OPENING MINDS TO IMPACT THE WORLD

ANTWERP MANAGEMENT SCHOOL

SHARING INFORMATION ON PROGRESS

PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

An Initiative by the United Nations Global Compact
April 2014
“One of the main objectives of Antwerp Management School when it comes to management and business education is to make the shift from mere knowledge transfers to the broader development of responsible managers, leaders and ‘Global Citizens’.”
Renewal of the commitment to PRME

As the Dean of Antwerp Management School, I strongly believe that competitive, yet sustainable advantages in both management education as in the business world can only be achieved through responsible decision-making throughout all activities and strategic decisions. I’m convinced a ‘responsible management mindset’ is absolutely necessary to grow in a highly competitive environment. One of the main objectives of Antwerp Management School when it comes to management and business education is thus to make the shift from mere knowledge transfers –the traditional aim and intent of management education- to the broader development of responsible managers, leaders and ‘Global Citizens’.

In 2012 Antwerp Management School was the first Business School in Belgium to sign up to the United Nations Principles of Responsible Management Education (UNPRME). PRME provides an engaging framework to advance corporate social responsibility through the incorporation of universal values in our curricula and research activities. It follows from a recommendation of all academic stakeholders of the United Nations Global Compact (UNGC). We –staff, faculty and researchers of Antwerp Management School- were immediately convinced of the value of these Principles. Therefore we decided to sign up for PRME.

Moreover, Antwerp Management School is not only a signatory of PRME. The School became a signatory of United Nations Global Compact (UNGC) as well. By signing up to the UNGC the School agreed to adhere to the 10 guiding principles with respect to human rights, labour, environment and anti-corruption. These partnerships with both PRME and UNGC were forged to enhance student and faculty opportunities for learning about social, societal, economic and environmental global challenges.

After being a signatory to PRME for two years now, we clearly see the value of the Principles on the one hand and of being part of this immense PRME-community on the other hand. It’s thus our strong intent to intensify our efforts to integrate the Principles of Responsible Management Education as well the guiding principles of the United Nations Global Compact in the coming years. Furthermore we want to stay committed to the entire community of PRME-believers as well and share with them our knowledge and insights.

Thanks in advance for your support.

Prof. dr. Paul Matthyssens, Dean Antwerp Management School
In this ‘Sharing Information on Progress-report’ (SIP-report) we inform you about the first two years of being a signatory of PRME. During these past two years it became clear to us that being a signatory of PRME is important to us for the following reasons:

- PRME stimulates us to further incorporate values of sustainability and corporate (and global!) citizenship into our core strategy and curricula to be ahead and to stay ahead of competitors;
- Through the PRME Principles we are able to respond to the demand of the business to integrate environmental, social and governance issues to get to responsible management and to be able to create sustainable value, thereby engaging all different stakeholders;
- PRME helps us to meet the new needs and expectations of the business world on the one hand and the demands of a new generation of students (and faculty) on the other hand with regard to sustainability and good corporate citizenship.

We’re convinced that all the aspects as mentioned above will become even more important in the years and decades to come. Therefore we’ll continue implementing the Principles of Responsible Management into all of our initiatives and activities. This SIP-report thus contains some of our major achievements of the past two years and some of the key objectives for the years to come.

It’s our strong intention to further stimulate PRME-thinking on the part of our Faculty, staff and students. Thus we look forward to further intensifying our commitment to the PRME Principles and to the PRME-community.

Veerle Deparcq, Manager PRME Office Antwerp Management School
Overview of the PRME Principles

1. Purpose

As an institution of higher education involved in the development of current and future managers Antwerp Management School declares her willingness to progress in the implementation, within our School, of the following Principles, starting with those that are more relevant to our capacities and mission. With this ‘Sharing Information on Progress-document’ we will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

2. Principles

PRME PRINCIPLE 1
Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

PRME PRINCIPLE 2
Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

PRME PRINCIPLE 3
Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

PRME PRINCIPLE 4
Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

PRME PRINCIPLE 5
Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

PRME PRINCIPLE 6
Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

In the next few pages we have tried to summarize some of the initiatives Antwerp Management School has launched since the School became a signatory of PRME.
Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Responsible (sustainable) management is both about making a positive contribution to society and creating a business that is viable and growing for years to come. In short, doing well by doing good.

This is quite a difficult job to undertake. Every business school in charge of management education faces the same problems along the way: resistance from the academics whom are not willing to go through with these profound changes; disinterest, caused by the lack of knowledge concerning these social and sustainable topics, from the students; uncertainty about the extent of ‘sustainability as a whole’ in the business world; today’s leaders facing increased complexity and ambiguity without knowing how to deal with them; employees demanding engagement, transparency and responsibility; customers who want to connect with a brand and play a role in the development, sales and marketing of your products, and so on.

The past few years the concerns as mentioned above have been quite a challenge for Antwerp Management School as well. Change was inevitable. But we decided to embark on a journey and the team welcomed the opportunity to work with the clear framework the Principles of Responsible Management Education offered to be able to deal with these profound changes.

Antwerp Management School: A future proof Business School with an inspiring mission

During the academic year 2008-2009 Antwerp Management School was confronted with a tremendous amount of change. The school was being reorganized and as from September, 1st 2008 Antwerp Management School (Before the School was called ‘Universiteit Antwerpen Management School’) became an independent entity: a separate legal and operations entity (a not for profit organization and a foundation of public utility) with the University of Antwerp as parent.

As from April 2009 until September 2013, Antwerp Management School had an acting Dean, Prof. Dr. Philippe Naert, whom introduced an innovative strategic plan with an inspiring mission statement and vision.

The mission statement of Antwerp Management School is as follows:

Antwerp Management School is an international business school preparing future managers and leaders for key roles in the global business community. We help our customers in creating sustainable value by cultivating talent to become Global Citizens, mastering the art of making decisions and leading people.
As the mission states, Antwerp Management School aims to prepare future managers for key roles in the global business community and passionately promotes responsible management, entrepreneurship, sustainability, leadership and professionalism.

On top of this basis Antwerp Management School distinguishes three central pillars:

1. **Self-knowledge** that leads to better cooperation with others,
2. **Global perspective** that leads to ingenuity to provide adequate and responsible solutions to problems and issues,
3. **Social awareness and societal consciousness**, which contributes to the development of a sustainable society.

**PILLAR 1: SELF-KNOWLEDGE**

- Self-awareness is enhanced by integration of a ‘leadership development track’ in all the Master Programs of Antwerp Management School. We’ll talk about this LDT further in this document (Principle 3)

**PILLAR 2: GLOBAL PERSPECTIVE**

- Self-knowledge implies knowledge of character traits, personal values, ability to work with others, communication and negotiation skills, leadership style, time management, project management etc.

**PILLAR 3: SOCIAL AWARENESS AND SOCIETAL CONSCIOUSNESS**

- Consequence of the focus on self-knowledge and personal development is that the ability to collaborate effectively with others, ameliorates.

**In modern society, globalization is a fact:**

- The financial crisis shows that the fortunes of one company or organization can affect the world;
- The contemporary business world, including the majority of small and medium businesses, is doing business with suppliers and customers around the world;
- More and more companies from countries such as India and China acquire companies in Europe and in Belgium in particular. This also requires responsible management and a profound knowledge of cultural differences;
- For a growing number of companies a multicultural workforce has become daily reality.
To be successful in such a global context and to be able to act effectively and efficiently, a global perspective and mindset is essential.

Antwerp Management School helps it’s students in developing this global perspective, starting with an open mind without prejudice. It includes multiculturalism in economic systems, social systems, norms and values, religion, culture and a broad knowledge of the past.

We’re convinced that this broadening of perspective results in increased creativity and ingenuity.

Pillar 3: Social awareness and societal consciousness

Companies and organizations are an integral part of the society in which they operate and their decisions have an impact on that society. Therefore responsible management is absolutely required.

Vice versa it’s true that society with its norms and values, and with its past has an impact on businesses and organizations.

A sustained focus on public awareness is an absolute must. Here are three levels:

1. Different stakeholders

> Business schools around the world are inspired by the Anglo-Saxon model of management education. The result is that insufficient attention is paid to stakeholders other than shareholders. In innovative business schools throughout Europe, a more balanced approach with emphasis on the interests and concerns of various stakeholders can be identified.

> The curriculum must therefore, beside the Anglo-Saxon model, also pay attention to the “multiple stakeholders” approach. This as well is one of the major emphases in educating responsible management at Antwerp Management School.

2. Social Services

> Managers and leaders are privileged members of society and should be aware of this status, including the associated responsibilities.

> Of course, their expertise contributes primarily to increasing the prosperity of the companies and organizations they serve, yet the same experience can also be used to solve problems of societal, governmental and non-comparable organizations.

> To develop the social awareness and the societal consciousness of our students, a community project is included in all the curricula of the master programs of Antwerp Management School, including our Executive MBA. We’ll talk about this further in the report (Principle 3).

3. Durability

> Population growth, depletion of natural resources, extreme poverty, large-scale lack of access to education, environment and people as a disposable article threaten the sustainability of the world.

> Well-developed social awareness to current and future managers and leaders an incentive to seek a win-win situation when it comes to the impact of their actions and decisions on society.

> Explicit connectivity of business objectives with society leads to enhanced durability and a win-win relationship.

The foundation of a solid knowledge base, embedded in organizations and businesses, with the above three central pillars, ensures that participants can develop into responsible ‘Global Citizens’. By stimulation of the capacity to cooperate, visionary thinking and acting from a global perspective and with a strong social commitment, wearing the leaders of tomorrow to a sustainable increase in value to society or in short to create a sustainable society.

Signing up for UNGC and PRME

The partnerships and signatories of Antwerp Management School with –inter alia– United Nations Global Compact (UNGC) and the Principles of Responsible Management Education (PRME) where forged to enhance student and faculty opportunities to learn about social, societal, economic and environmental global challenges.

Business is not only about maximizing the wealth of the shareholders (which was the model of management education in the Anglo-Saxon world as we mentioned before), but of all stakeholders. This modern perspective has been integrated into all the curricula of the School as a prime aspect of responsible management.
3Continent Master of Global Management

Together with Fordham University in New York, America and XIMB in Bhubaneswar, India a joint business education program was developed, incorporating sustainable solutions, specifically in the context of the global economy. The program is called ‘3 Continent Master of Global Management’. It’s a unique global master’s degree where students study at three premier business schools across three different continents to better understand the interdependencies of the global community.

Since the program takes place in three different continents, long-distance air-travel is necessary. Therefore the students decided to offset their carbon footprint by planting trees in India through weplant.org. The aim of the ‘3 Continent Master of Global Management-students’ is to plant 4300 trees, thus enabling their CO2 emissions over a period of four years. The trees are planted in the Tamil Nadu State in India. With this project also jobs are created. The students decided to reserve these jobs in the first place for women in the area. Spoken of responsible management!

PRIME PRINCIPLE 2

Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Antwerp Management School Fund for Sustainable and Innovative Entrepreneurship

One of the most effective ways to take social responsibility is to fight poverty and to let more children go to school. Children who go to school are given the possibility to grow, to develop skills and creativity. Education is a key tool to empower children and to lead their way out of poverty. Children who cannot go to school, for whatever reason, will be prevented from developing their full potential. This will result in huge costs as this will reduce their lifetime productivity. It will deprive society of their potential skills, human capital, creativity and innovation!

As an expression of its social responsibility as a business school Antwerp Management School has established a special fund, the AMS Fund. Its purpose is to give talented recent graduates or young professionals from less developed countries the opportunity to obtain a Master’s degree at the Antwerp Management School. The students get coached while developing their own business idea, which will contribute to the development of their local communities after their return to their home country. Antwerp Management School works together with Belgian companies and local organizations to guide the graduates towards a successful start of their own business initiative. The main prerogative is that the students have to return to their home country to prevent the foreign community from brain drain.
Awareness amongst our students

Antwerp Management School encourages her students to actively participate in social engagement and thus act as responsible young managers, leaders and ‘Global Citizens’. By participating in initiatives such as ‘We Plant’ (see before) and ‘The Hult Prize’, our students prove to be able to ‘walk the talk’, which indicates that responsible management is indeed in the core DNA of Antwerp Management School.

In 2013 a team of Antwerp Management School students participated in the Hult Prize, a competition amongst Business Schools and universities, dedicated to discovering young social entrepreneurs around the world. The participants are asked to come up with innovative ideas for sustainable start-up enterprises for solving planetary challenges.

The students of Antwerp Management School created ‘Dream.t’: a startup social enterprise with the ambition to reduce the percentage of underfed people in urban slums. They became second in the regional finals of the Hult Prize in London.

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Leadership Development Track

In addition to the career guidance done by the ‘Career Management Service’ of Antwerp Management School, all students and participants of our Master Programs embark on an intensive ‘Leadership Development Track’ (LDT). The focus of this LDT is on personal development and development as a group. This is important as Leadership (and thus ‘taking responsibility’) is not only an individual, but also a collective process. That’s why we foresee an intense individual as well as a collective learning path that takes place throughout the whole academic year.

We work on increasing the self-awareness of the student so that they get insight into their personal strengths and areas for development, their leadership potential, intercultural awareness and their career interests.
We help the student acquire critical management skills: communication skills, presentation skills, negotiation skills.

We actively stimulate the student on reflecting on his/her learning process by drawing conclusions for their future career: which jobs will allow them to build on their strengths?, in which kind of environment will they feel best and perform best? Etcetera.

The focus throughout this track is on these levels of learning by working with a mixture of exercises, self-analysis instruments, reflection moments, skill training, individual follow-up and collective sessions and peer coaching.

Community Projects

Societal Consciousness and showing (shared) leadership in supporting a community project as part of the ‘Leadership Development Track’, is an important part of the curriculum. All of the students and participants of our Master Programs, including our Executive MBA, therefore have to work on a community project throughout the year. We think of these community projects as important for the following reasons:

> It gives our students and participants the possibility to grow in self-awareness and in societal consciousness;

> We want our students to become ‘Global Citizens’. This also implies an open view on the diversity of worlds and people living nearby;

> Through their community project, our students are obliged to use their competencies as organizers of e.g. great social gatherings (What their community project looks like, is up to themselves. They could as well offer their expertise through organizing a consultancy project for a non-for-profit organization as well as they can organize an activity or event to raise funds for the less fortunate);

> Through organizing something -not for the sake of themselves but for the benefit of others-, we believe they learn how to be grateful and humble;

> It’s our strong belief that these community projects trigger our students to take (shared) leadership for a common, worthwhile goal, not imposed by us but chosen by themselves

PRME PRINCIPLE 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Competence Center Corporate Responsibility

Mission

The mission of the Competence Center Corporate Responsibility is to inspire embedded corporate responsibility policies throughout every sector and industry. The Competence Center aims to be a center of research and expertise on issues related to social and corporate responsibility. It was initiated to respond to the emerging and imminent need to mainstream CSR and business ethics with management education in a business school environment.

Objectives

> Put corporate responsibility on the agenda of organizations and society at large

> Be the thought leader and trendsetter in fully integrating corporate responsibility into the corporate strategies of all businesses involved

> Do practical relevant academic research about the what and how of corporate responsibility

> Initiating and extending a Chair on Sustainability (www.chaironsustainability.be)
The mission of the Competence Center The Future Leadership Initiative is to develop the capacity of organizations and people to mobilize the adaptation they need or want for the best possible future. Our focus is on authentic and shared leadership development and research. Our way of working is through co-creation and community building.

Objectives

> Put authentic and shared leadership & leadership development on the agenda of organisations and society at large
> Be the thought leader and trendsetter in leadership development in Belgium and a dominant agent in central Europe
> Be an active node in a global academic leadership and leadership development research network
> Be a community of practice for state of the art leadership development
> Do practical relevant academic research about the what and how of leadership and leadership development

“An investment in knowledge pays the best interest”, Benjamin Franklin said. Being responsible for development at KBC I’m eager to agree. To me The Future Leadership Initiative is the treasure to be unlocked in order to discover the blending of common sense and academic state of the art. Therefore I consider them as my preferred sounding board for our own vision on developing leaders.

— Elly Kog, Director Talent Management & Development, KBC Bank & Insurances

Being part of the TFLI community has been a true catalyst for the Kaleido offerings in leadership development. A permanent cross-pollination of professional practice and cutting edge academic research, has led to the co-design of high impact leadership development interventions. The TFLI collaboration has reinforced the Kaleido position in the market, but most importantly, it has had a significant impact on our clients’ business success.

— Hans Donckers, Managing Consultant & Head of the Leadership Practice, Kaleido Consulting

The challenges managers face today are diverse: a socio-economic context that makes it difficult to make predictions for the long term, a “war for talent”, the need to reduce costs and work with lower budgets, demographic trends such as an aging population on the one hand leaving the workforce and less young people on the other hand entering the labor market, etc.

Managers need to make sure the needs and expectations of both organizations and employees are met. Attention to both the organization and the individual are the ingredients of a sustainable HR policy for today and tomorrow. That’s the main focus of the Competence Center Next Generation Work – Sustainability through People.

Objectives

> The exchange of information on current trends in HRM: evidence based and scientifically.
> Discussing insights on HR practices that reinforce each other, with focus on sustainability performance, work organization, leadership, motivation, skills and talents.

— Hans Donckers, Managing Consultant & Head of the Leadership Practice, Kaleido Consulting
>Exploring sustainable HRM practices, and formulate generalisable principles that are useful to others.

>Setting up a repetitive two-year study on ‘sustainable HR’, which is presented on a two-yearly event.

>The exchange of experiences and the creation of a sustainable network of professionals.

PRME PRINCIPLE 5

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Business is not only about maximizing the wealth of the shareholders, but of all stakeholders.

BASF-Deloitte Chair on Sustainability

The BASF-Deloitte Chair on Sustainability, a joint project between Antwerp Management School and the University of Antwerp’s Faculty of Applied Economics, aims to inspire embedded Corporate Responsibility policies throughout the value chain and in every industry. Through awareness building, research activities and teaching this partnership between academics and business has a mission to shape future leaders and achieve thought leadership on sustainability.

The Chair position currently supports research, publications, course development and the organization of conferences and events.

Chair Holder

Prof. dr. Luc Van Liedekerke holds the BASF-Deloitte Chair on Sustainability

On the 25th of October 2012, Prof. dr. Luc Van Liedekerke delivered his inaugural speech: ‘Change or perish. How sustainability drives your business.’

On December 9th, 2013 the Chair hosted another interesting event: “Investing in Sustainability. Make it work!”

The Chair’s activities report was presented to all participants during the closing reception of this event. This report gives an overview of the activities the
Chair has been involved in and you can download a copy here:


Study day on Sustainable Supply Chain Management

On March 28th, 2013 Antwerp Management School and Agoria (The Belgian Federation of all technological companies; 1700 members) organized a study day on Sustainable Supply Chain Management. The purpose of the day was to look at the challenges companies face while integrating sustainable supply management criteria into their business operations. Recognizing the increasing importance of this theme and the challenges it poses for large and small organizations alike.

Integrated Sustainability Management

This program, created in corporation with different businesses and stakeholders, offers a multi-disciplinary perspective on environment, health, quality, safety and sustainability management which will incorporate strategy, policy, data collection and responsible knowledge management. Through this program the participants learn how to improve the efficiency and effectiveness with which their organization can incorporate responsible management and sustainability issues and how to identify future trends and drivers for change in this area.

PRIME PRINCIPLE 6

Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Collaborations with other organizations

Antwerp Management School sees expertise on Corporate Responsibility as part of her focus, but we aim for the overall scope to be wider; we want to build content-driven leadership in a cooperative way with other organizations already active in the CSR-domain, such as Business and Society, Kauri, United Nations - Global Compact Network Belgium, MVO Vlaanderen etc.

‘Children’s Rights are everyone’s business’

‘Children’s Rights are everyone’s business’ was a panel discussion hosted by Global Compact Network Belgium and Unicef in New York, September 18-19, 2013, with Antwerp Management School as privileged partner.

On September 18-19, 2013 the United Nations Global Compact event in New York ‘Leaders Summit – Architects of a Better World’ took place. The Belgian network played a lead role during this summit in advocating the promotion and the respect of children’s rights by the business world. The summit was attended by a delegation of Antwerp Management School Faculty and Board members.

Inducement of this focus on children’s rights goes back to the World Economic Forum in Davos 2012 where, at the Lead Meeting of the UN Global Compact, the decision was taken to establish the Belgian Children’s Rights and Business Principles Forum. Antwerp Management School was one of the founding partners of this ‘Global Compact Network Belgium’ as we already mentioned in this report.

In Davos, a working group was established - with the support of the King Baudouin Foundation and in cooperation with IKEA, Rosy Blue, Solvay, Telenet Foundation, BVBA32, Antwerp Management School, Ernst & Young, Studio 100, the Children’s Rights Commissioner of the Flemish Community and others - in order to launch and develop the forum. The working group has since also organized an activity with Kauri around the theme of “Poverty in Belgium and the need for cooperation with the business world”.

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Two important goals of the Belgian Forum “Children’s Rights and Business Principles:

- Invite companies, government, academics and civil society to reflect on the important role they can play in promoting children’s rights and in applying them in their policies, strategies and activities in Belgium and abroad.

- Work with the business world to develop structural solutions and align existing mechanisms at all policy levels. In this regard, the fight against children’s poverty is an important theme for Belgium.

During the ‘Leaders Summit’ in New York, Global Compact Network Belgium, of which the secretariat will be stated in Antwerp Management School as from February 2014, and UNICEF organized a side-event in the presence of Her Majesty the Queen of Belgium, Queen Mathilde d’ Udekem d’ Acoz and the Belgian Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs, Didier Reynders.

The Academic Dean of Antwerp Management School, Prof. dr. Patrick Kenis was one of the participants. Together with the other members of Global Compact Network Belgium he pleads in favor of a greater attention for children’s rights in business strategies and activities. Besides him, Anne Chapelle, CEO of BVBA32 and member of the Board of Antwerp Management School and Iris Van der Veken, Chair of the ‘Global Compact Network Belgium’ but also Manager Corporate Affairs Global of Rosy Blue and guest lecturer at Antwerp Management School, were present and participated in the panel. The panel addressed the central question of the respect of children’s rights in the promotion of sustainable development. Sustainable development as well as a safe and fair world cannot be achieved without investing, from today, in more child-friendly policies. Research shows that more children and young people, as well as their families, experience difficulties. In Belgium for instance, almost one child in five lives in poverty, with very negative consequences in terms of their prospects for education, health, opportunities, leisure and general well-being. The Belgian network thus encourages companies to respect, support and promote children’s rights all along the production and consumption chain.

Alumni-event “Incorporate Sustainability in your DNA”

The Alumni Association of Antwerp Management School and WeForest organized an event for alumni calling for a new way of management thinking on the 18th of April, 2013. “Incorporate Sustainability in your DNA” took alumni participants on a journey where the business case for why companies should rethink their current business models was made. Participants were inspired by an impressive line-up of keynote speakers that let them discover the different perspectives in sustainable thinking. Moderator was Dirk Le Roy, faculty of Antwerp Management School who helps organizations to adopt sustainable development strategies and reframe corporate strategies & public policies with a long-term societal perspective. Gunter de Pooter shared experiences on VitaeMobility, a company that provides mobility solutions for companies that want to reduce their carbon footprint. Other speakers were Bill Liao, founder of WeForest and regular attendee at TED conferences and the World Economic Forum New Champions conference; Matthias Lievens and Anneleen Kenis (KU Leuven), authors of the book ‘myth of the green economy’; Christophe Degrez, managing director of Eneco Belgium; and Karel Vervoort, environmental expert presenting a practical case on how BASF aims to align economic success with environmental and social and corporate responsibility.
Veerle Deparcq
Manager PRME Office
Antwerp Management School

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