MAKE SUSTAINABILITY THE NEW NORMAL!

SHARING INFORMATION ON PROGRESS 2018-2019

DR. JUERGEN MEYER ENDOWED CHAIR FOR INTERNATIONAL BUSINESS ETHICS AND CSR
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### WISE ANNUAL REPORT 2018

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In August 2016 the third international conference on CSR, sustainability, ethics and governance took place in Cologne which is among the largest international CSR conferences held in Germany. It led to the founding of the “Center for Advanced Sustainable Management” (CASM) at Cologne Business School. CASM offers students, researchers and company representatives the opportunity to exchange knowledge regarding sustainable management and to learn from each other. Sustainable management forms a major component of our curriculum and enables students to recognize challenges and opportunities. This development helps us to integrate CSR into companies’ strategies into a “new normal”.

CASM organizes diverse events in order to connect scientific work and practice. Business Projects in cooperation with companies allow our students to work on precise questions on sustainable management posed by these companies. “Executive Masterclasses” enable discussions among students, university staff and company representatives about their sustainability strategies. During our “Sustainability Days” our CSR student team presents themselves to eager students and enterprises – just to name a few of the numerous activities our CASM organizes and not to reveal too much that you can look forward to reading in this report! I would also like to address a few words of thanks to the Dr. Jürgen Meyer Foundation, which has supported us for many years and thereby has offered us a platform to realize these great ideas. I would also like to say thank you to my colleague Prof. Dr. René Schmidpeter and his team who have worked hard – with dedication, endurance and creativity – to realize our vision to successfully implement sustainability as an integral part of a corporate management approach.

Our CASM offers CBS employees a platform to work academically in the form of publishing articles, editing, or contributing to numerous conferences. At this point, I want to thank our entire teaching staff. We worked vigorously together in order to establish this sustainable approach within CBS, Germany and even internationally. I am convinced that we are able to accomplish our next vision, the implementation of an “International Institute for Sustainable Management”.

Our CBS-vision declares: “We develop our students to competent and responsible decision-makers who take their role within society seriously and find solutions for economic problems of our time. CBS is considered a pioneer for a new management approach.” Let us work together to realize this vision!
Why do we need a Center for Advanced Sustainable Management (CASM)?
Only if we have a clear answer on this is worth the effort to found a new center. For a long time CSR and Sustainable Management have been only side issues or add-on topics in the field of business administration and management. Sustainability had been considered somehow important but never really reached the core of management. Businesses have mainly followed a defensive approach directed to Compliance and Sponsoring. However, time seems to be changing right now: Global issues such as climate change or limited resources as well as mega trends such as digitalization are leading to substantial transformation of markets and disruption of classical business models. Thus, the question how to manage an enterprise sustainably becomes crucial for the survival of business. It is not about managing sustainability as add on anymore, but about sustainable management of the whole company. To contribute to this development needs courageous people and business leaders the lead the path. CASM aims to contribute to this development by education young professionals, creating knowledge and bringing together people believing in the mind set of sustainable management.
This management paradigm is not only affecting how we define the relationship between business and society but changes the way how we conduct business in the 21st century. Finding new strategies, processes and instruments for this paradigm shift is the core of CASM. We believe that business and academia have to rethink how business works in order to educate the leaders of the future.
What seems like a simple question at the beginning turns out to be a new vision of management education. This vision has been the key for building up a motivated team of young researchers and motivated lectures, finding innovative partners around the world and thus generating impact on academia, businesses and society. Making sustainable management the new normal drives us as a team but also leads us to a new world of management which sees no contradiction between making profit and positive impact on society at the same time. Together with innovative business leaders, young professionals and our students we are aiming to publish best practices, management handbooks and teaching material. We are very enthusiastic, that after two years in 2018 we are going to launch two further international conferences and welcome international guests to participate in further developing sustainable management. The PRME annual research conference as well as the 8th Humboldt conference on Sustainability and Responsibility.
We want to say thank you to all our partners and friends for the mutual support and inspiration we have experienced during the last two years. Especially to Dr. Jürgen Meyer Foundation for supporting us, and the many inspiring talks with Rüdiger Winkler. To our president Lisa Froehlich who always believed in our ideas and shaping the CASM vision. To all our colleagues at CBS who are very much engaged in improving management education and bringing sustainability to the core of their management subjects. To all our local and national supporters as well as our many international friends. Finally yet importantly, to the entire CASM team who for making things happen! CASM can only exist because of the engagement, effort and teamwork of the entire team. We hope this booklet gives you an overview of what we have achieved over the last two years. Let us continue to establish sustainable management as the new normal! Thanks to all of you!
FIELDS OF ACTION

RESEARCH

- Supervision of Bachelor and Master Theses
- Implementation of Research projects
- Supervision of Ph.D. students within the Graduate School of Sustainable Management
- Conferences

PUBLICATIONS

- Serial publisher of educational books and book series
- Journal of CSR
- Cooperations with specialised journals
- Journal articles

KNOWLEDGE TRANSFER & PRACTICAL COOPERATIONS

- Support of business enterprises in the development of CSR-strategies
- Creation and development of CSR-instruments in cooperation with business enterprises

TEACHING

- Development of curriculums and implementation of lectures
- Organisation of professional and guest contributions by experts from the business

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• Supervision of Bachelor and Master Theses
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• Conferences

ASSISTANTS

Viola Nyssen Guillen
Helen Cramer
Haden Garth Cosman
Jan Steinbrink
Lena Orbach
Christophe Funk

Corporate Social Responsibility as Management Approach

Sustainable Business Models, Materiality Analysis, and CSR Management Tools/KPIs

Sustainable Management Education: Generate a future-oriented mindset

Sustainable Sports Management: empower sports clubs and associations

CSR as a key ingredient to maintain economic growth in BRICS

Sustainable Entrepreneurship: How to create social and business value

TEAM

DIRECTORS
René Schmidpeter
Patrick Burgard

PROJECT MANAGEMENT
Monika Kolb
Marina Schmitz
Silvia Damme

ASSISTANTS
Viola Nyssen Guillen
Helen Cramer
Haden Garth Cosman
Jan Steinbrink
Lena Orbach
Christophe Funk

SUPPORTER

Dr. Jürgen Meyer Foundation

FIELDS OF ACTION

Corporate Social Responsibility as Management Approach

Sustainable Business Models, Materiality Analysis, and CSR Management Tools/KPIs

Sustainable Management Education: Generate a future-oriented mindset

Sustainable Sports Management: empower sports clubs and associations

CSR as a key ingredient to maintain economic growth in BRICS

Sustainable Entrepreneurship: How to create social and business value

Fields of action

Teaching

Research

Publications

Knowledge transfer & practical cooperations

Corporate Social Responsibility as Management Approach

Sustainable Business Models, Materiality Analysis, and CSR Management Tools/KPIs

Sustainable Management Education: Generate a future-oriented mindset

Sustainable Sports Management: empower sports clubs and associations

CSR as a key ingredient to maintain economic growth in BRICS

Sustainable Entrepreneurship: How to create social and business value

Dr. Jürgen Meyer Foundation
VISION AND UNDERSTANDING OF SUSTAINABILITY

VISION

„To foster the full integration of sustainability into business management and to provide a future-oriented management education for current and future leaders.“

MISSION

The aim of the chair is to make corporate social responsibility and sustainable management an integral part of business research and management education. Already during their studies, we want to give future leaders theoretical and practical expertise in this increasingly important topic. Therefore, the department deals with issues of corporate social responsibility, International Economic and Business Ethics, Sustainability and Social Innovation. These concepts are firmly anchored in the study programs and various business divisions of Cologne Business School. Thus, introducing an integrative approach that allows to play pioneering role in the German educational system.

SUSTAINABLE MANAGEMENT AS THE NEW NORMAL!

- Envisions business management as a business solution for global challenges
- Encourages an alternative management perspective
- Empowers relevant competencies through open spaces and opportunities
SUSTAINABLE DEVELOPMENT GOALS AT CBS

The question that we have to ask ourselves as a business school is how can we achieve these relevant, varying and challenging goals?

In a quest to integrate sustainable management into education, business schools like CBS are requested to perform a systematic and holistic approach. CBS is a pioneer in the field of sustainable management, which is also recognised by the PRME Champion status gained in 2016. An overview of the CBS approach to contribute to the Sustainable Development illustrates our commitment.

CASM: RESPONSIBILITY FOR SUSTAINABLE MANAGEMENT

One of the main achievements of CBS and CASM is to implement Sustainable Management as an integral part of the new curriculums on Bachelor, Master and MBA level. CSR concepts are embedded within business topics, which take into account that sustainability is not a stand-alone function in management. This relationship can ultimately enable a practice of critique on the common understanding of management models as new perspectives are added into conventional business courses. Approaching complex global issues from different business angles lays the groundwork for a more holistic and interdisciplinary view of management. In this light the paradigm of sustainable management serves as a cross-functional function that influences all relevant lectures and can help to overcome the dominance of subject-specific teaching and enable a connection across different functional areas. However, only stand-alone CSR courses offer focused attention on CSR through which students can explore sustainability knowledge and concepts in detail. At CBS, the specific ‘Corporate Social Responsibility’ course is a mandatory course for all students. The courses also aim to improve critical thinking and systemic understanding skills. The figure beneath can be used to summarize the results of the major activities outlined in Chapter 4 & 5.

CASM brings responsibility into action:

**IMPLEMENTING KNOWLEDGE**
- CSR as integral part of new curriculum
- Integrated business projects
- Capstone courses
- Online CSR certificate
- Case study competition

**TRANSFERING KNOWLEDGE**
- Chamber of Commerce
- Executive Masterclass
- Ethics and Sustainability Award
- Graduate School
- Art-Based Creative Management
- Innovation forum

**CREATING KNOWLEDGE**
- Research cluster activities
- International academic network
- CSR Book series (E/D)
- International Journal of CSR

**RESPONSIBILITY (CASM)**

Member: PRME, CEEMAN, ABIS, Ökoprofit, CBS Sustainable University

Source: Kolb, Froehlich & Schmidpeter 2016
MILESTONES

2016
- Start project CBS Sustainable University
- Start guest speakers forum: Executive Masterclass Sustainable Management (6 p.a.)
- Established partnership with local chambers of commerce offering sustainable business workshops (4 p.a.)
- First Sustainable University Day at CBS 2016
- Eco-Profit certification achieved

2017
- Move into a new office building
- CSR Student team founded
- 2nd Sustainable University Day
- Awarded economic talent chair 2017 in Germany

2018
- 2018 Sustainability Week at CBS & Sustainable Fashion Days
- First International Summer School "Sustainable Management" in Cologne 2016
- 3rd International CSR Conference in Cologne

2019
- CASM becomes partner of ESSSR
- Erasmus+ ISSUE project Kick-off
- Sustainable Management Specialization for Master’s Program General Management at CBS
- 2nd International Summer School in Brazil
- 2016-2017 CASM Report published
- Establishment of CASM Social Media Channels

- 50 books of the German Springer CSR Management series published
CASM has a broad network of business and academic partners from all over the world and is member of various networks. The collaboration with international partners enables us to transfer knowledge and accomplish our vision and objectives in the future as effectively as possible. Our partners include:

- Academy of Business in Society (ABIS)
- Austrian Centre for Sustainability
- B.A.U.M. e.V.
- Catholic University of Eichstaett-Ingolstadt
- CEEMAN
- Centre for Responsible Citizenship and Sustainability at Murdoch University
- Club of Rome European Support Center
- CSR Africa
- CSR Dialogforum
- Donau Universität Krems
- Dr. Jürgen Meyer Foundation
- ÖKOPROFIT (Ecoprofit) Cologne
- Ecos22
- EDUI (global) and EDUA (Taiwan)
- European Business Ethics Network
- F.A.Z. Institute
- Future Today
- German Business Ethics Network
- German CSR Forum
- Global Corporate Governance Institute
- International Accreditation Council for Business Education (IACBE)
- IEDC Bled School of Management
- IHK Cologne
- IHK Munich
- IHK Nuremberg
- Japan Forum of Business and Society (JFBS)
- Metropolitan University London
- M3trix GmbH
- National Institute for Innovation Management at Zhejiang University
- Principles for Responsible Management Education (PRME and PRME Dach)
- Green Center at the HSBC Business School of Peking University
- University of Stellenbosch Business School
- Springer Gabler Publishing
- Sustainable Advancement India
- Volans
- Volkswagen AG
- Waseda University
- WEISS Institute
- Weltethos Institute
- Wittenberg Center for Global Ethics (WCGE)
- World Institute for Sustainability and Ethics in Rising Economies (WISE)
TEAM & SUPPORT
TEAM MEMBERS AND SUPPORT

Our Team comes from different academic and professional backgrounds and are supported by international guest lecturers and researchers. By bringing together scholars from various academic disciplines as well as business leaders and policymakers, we are able to foster knowledge transfer and intellectual discourse amongst stakeholders.

PROF. DR. RENÉ SCHMIDPETER
E-Mail: r.schmidpeter@cbs.de

„CSR is more than mere ethics. It is an innovative management approach. And we at CASM believe that it is not enough to provide future generations with the same opportunities; instead we want to create more opportunities for present and future generations!“

POSITION
Director – Center for Advanced Sustainable Management (CASM), Dr. Juergen Meyer Endowed Chair for International Business Ethics and CSR, Subject Leader CSR & Sustainability

CURRICULUM VITAE
René Schmidpeter holds the Dr. Juergen Meyer Endowed Chair of International Business Ethics and Corporate Social Responsibility at Cologne Business School (CBS), Germany. He is also a guest professor at the Nanjing University of Finance and Economics and an Adjunct Professor at Murdoch University in Perth, Australia and Honorary Professor at London Metropolitan University. He is also a series editor for Springer’s CSR, Sustainability, Ethics and Governance books, a section editor of the Encyclopedia of Corporate Social Responsibility (ECSR) and an editor of the Dictionary of Corporate Social Responsibility (DCSR) as well as editor-in-chief of the International Journal of CSR (Springer). He also is also the editor of the German Management series CSR as well as the Research series “Sustainable Management, Wertschöpfung und Effizienz”.

PATRICK BUNGARD
E-Mail: p.bungard@cbs.de

„Sustainable Management and CSR contain a multitude of potentials and levers to create both, value for society and value for businesses. By educating future business leaders, conducting scientific research and bringing together inspiring people, at CASM we are aiming to contribute to establish “Sustainable Management and CSR” as a mainstream business discipline.”

POSITION
Director – Center for Advanced Sustainable Management (CASM), Lecturer Sustainable Management, Corporate Social Responsibility, and Social Entrepreneurship

CURRICULUM VITAE
Patrick Bungard is a director of the Center for Advanced Sustainable Management (CASM) at the Cologne Business School. He is also a lecturer for Business Ethics, Sustainable Business Models, Sustainable Management, Corporate Social Responsibility and Social Entrepreneurship. Additionally, he has considerable professional experience in the management consulting field, particularly in the areas of Corporate Social Responsibility and the nonprofit sector. Patrick Bungard is the CEO and founder of M3TRIX GmbH, a consulting firm, which focuses on supporting companies on their professional sustainable management journey.
Monika Kolb is a conference coordinator and researcher at the Center for Advanced sustainable management (CASM) at CBS. She is a Ph.D. candidate at the IEDC School of Management in Bled, Slovenia. Her research focus includes responsible leadership development, and innovative teaching methods. Since 2014, she has organized various projects that seek to empower tomorrow’s game changers. She is actively involved in academic networks like PRME and CEEMAN to promote responsible management. Additionally, she has several years of professional experience in the consumer goods industry and is a certified trainer and coach.

Monika Kolb
E-Mail: m.kolb@cbs.de

“The concept of sustainable management education requires business schools as key educators for the next generation of decision makers to provide them with sustainable management education. Approaches that enable a new workforce capable of dealing with complexity, situations of uncertainty, vaguely defined norms, values, interests and construction of reality that are conflicting or at least divergent to transform business and societies might be the most essential resource for successful companies. Thus, our objective is to further promote this transformation and share the experience to demonstrate that sustainability can be articulated and come into action.”

Marina Schmitz is a project manager, research associate and lecturer at the Center for Advanced Sustainable Management at CBS. Additionally, she is the Scientific Director of M3trix GmbH, a consulting firm with a focus on sustainability. She studied Business Administration and Sinology at Trier University and is currently pursuing her PhD in Human Resources Management and Asian Business at the University of Goettingen in Germany. She spent a year abroad at Wuhan University during her undergraduate studies and six months as a Ph.D. exchange student at Nanjing University in China. Her PhD thesis is concerned with the voluntary labor turnover of blue collar workers in China.

Marina Schmitz
E-Mail: m.schmitz@cbs.de

“Corporate Social Responsibility has not only become a hot topic in developed countries, but could be a “key ingredient” especially for countries trying to maintain economic growth, such as China, India or other BRICS countries. In Asia, CSR and engagement in sustainability activities are mostly driven by the government, but are also increasingly demanded by the population who criticize most of the existing initiatives as window-dressing once pollution, food poisoning, and other scandals become public. Therefore, a long-term strategy is necessary which involves companies and changes people’s minds. Thus, CASM addresses questions, such as: How is CSR in Asia different and what can we learn from each other? Is fast growth and sustainability a contradiction?”
SILVIA DAMME
E-Mail: s.damme@cbs.de

“All of us – as individuals, professionals, members of our communities and global citizens - have a collective responsibility towards our planet and the society we live in. Sustainability and CSR cannot be ‘nice-to-haves’ any longer but need to be integrated in all our actions and directed towards long-term systemic change. Through our (net)work at CASM we aim to foster a mindset in current and future leaders that will empower them to make sustainable and responsible decisions in all areas of their lives.”

POSITION
Project Manager

CURRICULUM VITAE
Silvia Damme completed her Master’s in “International Business and Sustainability” at the University of Hamburg and holds a Bachelor’s degree in “Culture & Business Studies” from Mannheim University. She has previously been involved in organizing a dialogue platform connecting German businesses in their climate efforts at Ernst & Young for the German Ministry of Environmental Affairs. She now supports CASM in the Erasmus+ ISSUE project.

VIOLA ISABEL NYSSSEN GUILLÉN
E-Mail: v.nyssen@cbs.de

“You may never know what results come of your action, but if you do nothing there will be no result.” - Mahatma Gandhi. What I appreciate at CASM is that everyone gets empowered to take action in order to create a world, we and future generations will be happy to live in.”

POSITION
Research Assistant

CURRICULUM VITAE
Viola Nyssen has worked for the Center for Advanced Sustainable Management (CASM) as a research assistant since September 2017. Besides supporting the organization of the CSR Conference, she is responsible for organizing company presentations and events at the Cologne Business School (CBS) and at the chamber of commerce in Cologne. She is also the head of the CSR Student Team at CBS. She received the Ethics and Sustainability Award in 2017 for her work in that role. She completed her Bachelor’s in General Management – Supply Chain Management, and is currently completing her Master’s in International Business – Financial Management at CBS.
CURRICULUM VITAE

Helen Cramer is a Master’s student of International Business – Marketing Management at the Cologne Business School (CBS) who is an active member of the CSR Student Team at CBS. Before attending CBS, she completed her Bachelor’s in Political Science and Economics at the University of Münster. She has experience in the political and public policy sector, as well as event planning and research. Currently, she supports the CASM Team with the organization of the 8th International Conference on Sustainability and Responsibility – where she is responsible for participant management.

TEAM

HELEN CRAMER
E-Mail: h.cramer@cbs.de

“We are not asking corporations to do something different from their normal business; we are asking them to do their normal business differently.” – Kofi Annan. This is exactly what CASM is trying to achieve and I think we have come to the point where it is indispensable to contend such an approach and to lead the business world in this direction.”

CURRICULUM VITAE

Christophe Funk is a Luxemburgish Master’s student of Business Psychology at the Cologne Business School (CBS). Before attending the CBS, he completed his Bachelor in Tourism and Travel Management at the University of Applied Sciences in Worms. He has experience in the tourism sector with a specialization in destination and transportation management and furthermore gained experience in project and innovation management. Additionally, he had the opportunity to increase his experience at one of the leading companies for autonomous driving and electromobility in the bus sector. Currently, he supports the CASM Team in the national and international project management.

TEAM

CHRISTOPHE FUNK
E-Mail: c.funk@cbs.de

“Words and ideas can change the world” – Robin Williams. And that’s exactly what CASM stands for. You get the opportunity to realize your own ideas and also to find support as well as broaden the perspective and view CSR as the new „normal“ in the economy. Don’t take the change as a risk, but as a chance to make the world a bit better.”
In February 2018, CBS hosted Dr Martin Brückner from the Centre for Responsible Citizenship and Sustainability (CRCS) at the Murdoch University in Perth, Western Australia. His two-week visit served the purpose of building on a Memorandum of Understanding (MOU) signed at the 2016 Cologne conference to foster collaboration between CASM and the CRCS in the areas of research, student and staff exchange. Central themes of the proposed collaboration are the development of a shared double Bachelor degree and a joint Master degree with strong corporate social responsibility (CSR) and sustainability foci as well as summer school programs. In terms of research, a new CSR study is envisaged to gauge the impact of business schools on students’ value orientation throughout their degree and its lasting effect in working life. Also, joint research in the areas of social enterprise development and social license to operate are currently underway.

VAISHALI BAID
Guest Researcher
Institution: German Chancellor Fellow 2018 by the Alexander von Humboldt Foundation
E-Mail: vaishali.baid87@gmail.com

With Vaishali Baid, the Cologne Business School receives a German Chancellor Fellowship as an addition to its research on sustainable procurement practices. Vaishali Baid has more than seven years of international corporate experience in procurement and received the German Chancellor Fellowship of the Alexander von Humboldt Foundation at the beginning of May. With the launch of the fellowship on October 1st, 2018, she will first complete a four-week introductory seminar in Bonn before working with Prof Dr Elisabeth Fröhlich, President of the Cologne Business School, on the project “Best German Practices in Sustainable Procurement” for India starting in November.

Prof Dr Elisabeth Fröhlich welcomed the Alexander von Humboldt Foundation’s decision: “We congratulate Ms Vaishali Baid on her award and look forward to welcoming such a highly qualified fellow to our campus. As the host university, we are committed to providing Ms Baid with the necessary support to advance this highly relevant topic together and to provide Ms Baid with an unforgettable and research-intensive time at CBS.”

The Alexander von Humboldt Foundation’s support also includes a language scholarship, which Vaishali Baid used for an intensive German course in Bonn from July to September 2018. The researcher was very honoured by the Foundation’s multi-stage funding: “The German Chancellor’s Fellowship is a great opportunity for me to work in an international team on my current research topic of great international importance. I am grateful that the Alexander von Humboldt Foundation and the Cologne Business School have given me this opportunity, and I am already looking forward to the intensive exchange with the Cologne professors, researchers and experts.”

MARTIN BRÜCKNER
Institution: Visiting Scholar, Murdoch University
E-Mail: M.Brucekner@murdoch.edu.au

In February 2018, CBS hosted Dr Martin Brückner from the Centre for Responsible Citizenship and Sustainability (CRCS) at the Murdoch University in Perth, Western Australia. His two-week visit served the purpose of building on a Memorandum of Understanding (MOU) signed at the 2016 Cologne conference to foster collaboration between CASM and the CRCS in the areas of research, student and staff exchange. Central themes of the proposed collaboration include building on a Memorandum of Understanding (MOU) signed at the 2016 Cologne conference to foster collaboration between CASM and the CRCS in the areas of research, student and staff exchange. Central themes of the proposed collaboration include the development of a shared double Bachelor degree and a joint Master degree with strong corporate social responsibility (CSR) and sustainability foci as well as summer school programs. In terms of research, a new CSR study is envisaged to gauge the impact of business schools on students’ value orientation throughout their degree and its lasting effect in working life. Also, joint research in the areas of social enterprise development and social license to operate are currently underway.

CONFERENCE INTERNS

LUKE BAILEY
ELOISA GOÉS
RACHEL HALL

INTERNS 2019
CEVHER SAMIL ESEN

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ELENA BOYSHEVA
SOPHIE COPPEE

KATHARINA MICHEL
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CAROLINA MACANITA
PETRA MIHALIC
ALUMNI

ANIKA STÜRENBERG-HERRERA
Project Manager
2016-2017

RODRIGO MELLO
Manager of Summer Schools
2017-2018

MEENAL JINDAL
Intern
2017

ADELINE GRAFE
Intern
2017

MATTHIAS MUEHLEN
Project Manager
2016-2017

LEVENT SARAN
Research Assistant
2017

JULIA ZAFT
Research Assistant
2013-2014

BONNIE LEWTAS
Research Assistant
2014 – 2015

MARY ANNE OUMA
Research Assistant
2015 – 2016
Cologne Business School (CBS) is an internationally ori- entated, state-recognised university of applied sciences and counts as one of Germany’s top Business Schools. The Cologne Business School provides the best quality available. In addition to being officially recognized by the responsible state ministry as well as being an accredited institution by the „Wissenschaftsrat“ (German Science and Humanities Council), the CBS study programs are also checked regularly by the tri-national accreditation agency, FIBAA (Foundation for International Business Administration Accreditation) as regards content, topicality and academic feasibility. On behalf of the „Akkreditie- rungsrates der Bundesrepublik“ (German Accreditation Council), the FIBAA examines all degree programs, thus ensuring quality in higher education.

Cologne Business School’s mission statement is to design the study organisation and contents of the degree courses in accordance with the students’ employability. International lecturers and rigid organisation enable efficient, forwardlooking studying. Small study groups and intense student support by the professors are the hallmark of the learning atmosphere at CBS. A network of partner universities in several countries and intense contacts to the economy already provide the opportunity of gaining international study and work experience during studies. This helps you to lay a solid foundation for a successful career, providing you with the ideal prerequisites for rapid access to interesting companies.

As well as communicating application-related knowledge, we therefore support your professional and social skills to the same extent as your societal and cultural sensitivity and your courage to provide fact-based, well-substantiated opinions. You learn to process all personal, business and societal tasks creatively, independently and successfully, using the analytical competence you have gained. You acquire the important capabilities and knowledge, which shape your professional career in management and are capable of handling it efficiently and therefore successfully and responsibly. Students can achieve the internationally recognised Bachelor of Arts respectively Master of Arts. The latter also qualifies for a doctorate.

The topic of Corporate Social Responsibility is an integral part of research and teaching at CBS. Thus, the Dr. Juergen Meyer Foundation Chair plays an important and pioneering position in all areas of the university. Social, ecological and economic responsibility is the basis of CBS’s holistic approach to establish excellence in the three areas of education, innovation and research. CBS sees itself as a business school for upper and middle management. Therefore the development of practical competence is in focus. On technical, social and intercultural levels, the university strives to enable students to develop and apply practical strategies to the constantly changing challenges of modern day society.

In 2016 an article about CBS was published in the ÖKOPROFIT (Ecoprofit) Journal of the city of Cologne which emphasized the effort of the university towards the establishment of sustainable management education.
Since 2011, the Dr. Juergen Meyer Foundation has supported the Cologne Business School with the Endowed Chair for International Business Ethics and CSR.

The foundation focuses on scientific research and teaching in the field of business ethics, paying special attention to middle management through:
- Endowed professorships and subsidies to institutions for academic projects (especially higher education);
- Awarding scholarships for Master, PhD and post-doctorate positions
- Supporting socially relevant education and training projects
- Implementing management concepts that correspond to the foundation's purpose into corporate life.

In 1998, Dr. Juergen Meyer fulfilled a life-long dream with the acquisition of Ernst Marks GmbH Co. KG. After numerous years of being a successful, yet, employed manager, the acquisition allowed him to independently implement his corporate ideas. The company is based in Muelheim (Ruhr), and under the brand “marks-3zet”, the company became the inventor and world leader in calibrated underlay sheets. Amongst other products, the company offers self-adhesive underlay foils in different color schemes and was the first in Europe to promote waterless offset printing. Unfortunately, bad health limited Dr. Juergen Meyer’s ability to pursue his ideas and witness their successful implementation. Due to the fact that he had no successor in place and his deteriorating health, he decided, in 2004, to incorporate his group of companies into the Dr. Juergen Meyer Foundation.

The Dr. Juergen Meyer Chair is particularly committed to the integration of business ethics and sustainability as a core component in the training of future leaders.
ALL COURSES TAUGHT AT CBS BY CASM LECTURERS

SUMMER TERM 2018
- Corporate Social Responsibility (MA)
- Business Project with Volkswagen (MA)
- Business and Society (BA)

WINTER TERM 2018
- Corporate Social Responsibility (MA)
- Stakeholder Management (BA)
- Social Entrepreneurship (MA)
- Intercultural Management (BA)

SUMMER TERM 2019
- Corporate Social Responsibility (MA)
- Responsible Human Resource Management and Leadership (MA)
- Business Project with REWE (MA)
- Business and Society (BA)

WINTER TERM 2019
- Corporate Social Responsibility (MA)
- Economic Development in East Asia (BA)
- Doing Business in East Asia (BA)
- Intercultural Management (BA)

SUPERVISED BACHELOR & MASTER THESES

MASTER 2018
- Die Herausforderungen der Circular Economy im Stakeholdermanagement
- Importance of Intercultural Competence for Organizational Effectiveness
- Learning from Born-Sustainables: Investing Criteria of Organizational Change for the Implementation of Circular Economy Practices in Fashion Companies
- How to Integrate CSR into Every Strategic Decision
- Nachhaltigkeitsinitiativen im deutschen Lebensmitteleinzelhandel – Auswirkungen von internen und externen Maßnahmen am Beispiel der REWE Group
- Socially and Environmentally Conscious FMCG Brands in Digital Shopping in Germany – Market Potential or Elusive Hype?
- Neue Geschäftsmodelle der Automobilhersteller in Smart Cities – Erfolgsfaktoren für den Wandel vom Automobilhersteller zum Mobilitätsanbieter
- Erfolgreiche Implementierung von CSR-Strategien im Kerngeschäft bei bestehenden KMUs in der Möbelbranche am Beispiel der Radius GmbH
- An Analysis of the Concept and Implementation of Shared Value
- Sustainable Supply Chain Management of IT System Houses: A Study on Customer Purchasing Behavior Regarding Sustainable IT Practices
- Markteintrittskonzeptionen unter der Zuhilfenahme des Shared-Value-Ansatzes in Emerging Markets: Das Fallbeispiel Chile
- Food Waste in the Food Service Sector - Reducing Food Waste through Shared Value and Digitalization
- Establishing Dual Vocational Education in India

BACHELOR 2018
- The Impact of Sustainability on the purchasing decision in the Automotive Industry
- Shared Value in empowering women in farming
  - Research & practices based on Bayer CropScience’s Gender Smart Project
  - Automated CSR report creation through the use of blockchain technology-based cryptocurrencies.
- Sustainable marketing in multinational organisations and generation Y
- Hemp as a sustainable raw material for the fashion industry
- Sustainability in the Sharing Economy
- Sustainable tourism development
- To what extent are companies able to facilitate local cluster development by following shared value creation principles?
- The Impact of Corporate Social Responsibility on Company Brand Image: An Empirical View from German Firms
- CSR in B2C: The potentials of green marketing as an instrument to improve a company’s reputation
- How social enterprises create economic success while creating shared value.
- CSR: What are the Elements of Responsible Leadership in an business environment?
• Times of Change - A market research for sustainable toothpaste and the resulting business as well as social opportunities.
• Wirksamkeit von Cause-based Content Marketing als Nudging Instrument im B2C Bereich bei Social Entrepreneurship Startups in Deutschland
• CSR-Kommunikation (Cause-Related Marketing) – Die Konsumentenwahrnehmung und die Wirkung auf das Image und die Reputation eines Unternehmens
• Applying the East Asian Development Model to Sustainable Development: New Implications for Achieving the SDGs in China. (Working Title)
• Artificial Intelligence & CSR - The Potential of AI as a tool to optimize materiality analyses
• Making sustainability profitable - development of a detailed CSR action plan for a German medium-sized company.
• Sustainability and buying behavior – a case study of students and producers in New Zealand
• CSR posts and ads on social media and its impact on brand marketing
• Corporate scandals in times of social media – an empirical research of corporate scandals’ impact on customer relationships
• Der Weg zur Entwicklung eines allumfassenden CSR-Index
• Nachhaltige Kredite in Deutschland - Standortbestimmung und Handlungsempfehlungen auf dem Weg zu einer sozialen, ökologischeren und ökonomischeren Wirtschaft durch nachhaltige Kreditpunkte
• Are CSR activities of a company a sufficient strategy to increase employee engagement or does employee engagement increase the CSR activities of a company?
• The impact of sustainable investments. An analysis along the Sustainable Development Goals.
• Sharing Economies and Digital Businesses - An Evaluation with respect to sustainability.

• Corporate Social Responsibility in Startups
• Sustainability in the food industry - Why do food companies offer sustainably produced food?
• The Importance of Corporate Ethical Values – What is the effect of corporate ethical values on employees’ ethical behaviour, job satisfaction and organisational citizenship behaviour?
• Gender Inclusivity in the Make-up Industry and its Influence on Purchasing Behaviour
• Eco-Sustainability: A new business opportunity or the end of the end of the plastics industry?
• Analysing the Socio-economic impact of technology-based service company in Indonesia: Case of Go-jek in Indonesia
• The plastic bank - raising awareness and grabbing the problem at its roots?
• Leadership and organizational transformation and the impact of generational differences - the example of Robert Bosch GmbH
• Freemium Model in videogames: Are microtransactions really as bad as they seem?
In cooperation with business and academics the Center for Advanced Sustainable Management aims to champion responsible and sustainable management as a fundamental part of business organizations in theory and practice. Thereby actively shaping these transformation processes through the education of future managers. The main focus of CASM is to make Corporate Social Responsibility and sustainable management an integral part of business-related research and management training.

The research area “Sustainable Management” links basic and applied research with current knowledge of CSR and sustainability with the relevant business management disciplines (e.g. marketing, value chain management, logistics, purchasing). Thus, through the CASM research, new ideas and concepts are added to existing business administration management approaches which set a new standard in management research and training through the sustainable management paradigm and CSR.

ACCEPTED APPLICATIONS

   Deadline: 28.03.2018
   Lead and partners: Budapest Business School (Hungary) (Lead), BCSDH (Hungary), Cologne Business School (Germany), IEDC-Bled School of Management (Slovenia), CEMAN (Slovenia), Leeds Beckett University (UK), LUT (Finland), INFODEF (Spain)
   Project duration: 30 months (01.11.2018-30.04.2021)

2) DAAD-BMBF Transnational education of binational HEIs project “German University in Cairo (GUC): Towards excellence and international visibility in research and teaching”
   Deadline: May 2018
   Lead and partners: German University in Cairo (GUC)
   Project duration: Winter 2019-Spring 2020

TBD APPLICATIONS

1) EU COST (OC-2018-2-23305 „Initiative for Sustainable and Responsible Innovation and Entrepreneurship Strategies“)
   Deadline: 30.11.2018
   Lead and partners: UiT Norway and other EU-member institutions
   Project duration: 48 months (2018-2021)

2) EU ERASMUS+ Strategic Partnerships 2019 (Cooperation for innovation and the exchange of good practices: EFFORT – EFFectiveness Of Responsibility Teaching (KA203-135267E4))
   Deadline: 25.03.2019
   Lead and partners: HWR Berlin (Germany) (Lead), Budapest Business School (Hungary), Cologne Business School (Germany), LUT (Finland), UPV/EHU (Spain), University of Bari Aldo Moro (Italy)
   Project duration: 36 months (01.09.2019-31.08.2022)

REJECTED APPLICATIONS

1) DAAD partnership with Tsukuba (Japan)
   Deadline: 02.07.2018
   Project duration: 2 years (2019-2020)
Since November 2018, CBS is working on a transnational research project under the Erasmus+ program together with partners from Slovenia, Hungary, Spain, Finland and the UK. The ISSUE project partnership works on developing various education tools based on principles and goals of sustainable development and adapting them for higher educational institutions. Higher education institutions should ensure that their governance, faculty, staff and students not only understand sustainability, but also have the capacity to act sustainably and promote sustainable practices. To reach this goal, ISSUE is developing innovative content and tools with modern pedagogical approaches.

In the development of an innovative summer school program, CBS will be working closely together with its project partners as well as incorporate students in the development process of the program. Next to educational tools, the project also incorporates fields of sustainable reporting practices and green office design.

**PROJECT OUTPUTS OF THE ISSUE PARTNERSHIP**

**RESEARCH**
- IO1 – Integrated Reporting Manual (LBU)
- IO2 – Methodology Handbook and Cases (CEEMAN)

**TRAINING MATERIAL DEVELOPMENT**
- IO3-IO6: Sustainability Toolbox – Interactive Solutions:
  - IO3 – 21-Day Challenge (LUT)
  - IO4 – Future Sustainability Manager Summer School Program (CBS)
  - IO5 – Green Office Concept for Universities (INFODEF)
  - IO6 – Sustainability “Escape Room” (BBS)

**MULTIPLIER EVENTS AND DISSEMINATION MATERIAL**
- Pilot trainings of the sustainability toolbox in the partner countries
- Summer school program in Hungary with the participation of students and trainers from all partners
- Multiplier events – Workshops and conferences in 5 countries (Hungary, Slovenia, the UK, Germany and Finland)
- Dissemination materials – Project flyers, website (BCSDH)

**ISSUE PROJECT PARTNERS**

- Budapest Business School (Hungary)
- Business Council for Sustainable Development Hungary (Hungary)
- Cologne Business School (Germany)
- CEEMAN - The International Association for Management Development in Dynamic Societies (Slovenia)
- IEDC Bled School of Management (Slovenia)
- INFODEF – Institute for the Promotion of Development and Training (Spain)
- Leeds Beckett University (United Kingdom)
- Lappeenranta Technical University (Finland)
We are proud to announce that out of 120 applicants, long time CASM companion and M3trix team-member Anna Tönneßen has officially been selected for the 28th round of the WiWi-Talents programme.

The talents programme was first launched in 2005 with the aim of providing students of economics and related disciplines with ideal support and promoting supra-regional networking between companies, young specialists and managers. The prerequisites for admission to the program are, in addition to outstanding academic performance, goal-oriented career planning, practical and international experience as well as social and societal commitment.

Furthermore, the WiWi-Talents seal honors the exemplary support of our chair for a sustainable and career-promoting program. In particular, the seal is an acknowledgment to chairs that promote their young talent and set a good example to counter the shortage of skilled workers.

BOOK PUBLICATIONS

2018

- CSR und Fashion
  Ed: Heinrich, Peter
- CSR und Mitarbeiterbeteiligung
  Eds: Beyer, Heinrich; Naumer, Hans-Jörg
- CSR und Nachhaltigkeitsskriptware
  Eds: Weber, Gregor; Bodemann, Markus
- CSR und Hochschulmanagement
  Eds: Rauersser, Markus; Kolb, Monika
- CSR und Compliance
  Eds: Kleinfeld, Anette; Martens, Annika
- CSR im Gesundheitswesen
  Eds: Keller, Katrin; Lorenz, Franz
- CSR und Kommunikation
  Ed: Heinrich, Peter
- CSR und Familienunternehmen
  Eds: Altenburger, Reinhard; Schmidpeter, Rene
- CSR und Geschäftsmodelle
  Ed: Bungard, Patrick
- CSR und Corporate Volunteering
  Eds: Dreesbach-Bundy, Suska; Scheck, Barbara

2019

- CSR in Rheinland-Pfalz
  Eds: Schmitz, Marina; Schmidpeter, René
- CSR und Social Enterprise
  Eds: Kraemer, Alexander, Edinger-Schons, Laura Marie
- CSR und Interkulturelles Management
  Eds: Karthaus, Anja B.; Mochmann, Ingvill C.
- CSR und Fußball
  Eds: Werheid, Marc, Mühlen, Matthias
- CSR und Sportmanagement
  Hildebrandt, Alexandra
- CSR und Energiewirtschaft
  Eds: Hildebrandt; Alexandra, Landhäußer, Werner
- CSR und Klimawandel
  Sihn-Weber, Andrea; Fischer, Franz

CSR BOOK SERIES TRANSLATED TO CHINESE

- CSR and Business Models
  Ed: Bungard, Patrick
- CSR and Purchasing
  Ed: Fröhlich, Lisa
2018

- Sustainable Business Models
  Eds: Moratis, Lars; Metissen, Franz; Idowu, Samuel O.
- Managing Social Responsibility
  Ed: Türker, Duygu
- Disciplining the Undisciplined?
  Eds: Brueckner, Martin; Spencer, Rochelle; Pauli, Megan
- Current Issues in Corporate Social Responsibility
  Eds: Idowu, S.O.; Sitnikov, C.; Simion, D.; Bocean, C.G.
- Corporate Governance in Banking and Investor Protection
  Eds: Díaz Díaz, Belén; Idowu, Samuel O.; Molyneux, Philip
- Conscious Business in Germany
  Eds: Stahlhofer, Nicolas Josef, Schmidskonz, Christian; Kraft, Patricia
- Building New Bridges Between Business and Society
  Eds: Lu, H.; Schmidpeter, René; Capaldi, N.; Zu, L.

2019

- Opportunities and Pitfalls of Corporate Social Responsibility
  Eds: Mugova, Shame, Sachs, Paul R.
- International Dimensions of Sustainable Management
  Eds: Schmidpeter, René, Capaldi, N., Idowu, S.O., Lotter, A.
- Rethinking Strategic Management
  Ed: Wunder, Thomas
- Responsible Business in Uncertain Times and for a Sustainable Future
  Eds: Capaldi, N., Idowu, S.O., Schmidpeter, R., Brueckner, M.
- Leadership in the Context of Religious Institutions
  Eds: Müller-Stewens, Günter, Wolf, Notker
- Corporate Sustainability and Responsibility in Tourism
  Eds: Lund-Durlacher, D., Dinica, V., Reiser, D., Flika, M.S.
- Code of Conduct on Transnational Corporations
  Ed: Rahim, Mia
- Corporate Governance in the Banking Sector in China
  Ed: Zou, Weikang
- Integrated Reporting
  Eds: Idowu, Samuel O., Del Baldo, Mara
- Quakers, Business and Corporate Responsibility
  Eds: Burton, Nicholas, Turnbull, Richard
- Corporate Social Responsibility in Poland
  Eds: Diasgoloska-Mikosniewicz, Aneta; Przytula, Sylwia, Stehr, Christoph
- Innovation Management and Corporate Social Responsibility
  Ed: Altenburger, Reinhard
- Moral Disagreements in Business
  Ed: Eabrasu, Marion
- ISO 26000 – A Standardized View on Corporate Social Responsibility
  Eds: Idowu, Samuel O., Sitnikov, Catalina, Moratis, Lars
- Corporate Social Responsibility in Brazil
  Eds: Stehr, Christopher, Dzialatzke, Nina, Struve, Franziska
- Corporate Social Responsibility and Reporting in Sports Organizations
  Ed: Valer, Massimma

PUBLICATIONS

2018

- WHITEPAPER
  Cooperations between DHL, the Cologne Business School and M3TRIX GmbH
  “Unlock the true value of your supply chain: Business Success through sustainable supply chain management”

- ARTICLES
  Article in Die Wirtschaft
  René Schmidpeter
  Nachhaltiges Geschäftsmodell als Erfolgsgarant – wie Finanzmärkte alte Managementparadigmen verändern

- INTERVIEWS
  Interview in Haufe New Management
  René Schmidpeter
  Warum Nachhaltigkeit, Digitalisierung und Agilität Hand in Hand gehen

2019

- WHITEPAPER
  CSR Guide Austria 2018
  René Schmidpeter
  CSR als neues Management Paradigma in der Literatur

- ARTICLES
  Article in the Audit Committee Quarterly (KPMG)
  René Schmidpeter
  Nachhaltiges Verantwortung

  Article in the F.A.Z. magazine Verantwortung
  Patrick Bungard
  Eckpfeiler des „Nachhaltigen Managements“

  Article in Golden Bee Magazine
  Patrick Bungard
  The new business model era has arrived

  Article in the Neue Narrative
  René Schmidpeter
  (among others)
  Das richtige Wirtschaften im falschen
PARTNERSHIPS
The Six PRME Principles:

1. Integrating CSR and sustainability into the core curriculum and wider institutional activities and curricula reworks that make Corporate Social Responsibility and Sustainable Management integral components of business-related research and management training.

2. Server a CSR and sustainability-related institutional level role in the institution.

3. Anchor CSR and sustainability into institutional departments as well as the general public.

4. Require that all stakeholders be involved.

5. Foster the quality of management development and change processes by developing education, research, consulting, information, networking support, and other related services for management development institutions and corporations operating in transitional and dynamically changing environments.

6. Support the phenomenon of change and leadership development celebrates innovation, creativity and respect for cultural values.

Similar to the Global Compact, PRME is a multi-stakeholder platform with a dynamic network of local and global learning communities, including thematic working groups and regional chapters, which collaborate on projects and events. Since its official launch in 2007 by UN Secretary-General Ban Ki-moon, the PRME initiative has grown to more than 650 leading business schools and management-related academic institutions from over 80 countries across the world. Learn more: www.unprme.org.

Moreover, since 2013 we established the Graduate School of Sustainable Management and the project Sustainable University which further outline the development and incorporation of Sustainable Development at CBS.

At the 3rd International Conference on CSR, Sustainability, Ethics & Governance in August 2016 with the topic of “Sustainable Management as a new business paradigm” the Center for Advanced Sustainable Management (CASM) was founded. In cooperation with business and academics CASM aims to champion responsible and sustainable management as a fundamental part of business organizations in theory and practice.

WHAT DOES IT MEAN TO BE A CHAMPION OF PRME ON PERSONAL AND INSTITUTIONAL LEVELS?

Sustainability is more and more seen as key to the value creation of business enterprises. Management science and traditional business school disciplines such as finance, management, and marketing are forced to integrate social and ecological issues into their thinking in order to explain business operations in the future. What is the contribution of business towards the sustainable development of our society? This is not only the leading question from society, but also asked by students and business leaders of tomorrow. Our goal is to give an answer to this very legitimate question. Therefore we need to integrate Sustainability and Business Ethics in every management discipline. Sustainable Management and Corporate Social Responsibility is not a nice to have or an add-on to classical management thinking, it is rather the core of a new management paradigm. Business all over the world have recognized this new reality - and it is more than time that business schools change their old fashioned classical management thinking, it is rather the core of a new management paradigm.

In the following years were marked by extensive teaching activities and curricula reworks that make Corporate Social Responsibility and Sustainable Management integral components of business-related research and management training.

Now, our university’s research clusters are aligned interdisciplinary to anchor CSR and sustainability into the various business disciplines. To offer practical and theoretical examples on the implementation of CSR we have published over 50 books in German and English that span numerous global topics relevant to forward-thinking managers and academics. We also released the International Journal of CSR, published by Springer to further academic discourse on the subject.

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Having an international network the CASM team gives presentations and input at conferences, workshops and courses organized by other international institutions such as WEISS and ABIS. Furthermore, we participate among others at the events of the Sustainable Entrepreneurship Award (SEA) and the German Sustainability Codex (DNK), and more. Regional Networks include China, Japan, Brazil, South Africa, East Europe, and Russia.

ABIS - The Academy of Business in Society is a global network of over 100 companies and academic institutions whose expertise, commitment, and resources are leveraged to invest in a more sustainable future for business in society. ABIS enables informed decision-making on business in society issues through collaborative research, education, thought leadership, policy insights, and business acumen. www.abis-global.org

On October 27th 2016, CASM team members attended the 15th ABIS Annual Colloquium 2016. Leading voices from industry, academia, youth communities, and public policy spoke on various contemporary issues within the overall theme.

WEISS is an independent organization whose aim is to help businesses and organizations to successfully implement CSR and sustainability, as meaningful management tools that add value to their business through their integration into strategy and operations. Thereby increasing awareness of ethical and sustainable practices in business.

Similarly to CASM, their objective is to encourage, mobilize and support executives, to manage their businesses sustainably and ethically, and to transform partners into „Sustainable & Fit for our Grandchildren“ companies. CASM was a contributor to the „Valuable Meaningful“ Course which is a part of WEISS executives training series.

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Sustainable Entrepreneurship Award (SEA)

The SEA - Sustainable Entrepreneurship Award, launched in 2012, annually presents awards to enterprises, projects and ideas which address a social or ecological problem by combining innovative solutions with a profitable business model. More than 2,500 submissions from over 100 countries worldwide have been received in the last years. The Best Project is awarded the jury prize of EUR 10,000. What began six years ago as a classic award has grown into a versatile and comprehensive initiative to promote and finance innovative and sustainable business models. The goal is to identify and accelerate the best entrepreneurial solutions to earth’s biggest challenges by connecting entrepreneurs, investors and incubators to create a livable future. For further information see the following website: www.se-award.org
workshop dealt with “Sustainable Logistics”. As a part of
the event series practitioners and experts gave insight on
how to integrate sustainability into the supply chain by i.e.
reducing waste, carbon emissions and the consumption
of resources. From procurement to distribution, the
contributors demonstrated innovative ways of how
companies can not only survive on the market but also
create a competitive advantage through strategic social
responsibility.

On March 7th 2017, the Industrial Chamber of Commerce
Cologne (IHK) in cooperation with CASM, addressed the
topic of “Sustainability and Finance” raising the question
of how SMEs can obtain funding for their sustainable
business models. After an introduction by Mr. Ulrich
Soénius, PhD (Deputy General Manager of the IHK in
Cologne), a keynote speech was given by Mr. Stefan
Möller (GLS Bank, Bochum). After his speech, Ms. Janine
Steeger, who moderated the event, asked Mr. Möller to
join the other members of the panel, Ms. Artime Diapoul
(GMA - Grüne Mobile Autopflege GmbH, Cologne), Mr.
Cornelius Schaub (PHINEO nonprofit AG, Berlin), and Mr.
Thomas Schulz, PhD (BNU - Beratung für Nachhaltige
Unternehmensführung, Frankfurt) to discuss the
following questions: What makes a sustainable company
attractive for potential investors? Which opportunities
does the market offer regarding the funding of sustainable
business models? Drawing on their prior experience, the
panelists offered the following advice for companies, e.g.
to integrate sustainability into the core of the business.
Additionally, they proposed sustainability as a risk
management tool. However, the panelists also raised
some critical issues, e.g. that the integration process
is slow which is partially due to the fact that there is a
lack of knowledge and that sustainability costs money.
Furthermore, all panelists agreed that sustainability has
not yet been successfully established in the financial
world and that we need new legal structures for social
business models which was echoed by the plenum.

The Center for Advanced Sustainable Management
(CASM) brings together scholars from various academic
disciplines as well as business and political leaders in
order to enhance knowledge transfer. In cooperation
with the IHK Cologne CASM organizes events in order
to provide regional SMEs with practical solutions and
competencies.

In 2016 the IHK Cologne hosted two workshops in
cooperation with the Center for Advanced Sustainable
Management. On April 13th the first event took place
with the topic of “Sustainable (commercial) Estate”
and how commercial buildings can be built ecologically
responsible and sustainable. On June 22nd the second

Since April, CASM belongs to the network of the
ESSSR (European School of Sustainability Science and
Research). The ESSSR is an consortium composed of
universities sharing an interest on sustainability science
and on matters related to sustainable development.
The organization aims at filling in a gap between the
coordination of sustainability science teaching and
research at European universities. As of now, CASM is
the 36th partner university to join the network which is
coordinated by HAW Hamburg.

Let us all turn the awesome #Fridays4Future movement
into a solution finding process. On FutureToday we are
waiting for your solution to combat climate change.
Everybody can join the community and discuss the
proposals or share their own solution and ideas.

CASM BECOMES PARTNER OF ESSSR

FUTURE TODAY - OUR CSR PLATFORM
Whether talking about climate change, social inequality or resource scarcity, the challenges facing our society are great. In order to create a just and sustainable world, above all we need more knowledge, skills as well as awareness about the need for change. Universities play a key role. Operating as training centres for future decision makers, universities hold a special responsibility to serve as role models for society. Therefore, a clear commitment to sustainability leads to long-term positive developments in society. A sustainability-oriented education thus fosters a sustainable future.

CBS recognizes these challenges and therefore, consistently strives to align teaching, research and management with principles of sustainable development and the UN Decade of Education for Sustainable Development. By further integrating social responsibility and sustainability into university operations, CBS would like to take on an innovative pioneering role in the German education landscape and continue to expand its expertise in the field of sustainable management training. Key topics such as Corporate Social Responsibility (CSR), economic and corporate ethics and sustainability are already firmly anchored in the curricula of CBS’s various departments.

The university began to intensify its involvement in this area through participation in the CCI Cologne’s project ÖKOPROFIT (Ecoprofit). The economic development program Ecoprofit (Ecological Project for Integrated Environmental Technology) helps with the optimal use of resources and the reduction of operating costs through environmental and climate protection measures. It is a collaborative effort between the city of Cologne, local economic actors and other partners. By helping companies reduce operation costs, the project fosters sustainable economic development. This spring representatives of renowned...
The CSR Student Team acts as a multiplier in the field of Sustainable Management and CSR at the CBS. In close cooperation with the Center for Advanced Sustainable Management (CASM), the members of the team plan events for further awareness raising and sustainability communication. Traditionally, the team organizes and implements a Sustainability Day at the CBS once a year. The team is also involved in a number of its own projects, such as founding a Women’s Network Group, offering a meditation workshop for students and professors, and improving waste separation at the CBS. Through the close cooperation with the CASM, the team benefits in particular from mentoring offers, practical relevance and access to book publications. In addition, the team participated in the organization and implementation of the 8th International Conference on Sustainability and Responsibility from 14 to 16 November 2018 in Cologne.

Would you like to make a difference in the field of sustainability? Are you interested in becoming a responsible leader of the future? Then don’t hesitate to contact us and become part of our team: Send an e-mail to csr@cbs-mail.de. We look forward to welcoming you to our team.

WORK FOR GOOD - CBS CARES FOR WISHES

From 19th Feb until March 23rd, CBS students got the chance to volunteer for at least one day in a company of their choice. In return, the company donates a sum of about € 100 to the non-profit organization “Wunschdirwas e.V.” For more than 28 years, the charity organization has been fulfilling wishes of severely sick children and adolescents throughout Germany. CBS Students that took part received a certificate, participating companies on the other hand did not only get the support of a student for at least one day, but also received a donation receipt. Thanks to the great support of numerous cooperating companies and students, CBS was able to donate more than € 87,000 to the “Wunschdirwas e.V.” since 2011. On the occasion of the Cologne Business School’s 25th anniversary in 2018, the university was focusing on charity and social responsibility. CBS had therefore started an initiative called “CBS cares for...” which implies various activities for the benefit of society.
The CSR Student Team has organized company presentations by Kleiderrebellen, FEMNET e.V., Fairfitters, Armedangels and input from Bianca Seidel about Eco Design. Furthermore, a sustainable fashion fair, a fashion show and much more were awaiting the participants! A “Clothes Exchange” was set up, where you could bring clothes, shoes, bags and jewelry and swap one piece for another or donate it for refugees. Moreover, it was possible to buy items. The collected money was donated to buy books for Indonesian children, a project the CSR Student Team has supported as well.

**FEMNET e.V.**

Cologne (Germany), April 17th. The organisation FEMNET e.V. is a non-profit women’s right organization. In her presentation Kerstin Dahmen presented the different projects FEMNET e.V. is currently working on in India and Bangladesh. The presentation enabled the audience to gain insights into the diverse projects executed by the organization. Their key activity is campaigning against the exploitation of women in the fashion industry to remove not only gender hierarchies but also social injustices and improve their standard of living. FEMNET e.V. aims to encourage people not only to review their consumption habits, but also to speak up for aggrieved female workers all around the world. Finally, FEMNET e.V. offers great opportunities for cooperations with students and is the perfect contact in the fashion industry.

**ARMEDANGELS**

Cologne (Germany), April 18th. Armed Angels company presentation by Lavina Muth began with an introduction to the environmental problems caused by the global fashion industry. The Cologne based company is working on their own solutions to reduce the impact of their business, using sustainable materials, ensuring supply chain traceability and the promotion of better wage systems. These and more action points can also be found on the CEO agenda 2018 that Armed Angels presented. The change inspiring document was developed by the Copenhagen Fashion Summit and signed by many leading company representatives. Following the presentation, the group engaged in an active discussion about sustainability in the fashion industry. There is still a long way to go, but as well we as the consumers can influence its progress by the purchasing choices that we make.

The CSR Student Team, together with help from the Center for Advanced Sustainable Management (CASM) and the Career Center, has organized another day at CBS with interesting lectures and workshops, as well as a movie screening of “Closing the Loop” by Wayne Visser.

Karl-Heinz Land from neuland GmbH:
Karl-Heinz Land is an investor, author, and public speaker for the topic “Digital Transformation”. This guest lecture highlighted why technological progress and digitalization will help us to save the planet and become more sustainable. Mr. Land used theses from his own book “EARTH 5.0 – How to Provoke the Future” as examples. At the end of his presentation, there was a group discussion about the pros and cons of dematerialization, disintermediation (platform economy), and disaggregation (sharing economy).

Manuel Delgado from trivago:
Trivago, as we know it, is specialising as an open source economy, and disaggregation (sharing economy). Mr. Delgado presented to us what the employees of trivago are doing to give back to their local communities. In this session, Mr. Delgado talked about corporate citizenship and how trivago connects to the people of Düsseldorf and surrounding area.

Christian Borowski from CleverShuttle:
Sustainable City launch in Cologne: CleverShuttle is an eco-friendly RidePooling service available only in exclusive cities in Germany. Their fleet of electric cars and professional drivers provide riders with an alternative way to city traveling. The concept of RidePooling is sharing your ride with another customer picked up along the way that has the same destination as you – resulting in a car pool. CleverShuttle is challenging the status quo of our activities and development of performance optimization measures regarding the three pillars of sustainability. What are implementable measures that are consistent with general launch constraints and market requirements? Save your money and the planet by riding with CleverShuttle!

**EXCLUSIVE FOR SUSTAINABILITY DAY:**
LYOFOOD will had a Pop-Up in the cafeteria, where there have been free food and drink samples for everyone. Check out their website https://lyofood.de and get excited to try some awesome food.
JOINT EVENT WITH THE COLOGNE CHAMBER OF COMMERCE AND INDUSTRY

Cologne (Germany), 26th April 2018: “Fair Trade”, “Sustainability” and “Organic” as labels have proven to boost sales and popularity of products. Sustainability has become a growth driver for many industries, especially for the food industry. More and more companies integrate sustainability into their business in order to meet the changing needs of customers. The event Sustainability in Retail, organized by the Cologne Chamber of Commerce and Industry in cooperation with CASM features this topic - the increasing relevance and potential of sustainability in retail across industries.

SOCIAL IMPACT MEASUREMENT PROJECT AT VOLKSWAGEN

Wolfsburg (Germany), May 3rd 2018: In the scope of a Business project which is part of the curriculum of the International Business Master’s Program of Cologne Business School, sixteen CBS Master students went to the Volkswagen headquarter in Wolfsburg to present their key findings on the topic “Social Impact Measurement”. For the past three months and under the supervision of CASM Director Patrick Bungard, the students have worked on creating innovative approaches and recommendations for the VW CSR department on how to construct impact measurement. We would like to thank Thomas Beck and the VW team for this great opportunity and all participating students for the effort and excellent results!

SEMINAR "LEADERSHIP & CSR MANAGEMENT"

Klagenfurt (Austria), October 2018 - February 2019: Cologne Business School in cooperation with the Business Ethics Institute WEISS organize a course on responsible leadership and CSR Management starting in October 2018. The seminar taught participants how to implement innovations through ethical management, responsible leadership and design thinking and how to contribute to a socially responsible and future-oriented society. It provided new perspectives on current management challenges and methods to put them into practice. High-level professors and experts such as Prof. Dr. René Schmidpeter, Prof. Dr. Lisa Fröhlich and Monika Kolb imparted business ethics, corporate social responsibility, value management, meaningful and valuable leadership, responsible communication, strategic procurement management, design thinking, ethical management and vision development in the course of 5 modules.

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EXECUTIVE SUSTAINABILITY CLASSES

2018
EXECUTIVE SUSTAINABILITY CLASS: GLS BANK AT CBS
Cologne (Germany), March 6th 2018: In recent years, we have seen a rise in businesses investing in social and ethical initiatives. GLS Bank, Gemeinschaftsbank für Leihen und Schenken (English: Community Bank for Loaning and Giving) was the first bank in Germany that operated with an ethical philosophy. According to the presentation which was given by the Head of the Treasury Department Ulrich Weber, their focus is on ecological, social and cultural initiatives, and not being primarily concerned with maximizing profits. He also explained the investment process of GLS and introduced cooperations with initiatives such as BigBoden Genossenschaft, GLS Beteiligungs AG and the foundations for the future, the GLS Treuhand.

EXECUTIVE SUSTAINABILITY CLASS: EVONIK AT CBS
Cologne (Germany), March 13th 2018: In the scope of the Sustainability Days 2018, Evonik visited CBS to present their business. Responsible action and business success are inseparable and therefore Evonik uses sustainability as a lever for more and better business. The company’s main projects are currently Resource Efficiency and Recovery with the aim to empower the reuse of things, Sustainable Aquaculture to avoid overfishing, Hydrogen Mobility and Green Tires.

Dr. Schneider, representative of Evonik and head of their CSR department, discussed the question “Why Sustainability is good for business?” and explained that the clear trend is shifting towards more sustainable solutions, as society is increasing awareness of sustainability through media and the wider public.

EXECUTIVE SUSTAINABILITY CLASS: BAYER CROP SCIENCE AT CBS
Cologne (Germany), March 14th 2018: One of the major problems the world is facing is how we are going to successfully and sustainably feed the ever-increasing billions of people inhabiting our planet. Tobias Menne, Head of Digital Farming at Bayer Crop Science came to CBS and talked about the future of farming and what Bayer is doing to support the development and digitalization of farms. Mr. Menne showed that farms can be digitally monitored via satellite and that farmers are given tools to connect with other growers across the world via apps. He answered questions from interested students which encouraged a lively discussion on a potential a farming revolution.

EXECUTIVE SUSTAINABILITY CLASS: BETHMANN BANK AT CBS
Cologne (Germany), March 14th 2018: When choosing between supporting sustainable companies or the ones with the most promising performance, one would think that most people would choose the second. But this reality is changing, as explained by Daniela Fassbender, Head of Private Banking from Bethmann Bank. Every second euro invested is now directed towards the so-called ESG (Environmental, Social, Governance) Investments, and Bonds, that are screened with help of Sustainalytics to analyze the characteristics of the social, environmental and governance aspects of the company or country in which the investors can entrust their money in. Being a partner of the Global Compact and having the goal of only taking part in business with companies that adopt the same values, the Bethmann Bank puts sustainability at the core of their business.
SUSTAINABILITY MASTER CLASS WITH BOSCH

We were excited for the opportunity of welcoming BOSCH at CBS for a Sustainability Master Class. Ludger Hermanns, Head of Innovation at BOSCH Connected Industries, and Petra Martin, Head of the Competence Center Leadership at BOSCH talked to over 50 interested students on “Sustainable Leadership @ BOSCH.”

The students got the chance to learn about the opportunities and challenges that current digital and societal transformations place on a large multinational yet traditional corporation. During the presentation especially the understanding of technology as a mean to serve a value-oriented purpose was stressed. Moreover, a profound need of a shift in mindset to be adequately prepared to lead corporations – and most of all their people – successfully in a VUCA-world became clear. In small groups the students had a chance to discuss questions and strategies together with our guests, who were curious and excited to get perspectives and inputs on their approaches from aspiring young leaders.

“CUTTING EDGE PRACTICES ON SUSTAINABILITY”

Curitiba (Brazil), August 6 – 10, 2018: For the second time, in cooperation with ISAE Business School, the Summer School in Curitiba took place. Prof. Dr. Ingvill Mochmann and CBS lecturers Rodrigo Mello and Heiko Wacker held interactive sessions about “Global Mindset Leaders and their sustainable approach to business” and “Green Bonds: Financing Sustainable Projects”. Furthermore, two site visits were organized. One to the AR 3000 Building, which is a sustainable project with modern architecture. The second one to IPPUC the Institute of Research and Urban Planning of Curitiba, as Curitiba is one of the few sustainable cities in Brazil. Participants came from a variety of areas, for example from Itaipu Binacional, the world’s largest generator of renewable clean energy. We are looking forward to the next edition in the upcoming year.
CASM ON THE ROAD
GRADUATE SCHOOL OF SUSTAINABLE MANAGEMENT AT STRATEGIC MANAGEMENT
PHD SEMINAR IN BLEĐ
Bled (Slovenia), November 8th till 11th 2017: IEDC Bled School of Management and CASM at CBS have a strong partnership. In November PhD students of the Graduate School of Sustainable Management participated in the Strategic Management seminar by Professor Krzysztof Obloj. Monika Kolb a IEDC PhD Student and Rodrigo Mello a PhD student at KU-Eichstätt both participated in this seminar. Further yearly collaborations between the two partners will follow to offer the best knowledge for both groups of PhD students.

DOCTORAL PROGRAM AND DIALOG PLATFORM “ETHICS AND RESPONSIBLE LEADERSHIP IN BUSINESS” (ERL) AT WITTEMBERG CENTER FOR GLOBAL ETHICS
Wittenberg (Germany), December 14th: PhD students and representatives of the Graduate School of Sustainable Management at Cologne Business School joined the colloquium of the Doctoral Program and Dialog Platform “Ethics and Responsible Leadership in Business” (ERL) at Wittenberg Center for Global Ethics (WZGE). The colloquium was led by the renowned Prof. Dr. Ingo Pies (MLU Halle-Wittenberg) and co-led by CBS professor Prof. Dr. René Schmidpeter. Besides three other PhD candidates of the Wittenberg Center for Global Ethics, Monika Kolb a IEDC PhD student and member of the Graduate School of Sustainable Management presented her latest research results. Besides, discussions about potential synergies especially with respect to this year’s 8th International Conference on Sustainability and Responsibility were discussed with Prof. Dr. Ingo Pies and the CEO of the WZGE, Waldemar Hötte.

GUEST PROFESSOR KANJI TANIMOTO FROM JAPAN MEETS LOCAL GOVERNMENT REPRESENTATIVES
Cologne (Germany), February 2nd: Prof. Kanji Tanimoto, an expert on CSR from Waseda University (Japan) who is also currently a visiting professor for sustainable management at Cologne Business School, was invited to meet local government representatives of the office of economic development, Michael Josipovic and Thomas Stiemer, at the town hall. Michael Josipovic is the Deputy Director and Head of the International Business Development Department, while Thomas Stiemer is newly appointed Head of Science and Innovation Support Department (Office of Economic Development). In a discussion round with Prof. Dr. Lisa Fröhlich, president of the CBS, Patrick Bungard, lecturer and CASM director, and his colleagues Marina Schmitz and Anika Stürenberg Herrera, Prof. Kanji Tanimoto spoke on recent developments of the Japanese economy and of international Japanese companies located in Europe. He also pointed out a few differences in the educational system and underlined that Cologne is a great place to live, work and establish a company due to its internationalization.

SYMPOSIUM CSR-GUIDELINES AND DIVERSITY – PRACTICAL IMPLEMENTATION
Berlin (Germany), February 14th: The first symposium on “CSR-Guidelines and Diversity - Practical Implementation” was held in Berlin, organized by the Association of German Public Banks and the Wertestiftung Berlin (Values Foundation). An input on the classification of CSR and Sustainability was held by Prof. René Schmidpeter of Cologne Business School, followed by enthusiastic remarks of the head of the Federal Anti-Discrimination Agency, Christine Lüders. Practical examples for sustainable management from two banks as well as a presentation on the importance of values as the basis for sustainable corporate management were discussed in the afternoon. The event ended with a final classification of CSR by the RessourcenReich GmbH representative Henk Knappe.

ACADEMIC CERTIFICATES IN COOPERATION WITH THE CBS AND WEISS INSTITUTE
Klagenfurt (Austria), March 20th 2018: WEISS Institute in cooperation with Cologne Business School have developed a program with the objective to educate young managers in Corporate Social Responsibility, Design Thinking, and Ethical Management. “Young managers are imparted new methods and a new mindset which enables them to tackle current management challenges. We show them that corporate action can generate value for the company and society simultaneously” explains Prof. Schmidpeter. The program lasted from November 2017 to March 2018. On March 20th, the participants were awarded by the diocesan bishop Dr. Alois Schwarz, Course Director Prof. Dr. René Schmidpeter, President of Cologne Business School Prof. Dr. Elisabeth Fröhlich, and the Managing Director of WEISS Institute Mag. Martina Uster. The alumni from Austria obtained 20 ECTS and the title “Academic CSR Manager”.

PRME DACH MEETING
Innsbruck (Austria), February 19th - 20th: At the PRME DACH Chapter Meeting in Innsbruck Monika Kolb and René Schmidpeter represented Cologne Business School and organized a workshop to further develop the 5th Responsible Management Education Research Conference in November in Cologne. The PRME DACH Chapter came up with various ideas to promote, design and create a successful conference.
CSR & INNOVATION CONFERENCE IN KREMS

Krems (Austria), 22nd March 2018: During the IMC Business Week 2018 at the University of Applied Sciences in Krems the CSR & Innovation conference was held with a keynote speech by CASM Director René Schmidpeter. Company representatives, academics, and students discussed the question of “how sustainable are innovations?” Ecological and social challenges are primarily seen as risks, however they also encourage innovation. This tension enabled thought-provoking discussions and the participants presented scientific research and Best Practices on the topic. Eventually they declared corporate values as drivers for sustainable innovations. In the afternoon, Prof. Schmidpeter presented research results and talked about international impulses.

UNIVERSITY ALLIANCE FOR SUSTAINABILITY SPRING CAMPUS

Berlin (Germany), April 9th - 11th 2018: During the Spring Campus 2018 researchers, students and sustainability experts came together to discuss the topic: “Moving Beyond the Ivory Tower: How do Science and Universities contribute to the Sustainability Transformation?”. Coming from different cultural and professional backgrounds, the participants, including CASM Research Assistant Viola Nyssen, shared their perspectives on responsibility science and concluded that universities should contribute to the global sustainability discourse.

4TH DQS SUSTAINABILITY CONFERENCE 2018

Frankfurt a.M. (Germany), March 11th 2018: “Learn from Sustainability Heroes” – was the aim of this year’s DQS Conference. CASM Director Patrick Bungard was part of the jury, which honored for instance Würth for their implementation of the cradle-to-cradle approach in one of their product lines. We are glad that Haden Cosman and Anna Tönneßen had the chance to join the conference and to learn about what different companies are doing with regard to integrating sustainability into their strategies and operations. Among others they enjoyed Georg Hoffmann’s talk about integrating sustainable principles into Ritter Sport’s operations, particularly the change management aspect. Saskia Jung’s presentation on BASF’s “Value to Society”, model, and how its implementation has allowed company leadership to better measure and understand the environmental impact in relation to the positive societal impact of their products. We are already looking forward to attending next year.

5TH ANNIVERSARY OF WEISS INSTITUTE FOR BUSINESS ETHICS

Klagenfurt (Austria), May 15, 2018: On May 15, Prof. Dr. Schmidpeter gave a keynote speech at the Business Ethics Institute WEISS in celebration of their five year anniversary. Many renowned guests joined the celebrations in Austria to congratulate the Institute on its achievements. For the past five years, the WEISS Institute has accompanied companies and consumers on the path to a sustainable future. As Gaby Schaunig explains, “In the long-term, the consideration of customers, the environment and employees brings more economic success to businesses. This success ranges from the higher satisfaction of the customers who remain loyal to the company and the increased motivation of employees working at these businesses.” As a methodical tool for analyzing ethical behavior in companies, WEISS Institute in collaboration with international ethics professors developed the integrative Ethics & CSR Check.

ABIS PANEL: ENABLING MIDDLE MARKET BUSINESSES TO ACHIEVE SUSTAINABLE SUCCESS

Brussels (Belgium), May 24, 2018: On May 24, CASM director Prof. Dr. René Schmidpeter joined the European Business Day in Brussels as a panelist for the ABIS/Mazar Panel on “Enabling middle market businesses to achieve sustainable success”. This panel discussion marked the launch of Mazars and ABIS’s “Middle Market Leaders Lab”. The panel covered both the challenges that exist at a macro level in promoting the success of middle market businesses and the range of critical issues that middle market businesses need to address in order to achieve their full potential.

4TH BASIQ INTERNATIONAL CONFERENCE

Heidelberg (Germany), June 11 – 13, 2018: Last month the 4th BASIQ International Conference on “New Trends in Sustainable Business and Consumption” was held at the Marsilius-Kolleg of Heidelberg University organized by the Association for Innovation and Quality in Sustainable Business (BASIQ). Prof. Dr. Rene Schmidpeter was invited to give a keynote speech which was about the sustainable management as the new normal of business. The conference allowed for the knowledge, experience and idea exchange between international guests and high-level participants from academia and business.
ANNUAL CONVENTION OF THE GERMAN GERMAN NETWORK FOR BUSINESS ETHICS (DNWE)
Frankfurt a. M. (Germany), June 28 - 29, 2018: Haden Cosman and Monika Kolb attended the yearly conference of the Deutsches Netzwerk für Wirtschaftsethik (DNWE) “German Network for Business Ethics” held at the Johann Wolfgang Goethe University Frankfurt on the 28th and 29th of July. The conference was mainly concerned with the effect of the EU Commission’s recently published Sustainable Finance Agenda. Speakers and panels discussed various issues related to the development of “Sustainable Finance Taxonomy”, the development of new competencies in response to the agenda, and the role of European Finance in providing the necessary capital to support Europe’s achievement of the UN’s Sustainable Development Goals (SDGs).

2016 LEAD SYMPOSIUM
Beijing (China), June 6th – 7th. On the second day of the 13th International CSR Forum, Patrick Bungard was a participant on the panel on “Global CSR Development and Trends”. He shared his insights and experiences regarding CSR in Germany. The moderator of this Sino-European dialogue on CSR was Stefan Creus, Executive Director of CSR Europe. He also gave the panel’s opening speech on the current developments in CSR in Europe. Amongst the other panelists were Yin Gefei, Chief Expert of the Golden Bee Think Tank. Lotta Liljelund, Counsellor of the Golden Bee Think Tank. She spoke on the current developments in CSR in Europe. The panel discussion not only demonstrated that European countries such as Sweden and Germany are on a similar path, but it also became apparent throughout the discussion that the field of CSR represents a chance to be a “bridge” between China and Europe.

SUSTAINABLE FINANCE AGENDA
China, May 31 – June 9, 2018: We are very proud to announce that the first two translations of our CSR book series got translated into Chinese. “CSR and Business Models” by Patrick Bungard (CASM) as well as “CSR and Purchasing” by Prof. Dr. Lisa Fröhlich (CBS) were launched during the 13th International CSR Forum in Beijing being organized by GoldenBee. As one of the most relevant platforms for CSR in China, GoldenBee promotes sustainable development through research, consulting and different kinds of cooperations and initiatives with Chinese organizations. We are happy that GoldenBee will attend our 8th International Conference on Sustainability and Responsibility in November as a partner. China’s growing importance on the global stage as well as its rapid growth provide a huge chance to leverage the impact of efforts with respect to sustainable transformation. Patrick Bungard, Marina Schmitz (CASM) and Anna Tönneßen (M3trix GmbH) used this event to promote sustainable development through research, consulting and different kinds of cooperations and initiatives with Chinese organizations. We are happy that GoldenBee will attend our 8th International Conference on Sustainability and Responsibility in November as a partner. China’s growing importance on the global stage as well as its rapid growth provide a huge chance to leverage the impact of efforts with respect to sustainable transformation. Patrick Bungard, Marina Schmitz (CASM) and Anna Tönneßen (M3trix GmbH) used this event to leverage the impact of efforts with respect to sustainable transformation.

BOOK RELEASE AT THE 13TH INTERNATIONAL CSR FORUM IN CHINA!

PATRICK BUNGARD MEETS SAMUEL IDOWU AND JOHN ELKINGTON IN LONDON
London (UK), July 3rd, 2018: Last month, CASM Co-Director Patrick Bungard went to London to meet John Elkington, author and pioneer of Corporate Social Responsibility subjects, and speaker at our conference in November - the 8th International Conference on Sustainability and Responsibility. Together with a number of academics and practitioners they were able to discuss Elkington’s famous “Triple Bottom Line” and why he now recalls his model. There will most likely be a cooperation between Elkington’s company Volans and CASM beside his participation at the conference.

EDUTOPIA SUMMER SCHOOL
Vienna (Austria), July 7 – 14, 2018: Oikos-Vienna organized a week-long summer school about education “Edutopia” in which CASM team member Viola Nyssen participated. During the whole week workshops were held like “Pluralism in Economics”, “Sustainable Consumption” and the “Climate Game” in order to expand the spectrum of what should be included in the curriculum. Furthermore, the participants worked on different case studies like consulting “Voi Fesch” how to best promote inclusion into Viennese society to get insights also into the practical side. Finally, guided reflexion sessions were held to find own values, strengths, blockages etc. to pursue one’s passion and purpose.
Vaishali Baid from India, who researched sustainable China, India, and Brazil. Marina Schmitz welcomed scholarship to 50 Fellows from the United States, Russia, the Alexander von Humboldt Foundation, awarded this Fellows met their hosts in Bonn, at an event hosted by Bonn (Germany). On October 1st, the German Chancellor caused CASM project manager Marina Schmitz having Kong just after the typhoon Mangkhut hit land which 18th – 19th, the CSR Asia Summit took place in Hong Kong, September 18th - 19th 2018: On September 6th - 7th, The Japan Forum of Business and Society (JFBS) hosted the 8th Annual Conference at Waseda University, Tokyo, on the topic of “Strategic Communications in Business and Society”. Keynote speakers included Carol Adams from Durham University and Ms. Shuri Fukunaga, Business and Society”. Keynote speakers included Carol Adams from Durham University and Ms. Shuri Fukunaga, “Corporate Social Responsibility Education”. The first speaker of the second day was Mohan Munasinghe, Corporate Social Responsibility Education”. The first speaker of the second day was Mohan Munasinghe, co-laureate of 2007 Nobel Peace Prize. In his speech, he took his audience on a sustainability journey and impressively demonstrated the services he has rendered to humanity over the past decades. On this day, the two colleagues Fröhlich and Schmidpeter exchanged roles; Prof. René Schmidpeter explained the European view on sustainable management and explained the approach of “sustainability - the new normal”, which he developed. In the concluding panel, Prof. Dr. Lisa Fröhlich discussed the topic of “Green Finance” with Chung-Shu Wu, Chairman, Taiwan Academy of Banking and Finance, Yin-Hua Ye, Professor, Graduate Institute of Finance, National Chiao Tung University and Jennifer L. Wang, Vice President and Distinguished Chair Professor, National Cheng-Chi University. The panel jointly explored possibilities for establishing sustainable financial structures in Taiwan. The conclusion was well-received in the Taiwanese press, quotes from both colleagues were featured on Taiwanese television and in the Economic Daily News. models, as well as implementing CSR as a tool of strategic management and communicating the corporate benefits that can result from this approach.

8TH ANNUAL CONFERENCE AT WASEDA UNIVERSITY
Tokyo (Japan), September 6th - 7th 2018: On September 6th - 7th, The Japan Forum of Business and Society (JFBS) hosted the 8th Annual Conference at Waseda University, Tokyo, on the topic of “Strategic Communications in Business and Society”. Keynote speakers included Carol Adams from Durham University and Ms. Shuri Fukunaga, Business and Society”. Keynote speakers included Carol Adams from Durham University and Ms. Shuri Fukunaga, “Corporate Social Responsibility Education”. The first speaker of the second day was Mohan Munasinghe, Corporate Social Responsibility Education”. The first speaker of the second day was Mohan Munasinghe, co-laureate of 2007 Nobel Peace Prize. In his speech, he took his audience on a sustainability journey and impressively demonstrated the services he has rendered to humanity over the past decades. On this day, the two colleagues Fröhlich and Schmidpeter exchanged roles; Prof. René Schmidpeter explained the European view on sustainable management and explained the approach of “sustainability - the new normal”, which he developed. In the concluding panel, Prof. Dr. Lisa Fröhlich discussed the topic of “Green Finance” with Chung-Shu Wu, Chairman, Taiwan Academy of Banking and Finance, Yin-Hua Ye, Professor, Graduate Institute of Finance, National Chiao Tung University and Jennifer L. Wang, Vice President and Distinguished Chair Professor, National Cheng-Chi University. The panel jointly explored possibilities for establishing sustainable financial structures in Taiwan. The conclusion was well-received in the Taiwanese press, quotes from both colleagues were featured on Taiwanese television and in the Economic Daily News.

FACHKONFERENZ "VERANTWORTUNG"
Frankfurt a.M. (Germany), September 7, 2018: Last week, the magazine VERANTWORTUNG hosted for the third time a one-day conference on digital responsibility at Goethe University in Frankfurt. The conference for CSR managers, which was organized for the 3rd time, focused on CSR in the digital age and had workshops on AI and CSR, the use of Blockchain technology in supply chain management and corporate digital responsibility. CASM team members Monika Kolb and Helen Cramer visited the conference and participated in different sessions: “It was a very interesting and highly topical conference where you did not only get input on CSR-issues but also learned about the most current technologies”.

ALEXANDER VON HUMBOLDT FOUNDATION SCHOLARSHIP EVENT
Bonn (Germany), On October 1st, the German Chancellor Fellows met their hosts in Bonn, at an event hosted by the Alexander von Humboldt Foundation, awarded this scholarship to 50 Fellows from the United States, Russia, China, India, and Brazil. Marina Schmitz welcomed Vaishali Baid from India, who researched sustainable procurement practices at CBS. With the launch on October 1st 2018, she first joined an introductory seminar before working with Prof Elisabeth Fröhlich, President of the Cologne Business School, on her project which started in November 2018.

CEEMAN ANNUAL CONFERENCE IN PRAGUE
Prague (Czech Republic), 19th - 21st September: The 26th CEEMAN Annual Conference titled “Redefining Management Education: Excellence and Relevance” took place in the city of Prague, Czech Republic, this year. CEEMAN Annual Conference is the most important annual event of CEEMAN – the International Association for Management Development in Dynamic Societies. Lisa Fröhlich President CBS was invited as a panelist and presented the sustainable management approach at CBS. Monika Kolb, Conference Coordinator and Researcher at the CASM presented her poster entitled “Sustainable Management as the new normal”. René Schmidpeter Director of the CASM was also in Prague and invited the participants to join the RME and CSR Conference in Cologne.

CSR-TAG 2018 AUSTRIA
St. Pölten (Austria), October 10, 2018: At this year’s CSR-Tag, René Schmidpeter was among the panelists and moderators of the event. The event focuses on the need for sustainable and responsible action in business

2018 CSR, SUSTAINABILITY, ETHICS AND GOVERNMENT
Taipei (Taiwan), September 27th to October 1st 2018: At the end of September, the first “Conference of Ethics and Sustainable Development” took place in Taipei at the National Taipei University. The conference was hosted by the Ecological Development Union Asia (EDUA). The event is one of the largest international conferences focusing on responsible business with delegates from over 40 nations. Prof. Lisa Fröhlich and Prof. René Schmidpeter represented CBS at this top-class event. Prof. Fröhlich addressed the topic “Managing Global Supply Chains for a Sustainable Future” in her keynote speech and Prof. Schmidpeter moderated the panel on “Asian Ethics and Corporate Social Responsibility Education”. The first speaker of the second day was Mohan Munasinghe, co-laureate of 2007 Nobel Peace Prize. In his speech, he took his audience on a sustainability journey and impressively demonstrated the services he has rendered to humanity over the past decades. On this day, the two colleagues Fröhlich and Schmidpeter exchanged roles; Prof. René Schmidpeter explained the European view on sustainable management and explained the approach of “sustainability - the new normal”, which he developed. In the concluding panel, Prof. Dr. Lisa Fröhlich discussed the topic of “Green Finance” with Chung-Shu Wu, Chairman, Taiwan Academy of Banking and Finance, Yin-Hua Ye, Professor, Graduate Institute of Finance, National Chiao Tung University and Jennifer L. Wang, Vice President and Distinguished Chair Professor, Nacional Cheng-Chi University. The panel jointly explored possibilities for establishing sustainable financial structures in Taiwan. The conclusion was well-received in the Taiwanese press, quotes from both colleagues were featured on Taiwanese television and in the Economic Daily News.
DEUTSCHES CSR FORUM 2018
Stuttgart (Germany), October 8th - 9th, 2018: Last month, CASM’s René Schmidpeter spoke at this years German CSR Forum in Stuttgart. Under the motto “Sustainable Corporate Responsibility in the Digital World – Sharing Responsibility Together“, the German CSR Forum offers exciting lectures on the two days of the conference, plenty of space for exchange and networking in innovative event formats. The presentation of the German CSR Prize is the heart of the forum.

4TH ANNUAL CONFERENCE ON COMPLIANCE AND ETHICS
Bled (Slovenia), October 18th - 19th, 2018: The conference focused on ethical and unethical leadership, and how ethical leadership can facilitate progress on a national level. CASM’s René Schmidpeter held a session on “Ethical conduct of individuals and businesses, as a condition for sustainability of the economy and societies” with a focus on ethics as a key part of social responsibility, current sustainability issues and the connection between personal and organizational ethics and between organizational ethics and sustainable success.

SUSTAINABLE ENTREPRENEURSHIP – RESPONSIBILITY IN TRANSFORMATION
Saarland (Germany), October 23rd, 2018: The event kicked off at IHK Saarland, and CASM’s René Schmidpeter was present as a moderator. The event consisted of over 80 entrepreneurs, and served as the beginning of a six months examination on how companies can more effectively and better align their engagement with regional challenges.

17TH ABIS COLLOQUIUM 2018
Brussels (Belgium), November 9th, 2019: CASM’s own René Schmidpeter will speak at the 17th ABIS Colloquium 2018 on Nov. 9th! This event focuses on sustainability as a business opportunity. The 2018 Colloquium aims to bring together leading voices from industry, academia, youth, communities, public policy and more to address three key themes - circular economy, digitalization and sustainable finance - that have a great potential to capture the business opportunities generated by sustainability and will have a huge impact in driving the 2030 Agenda for Sustainable Development agenda forward.

CASM DIRECTOR PATRICK BUNGARD AT DIGITAL2018
Cologne (Germany), November 20th-21st 2018: In the end of November, the digitalization trade fair DIGITAL2018 took place in Cologne, Germany. For two days, hot digitization topics such as 3D printing, artificial intelligence and networks of the future were presented and discussed by 100 speakers, more than 30 partner companies, and a numerous exhibits. The Startup Support Program TechBoost by Deutsche Telekom showcased 26 startups who were able to present their innovative business ideas to visitors. CASM co-director Patrick Bungard visited the event and gave a speech on digitalization and sustainability. “It was an amazing event and a pleasure to take part in it” concludes Patrick Bungard after the event. A special thanks to Frank Ilarz and TechBoost who facilitated and strongly contributed to this great event!
At this year’s reception of the Wirtschaftsjunioren Cologne, Patrick Bungard, Director of CASM, says that he regrets the inflationary use of the term sustainability. In particular, he states, that almost every major Western company and a large number of medium-sized companies today would like to prove that they take their social responsibility seriously and how well they do. However, the important question is to ask what motivation stands behind that. Companies that make sustainability a priority in order to just “do good and talk about it” would neither improve their marketing nor contribute to serious social value creation. Businesses should see sustainability as an “investment”. “For me, sustainability means asking the right questions, seeing connections, acting and learning continuously,” says Bungard. The format of the New Year’s Reception was a prelude for the Junior Chamber to focus this year on the search for best practices in Cologne companies, to share their own experiences and to learn new things.

The Fridays for Future global climate strike was a great experience and a real success. Seeing that even the youngest kids already care about their future while cheering, singing and shouting arm in arm is such a great feeling and creates hope in us.

However, it is not only the young generation that made the day so special - thousands of teachers and scientists walked side by side to fight for a better future. For the students, professors and us, the CASM Team, it has been an amazing experience to demonstrate for what reality matters to all of us in the coming years. The students painted plenty signs together with which they finally showed up to demonstrate as a team. One student from the Cologne Business School states: “that gives you the strength and energy to truly stand up for your opinion and that made the day very special for all of us.”

The conference was an event organized by B.A.U.M. e.V. and had the purpose to connect CSR and digitalization professionals in order to find sustainable and efficient solutions in both areas. In a workshop on the topic of measurement and processes CASM Director Patrick Bungard and Daniela Rathe from Porsche presented the PNI – Porsche Sustainability Index – which they developed in collaboration. The presentation of the PNI caused lively discussions on Porsche’s role in the sustainability movement but overall the participants were interested in this new classification number. CASM team member Helen Cramer and Anna Tönneßen joined the conference as well and participated in workshops on AI materiality analyses, and measurement tools for CSR and the SDGs.
On April 3rd, Marina Schmitz joined the 15th German CSR Forum in Stuttgart. This year’s motto was: “Economy of climate change and sustainable financial system”. The forum started with a speech of Prof. Dr. Ernst Ulrich von Weizsäcker, Honorary President of the Club of Rome, stating that the prices should tell the economic truth, suggesting possible policy actions to tackle the issue of climate change. His speech and theses were echoed by the following four speakers: Sabine Nallinger, Executive Director Foundation 2°, German Entrepreneurs for Climate Protection, claiming that the climate protection can be seen as a modernization project for the economy. Prof. Dr. Günther Bachmann, Secretary General of the German Council for Sustainable Development talked about “The German Sustainability Code is intended to substantially change the economy - it is misunderstood as a mere stylistic exercise!”

The afternoon was divided up into 12 workshops, one of these being “Contemporary Climate Management: Successful Practical Examples.” The day concluded with the presentation of the German CSR Award 2019 by the Chairman of the Board of Trustees, Prof. Dr. Wolfgang Schuster, and the Honorary Chairman, Prof. Dr. h.c. Matthias Kleinert which was awarded to Albert Berner, founder and honorary chairman of the Berner Group.
5TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE
from November 12th – 13th in Cologne (Germany)
PRME Regional Chapter DACH has the pleasure of inviting you to attend and contribute to the conference on “Leadership Development for Advancing the Implementation of the Sustainable Development Goals” that will be co-organized by PRME Secretariat, PRME Anti-poverty Working Group, and the Center for Advanced Sustainable Management at Cologne Business School (CBS), Cologne, Germany, which will host the event. The goal of the conference is to discuss how research and the management education community, in collaboration with businesses, policy makers, NGOs, youth, media, and other stakeholders can best support the ongoing flagship initiatives of UN Global Compact and PRME that focus on responsible leadership development for advancing the implementation of the Sustainable Development Goals (SDGs). We invite you to contribute to the event by proposing the conference topics and sessions.

8TH INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND RESPONSIBILITY
from November 14th-16th 2018 in Cologne (Germany)
Some time has passed since we hosted the 8th International Conference on Sustainability and Responsibility and the 5th Responsible Management Education Research Conference in Cologne. During the conference critical questions about the current state and concepts of Corporate Social Responsibility were raised: Is the Triple Bottom Line still valid? Has CSR solved any problems or do we need to move on to a new thinking of business and sustainability? The conference encouraged participants from diverse fields of expertise to start a new discussion on sustainability - and was a success.

The BICSR started with a pre-event at the Chamber of Industry and Commerce Cologne where Wayne Visser, holder of the Sustainable Transformation Chair at Antwerp Management School, presented his concept of Integrated Value. The first day kicked off with a keynote speech by Liz Bouyssis, Professor of Organizational Behavior and Leadership at the Graduate School of Leadership and Change at Antioch University, who called for action and stressed the importance of sustainable leadership. Throughout the day, expert panels, solution stages, interactive workshops were held to work on a new vision of CSR, sustainable management, and responsible leadership.

In the afternoon, John Elkington, founder of the Triple Bottom Line, and conference host René Schmidpeter held a discourse on their respective concepts. While Elkington, who revised his concept of the Triple Bottom Line earlier this year, explained that the original idea was misinterpreted and led to a trade-off thinking which did not result in effective CSR. It therefore needed to be adapted and transformed to current circumstances. René Schmidpeter argued that the Triple Bottom Line has to be re-interpreted. The old concept has to be changed to an inclusive sustainability concept based on the idea of ‘thinking the present from the future’ and by putting focus on impact first. Furthermore old trade-off thinking needs to be overcome. He said that it is time to challenge old school sustainability thinking on its philosophical base and to take on a new perspective which integrates profitability and sustainability to one holistic concept.

The first day closed with the Lifetime Achievement CSR Award which was awarded to Robert Eccles, Founding Chairman of the Sustainability Accounting Standards Board (SASB) and one of the founders of the International Integrated Reporting Council (IIRC). Eccles was honored by George Kell, Chairman of Arabesque and Founding Director of the UN Global Compact, for his work on integrated reporting.

On day two of the international conference, Edward Freeman, Eisi and Signe Olsson Professor of Business Administration at University of Virginia's Darden School and founder of Stakeholder Theory, gave a keynote speech and shared his thoughts to tackle societal issues by creating a ‘new story of business’. Moreover, Business representatives such as Timm Duffner, ‘Social Activist’ for Ben & Jerry’s Germany and founder of HEYHO! granola roastery, and Malin Ripa, head of CR of the Volvo Group, talked about their company’s methods of doing CSR.

After various interactive sessions, art tours, public pitches, and networking opportunities, Ernst Ulrich von Weizsäcker, Co-Chair of the International Panel for Sustainable Resource Management and Honorary President of the Club of Rome, explained his ideas on why we need a ‘new enlightenment’ to achieve sustainability. After him, Kalpona Akter an activist for workers’ rights in the textile and clothing industry in Bangladesh and CEO of the Bangladesh Center for Worker Solidarity (BCWS), gave a touching speech getting standing ovations for her vibrant and powerful words calling for action.

After insightful speeches, interactive workshops, and intensive discussions the conference days were closed by two evening events. On Wednesday, the participants were invited to join a traditional night at the historic Cologne City Hall. Local traditions such as a carnival dance group and regional food, as well as a speech by mayor Henriette Reker were highlights of this evening. On Thursday, the closing event took place at the Zoo of Cologne with a delicious dinner, local beer, and music.

The two-day conference offered a platform for change-makers from all over the world, providing the opportunity to exchange and share ideas through various formats. Not only did the BICSR offer panels, presentations, and workshops, but also gave the stage to everyone who was seeking for collaboration opportunities to implement sustainable business models. Furthermore, the conference allowed students to integrate their views and ideas. Looking back, the conference achieved what we were aiming for: animated discussions, knowledge exchange, sharing of new ideas, critical reflections on the status quo, brainstorming on solutions for pressing topics, diverse participants and speakers, and an essential message to spread: we have to rethink our current way of doing CSR, because the CSR we have been doing in the past is not sufficient for the global challenges we are and will be facing.
8th International Conference on Sustainability & Responsibility

Responsible Leadership in Times of Transformation

Conference Chair: René Schmidpeter, The Center for Advanced Sustainable Management at Cologne Business School (Lead), Sarah Jastram, Hamburg School of Business Administration and Joachim Schwalbach, Humboldt University of Berlin.

Conference Coordinator: Monika Kolb, Center for Advanced Sustainable Management at Cologne Business School
Academic Coordinator: Marina Schmitz, Center for Advanced Sustainable Management at Cologne Business School

- 42 Nations
- 160 Speakers
- 10 Solution Stages
- 5 Action Zones
- 22 Expert Insights
- 10 Interactive Spaces
- 2 Exhibition Areas

Gender

- 13% Business
- 41% Academia

Average Age

- 38 People

Nations Represented

- 41 Nations
**GUEST CONTRIBUTIONS AND COOPERATION**

- **5th International Conference on CSR, Sustainability, Ethics and Governance**
  June 27th - 29th 2018  
  Santander, Spain  
  CASM and Cologne Business School: Supporting organization  
  Prof. Dr. René Schmidpeter: Organizing Committee

- **The 2018 Annual Conference Strategic Communications in Business and Society**
  September 6th - 7th 2018  
  Tokyo, Japan  
  Prof. Dr. René Schmidpeter: Steering Committee

- **Symposium “CSR-Guidelines and Diversity - Practical Implementation”**
  February 14th 2018  
  Berlin, Germany  
  Prof. Dr. René Schmidpeter: speech

- **Next Generation Leadership Conference**
  May 30th 31st 2018  
  Pretoria, South Africa  
  CASM Partner

- **5th anniversary of WEISS Institute**
  May 15th 2018  
  Klagenfurt, Austria  
  Prof. Dr. René Schmidpeter: Keynote Speaker

- **CSR-Management Forum 2018**
  June 7th 2018  
  Nürnberg, Germany  
  Prof. Dr. René Schmidpeter: Keynote Speaker

- **International Conference BASIQ 2018 - New Trends in Sustainable Business and Consumption**
  June 11th - 13th 2018  
  Heidelberg, Germany  
  Prof. Dr. René Schmidpeter: Keynote Speaker

- **7th Italian Conference on Social and Environmental Accounting Research**
  September 20th - 21st 2018  
  Urbino, Italy  
  Prof. Dr. René Schmidpeter: Scientific International Committee

- **German CSR Forum**
  October 8th - 9th 2018  
  Stuttgart, Germany  
  Prof. Dr. René Schmidpeter: Scientific Committee

- **FEMNET Conference 2018 - SewLUTIONS für die Zukunft der Bekleidungsindustrie**
  November 15th - 16th 2018  
  Hamburg, Germany  
  Prof. Dr. René Schmidpeter: Keynote Speaker

- **Conference on CSR trends**
  June 2018  
  Bled, Slovenia  
  Prof. Dr. René Schmidpeter Keynote Speaker

- **Conference on CSR trends**
  June 2018  
  Bled, Slovenia  
  Prof. Dr. René Schmidpeter Keynote Speaker

- **International Conference on Corporate Social Responsibility, Sustainability, Ethics and Governance**
  June 2018  
  Cantabria, Spain  
  Prof. Dr. René Schmidpeter Keynote Speaker

- **Brazillian German Business Days**
  June 2018  
  Cologne, Germany  
  Monika Kolb and Rodrigo Melia

- **Annual Convention of DNWE**
  June 2018  
  Frankfurt, Germany  
  Monika Kolb and Haden Cosman

- **CESD 2018 - International Conference on Ethics and Sustainable Development**
  September 28 - October 1, 2018  
  Taipei, Taiwan, R.O.C.  
  Prof. Dr. René Schmidpeter: Co-Organizer and Keynote Speaker  
  Prof. Dr. Lisa Fröhlich: Keynote Speaker

- **Österreichischer CSR Tag 2018**
  October 10, 2018  
  St. Pölten, Austria  
  Prof. Dr. René Schmidpeter: Keynote Speaker

- **GreenTech Forum Slovenia 2018**
  September 12, 2018  
  Bled, Slovenia  
  Prof. Dr. René Schmidpeter: Speaker, Panelist

- **7th Italian Conference on Social and Environmental Accounting Research**
  September 20 - 21, 2018  
  Urbino, Italy

- **EICE Annual Conference**
  October 18 - 19, 2018  
  Bled, Slovenia  
  Prof. Dr. René Schmidpeter: Speaker

- **IHK Saarland - Sustainable Entrepreneurship - Responsibility in Transformation Event**
  Tuesday, October 23, 2018  
  Saarland, Germany  
  Prof. Dr. René Schmidpeter: Moderator

- **Digital 2018**
  November 7th - 8th 2018  
  Cologne, Germany  
  CASM Director Patrick Bungard: Speaker

- **9th Annual Conference 2019**
  “CSR/Sustainability in Management Education”  
  5 - 6 September 2019  
  Tokyo, Japan  
  Prof. Lisa Fröhlich (Keynote Speaker)  
  Prof. Rene Schmidpeter (Academic Committee)

- **German Economy Award 2019**
  4 June 2019  
  Slovenia  
  Prof. Rene Schmidpeter (Jurys)

- **4th International Conference on New Business Models**
  1 - 3 July 2019  
  Berlin, Germany  
  Prof. Rene Schmidpeter (Steering Committee)

- **15th German CSR-Forum 2019**  
  “The Economics of Climate Change and Sustainable Financial Systems”  
  3rd April 2019  
  Stuttgart, Germany  
  Prof. Rene Schmidpeter (Academic Head), Patrick Bungard (Speaker)

- **India CSR Leadership Summit & Awards 2019**  
  Giving Back  
  1st April 2019  
  New Delhi, India  
  Prof. Rene Schmidpeter (Speaker)

- **6th International Conference on CSR, Sustainability, Ethics & Governance 2019**  
  12 - 13 June 2019  
  InterContinental Hotel, King Abdullah bin Abdul Aziz Al Saud Street, Abu Dhabi  
  Prof. Rene Schmidpeter (International Scientific Committee)

- **Responsible Leadership in Rising Economies in Bled**  
  23 - 25 October 2019  
  IEDC Bled School of Management, Bled, Slovenia

- **German Economy Award 2019**
  4 June 2019  
  Slovenia  
  Prof. Rene Schmidpeter (Jurys)
INTRODUCTION

If we were to think about one word that would describe the last few years, it would probably be: unprecedented. The whole world is going through a big transformation and there is no turning back. Digitalization, sustainability and rising economies are challenging the way how we conduct business. In order to develop innovative businesses, we need Responsible leadership and sustainable management as new business paradigms. All over the world leading think tanks are working together with businesses, NGOs and academia to develop a new mindset for change-makers and leading business executives. We have discovered that centers for excellence and global networks for sustainability and ethics already exist in different parts of the world. However, WISE provides a joint venture of leading research centers in order to scale their own projects and ideas. It is supposed to be a lighthouse for developing a new business paradigm and distribute it through the respective networks in different parts of the world. The cornerstones of this approach are sustainability conferences, global research projects, joint educational programs, partnerships between business and academia, and development of innovative prototypes for management and leadership with a truly global perspective. Commitment to sustainable development and CSR is not just something that is nice to have. It is not about publishing a sustainability report or having an add-on CSR department. Real commitment means to develop business strategies which generate a positive impact for our societies. Business is the solution, and should not be seen as the problem for sustainable development. Business needs to think about the present from the future! Our Businesses will only be competitive on the world market and keep the license to operate in the future if we find entrepreneurial solutions for the world challenges (Climate Change, Scarcity of Resources, Rising World Population, and Technological Transformation). WISE can provide latest knowledge about responsible leadership and sustainable management from diverse cultures and regions of the world. It can help companies strengthen their competitiveness through transforming their business models, developing sustainable strategies and organize collaborative innovation. Through our excellent researchers and societal networks WISE is the ideal partner for an ever more global and digital world economy. Together with business we will organize international studies and benchmarks, and engage in strategy development and executive trainings in the field of sustainability, ethics and transformational management, always taking into consideration the latest global developments and the challenges of the future and using the knowledge of leading research institutes in the world.

ABOUT THE INSTITUTE

The main aim of the Institute is to address the gap in the global efforts to propel sustainability and ethics to even-greater prominence and to further strengthen efforts for relevant research. Headquartered at IEDC-Bled School of Management, Postgraduate studies (IEDC), with regional offices in Germany, China, and Africa. There are already plans to expand to Latin America, India, Russia, etc. WISE is led by the international board of founding partners, which currently consist of representatives from the following institutions:

- IEDC Bled School of Management, Slovenia
- Cologne Business School, Germany
- National Institute for Innovation Management at Zhejiang University, China
- University of Stellenbosch Business School, South Africa
As such, WISE will address the unique needs of sustainability professionals in rising economies through:

- context-relevant research and publications,
- professional development and networking events.

Furthermore, we aim to cover all the three core areas of integrated sustainability: ethics & compliance, social responsiveness and environmental responsibility. WISE also aims to connect the most prominent partners from the corporate world. Corporate partners will support the day-to-day operations as well as special projects of WISE. In return, the corporate partners will draw many advantages from membership, including visibility, most up to date research results, access to relevant research and a voice at the WISE board. Corporate partners will have an opportunity to propose local and international research project and other types of activities. All partners will work on attracting corporate partners to support both local and global efforts of the Institute.

**ACTIVITIES IN 2018**

Although the inaugural meeting of the International Board was held in September 2018, the Institute already started working on organization of various educational and promotional events on a regional and international level, as well as started working of first publications. In November 2018, the new WISE webpage was finalized and officially launched at the 8th international CSR conference in Cologne. While website currently offers information about the Institute, its partner organizations and sponsors, as well as news, events and blogposts, we are planning to expand the website by the end of 2019 to also feature an interactive database of case studies and best practice examples.

**EVENTS**

On 5th of June, 2018, WISE organized its first local conference on Sustainable Transformation in Slovenia together with Ekvilib Institute. Topics of Transformation from traditional to sustainable business models, were discussed, while four companies presented their best practice examples of participation with NGOs. More than 70 participants attended the conference. A series of keynote speeches and an engaging panel presented topics such as why there is a need for sustainable business models, how sustainability can be integrated in various business practices, and what are the merits of a circular economy.

The event also presented finalists of the CSR award scheme for partnerships, innovation and impact, awarded by the Network for Social Responsibility of Slovenia. Following the audience vote, which was won by Generali for their campaign on raising awareness about the dangers of drunk driving, Mariborski vodovod was awarded the prize in the SME category for their extensive project to make their billing system as well as their entire website accessible to visually impaired users. The winner in the category for bigger corporations was the insurance company Triglav, whose project aimed at decreasing traffic accidents combined various measures by engaging local communities.

On September 12, 2018, WISE hosted the first GreenTech Forum, which was connected to Bled Strategic Forum and was organized by Center of Energy Efficiency Solutions. More than 60 Participants attended the event. The event highlighted the importance of the transition to a green economy that, with many innovations, brings new global opportunities in the environmental, social and economic fields. It connected various actors who can positively influence a better strategy for the development of the green economy in Slovenia, and emphasized that it is the responsibility of decision-makers and representatives of the economy to act swiftly and contribute to the transformation of the economy towards sustainable development.

During October 18–19, 2018, WISE was a co-organizer of the Conference on Compliance and Ethics in collaboration with EISEP institute. The main topic of the conference was Reputation Risk and was a big success with over 150 participants in the two days. To present the conference topics, excellent regional and international professionals were invited to give their presentations. They talked about how unethical leaders can suppress the progress of a whole country and how ethical leaders have the power to change the world for the better; About the added value of ethics and it’s role for a successful business, what are the competitive advantages of a good corporate communication and how a good compliance program can reduce the reputational risk. We also talked about the influence that the development of international sanctions has for businesses, about new standards for transparency and what are common topics on solving the contrasting interests in the public and private sector relationship.

Between November 14–16, 2018, WISE debuted with its first large international event. In partnership with Cologne Business School, WISE was a co-organizer of the 8th International Conference on Sustainability & Responsibility in Cologne, Germany, with more than 400 participants. The conference focused on topics of responsible leadership and offered participants the opportunity to engage with academics, business professionals, and policymakers to exchange ideas through a series of talks, discussions, and informal gatherings. It brought together different perspectives on global issues from various countries, actors and generations on responsible leadership, and helped foster ideas and practices which can be applied in a global context. On the final day, prof. Purg officially announced the establishment of the Institute to the international audience, which was very well received and several research and educational institutions showed interest in joining the Institute.

WISE will work on attracting corporate partners to support both local and global efforts of the Institute.
While publication of WISE led publications was not yet possible within such a short time span, several works by researchers working at WISE centers of excellence in the past year.


- Lu, H., Schmidpeter, R., Capaldi, N., Zu, L. Building New Bridges Between Business and Society: Recent Research and New Cases in CSR, Sustainability, Ethics and Governance. 251 pages. Springer International Publishing, 2018

While in 2018 we were mainly focused on building and laying foundations for the Institute and its international network, WISE already made some important strides. In 2019, WISE will continue working on public events and publications, initiate first international research projects, and develop short educational programs focusing on sustainability, ethics and CSR.

**EVENTS**

WISE will continue developing and organizing a variety of public events building on an interdisciplinary, cross-sectoral and multi-stakeholder approach. WISE realizes the importance of cooperation and so while realizing the importance of academic and practitioner oriented event, WISE shall make significant effort to bridge this divide and take full advantage of diversity and synergies. Several events are already scheduled for 2019.

- On June 6, WISE will host the annual Trends in CSR conference at IEDC, co-organized by Ekvilib Institute. The topic will focus the interconnectedness of personal and systemic levels of responsibility. The conference is primarily aimed at business practitioners and sustainability experts.

- Between October 3-4, WISE will host the Bled Compliance & Ethics Conference, a new conference format that was developed in cooperation with EISEP Institute and will combine keynote speeches, expert panels and professional development workshops.

- Between October 23-25, 2019, IEDC Bled School of Management, Postgraduate studies and WISE will host an Academy of Management (AOM) Specialized Conference in Bled in the topic of Responsible leadership in Rising Economies.

All WISE centers of excellence will organize their own national and regional events in 2019. Biannually, WISE will also hold at least one larger international event. In 2019, this will the AOM Specialized conference where we expect around 350 participants from all over the world. While mainly an academic conference, other experts, practitioners and public representatives will also be invited to attend. WISE will host the main plenary panel at the conference and organize a company sponsored Hackathon where participants will be solving sustainability and ethics related issues, as well as daily reflection sessions.

Plans are already in place to also host the 10th International Conference on Sustainability and Responsibility in 2021.

To continue expanding its global network and reach, WISE will also partner with other international conferences such as the 9th International CSR conference in Germany in 2020.

**PLANS AND ACTIVITIES FOR 2019**

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**PUBLICATIONS**

WISE has started looking into various European and other international research funding opportunities. In November 2018, IEDC and CBS were awarded an Erasmus+ grant for the ISSUE project which aims to develop various educational tools based on principles and goals of sustainable development. CBS and IEDC are project partner together with 6 other European research and educational institutions. The project was launched in December 2018 and will last for three years. In November 2018, CBS was involved in submission of a research project proposal to the COST “Action Initiative for Sustainable and Responsible Innovation and Entrepreneurship Strategies” open call. The initiative aims to build and strengthen institutions that endorse climate and socially smart solutions. Results on the call are being awaited.

**RESEARCH**

PUBLICATIONS

EVENTS

PLANS AND ACTIVITIES FOR 2019
In 2019, WISE partners will work on developing the first Company Training Programs. The “Thinking Sustainability” program concept is currently in development and aims to cover strategic, supply chain, marketing, and innovation tracks. The program is expected to be developed by June 2019 and to have the first edition launched by beginning of 2020. IEDC and CBS are also looking into the option of developing a joint Summer School program for students that should launch in 2020 with the first edition taking place in Bled.

WISE will take a look into the possibility of expanding its existing network of centers of excellence. Potential partners in India, Russia and Brazil are to be approached in 2019. To further expand and with the main objective of supporting its international activities and development of relevant outputs, WISE will continue looking into new sponsorship and support opportunities.

In March 2019, CBS has launched an interactive online platform Future2Day. It supports all those who want to share their knowledge, start new collaborations, develop innovative business models, generate positive impact, build new clusters, or simply join diverse online discussions. The platform will on one hand ease and enrich communication of WISE partners, and on the other hand, support further expansion of the network as well as facilitate communication with other researchers, experts, practitioners, and change-makers.

WISE will further develop its research agenda and start with first international research projects in 2019 and plans to publish several publications in 2019 and 2020. Taking full advantages of synergies with the CSR, Sustainability, Ethics & Governance series, WISE will publish the following publications in the next two years:

• Corporate Social Responsibility in Rising Economies
• Corporate Social Responsibility in China
• Corporate Social Responsibility in Russia
• Corporate Social Responsibility in Thailand

WISE will continue working on the ISSUE project in 2019 and will be the leading partner for development of good practice examples and case studies on CSR and ethics within companies. Again taking use of synergies WISE will expand the research work by ISSUE project partners by including all WISE centers of excellence to produce a wide selection of best practice examples and case studies. WISE will publish the case studies in its new yearbook—planned to be launched at the end of 2019, and on a special interactive subpage on the Institutes’ webpage. WISE corporate partners and sponsors will be included in the case study collection and best practice examples database. Besides case studies and best practice examples, the yearbook will also include interesting reports and interviews, and offer space for partner institutions to present their latest work.

In March 2019, WISE partners have handed in two new research proposals for Erasmus+ Funding as part of wider research consortia. The EFFORT project (CBS) is aims to develop tools and guidelines that support higher education institutions to increase the effectiveness and quality of sustainability, ethics and CSR-related teaching. The ESFIME project (IEDC) aims to develop a board game that could be used in classrooms to teach students about sustainable development goals as well as establish and train the first network of game facilitators. WISE will continue looking at other international funding opportunities building on its existing network as well as looking for opportunities to work with other partners and networks.

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