

## 2014 Social and Environmental Sustainability Events, Activities and Achievements at RSM

For this 2014 SIP report, the decision was made to provide the reader with direct links 'for further reading' within the specific listings of the growing number of entries in this category. It is organised by first listing the 2014 annual entries from January to December. 2013 entries are posted below them.

- [RSM MBA Sustainability Scholarship](#) (10 January) International Full-time MBA student Vincent Zhang, a Chinese finance professional from Shanghai, is the winner of the second €5,000 [Sustainability Scholarship](#) from RSM. Vincent was attracted by RSM's highly diverse cohort, and finds the Netherlands a great place to study business. "Unlike China, the Netherlands has a large proportion of GDP coming from SME's," he says. His background includes a Bachelor's degree in Computer Science from [Shanghai Tongji University](#), and four years of business management experience in corporate banking at China's largest bank, the Industrial and Commercial Bank of China (ICBC).
- [New employee self-management course](#) (21 January) Sustainable RSM introduced a pilot project for an 8 week (1.5 hours per week) specifically for employees. The [In Focus at RSM](#) course integrates gentle and easy yoga stretches, mindfulness-awareness exercises, and individual coaching blended with personal skills revered in management education.
- [The World Economic Forum \(WEF\)](#) (24 January) launched a major new business-led initiative at the Forum in Davos, Switzerland entitled "[Project Mainstream](#)", aimed at scaling up the circular economy. The new approach is substantively supported by Cradle to Cradle (C2C) scientific methods developed by RSM Professor Michael Braungart and his teams at the C2C Chair at Rotterdam School of Management, Erasmus University (RSM) and his scientific institute EPEA.
- [RSM teams up with the NFE](#) (27 January) The National Foundation for the Elderly (NFE) is a charity that promotes the quality of life of elderly people in the Netherlands, particularly 200,000 senior citizens who live extremely lonely lives. "The NFE is giving shape to a massive volunteers-recruitment drive," RSM [Professor Lucas Meijs](#). In the wake of the incredibly successful Dutch TV programme "As Broke as Can Be", which sparked about 7,000 volunteers to action. The NFE has teamed up with RSM to carry out research into this particular volunteers-recruitment campaign.
- [Warm Sweater Day](#) (7 February) RSM encouraged EUR facilities to turn down the central heating by two degrees Celsius (2°C) across the whole campus, so everyone was asked to wear warmer clothing. This initiative, supported by STAR Reach Out Committee: Melissa van Nes, Benedikt Zaki, Maxim van Drempt, Anique Hakkesteegt, also organized a number of fun activities for students around this initiative. [Warm Sweater Day](#) takes place around the time of the anniversary of the Kyoto Protocol. People all over the Netherlands have been asked to turn down their central heating and wear warm sweaters. The Kyoto Protocol, which came into force in 2005, is aimed at reducing the global emissions of greenhouse gases, which cause climate change.
- [Taskforce Integrity and PwC Report](#) (14 February) Recommendations from two recent reports have inspired and motivated the implementation of six 'soft-control' measures to strengthen research professionalism and integrity this year at Rotterdam School of Management, Erasmus University (RSM). The '[Taskforce Integrity](#)' from Erasmus University Rotterdam (EUR) conducted one of the reports and the other was commissioned by RSM itself from PwC. The PwC report describes and analyses the current and desired research culture within RSM. The EUR report focusses on raising awareness for, and developing proposals to help maintain scientific professionalism and integrity.
- [Philippe de Woot Inter-University Award](#) (18 February) Sylvia Feilhauer, a graduate of the MSc International Management/CEMS programme at RSM won the third [Philippe de Woot Inter-University Award](#) for her master thesis about Corporate Social Responsibility (CSR). The award

ceremony is held every two years and looks for master theses that make an original contribution to the understanding and thinking about CSR or sustainable enterprises.

- [Towards an Open Culture at RSM](#) (21 February) Dean Steef van de Velde issued a document to all RSM employees with the main goal of fostering an open, critical academic culture and an open organisational culture for everyone in the school; research-active faculty, non-research active faculty, and support staff alike.
- [RSM I WILL Award](#) (4 March) Six finalists competed for the € 15,000 prize in the RSM [I WILL Award](#) competition; a battle of big ideas. The winner, [Dwillo](#), was created by RSM students and alumni Job de Groot, Bart Jacobsz Rosier, Daniel Gaspersz, Annamarië Scharrenberg, Eline van Spronsen & Lucas Hagemann. “Dwillo provides online mentor communities for universities and organisations.” The audience prize of € 2,000 went to CreativeHub: Sinan Al-Mansour & Svilena Mateeva – “CreativeHub is an online platform where students at Erasmus University can share their ideas, create artistic or charity projects, become tutors or start up their own business.”
- [Resource constraints and our Sustainable Future](#) (5 March) The [SRSM Student Committee](#) events team organised a seminar focused on the question, “Will resource constraints impede a transition to a prosperous and sustainable future?” Dr René Kleijn (PhD) industrial ecologist, assistant professor, and director of education at the Department of Industrial Ecology of the Institute of Environmental Sciences (CML), Leiden University and Mr. Andy Haxby, founder of *Competa*, the world's first fair trade accredited software company engaged the audience in discussion.
- [Thesis Online Platform](#) (6 March) On this date the first thesis ran totally through the online platform. TOP has been created to support and facilitate the new, quite strict thesis trajectory. It allows students to submit their proposal and their thesis online, after which coach and co-reader can provide their comments and enter their assessments, again online. No more paper forms, adding to our Sustainable RSM initiatives.
- [TEDx Erasmus University](#) (6 March) Speakers at [TEDx Erasmus University](#) discussed topics from the four focus areas of Erasmus University: health, wealth, culture and governance. PhD student Johannes von Engelhardt of Media & Communication gave his views on the collection of data on people in developing countries, through mobile technology. Carolien Hoogland, a former researcher at DRIFT, spoke about her experiment to live outside the monetary system for a year. Two other alumni were on stage: Che Brandes - Tuka discussed his interest for the return of critical thinking in education and Tung Tung Chan shared views on how everyone is a teacher.
- [Family Business Symposium](#) (7 March) During this second annual event, [Navigating Family Businesses at Crossroads](#), organised by RSM’s Erasmus Centre for Family Business (ECFB), representatives of family firms with impressive track records shared their personal experiences with the audience about how they made big decisions and strategic choices about succession, governance, retaining family ownership, strategic changes or large investments related to their own family business. Unlike other businesses, the characteristics of family business founders and members influence the making of decisions at these crossroads.
- [The Social Value of Finance](#) (7 March) In this [Inaugural Address](#), [Mathijs van Dijk](#) reflected on the value for society of finance as an academic field claiming the recent global financial crisis has undermined the reputation of the field of finance, with the inability to foresee the crisis as one of the most prominent criticisms voiced by the media and the general public. The social value of finance as an academic field could be greater if we would be more focused on broader questions, more open minded about other fields and methodologies, and more modest about the extent of our knowledge.
- [Sustainability Action Plan for Erasmus University](#) (31 March) For the first time in recorded history, Erasmus University stepped to the forefront by submitting a public draft of a sustainability action plan with the claim, “EUR will emphatically devote more attention to Corporate Social Responsibility (CSR)... The manager of tomorrow must have a thorough understanding of ethical norms and sustainable action. Social responsibility will therefore be a

leading principle in business operations and will be expressed in the profile of our education and research.” There are many points of intersection with activity currently strategized at RSM.

- [RSM Sustainability BSc Bootcamp](#) (10 April) a new-style boot camp designed to train a new generation of business leaders to think critically about business strategies and develop new sustainable business models for the future. The Sustainability Bootcamp is based on the expert teaching and research that sits behind the RSM MSc in Global Business & Stakeholder Management programme. 30 students were selected from Years 2 and 3 of the RSM bachelor programmes. It was open exclusively to top bachelor students who want to help address the critical sustainability challenges faced by business and society.
- [RSM High Performance Alumni Bootcamp](#) (11 April) More than 200 alumni from Rotterdam School of Management, Erasmus University (RSM) came back to campus for a day of high-energy learning, networking, and improvisational fun on RSM Alumni Day 2014. The ‘High Performance Bootcamp’, featured two academic sessions and a plenary by BOOM!, a Chicago comedy improvisation theatre. Alumni participated in a ‘one-day power injection of knowledge and skills’. The two parallel learning sessions about coaching and boosting business models provided new insights and opened new doors for managers looking to improve their coaching and communications skills, achieve more creativity and generate totally new and innovative ideas for their organisation’s business models.
- [RSM Marathon Team](#) (12 April) 163 members of the RSM community created a [RSM Marathon team](#) to run in the Rotterdam city marathon to raise funds for social ventures. It’s an event that connects alumni, current students and employees of RSM with the larger context of Rotterdam. It’s a way to strengthen the relationship, integration and identity of the School with the City of Rotterdam. Social sustainability is important to the overall sustainability ambition.
- [Model United Nations](#) (15 April) Two RSM students, Jan Anton van Zanten (GBSM) and Mathias Larsen (CEMS) were recognized as top negotiators at [model United Nations](#) negotiations for climate change host school, Corvinus University of Budapest. The event was the highlight of the RSM master elective module, Climate Change Strategy Role Play. “The negotiations seek to replicate the United Nations Framework Convention on Climate Change (UNFCCC) in its structure, protocol and dynamics,” said leader of the elective module, Dr Steve Kennedy. It is the second year in a row that RSM negotiators have topped the negotiations ladder.
- [Erasmus University Strategy 2014-2018](#) (15 April) Strategic plan 2014-2018 document, *Impact and Relevance*, provides us with contours. It identifies goals and ambitions for the years 2014 through 2018 and establishes the policy framework. The plan was drawn up in consultation with various bodies and individuals throughout the university and a large number of external parties. For this reason, it has the complete support of a great many people both inside and outside of the organisation. Workshops and discussions with the faculties, the University Council, the Supervisory Board, students, support staff, experts, alumni, the municipal council of Rotterdam and the Dutch government all contributed to this plan.
- [Steef of the Union: Employee Lunch](#) (22 April) To implement transparency, broaden communications and build connections within the entire business school, the Dean introduced a new programme called ‘Steef of the Union’. At this luncheon, our Dean Steef van de Velde presented an update of the RSM strategy - our focus and our prioritised initiatives as outlined in the McKinsey report, and more in particular against the backdrop of the EUR strategy 2018. Abe de Jong, Dean of Faculty gave a presentation of the findings in the PwC report on the RSM Culture, and presented the initiatives under development or already taken- of which the Steef of the Union meetings are part
- [RSM Sustainability Forum](#) (25 April) The 2<sup>nd</sup> Annual Forum [“Mainstreaming Sustainable Business”](#) offered more than inspiration; speakers from business and academia offered real proof of concept for sustainability, demonstrating the pragmatic and profitable possibilities of new business models and innovations demanded by a world of shrinking resources and growing

population. Co-organised by Sustainable RSM and STAR, [the Forum](#) attracted around 180 corporate and alumni relations, staff, faculty and students of RSM.

- [Enabling Women in India](#) (29 April) Dr Femida Handy, Professor of Social Policy at the University of Pennsylvania led an interactive discussion on the challenges and opportunities for leadership among women in traditional patriarchal societies in India. [Professor Handy](#) presented how women are given a unique opportunity to control their own lives and break free from the institutions and legacies that historically favour a male-controlled environment.
- [RSM Annual Report](#) (2 May) A comprehensive summary of the highlights, finances, rankings, activities and partnerships of Rotterdam School of Management, Erasmus University (RSM) during the past year is published in the School's [RSM Annual Report 2013](#).
- [Weekend 'Boot Camp' for Women](#) (3&4 May) The weekend boot camp in Rotterdam brought together women either who want to stimulate entrepreneurial thinking in their organisations, start their own businesses, or who have a small business that they would like to grow. The project was a collaboration of RSM and the Erasmus Centre for Entrepreneurship (ECE), the Erasmus Centre for Women & Organisations, the StichtingMaatschappij en Onderneming and *The Next Women* business magazine. Sessions focused on entrepreneurship, gender, strategic networking, life-work balance and communication, and participants worked in small teams to generate new business ideas and developed them into viable business propositions.
- [EUR Employee Survey](#) (6-27 May) A sustainable organisation listens and responds to employee needs. RSM, being one of the 8 Faculty groups of Erasmus University was invited to participate in the [2014 employee survey](#). The welcome statement was, "Together we are instrumental to the success of Erasmus University Rotterdam. But to be so, enjoyment of our work is of crucial importance." The goal of the survey is to gather information about what employees think of Erasmus University as an employer. "What is good about it? What could be better?" This last Employee Survey was implemented in 2011.
- [Education of the Heart Symposium](#) (12 May), hosted by RSM was a tremendous success. More than 600 people spent the day in dialogue, reflection and co-creation with fellow change-makers in the Dutch education field, with international experts and practitioners. Professor Daniel Siegel explained the importance of integrated learning, as our mind is not limited to the brain but is distributed in our body (including heart and gut) and among our relationships. Thirteen inspiring examples of what is happening in the field were presented at [the symposium](#). The highlight of the day was of course the presence of H.H. the Dalai Lama, who spent two hours with us, sharing his views on education of the heart. The day's ambition was written into the [Rotterdam Charter of Education of the Heart](#), kicking off multi-year activities ahead.
- [Mindfulness Retreat](#) (21 May) Professor Dianne Bevelander teaches personal leadership development at all RSM MBA programs, including the OneMBA. With Dave Bond, she co-designed the experiential learning mindfulness retreat elective, which takes place in a stunningly beautiful part of Karoo, South Africa. As opposed to focusing on traditional leadership traits, this retreat develops participants' abilities to reflect more deeply and deliberately as leaders and thereby reduce their inclinations to instinctive and emotional responses that can result in poor decisions and actions. Through mindfulness exercises participants also learn to contemplate issues of core importance to them in their professional, societal, and personal lives more thoroughly.
- [EUR Open Campus](#) (24 May) Erasmus University opened its doors this Saturday for the Erasmus Campus Festival and the Generation Games. Many enthusiastic colleagues devised marvelous programmes full of mini-lectures, demonstrations, games, guided tours and peeks behind the scenes. Students and employees could connect family and friends to our teaching and research in a fun and different way. The Generation Games included a decathlon, clinics and demonstrations by well-known sports personalities.
- [RSM Outlook](#) (4 June) focused on the evolution of the circular economy as a response to finite resources, increasing costs and the growing number of consumers. RSM's chair for Cradle to

Cradle Innovation and Quality, the only one of its kind in the world, is uniquely placed at the heart of the global drive towards a circular economy. [RSM Outlook](#) has been printed twice a year since 2005 as it explores business issues, catches up with alumni, and strengthens the alumni network – which now numbers 29,000 around the world.

- [RSM Employee Sports Day](#) (6 June) the business school provides a full day annually for employees to socialise, collaborate, or compete in sports and recreation. Competitions in badminton, table tennis, and football were offered on a personal sign-up basis. An art workshop, spinning class, or zumba lessons and a quiz created by Bep Klop and Kelly Wu were offered. The day culminated full of laughter with a barbeque and awards ceremony with congratulations to all and trophies for event winners.
- [Careers in Sustainability](#) (12 June) Sustainability has been a hot topic for a few years. This virtual information session looked deeper into what this actually means. During this 30 minutes [online session](#) participants shared personal experiences and gained insights into our sustainable MBA programme; offering information on the unique characteristics of our business school and the RSM experience. Participants had the opportunity to ask questions to various RSM representatives and sparked during a chat session afterwards.
- [Book Swap](#) (12 June) RSM students and employees participated with the EUR campus in a book swap; bringing books they were no longer needed to exchange for a different book or to purchase a book offered by another student or employee. Funds raised were presented to the Dutch foundation against illiteracy.
- [Erasmus Energy Forum: Business Day](#) (19 June) European Energy Commissioner [Günther Oettinger](#), spoke of the need for a comprehensive strategy to strengthen the security of energy supplies, at the [Erasmus Energy Forum: Business Day](#) in Rotterdam (19 June). The Commissioner delivered his presentation to a diverse audience of leaders from business and industry, including policymakers and academics at the forum that addresses three themes: EU policies and markets; energy microgrids and new business models; and financing sustainable energy.
- [Erasmus Energy Business Award](#) (19 June) A smart grid designed to supply carbon-neutral power to a nature-rich UNESCO World Heritage Site in the Philippines has won this year's [Erasmus Energy Business Award](#) at the third annual Erasmus Energy Forum in Rotterdam, hosted by Rotterdam School of Management, Erasmus University (RSM).
- [Erasmus Energy Forum: Science Day](#) (20 June) [Erasmus Energy Forum Science Day](#) included the third Conference on Future Energy Business & Energy Informatics (FEB-EI 2014) at Rotterdam School of Management. The conference goal was to engage academic researchers in a dialogue that examines the future of energy business, especially in the context of how energy informatics can foster energy efficiency. The program included paper and poster presentations, as well as an academic panel "The practice and dissemination of information-driven energy efficiency research". More about the [Science Day](#) and Informatics.
- [Erasmus University Inaugural Address](#) (20 June) Dr Wolf Ketter's nomination as Professor of Next Generation Information Systems at RSM was officially recognised when he gave his [inaugural address](#). The title is [Envisioning Sustainable Smart Markets and Enabling Sustainable Smart Markets](#), a subject which takes into account business, society and academic viewpoints in the search for more sustainable ways of living.
- [Chulalongkorn International Business Case Competition](#) (23 June) A team of four International Business Administration (IBA) bachelor students from RSM won first prize in the very first [Chulalongkorn International Business Case Competition](#) in Thailand. Nathalie Lidman, Sebastiaan Scholtes, Jan Wallner and Carsten Passlick were challenged to work on a case about further developing sustainable solutions for the Mae Fah Luang Foundation, which has been successfully supporting developments in the 'golden triangle' of southeast Asia with campaigns and activities against the illegal growth of opium since 1988, replacing illegal activities with more socially and ecologically sustainable ones.

- [Financial Times Interview](#) (24 June) Steef van de Velde, Dean of Rotterdam School of Management, Erasmus University (RSM) outlines his [strategy for RSM](#) in light of declining revenues from the public sector in an interview with Financial Times business education Editor in Chief, Della Bradshaw. Full article and video link above.
- [RSM Discovery](#) (30 June) is a full-range journal that combines challenging articles together with videos and interviews. [RSM Discovery](#) is designed to keep senior managers abreast of the latest developments in management science that are of real practical value to forward-looking and ambitious companies. Among other topics, [RSM Discovery 18](#) featured “Why ethical leadership is of great value to organisations” in a discussion with Dr Marius van Dijke, Dr Steffen Giessner and Dr Rob van Tulder. In another segment, Dr. Paolo Perego explored the question, “Should corporate performance bonuses be linked to sustainability targets?”
- [Planetary Boundaries Workshop](#) (2 July) The Eco-Transformation Centre at Rotterdam School of Management (RSM) brought together leading sustainability academics, PhD students and the World Business Council for Sustainable Development (WBCSD) to participate in a one-day workshop discussing and setting the research agenda for corporate sustainability within a Planetary Boundaries (PB) framework. The [Planetary Boundaries Workshop](#) was a lively and interactive day for participants, while retaining the key objective of the workshop: to listen to, and learn from, multiple perspectives from research and business. Dr. Paolo Perego, Dr. Steve Kennedy and Prof. dr. Gail Whiteman (first Professor in Residence of the WBCSD), hosts from Rotterdam School of Management, welcomed participants and sparked the agenda for the day’s workshop.
- [RSM Instagram Social Ambassadors](#) (2 July) RSM Corporate Digital Marketing and Communications invited RSM community members to rotate ‘ownership’ of the RSM Instagram account every week among RSM stakeholders. This social initiative gives a glimpse of what colleagues, students and alumni are up to, from adventures during international study tours, to graduation week, and from the lead up to campus events to recruitment week activities.
- [Steef of the Union: 2<sup>nd</sup> Installment](#) (3 July) Dean Steef van de Velde presented inspiration to employees for our financial viability and reputation. A talk from Bas Koene on the [Case Development Centre](#)’s contributions to showcasing intellectual capital. Wilem Koolhaas presented [RSM Discovery](#), the platform for research valorization.
- [30<sup>th</sup> EGOS Colloquium](#) (3-5 July) RSM hosted the [2014 EGOS Colloquium](#), *RE<sup>3</sup>- Imagining, Thinking, Shaping: Organisational Scholarship in Unsettled Times*. It was an opportunity for organizational scholars gather and reflect on global challenges, and to reimagine, rethink, and reshape our scholarship in light of the deeply invasive period of stagnation and decline we currently face. Attendees pondered three questions: How can we ensure that the ways in which organizations generate profits and benefits contributing to human development today do not compromise or jeopardize the well-being of other societies or future generations? What are the implications of the current economic and social challenges for the way we live, design our organizations, and support our society? How can we change our ways as organizational scholars to stimulate organizational and societal reflexivity on these pressing themes more effectively?
- [Study Trip to South Africa](#) (6 July) In two groups, 110 participants from RSM’s Executive MBA and GlobalOneMBA explored business in South Africa (6 July). This [week-long study trip](#) included first-hand experience of business and societal matters, and lectures about issues such as South Africa’s global competitiveness, black economic empowerment and business strategies for Africa. Visiting South African townships during the study trip provided the students the opportunity to better understand the economic ecosystem at the base of the pyramid, deconstruct some of the conventional thinking about poverty and low-income communities, and discover how innovative business models impact the lives of people in low-income communities. Through the learning journey, the students explored the value chains of different economic sectors, and met stakeholders along these value chains.

- [RSM Social Enterprise Scholarship](#) (15 July) People working in organisations with a social mission can take advantage of a new scholarship launched by the Part-time Master Bedrijfskunde programme. The [RSM Social Enterprise Scholarship](#) contributes to the management development of social enterprises. It is aimed at professionals who work in companies focusing on improving the society. It will foster the interactive debate and opinion-forming around how companies and communities connect, and stimulate partnerships between social enterprises and companies.
- [Living Management Consultancy Project](#) (16 July) A two week [MBA project](#) with student teams taking on real life business challenges for Ahold, AudioNova, Tata Consultancy Services, and Tebodin. “You get a glimpse at what a real consulting project looks like,” said MBA participant Daniel Stavropoulos, who worked on a case for Tebodin. “These insights help you identify and develop your toolbox economics, encompassing Rotterdam School of for your career. The team’s diversity was helpful to approach the project from different angles,” said Stavropoulos. The main learning outcomes of the real life consulting assignment were to recognise how different aspects of a business relate to one another in handling complex management challenges, analyse complex open management problems with access to only limited information, and to experience the difficulty of tackling an open management problem in a highly complex and uncertain world.
- [RSM ranked ‘Best Dutch university for business’](#) (18 August) Erasmus University Rotterdam (EUR) is listed in the [‘Academic Ranking of World Universities](#) (ARWU) by Subject’ as the best Dutch university for business and Management, Erasmus University (RSM) and Erasmus School of Economics (ESE). In the general field of Social Sciences the EUR also ranked higher.
- [RSM MBA Regatta](#) (29 -31 August) The [4th Annual RSM MBA Regatta](#) offered an amazing sailing experience for experienced and inexperienced sailors from the Business Schools of the world. The RSM Sailing Club is an organization run by the students and alumni of the Rotterdam School of Management. This club organises regattas and sailing events to improve participant sailing skills and to strengthen the RSM student, alumni, and corporate network. The RSM Sailing Club is a great place to make new friends, have fun, and hone your skills at the same time.
- [Erasmus Impact Café](#) (28 August) In the new DRIFT offices in the Mandeville Building. Erasmus Impact Café, a new informal gathering for all EUR researchers involved in sustainability, impact measurement, eco-transformation, (social) innovation, transition management, CSV, and (strategic) philanthropy. The agenda for the meeting was to update current researchers, welcome new researchers, review impact evaluation and assessment of social projects and to discuss opportunities for collaboration followed by a reception. The member [Erasmus Impact Café](#) LinkedIn group was created for members to update each other on projects, research work, applications, seminars, etc.
- [Sustainability Leadership & Planetary Boundaries](#) (26 August) Block 1 core course for GBSM students explores important leadership issues for corporate sustainability. You will use the analytical lenses of the ‘planetary boundaries framework’ first proposed in 2009 by the Stockholm Resilience Centre, and the cornerstone ‘Vision 2050 report’ from the World Business Council for Sustainable Development. The latter lays out a pathway to a world in which nine billion people can live well and within the planet’s resources by mid-century. The focus of your first core course will be to identify ways that business can incorporate sustainability.
- [Erasmus 4 Rotterdam](#) (1 September) A number of RSM students participated in the Erasmus4 Rotterdam programme; a commitment of the university to offer volunteer hours to the city of Rotterdam. At the opening academic year ceremony President Pauline van der Meer Mohr provided Ahmed Aboutaleb, mayor of Rotterdam a certificate signifying 65,000 volunteers had been logged. The goal of 100,000 hours is set through 2015.
- [Catering: Role Model for Sustainability?](#) (8 September) This seminar addressed the questions- “Can and will the hospitality industry serve as a role model and driver for sustainability? What role does the hospitality industry play in society, in the field of sustainability? Can the hospitality industry do that? What is sustainable catering? Is it only for a small group of consumers and

interested catering entrepreneurs? Is it feasible? Do Universities have a responsibility to their students to offer sustainable food? What is the catering impact on the next generation?

- Balanced Leadership for Inclusive Growth Programme ( 9 September) One of the main goals of the GOPIO Women's Council Holland is to form a bridge within the Indian Diaspora Community in Holland and the global community; to enhance women empowerment within the diversification of academics and professional leadership. Guest of honour and keynote speaker was Ms. Poonam Barua, Founder & CEO of Women in Leadership (WILL) Forum, India. The WILL Forum has been working with commitment and dedication towards the important mission of leveraging the vast talent-pool of women executives, sharing best practices for women in the workplace, mentoring women for leadership and building inclusive growth eco-systems since 2007.
- First Annual Student Association Fair (10 September) To complement the introduction of student associations from the August Eureka week activities, Sustainable RSM Student Committee in collaboration with Erasmus Involved sponsored an afternoon fair to assist organisations in presenting the mission and activities of each group, and to aide in the recruitment of new members.
- ECE Congress: Embracing Disruptive Innovation (10 September) The annual congress of the Erasmus Centre for Entrepreneurship (ECE) highlighted the latest trends and insights within the field of entrepreneurship and featured successful entrepreneurs, researchers, policymakers, alumni, and startups. This group of progressive and ambitious minds will together to explore and embrace this year's theme: [Embracing Disruptive Innovation & Growth](#).
- Women Networking Event (11 September) Amsterdam. Women in leadership face many specific challenges but at RSM we believe that accomplished women from a wide range of disciplines and industries can build meaningful relationships with each other, exchange ideas, and openly share their collective wisdom. Together with Dr. Dianne Bevelander who has done extensive research in this field, participants had the opportunity to reflect on their own leadership, and expand their knowledge base, in interaction with professional peers they can add to their professional network.
- RSM MBA Net Impact Club ranking (15 September) In the document *Business as Unusual: Social & Environmental Impact Guide to Graduate Programs* the [RSM MBA Net Impact Club](#) maintains its place in the top 50 international schools in the category of Environmental Sustainability for the past three years.
- Erasmus University Green Hub Announcement (22 September) In January 2015, a Green Hub is proposed to be launched as a student-led and staff-supported sustainability unit at Erasmus University. At today's talk, a short overview of the history behind the Green Office Movement and the goals of the Green Hub with future synergies which may be possible between Drift, the Transition Academy, and the growing Green Office Movement at Dutch and other European universities. Felix Spira, PhD student at DRIFT is the main driver of the initiative along with the staff of Erasmus Sustainability- Eva Rood, Jan-Cees Jol and Ingrid de Vries.
- A New Vision of Value (22 September) RSM Faculty members from MSc Global Business and Stakeholder Management and MScBA Accounting & Financial Management programmes had a joint seminar with invited guests from KPMG Netherlands, a branch of KPMG, a global network of professional service firms providing Audit, Tax and Advisory Services. KPMG Netherlands representatives presented elements of the recent 3 September-released KPMG Global report, *A New Vision of Value: Connecting corporate and societal value creation*. They engaged students of these two programmes with examples of how they helped Ambuja Cements Ltd. to unlock value creation in India. This was the first class of this type anywhere presenting KPMG's work with Holcim. The topic of 'True Value' is just beginning to resonate in business schools globally. RSM is poised to assist students at the forefront of this important research area.
- Steef of the Union: 3<sup>rd</sup> Installment (1 October) Keeping in step with building a strong social fabric with current communications and solicited interaction, the Dean invited teams from RSM to give

employees 1) an update on RSM Earning Capacity initiatives, 2) the structure of RSM BV, and 3) a presentation of the Department of Technology & Operations Management.

- [RSM Leadership Summit](#) (3 October) The core question explored at the RSM Leadership Summit- “Big data: what’s in it for me?” Influential leaders from multinational companies addressed the way big data influences and creates value for individuals, society, business and governance. The RSM Leadership Summit is RSM’s flagship annual event for participants to meet the world’s most influential senior executives, and to network with the entire RSM community – alumni, VIPs, corporate relations, faculty and staff.
- [Distinguished Alumni Award Winners](#) (3 October) Thirteen alumni were nominated in two categories. Two received the 2014 [Distinguished Alumni Awards](#) – and both of them are working on the philanthropic issues of global nutrition and sustainability. Herbert Smorenburg (Executive MBA 2002) was named Distinguished Senior Leader 2014 and Alba Tiley (MSc in Strategic Management 2010) was chosen the Distinguished Young Leader 2014. The presentation was made during the sixth annual RSM Leadership Summit. A jury of RSM Advisory Board and previous DAA winners accounted for 50 per cent of the vote. The balance came from the RSM Community and RSM alumni population social media vote.
- [RSM/Eneco Case Competition](#) (6 October) [RSM Energy club](#) organised the completion. Eneco management was on campus to roll out the details of the case competition. Students tackled real energy cases regarding: new project finance, market out-reach and R&D, and corporate governance in a new strategic landscape. On 29 October all teams were hosted at Eneco's Headquarters in Rotterdam to present their case solutions to a panel of Eneco directors and top management.
- [Negotiation Workshop: Women Can Ask](#) (3 October) Any woman seeking to develop her career path and maintain her professional and personal interests needs to be familiar with negotiation tools and techniques that would allow her to leverage her knowledge and strength. Women are great negotiators but they might find it difficult and stressful negotiating for themselves. Participants were given insight and provided with tools and resources to negotiate effectively with wisdom on how to do so ‘without losing your female touch’.
- [Dutch premiere and Filmmaker presence](#) (16 October) The Erasmus Sustainability Hub in cooperation with SG Erasmus presented the premiere of the feature-length, environmental documentary *Cowspiracy: The Sustainability Secret* to the university community. Filmmaker Kip Andersen was at the premiere to answer student questions. The film was presented as the official kick-off for the *Meat Free Monday* campaign at EUR.
- [RSM MBA Kilimanjaro Leadership Project](#) (19-29 October), 20 women, accompanied by experienced leadership coach Rebecca Stephens, have taken on a monumental challenge to empower themselves and women in business. Using the mountain as a classroom they will experience leadership in ever-changing environments while climbing to Africa’s highest summit in this popular [MBA Leadership elective](#) course at RSM. These women work together and lead each other through difficult terrain to push past physical and mental barriers in their trek to the 5,895 meter summit.
- [7<sup>th</sup> Annual Max Havelaar Lecture](#) (29 October) [Will Generation Y make a difference?](#) Radical innovations and game-changing solutions are necessary to force industries and economies to change. Entrepreneurial skills and new, fast and global communication via internet - combined with the unique ability to inspire and engage others for a common good - Generation Y seems to hold a lot of potential. In the telephone industry, initiatives from young leaders like Phoneblocks and Fair Phone have proven that sustainable and fair production is possible. Since it’s their future at risk, young leaders are obviously motivated. Their successful initiatives prove this generation’s ability to tackle environmental and social issues through business and entrepreneurship. The Seventh Max Havelaar lecture focused on how these new and exciting entrepreneurial activists will make a difference.