

2015 Social and Environmental Sustainability Events, Activities, Achievements: Rotterdam School of Management, Erasmus University

- Official Opening Erasmus Sustainability Hub (January 15) The [Erasmus Sustainability Hub](#) is founded to accelerate Erasmus' transition towards a sustainable university. It is intended to be the place where all the groups and initiatives of Erasmus University that are sustainability-related meet, with a simultaneous focus on environmental as social sustainability. The official opening was lead by former University President Pauline van der Meer Mohr. With RSM being the largest student body on the Woudestein campus, it was anticipated many RSM students would be interacting with and driving Hub activities.
- Style, Save, Sustain (January 21) The [STYLE, SAVE and SUSTAIN Fashion Fair](#) was created and sponsored by [the New Fashion Society](#) of Erasmus University Rotterdam. Students were able to create new styles by buying and selling second hand clothing offered by their peers, thereby responding to the world's need for the effective use and re-use of resources. The NFS promoted an effective selling system, which is "impacted by two key values: affordability and transparency".
- RSM Cuts Paper Consumption by Half in Four Years (January 22) The Rotterdam School of Management, Erasmus University (RSM) has [reduced its paper consumption by almost half](#) over the timeframe 2010-2015. 'Sustainable RSM' began tracking just how much paper was used in its printers and copiers in Mandeville (T) and Bayle (J) buildings in 2010. The reduction in usage of paper was a result of a combination of installing multi-use printers with two-sided printing onto recycled paper as the default setting, and staff and faculty members at RSM choosing digital communications instead of printing.
- Warm Sweater Day (February 6) The Kyoto Protocol, which came into force in 2005, is aimed at reducing the global emissions of greenhouse gases, which cause climate change. [Warm Sweater Day](#) (*Warme Truiendag* in Dutch) on Friday, 6 February aims to remind people of the agreements made worldwide. On this day, the EUR thermostat was lowered by 2°C across the campus, and everyone was asked to wear warm clothes. The university used *12% less energy* than on a normal day.
- RSM Team at the St. Gallen Leaders Forum (5-7 February) A group of five MSc students and RSM Sustainability Coordinator Joey Johannsen represented Rotterdam School of Management at the [prestigious Leaders Forum- Shaping the global sustainability agenda](#) at the University of St. Gallen and the Impact Hub Zürich. The [event](#) consisted out of three days. The first day was spent at the Impact Hub Zürich working on projects in workshops led by social entrepreneurs from the EU and Latin America, an immersion in the challenges and opportunities of social entrepreneurship. The second and third day was spent at the University of St. Gallen, where political and economic leaders shared the best practices of sustainable action in their respective countries and industries.
- Sustainability Ambassador Danah Lee recipient of RSM MBA Sustainability Scholarship 2015 (February 11) The competition for the merit-based scholarship asks applicants to explain their approach to sustainability and their intentions. As a recipient of the RSM MBA Sustainability Scholarship, [Danah](#) intended to act as a 'sustainability ambassador' within the MBA programme, focusing on sustainable issues. Her plans for the year included: (1) Gaining as much hands-on experience as possible, through consulting projects or internships related to sustainable business; (2) networking with 'people who are passionate about sustainable business by

attending related classes, club activities and events; and (3) sharing her experience by encouraging more Koreans to be aware of sustainable business practices.

- RSM Alumna Alba Tiley Selected as WEF Global Shaper (March 17)_Alba Tiley (RSM MSc Strategic Management 2010) has been selected by the World Economic Forum as one of its **Global Shapers**: young international leaders between the ages of 20-33 who are exceptional in their potential, their achievements, and their drive to make a contribution to their communities. Alba emphasizes [the value of cross-sector partnerships](#). “Today, I work at DSM managing our flagship partnership with the United Nations World Food Programme which focuses on leveraging DSM’s expertise in nutritious foods with WFP’s unmatched knowledge of beneficiaries, large-scale food aid distribution and government advocacy,” she said. “My passion lies in the relationship between different sectors of society and the impact they can achieve by working together.”
- Playing on Two Chessboards, ERIM Research Seminar (April 1)_The Erasmus University hosted a Research Seminar by Frank den Hond on [his paper](#) *Playing on Two Chessboards: Reputation Effects between Corporate Social Responsibility (CSR) and Corporate Political Activity (CPA)* in Mandeville T10-67. The paper and corresponding research seminar advocate that whereas literature argues that CSR is ‘political’, they neglect the traditional political operations in order to ensure favorable political conditions. Synergies between CSR and corporate political activity (CPA) should be aligned in order to optimize firms’ practices.
- RSM Sustainability Forum 2015 (April 10) More than 220 attendees gathered in the EUR Forumzaal for the [third annual RSM Sustainability Forum](#) on Friday April 10 2015. The Forum was organised by Sustainable RSM with a team including members of STAR, RSM MBA Career Development and the MSc GBSM. It explored the reciprocal relationship between innovation and sustainability in driving new growth for business, and new value for all stakeholders. The event was moderated by RSM Professor Henk Volberda, Director of ERIM Research Centre Inscope and one of Europe’s most-respected academics in the field of innovation, entrepreneurship and competitiveness in business. Professor Volberda welcomed RSM Dean, Professor Steef van de Velde, who opened the Forum.
- Social Fashionistas – The Fashion Clothes Swap (April 28)_The Fashion Clothes Swap was an initiative fueled by the [Erasmus Sustainability Hub](#). The idea behind the initiative is that people can experience the ‘new clothes’ feeling by swapping them with each other instead of purchasing them in retail stores. This way, both the purchasing urge and the world’s need for the effective use and re-use of resources are satisfied.
- Sustainable Leadership and Shared Value Creation – New Research at RSM (April 30)_The Partnerships Resource Centre of RSM, under Academic Director/Founder Professor dr. Rob van Tulder, has brought the research of two academics, Sander Tideman LL.M and drs. Muriel Arts D.M.D, to Rotterdam School of Management. Their field of research is [Sustainable Leadership, Shared Value Creation and Measurement](#). “Leadership development has become an increasingly important concept in large companies over the past 15 years; organisations have realised that leadership development is an actual practice, something you have to do – this comes from the notion that leaders are made and not born,” says Tideman. “At the same time, leading companies have embraced the concept of sustainability and shared value creation. But Muriel and I realised that at business schools’ and in other leadership programmes, there was no real link made between leadership development and sustainability – these courses were done in classrooms where the context of the larger world was often neglected.”

- Film and Debate Night: Fair trade – Close Yet Far Away (May 9) Global Fair Trade Day. In this respect, [Rotterdam Fairtrade](#) organized a theme night. The movie 'Going Fair: Bananas in Peru' premiered and afterwards, Sven Jense lead the debate with local and regional politicians, (sustainable) business representatives, Erasmus University and NGO's on fair trade in Rotterdam and the rest of the world.
- Award-winning RSM Students Lead Climate Change Negotiations (May 29) The 'Best negotiator' prize was awarded to two RSM students. It was the third time in a row that RSM has sent the best negotiators to the Model UNFCCC. 34 Management students from RSM successfully negotiated a [legally-binding agreement for meeting global targets](#) for climate change at the Model UNFCCC. RSM Prof. Dr. Steve Kennedy said, "Our students have been able to achieve something where world leaders have so far failed. Negotiations were tough for the students, yet they were relentless in their efforts to reach consensus and a legally-binding agreement.
- Sustainability Career Panel 2015 (June 2) The [RSM Sustainability Career Panel 2015](#) enabled students to ask alumni who work in the field of sustainability how they can best pursue a sustainable career. Moderator Dorothy Grandia started the event by asking some thought-provoking questions to the panel members, and then a Q&A session allowed the attendees to pose more specific questions. Matthias Narr (Engagement Specialist at Robeco), Alba Tiley (UN Partnerships & Sustainability Manager at DSM), Leen Zevenbergen (Co-Founder & Board Member B Lab), Joost Notenboom (Senior Consultant Climate Change & Sustainability at KPMG) and Timon Vervoorn (Senior Staff Cleantech and Sustainability at EY) were the alumni who took place in the panel.
- Climate Change Negotiation Simulation (June 9) The Erasmus Sustainability Hub organized the [Climate Change Negotiation Simulation](#). Students put themselves in the shoes of Prime Ministers, Presidents, and other decision-making bodies in order to reach a deal on subjects such as climate change refugees, greenhouse gases' emissions, and the Green Climate Fund. The afternoon was completed by a fascinating talk by Dr. Steve Kennedy, Assistant Professor researching corporate sustainability, climate change and sustainability-oriented innovation within the Centre of Corporate Eco-Transformation at Rotterdam School of Management, Erasmus University.
- Damn Food Waste (June 14) [Damn Food Waste](#) is an on-and offline public campaign that aims to reduce food waste. On June 14, a mega lunch was organized in Rotterdam. Soup made out of ingredients that would otherwise have been thrown away was served for free. Over 3000 visitors saved over 1000 kilograms of food.
- RSM MBA Students Successful at One Planet MBA Sustainability Challenge (June 22-23) At a business school competition in the UK, students from the [International Full-time MBA](#) programme at Rotterdam School of Management, Erasmus University (RSM) were runners-up during the final of the [One Planet Sustainability Challenge 2015](#). The One Planet MBA Sustainability Challenge offers teams from international business schools the chance to develop practical solutions to a sustainability issue. The nine teams in the 2015 final – seven from the UK, one from France, and RSM from the Netherlands – were challenged to find a solution for social enterprise [Blue Venture](#) to help the Vezo community of Madagascar to increase its socio-economic state, and to come up with recommendations to empower women in the organisation.
- RSM Graduate Finds Innovative Social Enterprise (July 1) Each year, the [RSM Distinguished Alumni Awards](#) are presented to outstanding alumni from RSM's various former and current English and Dutch programmes who have shown excellence in business, and for their

contribution to society. Alumnus [Stef van Dongen](#) won RSM Distinguished Young Leader Award. Van Dongen, who graduated from RSM's MSc programme in Business-Society Management in 2007, started up social enterprise Enviu, which creates innovations and ventures that address some of the world's large social and environmental issues. Van Dongen also helped kick-start various sustainable innovation and social impact projects. "Stef is an inspirational leader, who founded a very successful enterprise that takes many initiatives worldwide to support entrepreneurial solutions to societal problems in countries such as India, Ghana, and Brazil," says [Prof. Rob van Tulder](#).

- [RSM Net Impact Awarded Gold Standing](#) (July 3) The Graduate Net Impact Chapter of Rotterdam School of Management, Erasmus University (RSM) was awarded Gold standing, a designation bestowed on top chapters, based on achievements in the past year. The RSM Net Impact Club is part of the RSM MBA Student Association which consists of participants of RSM's [International Full-time MBA Programme](#).
- [Social Entrepreneurship Case Leads to Oikos Competition Win](#) (July 13) PhD student [Ona Akemu](#) of Rotterdam School of Management, Erasmus University (RSM) and former RSM Professor [Gail Whiteman](#) won first prize in the social entrepreneurship track of the 12th annual oikos Case Writing Competition for their case *Fairphone: Organising for Sustained Social Impact*. The case, written in collaboration with Tao Yue from RSM's [Case Development Centre](#), examines the emergence of and challenges facing start-up social enterprise [Fairphone](#), based in Amsterdam, the Netherlands.
- [RSM Students Cycle to Help Pacific Islanders](#) (July 18) A [two-day cycling tour](#) through the Netherlands organised by students at Rotterdam School of Management, Erasmus University (RSM) will raise money to preserve the unique but diminishing culture of the population of a volcanic Pacific island. **[The RSM Charity Club has organised the tour for a team of 10 MBA and EMBA students to raise funds for a non-profit organisation helping the Tao, an aboriginal tribe on the Taiwanese island of Lan-yu in the Pacific Ocean.](#)**
- [U.Lab: Transforming Business, Society, and Self – a free online course](#) (August 17) Sustainable RSM and Impact HUB Rotterdam join forces to amplify the benefits of a free online course called [U.Lab: Transforming Business, Society and Self](#). The course involves experiential learning for students and employees. The objective is to put the learner into the driver's seat of innovation and change. The project is intended to be a vehicle for civic engagement and cross-sectoral change; transforming business, society and self.
- [450 Additional Bicycle Parking Spaces](#) (September 1) The University Support Centre announced that half of the car park on the ground floor of the Mandeville Building (T), the building where the Bachelor and Master programmes as well as teaching faculty of RSM are located, will be converted to indoor parking for 450 new bicycle parking spaces before the start of the new school year. A good move to further promote sustainable commuting.
- [Sustainable Architecture: Polak Building Opens](#) (September 1) RSM welcomed its first sustainable building: [Polak Building](#). The interior of the Polak building is made from natural and sustainable materials like oak. The atrium in the building has a glass roof with solar cells. In addition, the building has a sustainable climate control system, optimized insulation, natural ventilation and minimal technical installation.
- [Sustainable Food Discussion](#) (15 September) Transition of our food system and consumer habits are necessary conditions for the realization of a sustainable society. Pinar Coskun, initiator of [Sustainable Food Lab](#), discusses how students can be part of this movement through a living lab,

where together we learn, experiment, design, and execute sustainable food management strategies from a consumer perspective within an urban environment.

- Open Conversation: Careers in Sustainability and CSR (17 September) Global firms are increasingly incorporating Corporate Social Responsibility into their business practices. Rebecca Scholten, Corporate Responsibility Consultant at EY (Ernst and Young), engaged in an open conversation centered on the theme of Corporate Social Responsibility (CSR), discussing career paths for students wishing to pursue careers in Sustainability or CSR.
- Keep it Clean Rotterdam (18 September) At this [annual event](#), almost 5000 inhabitants of Rotterdam voluntarily united to collect litter. In total, they gathered over 5273 kilograms of litter.
- Enhancing Human Rights Protection (18 September) Professor [Cees van Dam](#) gave his [inaugural address](#) titled: "Enhancing human rights protection: A company lawyer's business". Across the globe, there is an increasing focus on the business community's responsibility for the observance of human rights. In 2011, the United Nations Human Rights Council endorsed the UN Guiding Principles on Business and Human Rights, which prescribe what is expected from governments and companies in this respect: governments need to protect citizens against human rights violations by companies, while companies must respect human rights. Van Dam's aim is to contribute to further elaborating and applying the UN Guidelines and, as a result, contribute to creating a peaceful and sustainable society.
- RSM Alumna Receives AACSB's Inaugural Influential Leaders Award (22 September) **Meiny Prins, a Distinguished Alumna from Rotterdam School of Management, Erasmus University (RSM), has been recognised as one of the first 100 AACSB Influential Leaders.** [Meiny Prins](#) is CEO of [Priva BV](#), a world market leader in climate control and process management in the greenhouse horticultural sector, in non-residential buildings and in industry. She graduated from RSM's Parttime Master Bedrijfskunde in 2002, and was elected Dutch business woman of the year in 2009. She was awarded RSM's own Distinguished Alumni Award in 2011. She is a sought-after authority in her field and is considered by the Dutch government to be a leading voice on sustainability issues.
- 'Staying human' is Part of the Leadership Survival Kit (2 October) **Business leadership is currently under scrutiny due to local and international events, so the opportunity to discover what top-level leaders have in their 'leadership survival kits' drew a large audience of business managers, leaders, professionals and students at the seventh annual [RSM Leadership Summit](#) hosted by Rotterdam School of Management, Erasmus University (RSM) on Friday 2 October 2015.** A range of [very human and personal stories](#) demonstrating leadership were shared by Marijn Dekkers of Bayer AG, Dorothee van Vredenburg of NN Group, and Merel van Vroonhoven of AFM.
- Erasmug Launch (October 5) The [Erasmug](#) is an initiative launched by the Erasmus Sustainability Hub. It is a reusable mug and therefore minimizes waste. Several discount deals are available at food and drink establishments on campus when students possess an Erasmug, to also economically incentivize students to minimize their waste.
- Alumnus Vincent Kneefel Returns to RSM (14 October) Alumnus Vincent Kneefel returned to RSM and held a presentation on [Giants of the Caribbean](#) and his work with the United Nations in sustainable development. Vincent currently works for the [United Nations Global Compact](#) in New York as a Corporate Sustainability Expert and helps companies to innovate and lead the way

to a sustainable future. He is co-promoting the recent roll-out of the Sustainable Development Goals.

- Holistic Framework for Business Aims to Boost Ecological Restoration (19 October) In [4 returns, 3 zones, 20 years: a holistic framework for ecological restoration by people and business for next generations](#), Willem Ferwerda, executive fellow at Rotterdam School of Management, Erasmus University (RSM) provides a systemic framework to ensure the productive involvement of both the private and public sector in ecological restoration efforts. This framework creates a general understanding among all stakeholders and builds bridges on ecosystem level. The '4 returns' framework can serve as a practical guideline for everyone working towards creating the restoration industry.
- 8th Max Havelaar Lecture (28 October) The dawn of a new era - Are the Sustainable Development Goals going to deliver? The year 2015 is a pivotal year for sustainable development. A new agenda for inclusive development will be concluded. 2015 highlights the finalization of the Millennium Development Goals (MDGs) and the start-up of the Sustainable Development Goals. The MDGs, to reduce world poverty and hunger by 50% amongst other goals by 2015, were agreed upon by the world community in 2000. At that time many were sceptical about the MDGs and considered them 'goals without means' with the lack of ambition. 15 years have passed and many initiatives have worked on the realization of these ambitions. It is now time for reflection. Have these ambitions been achieved? Which ones did and which ones didn't, and why?
- Farewell Symposium: Gail Whiteman (30 October) A [farewell symposium](#) was held for Professor Gail Whiteman who continues her career trajectory at Lancaster University where she will launch the Pentland Centre for Sustainable Business. Students and staff were offered the possibility to thank Gail for her contribution to research and education on the role of business in sustainability and climate change. RSM academics and regional colleagues were present; collaborating in a seminar addressing the vital nature of sustainability integration in the business school. Students and employees engaged in seminar dialogue and stated a commitment to drive efforts forward from 2016 onwards.
- RSM Associate Professor Frank Wijen Article in Huffington Post (9 November) Sustainable RSM Academic Coordinator, [Dr. Frank Wijen](#) has an article "Trade-offs in the Adoption of Sustainability Standards" in the 9 November Huffington Post Business blog. In the article he asks, "How sustainable is sustainability? Some people might ask this question ironically, drawing attention to the lack of a standard definition of a word. It can mean quite different things to different people in different industry sectors and geographies, and even to people working in the same field but on opposite sides of the fence."
- Rob Zuidwijk Inaugural Address (13 November) [Professor Zuidwijk](#) describes the networks of container transportation, logistics information systems, and sustainable supply chains to convey this message in his inaugural speech 'Are we connected?' Rob Zuidwijk's appointment as Trust Fund Endowed Professor Ports in Global Networks began 1 December 2014. He is endowed professor of 'Ports in Global Networks' at Rotterdam School of Management, Erasmus University, on behalf of the Vereniging Trustfonds EUR. He is also Scientific Director of the Leiden-Delft-Erasmus Centre for Metropolis and Mainport.
- Climate Change Negotiation Simulation (November 17) Thanks to the success of their first edition, the Erasmus Sustainability Hub organized the [second climate change negotiation simulation](#). This second edition had a specific focus on the issues that would be addressed in the

upcoming Paris Climate Change talks, such as greenhouse gases, climate change refugees, the Green Climate Fund.

- RSM Lecturer Wins VIVA400 Award for Innovation Education (17 November) **Researcher [Li An Phoa](#) from Rotterdam School of Management, Erasmus University (RSM) was selected as [the winner of the category 'world improvers'](#) in VIVA400, a competition of 400 enterprising women.** Phoa works on innovating educational systems. "The jury recognised that it's lifework what I do: doing what makes my heart sing and daring to do bold things, like canoeing rivers as protest against mega hydro dams, walking in wilderness areas and living without a home for ten years," she said.
- Guest Lecture: *How Business, Environmental Issues, Economics and Politics Intercept* (18 November) [Professor David W. Cash](#) **discussed ways to integrate clean energy policies, environmental policy, economic growth and innovation. Prof. Cash talked about the intersection of business, environmental issues, economics and politics.** David Cash, an American environmental expert, studied at Yale and Harvard. He has conducted applied research focusing on bridging knowledge and action, and exploring how science and technical information can inform decision-making related to environmental and sustainable development matters.
- GreenEUR Cinema: *SWITCH* (26 November) GreenEUR organized a free screening for sustainability-motivated students of the energy-transition documentary *SWITCH*, a movie that seeks to answer the question of "What is the future of energy?" In the film, geologist Dr. Scott Tinker travels around the world to find out what are the current state of different energy sources, and proposes an overview of how the world's transition into renewable energy will look like. After the screening, a discussion lead by Martijn Dragt (editor of the sustainable energy website [energiebrein.nl](#)) was held.
- Sustainable Winter Fair (15 December) The Erasmus Sustainability Hub organized the [Sustainable Winter Fair](#). There was a contest that awarded the ugliest Christmas sweater with a sustainable goodie bag, and several sustainable stalls with various activities or merchandise.
- RSM Students Explore Digital Inclusiveness for Samsung (16 December) [The challenge, 'Creating Societal Value' with Samsung Electronics](#) **took place earlier this autumn as part of the first core course of the [MSc Global Business and Sustainability](#) at Rotterdam School of Management, Erasmus University (RSM). A project that focused student minds on creating societal value for an international electronics company by addressing youth unemployment, digital inclusiveness and education has produced results that are under consideration for use by the company itself.** Michiel Dijkman, head of Public Affairs & Corporate Social Responsibility for Samsung Electronics in the Benelux countries said: "The creative ideas of the students are very valuable for Samsung's CSR strategy in the Benelux. I am currently verifying their ideas for 2016."
- EMBA Students Fight Food Waste in *The Hague Innovation Contest* (18 December) **Mark Durno and Bart Lutens from the [Executive MBA Class of 2016](#) at Rotterdam School of Management, Erasmus University (RSM) [reached the finals](#) of the student category of The Hague Innovators Contest 2016 with their concept "[EDIBLE](#)".** [EDIBLE](#) is an auction platform for 'unloved food' that will otherwise become waste. [The Hague Innovators Contest](#) is an initiative of the City of The Hague, the Netherlands. The competition encourages organisations, foundations and students to present new ideas about current global challenges, particularly concepts that link disciplines and sectors.

