamie is passionate about learning, as she believes knowledge is the start of creating impact. She completed a master's in International Relations in Leiden and an MSc in International Development and Humanitarian Emergencies at the London School of Economics. After working for the Dutch government, UNOCHA, and several NGOs, she is now a Program Manager for Business & Human Rights and Gender Equality at UN Global Compact Netherlands, where she guides businesses to contribute to a more sustainable and equal future.

Levi Polderman



Levi is committed to sustainability and conscious living. He is the chair of the Erasmus Sustainability Hub and studies the MSc Global Business and Sustainability. Next to pursuing a liveable future for all beings, Levi aims to empower the people of his generation to realize their vision of sustainability.

Friday morning (11h20 – 12h30):

Positive impact in the decade of action

- An induction event around SDGs and with local positive impact, dr. Laurence Fort-Rioche (Rennes School of Business, France) 15 minutes
- SDGs Inside/Act for Climate, dr. Hans-Jörg Schlierer (EM Lyon Business School, France) 15 minutes
- Honours Programme Sustainability; dr. Arno Kourula (University of Amsterdam Business School, Netherlands) 15 minutes
- Participatory approach to building ICHEC's sustainable strategy, Héloïse Nolet (ICHEC Brussels Management school, Belgium) 15 minutes

Laurence Fort-Rioche



How to take students on board of their new programme, while having a positive impact on their city? How to promote team building and encourage action, while setting the principles of sustainable development? The RIC (Rennes Impact Challenge) is an event that was developed by Rennes School of Business in partnership with the Conseil de Développement de la Métropole de Rennes to welcome new Bachelor students and increase their consciousness of transition issues.

Hans-Jörg Schlierer



"SDGs Inside" is a tool which aims the incorporation of sustainability and CSR competencies in different pedagogical programs at EM Lyon Business School. This approach allows a particular program to evaluate the CSR/Sustainability scope and the learning path of a "classical" student. The "Act for Climate" course addresses the "So what?" question by targeting concrete actions to deal with the challenges of climate change.

Arno Kourula

Amsterdam Business School's Honours Programme Sustainability selects 25 top students to become systems thinkers and change makers. It includes two student-led interactive courses with collaborations with science-based startups, several visiting speakers, site visits and climate simulations; and two collaborative projects with leading sustainable organizations and Indonesian partner universities. Web: <https://abs.uva.nl/hp-sustainability>

Héloïse Nolet



In 2020, the ICHEC Brussels Management School initiated an in-depth strategic reflection on sustainability issues. One of the guiding principles: A co-construction in several "agile" steps, based on the principles of collective intelligence of the various internal and external stakeholders. Today, this process is still central as it brings together, engages, and encourages the players of the institution into action.

Friday afternoon (14h15 – 15h30):

(A) Sharing experiences with designing and delivering sustainability programs (II)

- Learning to Tackle the Climate Emergency through Role-Play, dr. Steve Kennedy (Rotterdam School of Management, Netherlands) 20 minutes
- Ewald Van den Auwelant (Antwerp Management School, Belgium) 20 minutes
- Multi-Stakeholder Partnerships as Vehicles to Integrate SDGs in Business Education; Maria Fedorova (Hoffmann Global Institute for Business and Society, INSEAD, France) 20 minutes

Steve Kennedy



This session introduces the course “Climate Change strategy role-play” taught at the MSc level. The course is taught simultaneously at 10 business schools including Rotterdam School of Management across Europe and culminates in a large-scale role-play event of a United Nations Framework Convention on Climate Change Conference (UNFCCC) of the parties. The session will provide a window into how role-play works, and other important facets of how the course operates.

Ewald Van den Auwelant

This presentation will be about sustainability integration in programs at Antwerp Management School by highlighting three examples: 1) Positive impact project for MBAs; 2) Action Learning Project for full time Masters; 3) Sustainable transformation discussion groups for companies.

Maria Fedorova

This presentation discusses how partnerships can aid in accelerating progress towards the SDGs in academic settings, the need for new collaborative frameworks, and the challenges facing academic institutions and business schools today. Through practical illustrations, the Partnership and Climate Initiatives Manager of the INSEAD Hoffmann Global Institute for Business and Society will debate how INSEAD’s and the institutes’ partnerships deliver on the mission and help amplify the organization’s impact.

(B) Positive impact & reporting

- SDG Barometer - Mirjam Minderman, Filip Caeldries (TIAS School for Business & Society, Netherlands), Carolyn O’Rourke, Vincent van den Berg (Hogeschool van Amsterdam, The Netherlands) and dr. Adriana Seclaman (Maastricht School of Management, Netherlands) 15 minutes
- TASK - The Assessment of Sustainability Knowledge; dr. Talia Stough (Open University, Netherlands in formal collaboration with Sulitest), dr. Jaclyn Rosebrook-Collignon (Grenoble Ecole de Management, France), and dr. Maria Castillo (IESEG, France) 25 minutes
- Rethinking PRME SIP reporting logic; Wilfred Mijnhardt (Rotterdam School of Management, Netherlands) 25 minutes

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Mirjam Minderman, Filip Caeldries, Carolyn O’Rourke, Vincent van den Berg and Adriana Seclaman



Following the session on the Belgium SDG Barometer research at the PRME France-Benelux Chapter meeting in January 2020, AMSIB, MSM and TIAS formed a research group that developed a Dutch version. In this session, the main results of the SDG Barometer 2022 will be presented, as well as lessons learned concerning the process.

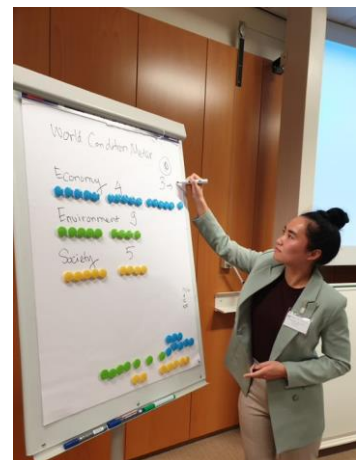
Talia Stough, Jaclyn Rosebrook-Collignon and Maria Castillo

This session’s co-leaders will introduce The Assessment of Sustainability Knowledge (TASK). TASK is an assessment tool of sustainability knowledge that will be launched in spring 2023 by Sulitest. It is a robust measurement tool that can provide relevant, comparable metrics for monitoring and steering education for sustainability.

Wilfred Mijnhardt



This session will present the current thinking on how we can redesign the way business schools share information on progress. Design principles, metrics, impact narratives and PRME Commons Platform (PCP) dreaming... How to support an 800-schools-community to record, report and share their responsible impact?



PRME WORLD TOUR PAPER DEVELOPMENT WORKSHOP

10h00 – 10h45 Meet the Editors Panel

An editors' panel discussing how to publish responsible management and sustainable business research in international, peer-reviewed management journals. The panel features current and former editors and associate editors from specialized responsible management journals such as *Business Ethics Quarterly*, *Business & Society*, and *Journal of Business Ethics*. Opportunity to directly ask questions to the panel.



Co-chairs: Emma Avetisyan, Audencia Business School, France; Kim Ceulemans, Toulouse Business School, France

Panel: Frank de Bakker, IESEG Lille, *Business & Society*; Flore Bridoux, Rotterdam School of Management, *Organization & Environment*; Gazi Islam, Grenoble Ecole de Management, *Journal of Business Ethics*; Arno Kourula, University of Amsterdam, *Journal of Business Ethics*; Céline Louche, Audencia Business School, *Business & Society*.

11h20 – 12h35 Parallel Paper Presentation Sessions

Authors receive feedback on work in progress from mentors who are all experienced scholars (editors, associate editors, board members, authors, and reviewers for leading management journals).

Parallel session 1 - Chair Emma Avetisyan

Paper title	Author	Mentor
Bittersweet stories: A text-mining analysis of sustainability regimes in cocoa sector	Linh Thuy Nguyen	Gazi Islam (online)
Effective Responsible Management Education: Towards a Conceptual Landscape	Talia Stough	Gazi Islam (online)
State-owned enterprises and labor unrest: evidence from China	Haikun Zhu	Flore Bridoux
The interplay between social Roles and COVID-19 among Moroccan employees: a longitudinal qualitative study	Aicha Oumessaoud & Nadia El Bijri	Flore Bridoux

Parallel session 2 - Chair Kim Ceulemans

Paper title	Author	Mentor
Academic research integrity: How early-career and experienced researchers construe academic wrongdoings	Annick Van Rossem	Céline Louche
Strengthening the first stage of food supply chains: A sustainability intervention model	Rene Diaz Pichardo	Céline Louche / Frank de Bakker

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Accountability Journalism and Corporate Illegality: An Application of Institutional Anomie Theory	Tony J Choi	Frank de Bakker
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14h15 – 15h30: Paper Presentation Session

Authors receive feedback on work in progress from mentors who are all experienced scholars (editors, associate editors, board members, authors, and reviewers for leading management journals).

Session 3 – Chair Ingrid Molderez

Paper title	Author	Mentor
The NGO Halo Effect: How Moral Goodness Can Explain Deviant Behavior	Isabel de Bruin Cardoso	Arno Kourula
Change, conservatism and romanticism: can diaspora avoid post-colonialism and white-saviorism in their philanthropy and volunteering?	Malika Ouacha (online)	Arno Kourula
Exploring a socio-ecological resilience perspective on Individual Sustainability Competencies	Jessica Klaver	Frank den Hond
Does Corporate Social Irresponsibility lead to counterproductive work behaviors amid the pandemic?	Marc Ohana	Frank den Hond

Special regards to **Therese Noorlander**, Senior Director Sustainability, Lego for her Keynote address



PRME is happy to partner with Lego as sponsor of the PRME ‘Impactful Five’ (i5) program, that brings novelty to SDG leadership education by focusing on pedagogical approaches that make sustainable development the norm for responsible management education and leadership in business education.



The Steering Group sends appreciation and congratulations to all presenters and participants of this lively and inspirational two-day Chapter Meeting and World Tour Paper Development Day.



France-Benelux PRME Steering Committee

Krista Finstad-Milion (KU Leuven) Chapter Chair
Kim Ceulemans (TBS Education)
Emma Avetisyan (Audencia Business School)
Hermina Kooyman (Maastricht School of Management)
Dorian Simon-Meslet (Kedge Business School)
Ingrid Molderez (KU Leuven)
Frédéric Dufays (HEC Liège)
Eva Rood (Rotterdam School of Management)