

2016 Social and Environmental Sustainability Events, Activities, Achievements: Rotterdam School of Management, Erasmus University

- [Cultural Limits to Sustainable Growth](#) (13 January) first Oikos Rotterdam Lecture. The first lecture Oikos Rotterdam lecture was presented by Emeritus Professor Slawomir (Slawek) Magala who taught Cross-cultural Management at Rotterdam School of Management, Erasmus University. Professor Magala focused on critical approaches to management studies and the role of sustainability in business. For some background information on the subject, he encouraged the audience to read [this article](#) in preparation and to maximise the participant experience attendance.
- [Sustainable Fashion Workshop](#) (13 January) As part of the New Fashion Academy at Erasmus University on 13/14 January, the Sustainable Fashion Committee and the New Fashion Society collaborated with Ellen Sillekens, a well-known designer, consultant and researcher in the field of textiles and sustainable fashion in the Netherlands as workshop facilitator. Ellen challenged a full room of student participants to think innovatively on the question, “how can we redefine the textile supply chain to make it more sustainable and what is the value of post-consumer textile waste?” The workshop provided an interactive conclusion with the full group discussing the value of textiles previously regarded as waste and how to remodel a circular and more sustainable fashion supply chain. Students shared realisations that there is no simple solution to sustainable textile production and there are issues that are really difficult to address and quantify, however they also shared innovative ideas for sustainable outcomes during the closing debate.
- [Managing Stakeholders Simulation](#) (13 January) Co-sponsored by the Sustainable RSM [Stimulating Sustainability Teaching Fund](#). The question directed to participants, “Can you effectively manage stakeholders?” Can you successfully deal with diverse and competing interests and find common ground to a problem? RSM Global Business and Sustainability (GBS) Programme students invite students from all RSM MSc programmes to find out in engagement. Invited students from all RSM MSc programmes had an opportunity to “live” a complex multiple stakeholder scenario: a mining project in South America, with inevitably different interests represented with the [Managing Stakeholders Simulation](#).
- [Unloved food app wins innovation prize for EMBA students at RSM](#) (25 January) Students who partnered up during their Executive MBA programme at Rotterdam School of Management, Erasmus University (RSM) won an [innovation competition](#) in The Hague. Mark Durno and Bart Lutens won the student category of The Hague Innovators Challenge 2016, which looked for the best innovative solutions that contribute to international social issues. The two students created a concept app, ‘Edibles’ that will stop food waste by creating a web-based market for food that is about to pass its sell-by date, or looks less than perfect.
- [Social Entrepreneurship Masterclass Kick-Off](#) (March 1) The [Social Entrepreneurship Masterclass](#) is an event designed for the proactive, socially conscious student who strives to make the world a better place. SEM organized inspirational talks with speakers from startups and bigger corporations who promote social causes. Talented students are given the opportunity to develop and realize their own socially relevant concept. Students present their concept in front of a jury of venture capitalists, social entrepreneurs and corporate representatives. The winning team was awarded 500€ as well as the chance to bring their idea to life!

- Warm Sweater Day (February 5) RSM students and employees participated in Erasmus University Rotterdam (EUR) awareness event regarding heat consumption. EUR aims to be the most sustainable university in The Netherlands. Therefore, it hosted the Warm Sweater Day (*Warme Truiendag*) of the larger national awareness day activities; by turning down the central heating by two degrees Celsius (2°C) across the whole campus. Everyone was advised to dress warmly. A warm sweater is an ideal way to stay comfortable all winter long while the university uses 14% less energy than on a normal day with the heat low.
- Sustainable Marketing – Second oikos Rotterdam lecture (18 February) How can sustainable marketing and business models help people realise a desired sustainable lifestyle? Guest speaker, Jan Looman involved participants in an interactive talk on Sustainable Marketing, arguing that traditional marketing approaches are becoming obsolete. Among other things, the discussion positions the ‘attitude-behaviour gap’ in relation to sustainable consumer behaviour. Participants examined several practical examples and findings from recent RSM student sustainable marketing master theses, and engaged in debate on best practices of sustainable marketing examples.
- Major Works in the Field of Corporate Sustainability (22 February) Scholars affiliated with the Alliance for Research on Corporate Sustainability (ARCS) have contributed much of the research that helps to identify the causes and consequences of corporate sustainability efforts, and have recently been instrumental in creating a new series of four edited volumes on Corporate Sustainability for the Sage Public.... Tom Lyon, Dan Diermeier, and Glen Dowell selected the papers to be included, and wrote an Introduction to the series that places the works in context. The series showcases the maturation of research on corporate sustainability, and aims to spark new research to fill in gaps in the literature.” Read the full article here. Rotterdam School of Management, Erasmus University is an active member of ARCS; developing greater understanding of the opportunities and limits of policies and strategies to create sustainable businesses by facilitating rigorous academic research. For further information contact ARCS Board member, RSM Associate Professor Frank Wijen.
- 2.7 million euro environmental grant for Erasmus University (25 February) Erasmus University Rotterdam (EUR) will receive 2.7 million euros for the sustainability of the Woudestein Campus. It is a European grant, which will be spread over three years. Erasmus University is the first European university to receive this type of grant. The university will be using the money to achieve the energy goals of the university. Within four years, energy consumption in comparison with 2005 data will be decreased by one-third. If this goes as planned, then a total of 3,250 tonnes less greenhouse gas will be emitted annually, which is approximately equivalent to the annual emissions of 400 Dutch households.
- I WILL AWARD (3 March) 60 entries competed for the 2016 I WILL Award, worth €15,000. Around 40 came from groups and 20 from individuals, with a mix of submissions from current students, alumni, staff members, faculty and the wider RSM community. Each one of the I WILL Award entries is a plan for an idea full of willpower that has the potential to change society. The final six entries were selected from the 60; and they presented at the I WILL Get in the Ring event on Thursday 3 March in the Erasmus Paviljoen at Rotterdam School of Management, Erasmus University (RSM). The I WILL Award is a competition organised every other year by RSM’s goal-setting and forward-thinking initiative, I WILL. It recognized and celebrates ambition, and the jury wanted ideas that have potential to become inspirational and serve as an example for the rest of the world. They can be plans that

come from the worlds of academia, business, media, sports or public services, but they must have the potential to make a tangible impact in a society or community.

- [Sustainable Food Lab](#) (3 March) Pinar Coskun, manager of Erasmus University Rotterdam's Sustainable Food Lab (SFL@EUR) works together with students and visitors to develop food solutions. "We challenge the system and change the food sector," she said, "We're inspiring people and each other while cooking together with low CO2. We'll make it happy, healthy and sustainable for the world," said Coskun. "If 25,000 students do this, we'll make a huge impact." Sustainable Food Lab will collaborate with universities across Europe. Coskun said new students join with fresh ideas every year, and become active designers of future food. "Their contributions will be used as input for formulating sustainable food management strategies." The SFL@EUR manager competed in this year's [I Will Award competition](#) to help spread awareness of the Lab opening in August 2017. Sustainable RSM has been instrumental in the business model development and driving the creation of the Lab in the Mandeville Building in 2017. Sustainable RSM is coordinating research projects with the lead of various RSM academic programmes to roll-out incrementally with the opening of the SFL@EUR.
- [Saskia Bayerl appointed Associate Dean for Diversity](#) (March 21) Dr Saskia Bayerl, Associate Professor at the Department of Organisation and Personnel Management at Rotterdam School of Management, Erasmus University (RSM) has been appointed as Associate Dean for Diversity. Her two-year appointment will support the implementation of recommendations resulting from a report issued earlier this year by a diversity task force at RSM. [Dr Bayerl](#) will monitor the success of diversity measures implemented at RSM, give advice to the school's Executive Board, the academic department chairs, directors of administrative departments, and the Promotions and Tenure committee, and will liaise with diversity bodies inside and outside the university. She will also produce an annual progress report. This is a positive move for driving a sustainable workforce, gender equality and inclusion of all.
- [Better and Greener Fashion Night](#) (March 10) The sustainable RSM Fashion committee engaged students in an evening programme, "[Pioneers in Fashion: Better and Greener](#)" at het Nieuwe Instituut. The event began with various presentations that addressed strategies to make the fashion world better and greener: from local textile production, to creative recycling, back to new ways of sales and public relations. In collaboration with Annemieke Koster (Enschede Textielstad), fashion designers Conny Groenewegen, Barbara Langendijk, Martijn van Strien, and Anna Telcs (Not Just A Label). After the presentations, a discussion between the speakers and the public commenced in order to collectively establish an action list to realize better and greener fashion. The evening programme was part of the '[What's next? The Future of the Fashion Industry](#)' symposium.
- [Combining Sustainability and Global Success](#) – third oikos Rotterdam lecture (March 15) Richard ter Steege, who played a key role in Interface's transformation from a conventional business model to a sustainable one, spoke at the third edition of the [oikos Sustainability Lecture Series](#). Mr. Steege shed light on the innovative solutions that Interface has implemented, the challenges they faced on their mission for sustainability and why it is profitable for a company to make this kind of a shift.
- [Erasmus Sustainability Days](#) (22, 23, 24 March) Together with five student organizations, part of Erasmus Involved, namely Enactus EUR, GreenEUR, Solve Consulting, The Kembé Foundation and CEMS Club Rotterdam; and powered by Vandebbron, the [Erasmus Sustainability Days](#) ambition was to raise awareness about the value of sustainability in business. The Opening Ceremony hosted former Prime Minister Jan Peter Balkenende. Subsequently, Michiel Dijkman, known to be the Head of

Corporate Affairs at Samsung Electronics Benelux, gave a speech about sustainability and how it has become a vital core competency of Samsung. After the Opening Ceremony, different lectures, workshops and case competitions were held by the partnering organizations and their respective participating companies. Specifically, the companies brought executives and guest speakers to present a seminar about the company, and talk about how they've placed sustainability in their mission, vision and strategy. To close the event, a panel discussion about circular economy. Students had the unique opportunity to take part in the debate hosted by 4 guest speakers where they shall share their knowledge about circular economy and how it has finally become a practice.

- [Sustainable Energy Lecture](#) (March 23) During this two hour session Yuri Callebout, marketing manager Benelux at Royal Philips inspired students with Philips' vision on sustainable LED lighting: circular and connected lighting. In addition, Ensys Rotterdam presented their core business, talk about solar energy market and how to combine this with social entrepreneurship. During this session you will get to know more about the solar energy & LED lighting market as well as social entrepreneurship. Twenty motivated students were offered the opportunity to participate in a business case with Ensys Rotterdam in April 2016.
- [Clinton Global Initiative -CGI](#) (1-3 April) RSM International Business Administration (IBA) students Elias Kock, Lilith van der Hulst, and Tonie van der Giessen, Moritz Trapp, and Antonio Malatesta represent [team OrganoBike](#) and were selected to participate in the [Clinton Global Initiative](#) at the University of California, Berkeley. Undergraduate and graduate students from around the world gather annually to discuss and begin implementing projects in one of five focus areas: Education, Environment and Climate Change, Poverty Alleviation, Peace and Human Rights, and Public Health. The [OrganoBike team](#) committed to create an organic produce delivery service to reduce unemployment of young people in the Netherlands. Troubled youth often face difficulty in securing employment due to inability to present previous job experience; the bicycle delivery service will provide tangible experience and thus assimilate young people into the job market.
- [CEMS V4 Conference 2016](#) (April 20-22) The conference combined theory and practice: through the involvement of global corporations present in the region, the V4 Conference elaborated on how the academic concept of disruptive innovation is done in real life. The conference combined two topics of strategic management: innovation processes of large companies and Prof. C.M. Christensen's concept of disruptive innovation.
- ["The True Cost" documentary](#) (April 6) the Sustainable Fashion Committee hosted the film "The True Cost" in collaboration with EUR SG Erasmus. The [True Cost documentary](#) is a story about the clothes we wear, the people who make them and the impact it's having on our world. Dr Mariangela Lavanga provided an introduction and afterwards, there was an open discussion on the need of a more fair way to pay for clothing and changes in manufacturing them.
- [RSM's partnerships experts share knowledge at Toronto conference](#) (April 11) Academics and researchers from the [Partnerships Resource Centre](#) (PrC) at Rotterdam School of Management, Erasmus University (RSM) travelled to Toronto, Ontario to share their knowledge of effective partnerships and introduce their intellectual concept developed at RSM, at the international symposium for [Cross-Sector Partnerships for Systemic Change](#) (CSSI 2016) conference. The CSSI conference brings together researchers and practitioners to better understand how business, government, and civil society interact to address social problems. The PrC, a specialist research centre

at RSM, collects and shares information about selecting appropriate partnerships and increasing their efficiency, impact and effectiveness.

- KPMG-RSM sustainability award for cross-sector coffee partnerships thesis (April 15) MSc graduate [Tirza Voss](#) from Rotterdam School of Management, Erasmus University (RSM) won the annual KPMG-RSM Sustainability Master Thesis Award 2016 for her research into coffee farming partnerships. She was presented with the Award at the RSM Sustainability Forum at the Rotterdam Science Tower on Friday 15 April 2016. The runner-up was Nadine Kooiker's master thesis about sustainable business education. The annual KPMG-RSM Sustainability Master Thesis Award recognises the best thesis from RSM's MSc students; winners of the award demonstrate academic excellence, and their theses contribute to business and society by addressing an important current issue. KPMG provides the winner with a cash prize of €1,000; the runner-up receives €500.
- RSM Sustainability Forum 2016 (April 22) The event theme, 'The Social Face of Sustainability', attracted around 200 executives and students to the Erasmus Centre for Entrepreneurship in the Rotterdam Science Tower, and took a closer look at the social aspect of sustainable business, one of the three factors that define sustainability. Participants explored what constitutes the social face of sustainable business and the business case for endorsing it during presentations led by practitioners from a variety of international organisations including Samsung, Enviu, Except, ABN AMRO, Ahold, EY (Ernst & Young), Delta Lloyd and Robeco. The event was moderated by Muriel Arts, co-founder and director of the Flow Foundation. Investing in the social aspect of sustainability is less about philanthropy than it is a solid business case for companies. "Consumers are demanding sustainable products," said Truus Huisman, vice-president of sustainable business and communications for Unilever Europe. "But for a company to achieve its sustainability goals it needs all three pillars in place: the economic, the environmental, and the social." Huisman's comments were part of her keynote address at the RSM Sustainability Forum 2016 hosted by Rotterdam School of Management, Erasmus University (RSM) and presented by sustainable RSM and MSC GBS STAR.
- Integrated Waste Management Research (April 22) sustainable RSM committee member, [Nele Rosenstock](#) engaged in a year-long research project using Erasmus University as subject to explore the current situation of waste streams and waste management on campus. She participated in a pilot project in which highly motivated students are invited to engage in a project of their choice with general support and consultation from select academic and administrative staff. Nele benchmarked Dutch universities waste systems, engaged in interviews, collected student input and presented a full report to the PFO committee of the University Council. Her final request, drive policy and action points for an integrated waste system on campus.
- 1.5 million euro investment for RSM vertical farming entrepreneur (April 28) GrowX, an organisation focusing on enabling the growing of fresh food in Amsterdam, has received a €1.5 million investment to set up 'vertical farms' for growing food in cities. GrowX was co-founded by [John Apesos, an MBA alumnus](#) from Rotterdam School of Management, Erasmus University (RSM). The investment comes from the Amsterdam Climate & Energy Fund (AKEF), the City of Amsterdam's sustainable investment fund, and the National Groenfonds, which promotes the development, management and conservation of nature and landscape in the Netherlands.

- [Model UNFCCC](#) (May 12-13) Rotterdam School of Management, Erasmus University (RSM) hosted the [2016 Model United Nations climate change negotiations](#) (known as Model UNFCCC). Select students from MSc International Management/CEMS and MSc Global Business & Sustainability programmes of RSM took part in the event for 120 students across eight leading CEMS universities. They have simultaneously participated in the 2016 edition of the Climate Change Strategy Role Play course which culminated in this simulation event in Rotterdam. Sustainable RSM agrees that we need to address the relevance of climate change in this international business environment. This is the time to educate tomorrow's business leaders in the science, evolving policy and vital role of business. We are an essential part of the solution. Therefore, sustainable RSM was delighted to be one of the sponsors of this important event; providing funding from our [Stimulating Sustainability Teaching Fund](#).
- [RSM Sustainability Career Panel](#) (May 17) Five RSM graduates of MSc and MBA programmes; Tim Vervoorn, Aouatif Tawik, John Apesos, Yeiji Park and Alex Daley returned to campus prepared to answer questions about career paths in sustainability. A wonderful dialogue between panel guests and audience participants made it quickly apparent that a career in sustainability can be accessed through many different entry points. Students were encouraged to continue seeking the wisdom and experience of RSM alumni; helping one another pave the way to a sustainable future. Important take-aways: (1) make connections and be active with the RSM Alumni Office, (2) get involved in co-curricular projects and experiential learning activities like those offered by sustainable RSM; building literacy and equipping a toolbox for a career in sustainability ahead.
- [UN Agenda 2030 Talk](#) (May 17) Erasmus Sustainability Hub organized a talk by United Nations Policy Analyst Mr. Sangramsingh Rane, an alumnus of the prestigious London School of Economics. Mr. Rane works as the Policy Analyst for the Executive Office of the Secretary General of the United Nations. He provided a short talk on the UN Agenda 2030 and the importance of the Sustainable Development Goals that rolled out globally in 2015.
- [Erasmus Energy Forum 2016](#) (18, 19 May) This year's forum explored beyond the technology, the dreaming and debate about the future energy landscape. Speakers and participants at the two-day [Erasmus Energy Forum](#) event in Rotterdam were calling for action and implementation of digital technologies in the transition to renewable and sustainable energy sources. The event was hosted by the Erasmus Centre for Future Energy Business (ECFEB), based at Rotterdam School of Management, Erasmus University (RSM), and took place in May 2016. A common theme from many speakers was a call for openness and sharing of information. It's time to accelerate the energy transition, they said; to set up a definitive course and lay out the challenges facing industry sectors after the first-ever universal, legally binding global climate deal at the Paris climate conference (COP21) in December 2015. Investors and the finance sector are now influencing the future energy landscape and forcing others to look ahead at how the transition will actually happen, because it will no doubt affect national economies, GDPs and the competitiveness of nations and continents.
- [Two winners of Erasmus Energy Business Award](#) (May 19) Two innovative businesses were chosen to receive the [2016 Erasmus Energy Business Award](#), for the best and most innovative sustainable business idea. Usually only one award is given. Judges considered two of the three shortlisted concepts equally excellent; both met their strict criteria and both deserved to win, they said. The two winners were: Geospin Smart Cities and Industries SCI Research Group's big data analytics for

optimising the prediction of mobility and energy demands Blue Motion Energy BV's turbines that improve on the efficiency of power-generating marine current turbines by up to 70 per cent.

- Ready for Change Conference (19 May) Specialist researchers at The Partnerships Resource Centre (PrC) have contributed to a publication about Dutch and EU development policies that were central to discussions at the ['Ready for Change' conference](#) in Amsterdam on 19 May. The conference had at its agenda putting into action the Sustainable Development Goals (SDGs) that were agreed by world leaders in Paris in September 2015. Implementation of these goals, which cover a broad agenda, requires a collective effort by governments, research institutions, the private sector and civil society organisations. The goals include addressing poverty, hunger, food security, sustainable agriculture, education and gender equality, among others. The researchers, based at Rotterdam School of Management, Erasmus University (RSM) specialise in collecting and sharing information about selecting appropriate partnerships and increasing their efficiency, impact and effectiveness.
- Shared Value Creation exclusive seminar by Harvard professor Michael Porter (20 May) Around 200 business professionals, alumni and students from Rotterdam School of Management, Erasmus University (RSM) explored shared value creation with [Professor Michael Porter](#) on Friday 20 May. The world-leading economist and strategist from Harvard Business School came to Rotterdam to lead an exclusive seminar exploring how organisations can tackle societal problems through profitable business models. The event took place at the Van Nelle Fabriek in Rotterdam, and was co-organised by RSM and Focus Conferences. Read the [full report here](#).
- RSM master student's essay wins invitation to international symposium (June 13) An invitation to an all-expenses-paid three-day international symposium on economic growth in Switzerland was the prize for master student and Sustainable RSM member Anuj Narayanan Kannankutty for his essay on alternatives to economic growth. It was one of the 100 essays chosen from 900 submitted to the [St. Gallen Wings of Excellence Award](#), a global competition for students at graduate and postgraduate level. Anuj, from the MSc Business Administration Master in Management programme at RSM, attended the Leaders of Tomorrow symposium at the University of St. Gallen (HSG). The event is billed as 'the world's premier opportunity for intergenerational debates' and he heard speakers from business, academia, NGOs and politics on the subject of 'Economic growth'. Click [here](#) for the full article.
- Andy Moniz PhD Thesis Defence (16 June) "Text Analysis puts investment value on corporate social behavior": Information about a company's intangible assets like corporate culture, reputation and environmental sustainability is highly sought after by equity investors, but is rarely found in financial reports. [PhD candidate Andy Moniz](#) from Rotterdam School of Management, Erasmus University (RSM) has developed a method to scan online texts for clues about the risks and opportunities of a company's corporate social behaviour. This is important to analysts and investors, because this behaviour helps predict a company's future results, he found. Andy Moniz defended his thesis on 16 June. Drawing from his own experience as an equity investor, PhD researcher Andy Moniz says that actionable information about a company's social behaviour is usually hard to gather and process. Companies' sustainability reports, if published at all, often serve a mostly symbolic purpose. In practice, they contain little factual or specific information that might help financial analysts and investors with their assessments of a firm's future performance.

- MSc Commissioned research project (28 June) Effects of the hotly debated Transatlantic Trade and Investment Partnership (TTIP) proposal are Europe-wide. But what will they mean in particular for the busy port city of Rotterdam? Students from Rotterdam School of Management, Erasmus University (RSM) were commissioned to research opinions and perceptions on the proposed EU-US trade agreement and to present their findings to members and relations of the American Chamber of Commerce in the Netherlands and Deltalinqs – the association of Port entrepreneurs – at the World Port Center in Rotterdam. RSM’s consultancy team, comprising students from the MScBA Master in Management programme presented their findings on [What Can TTIP Mean for the Rotterdam Business Community?](#) The international team of students, Monika Nikolova, Nele-Frederike Rosenstock, Louisa Völker, Boyang Li, Phuong Hoan Le and Pietro Maria Colombari spent five months researching what TTIP could mean for the Rotterdam business community.
- Values-Based Leadership programme helps managers inspire engagement (July 6) Rotterdam School of Management, Erasmus University (RSM) introduced a new two-day [Values-Based Leadership programme](#) for executives; bringing people closer to each other and to the organisation’s objectives. The programme was designed to help managers create a shared sense of purpose to inspire employees’ ownership of the company’s mission, vision, and strategy, helping their organisation stay on track. Values-based leadership also reduces employees’ temptation to act unethically and decrease their resistance to change, which creates employee engagement and commitment to the organisation. A committed workforce delivering higher-quality work is more creative and innovative, and open to changes consistent with the organisation’s shared purpose. The first run of the Values-Based Leadership programme series started on Wednesday 6 July 2016.
- Sustainable Cities Conference (12-13 July) The conference with 2016 theme: [‘Learning and Networking for the Cities of Tomorrow’](#) was hosted by the Institute for Housing and Urban Development Studies (IHS); the Dutch Research Institute for Transitions (DRIFT); and Rotterdam School of Management, Erasmus University (RSM) on the Woudestein campus. The aim of the event was to connect and engage educators, students, researchers, cities’ associations, urban practitioners, and future city makers in meaningful and dynamic discussions on the topic of sustainability in cities. The conference is supported by the SUSTAIN Project which aims to promote sustainable urban development in higher education and to stimulate cooperation between European and Asian higher education institutes.
- RSM’s Partnerships Research Centre (PRC) wicked problems solutions at EUR Honours Academy (12 July) Students of [Erasmus University’s Honours Academy programme](#) joined a creative brainstorming session about including sustainability in their curriculum, and in the university in general. Students were challenged to act out various stakeholder roles and engage in a dialogue so that different interests could be addressed. The event was organised by the Partnerships Research Centre (PrC) at Rotterdam School of Management, Erasmus University (RSM). As part of their programme, the students were invited to the Wicked Problems Plaza (WPP) in The Hague, a concept created by PrC at RSM and the New World Campus. This facilitated multi-stakeholder dialogue enables a diverse group of stakeholders to discuss a wicked problem – a problem that’s difficult or impossible to solve because of incomplete, contradictory or changing requirements.
- Sustainable Business Models (15 July) 20 students from various master and bachelor programmes at Rotterdam School of Management, Erasmus University (RSM), Erasmus School of Economics and Delft University of Technology worked with Rabobank to find [sustainable shared value solutions for organisations](#) such as Thermae 2000, Bravis Hospital and Van Uden. The seven-week tailor-made

course combined education, practice and competition, and challenged student teams to think about how companies can improve their value creation and social, ecological and economical impact. The Rabobank Sustainability Case was organised by RSM and Dutch multinational banking and financial services company Rabobank to create awareness for and co-operation between business, leadership and universities to create shared value, a way of doing business which creates value for business and society. The project concluded with team presentations.

- [Building the social enterprise sector](#) (20 July) The reality of building and sustaining innovative businesses – and working with investors – were tackled in an intensive seven-day workshop for MBA candidates at Rotterdam School of Management, Erasmus University (RSM) in July. The workshop is a result of a partnership between RSM and Impact Business Leaders (IBL), a company dedicated to building the social enterprise sector. The '[IBL@RSM: Sustainability & Social Enterprise](#)' programme provides career counselling, familiarisation with the social enterprise and sustainable business sector, and career opportunities for professionals who want to move into social enterprise, impact investing, or sustainable business.
- [RSM Discovery Research Podcast debut](#) (16 August) Business professionals can now download podcasts to stay up-to-date with the latest management research from Rotterdam School of Management, Erasmus University (RSM). They can tune in and listen at any time of the day, wherever they are, with their preferred podcast player. [RSM Discovery](#) is an online research portal that makes it easier for businesses to get hold of – and understand – useful new research in all areas of management, including marketing, finance, operations, organisation and strategy. In the platform's short videos and management articles, RSM's world-class faculty members explain the practical implications of their latest research.
- [Sustainability Award for RSM Distinguished alumnus](#) (6 September) Feike Sijbesma, distinguished alumnus of Rotterdam School of Management, Erasmus University (RSM), and CEO and chairman of the managing board of DSM has received the "[Duurzaam Lintje](#)' ([Sustainable Ribbon](#)) award for his role combining business with care for society and the planet. The jury of the award praised Feike Sijbesma for advancing the belief that companies have the responsibility to play a greater role in returning benefit to society. DSM provided assistance to the ASVO School in Amsterdam with the installation of solar panels on the roof of the school.
- [PhD Defence- Lonneke Roza](#) (8 September) In her dissertation 'Employee Engagement In Corporate Social Responsibility; A collection of essays', [Lonneke Roza](#) addresses three main research areas. First, it investigates who engages in CSR and to what extent they differ from those who are privately involved and those who are unengaged in social initiatives. Secondly, this dissertation reveals the barriers for those who refrain from such behavior and how organizations can take measures to lower these barriers, and consequently increase engagement rates. The third part of the dissertation takes multi-level perspectives on the outcomes of employee engagement in CSR, both from a business and NPO perspective. Her supervisor was [Prof. Lucas Meijjs](#).
- [Solving global wicked problems](#) (12 September) The RSM Partnerships Resource Centre offered a strategy to address wicked problems and how to get stakeholders to interact in a new, free publication [Wicked Problems Plaza: Principles and Practices for Effective Multi-Stakeholder Dialogue](#). The free download elaborates on four basic dimensions of the approach developed by The Partnerships Resource Centre (PrC) at Rotterdam School of Management, Erasmus University (RSM). In the book, recommendations for facilitating a novel and structured dialogue between stakeholders from different backgrounds and for generating creative and realistic ideas include new approaches to

wicked problems to address complexity, at the same time as paying attention to unintended and indirect effects.

- [RSM Distinguished Alumni Awards 2016](#) (7 October) Three members of the 30,000-strong global alumni network from Rotterdam School of Management, Erasmus University (RSM) have been honoured with [RSM Distinguished Alumni Awards](#) at the RSM Leadership Summit 2016 on Friday 7 October in Rotterdam's historic Van Nelle Fabriek. Each year, RSM Distinguished Alumni Awards are presented to outstanding RSM alumni who have shown excellence in business, and for their contribution to society. This year, three recipients were recognised for business achievement, entrepreneurial spirit and social impact respectively. They were chosen by the RSM community from a shortlist of nine nominees exemplifying leadership and RSM's values, and represent its breadth and diversity. Recipient of the Business Achievement Award: Christine Lim (International Full-time MBA 2010). Recipient of the Entrepreneurial Spirit Award: Roos de Wit-Goedhart (Executive MBA 2009, MSc BA Business Society Management 2003 and Bedrijfswetenschappen doctoraal BSM, 2003). Recipient of the Social Impact Award: Debby van der Schuit (MSc International Management/CEMS 2010).
- [RSM Leadership Summit 2016](#) (7 October) Ideas, experience, research and inspiration for creating an inclusive community in businesses and organisations came out of the [2016 RSM Leadership Summit](#). They were delivered by an international fashion CEO, by academics who gave their observations from research, and by a satirist who used engaging humour to show the necessity for trust. And why is it important? The concept of inclusiveness and a 'we' culture can improve the productivity and opportunities of success for all kinds of organisations. [Go to this page](#) for the reports, photos and videos of all the presentations, break-out sessions, debates and networking.
- [Sustainable RSM Committees](#) (12 October) Members of the Sustainable RSM 2016-2017 committees at Rotterdam School of Management, Erasmus University (RSM) engaged in a team ice-breaker event. During this Sustainable RSM [autumn leadership meeting](#), the 32 new committee members got better acquainted with team members and were introduced to all sustainable RSM committees. Participants discussed focal points of committee work in either research or event-design projects along with common agenda-setting for the year. Read more about [the 2016-2017 committees](#).
- [Corporate Knights 2016 Better World MBA ranking](#), (13 October) the only major global ranking to evaluate graduate business programmes on their integration of sustainability into the education of future business leaders. Rotterdam School of Management, Erasmus University (RSM) is ranked 7th this year, coming from a 33rd position in 2015, and offers four MBA programmes. The [Better World MBA ranking](#) evaluates the top 100 programmes on the 2016 FT Global MBA ranking, and invites all other accredited (AMBA, AACSB, EQUIS) programmes to opt-in. Compared to traditional MBA rankings, this ranking is designed to help students and corporate leaders identify programmes that have the infrastructure to support sustainability skills and knowledge. This year, media and research company Corporate Knights evaluated 123 programmes. "Business schools have a major role to play in preparing the leaders of the future to solve the people-planet-prosperity equation. We are pleased to see an increasing number of business schools stepping up to the plate on this front and look forward to continued progress," said Toby Heaps, CEO of Corporate Knights.
- [RSM's Willem Ferwerda ranked #1 in Trouw Sustainable 100](#) (14 October) Ecologist Willem Ferwerda, RSM Executive Fellow Business and Ecosystems at Rotterdam School of Management, Erasmus University (RSM), [leads this year's list](#) of sustainable doers and thinkers in the Netherlands, in the annual Duurzame 100 (Sustainable 100) ranking developed by Dutch newspaper Trouw. Ferwerda

received the top prize for work achieved by Common Land, an organisation he co-founded and directs. The Trouw Duurzame 100 jury, a panel of 12 independent sustainability advocates and practitioners, were impressed with the comprehensive yet practical approach taken by Common Land, which aims to restore the environment, soil and agriculture in large areas that are becoming uninhabitable.

- [Erasmus Social Entrepreneurship Challenge](#) (October 14 and 21) Erasmus University presented the [Social Entrepreneurship Challenge](#)! Erasmus University joined the Clinton Global Initiative (CGI) consortium of colleges & universities. The initiative's aim is to support, mentor & provide funding to ideas of social student entrepreneurs. CGI was founded in 2008 and is active in over 145 countries and 875 schools around the world. Be part of the social movement and submit your business plan now! The focus areas are: Education, Environment and Climate Change, Peace and Human Rights, and Poverty Alleviation and Public Health.
- [RSM Distinguished Alumnus ranked #7 in Trouw Sustainable 100](#) (14 October) Global tax on carbon. [Feike Sijbesma](#) is CEO and chairman of the managing board of DSM. As an RSM distinguished alumnus and recent recipient of the Duurzaam Lintje (Sustainable Ribbon), Sijbesma has further improved his sustainability credentials with his ranking of seventh place in the Trouw 100. Sijbesma was recognised for having taken the lead internationally to introduce a global tax on carbon, a particularly significant accomplishment as a leader of the international business community. He believes that companies, governments and consumers will make different choices if a 'fair' price is inclusive of environmental externalities.
- [Max Havelaar Lecture](#) (2 November) Business and Inclusive Development' was the theme of this year's annual [Max Havelaar lecture](#), hosted by the Partnerships Resource Centre at Rotterdam School of Management, Erasmus University (RSM), together with Max Havelaar and Young & Fair. The keynote presentation was delivered by Pavan Sukhdev, the world-renowned environmental economist whose fields of study include the green economy and international finance, and Joseph Ogutu, Director of Strategy & Innovation at Safaricom, a leading mobile network provider, well-known for making financial services accessible to low-income households in Kenya.
- [MSc GBS Alumni Reunion](#) (2 November) Alumni from the [sustainability management](#) master programme at Rotterdam School of Management, Erasmus University (RSM) returned to campus in early November to share their professional and personal journey after graduating from RSM. The event was attended by about 25 [RSM alumni](#) and staff members. The alumni were from RSM's [MSc Global Business & Sustainability](#) programme (GBS), formerly known as the MSc in Global Business & Stakeholder Management. [Heleen Westerman](#) (alumna 2000) and [Lonneke Roza](#) (alumna 2009) told their fellow alumni about where their careers had led them since completing their master studies at RSM.
- [Dies Natalis](#) (7 and 8 November) Erasmus University Rotterdam's doctorate board awarded two eminent scholars with an honorary doctorate at the university's 103rd dies natalis (anniversary) on 8 November 2016. The American scientists John R. Hauser and Dan Ariely each received an Honorary Doctorate during the ceremony, with 'Consumer Behaviour in the Digital Economy' being the central theme. [Professor Dan Ariely](#) was chosen by Rotterdam School of Management, Erasmus University (RSM) for his impact and valorisation of research on consumer decision-making. A unique business seminar about dishonest behaviour in business, led by Professor Ariely, kicked-off the Dies Natalis programme. How do consumers behave in this age of digitalization? How can we translate customer

insights into new products and services? And does the 'homo economicus' actually exist? Read the [full report here](#).

- [Entrepreneurship Summit](#) (17 November) Big companies and start-ups met and discussed how to better work together on each other's future, with partnerships and investments at the [How To Get There Summit](#). The event was organised by the Erasmus Centre for Entrepreneurship (ECE). This year's entrepreneurship summit's theme was 'Innovate faster together' in The Hague. During 44 [How To sessions](#), 99 speakers from Dutch corporations across sectors discussed with 1,500 innovation professionals how people and organisations can innovate faster when working together. Professionals from companies including DSM, Nationale Politie, Ahold, Shell, USG, NRC and Vopak shared their expertise, success stories and failures. More information about the summit can be found [in this article](#).
- [Scale-Up Dashboard 2016](#) (26 November) After several years of decline, the number of fast-growing companies in the Netherlands is on the rise. What's more, there is substantial growth in the number of start-up companies that can evolve into scale-ups. These are the latest findings of the [Scale-Up Dashboard 2016](#) at Rotterdam School of Management, Erasmus University (RSM) and the Erasmus Centre for Entrepreneurship (ECE). The Scale-Up Dashboard is an annual study of fast-growing companies in the Netherlands carried out under the leadership of [Justin Jansen](#), Professor of Corporate Entrepreneurship at RSM. A fast-growing company, or scale-up, is a company with at least 10 employees that has grown by at least 20 per cent per year over a three-year period.
- [MSc Marketing students meet sustainable enterprise](#) (21 November) Students from the [MSc in Marketing Management](#) at Rotterdam School of Management, Erasmus University (RSM) gathered for a mini-conference about sustainability. The master students engaged with local enterprises on a diverse range of sustainable projects. In four highly interactive workshops at Uit Je Eigen Stad, the students responded with marketing solutions for the four local enterprises. The 180 [RSM students](#) learned how exciting business opportunities emerge from [sustainability](#) issues and discovered new perspectives about some of the pioneering work in the area of sustainability in the Rotterdam region. They dealt with live cases and provided contributions on matters impacting business, the environment and society. "This was an amazing workshop to understand how marketing is essential to everything, including the creation of a sustainable world," said MSc Marketing Management student Thomas McKinlay. The full-day event was funded by a [Stimulating Sustainability Teaching Fund](#) grant from Sustainable RSM and contributions from RSM's [Department of Marketing Management](#). RSM Professor [Stefano Puntoni](#), who co-ordinated the conference, said sustainability is key in reshaping the field of marketing. "We need to train the next generation of marketing professionals about the importance of thinking carefully about resources and the environment," he said.
- [Frontiers in Global Business & Sustainability](#) (Series: 30 November 2016 & 18 January, 8 February 2017) RSM offers current students, alumni and the community at large the best in continued learning through three state-of-the-art masterclasses about Global Business & Sustainability. Each masterclass will blend theory and practical insight about a topical issue, as our faculty members team up with leading practitioners to deliver a series of unique evening masterclasses. These sessions will not only broaden knowledge on the latest developments in global business and sustainability, they will also serve as an opportunity for participants to share experiences and network. The topics of the three sessions are: 'Corporate Social Responsibility: DIY or Coproduction', 'Why Good People do bad things and how you can influence this', and lastly, 'Leading and making change through effective communication'. For details on the series, please go to [the website](#).