MAKE SUSTAINABILITY THE NEW NORMAL!
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PREFACE

President of the Cologne Business School
Prof. Dr. Habil. Elisabeth Frohlich

In August of 2016, the Cologne Business School hosted the third international conference on CSR, sustainability, ethics and governance. The conference can be counted amongst the largest international CSR conferences in Germany. Its success led to the subsequent founding of the “Center for Advanced Sustainable Management” (CASM), at the Cologne Business School. The center is dedicated to advancing CSR and sustainability, not only as fields of academic research, but also in ensuring that they are a center part of modern business education and companies’ overall strategy. CSR and Sustainability are already a major component of our curriculum, and we feel that it provides students with the ability to view challenges and opportunities in an interdisciplinary and holistic manner which traditional methods of business education tend to overlook or dismiss. Unconventional or “non-traditional” problem solving is that a lot business people, academics, and educators talk about as being a tool for business success in our ever more digitized and globalized world, and we consider fostering this new way of examining societal and business problems in both students and businesses to be our highest responsibility and CASM’s efforts have gone a tremendous way to fully integrating CSR and sustainability into the academic lifeblood of the CBS.

CASM organizes numerous and diverse events that bridge the intellectual gap between academic theory and practices. Business Projects in cooperation with companies provide our students with the unique opportunity to gain practical experience in addressing and answering real-world sustainable management challenges. “Executive Masterclasses” give our students the chance to engage in intellectual discourse with university faculty and company representatives about the role that CSR and sustainability play in companies’ strategy and operations. During our “Sustainability Days” our CSR student team engages with eager students and companies – just to name a few of the multitude of activities that CASM organizes and I do not want to reveal too much about the Center’s activities! I would also like to thank the Dr. Juergen Meyer Foundation for the long and tremendous support. They are an exceptional organization, and we are extremely proud to call them our partner. I would also like to thank my colleague, Prof. Dr. René Schmidpeter and his entire team who have worked incredibly hard – with dedication, endurance and creativity – to make sustainability an integral part of our approach to business education.

The Center offers CBS professors, lecturers, and researchers a platform to pursue their academic interests, in the form of publishing articles (amongst other academic works), contributing and participating in conferences, in this new and exciting, interdisciplinary field of research. First and foremost, I would like to thank all of the CBS Faculty, without them none of this would be possible. We view sustainable management as an essential part of modern business education, and is therefore integrated into all of our curricula at the CBS. However, that is not the Center’s only role, as we consider it our responsibility to actively encourage other institutions of higher education and businesses to integrate sustainable management into their respective approaches to business and education. However, we at the CBS feel that we are not doing enough in this regard, and we are extremely hopeful that we will have the chance to found a research institute dedicated to these fields of research in the very near future, the “International Institute for Sustainable Management”.

Our CBS Vision is quite simple, “We develop our students to be 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!

DR. JUERGEN MEYER FOUNDATION

The foundation’s founder and namesake, Dr. Juergen Meyer, firmly believed that ethics and sustainability needed to play a much larger role in not only business education, but also in the managerial mentality of business leaders. He was convinced that the lack of ethics and ethical decision-making in business was the main cause of financial and economic crises, and corporate scandals since the development of the global economy. For him, “Ethics in Business Life”, should be at the core of every business and businessman, and therefore our foundation’s core mission is to ensure that the next generation of academics, policymakers, and business leaders are inculcated through business education which strongly emphasizes the importance of ethics and ethical decision-making. To achieve this mission, we aim to partner with universities to increase the relevance of fields in both the universities’ research focus and curricula, and for those universities to act as role models which will influence other universities research and curricula with regard to the aforementioned topics.

In October of 2010, the Dr. Juergen Meyer Foundation and the Cologne Business School cooperated to establish the endowed chair of International Business Ethics and Sustainability. A part of the cooperation’s conditions was that the chair should not only be heavily involved in the implementation of business ethics and sustainability into the CBS’s curriculum, but also the chair would actively seek to exchange ideas and discuss challenges with other academics, policymakers, and business professionals –domestically and internationally, regarding the topics of Corporate Social Responsibility, business ethics, and sustainability. The goal, hence very beginning of the cooperation, was for the foundation and the CBS to play a pioneering role in reshaping the German business educational landscape through this unique and innovative partnership. Throughout the course of the foundation’s seven-year-long cooperation with the Cologne Business School, it has been more than clear that the CBS has met and exceeded our expectations. The founding of the Center of Advanced Sustainable Management in the summer of 2016 marked another milestone in the CBS’s commitment to sustainable management’s importance in higher education. The Center does so much more than just educate students. The networking and knowledge transfer amongst academics, policymakers, and business professionals that the Center supports is invaluable, in realizing Dr. Meyer’s wish that sustainability and business ethics establish themselves as essential parts of every business decision and curriculum.

We would also like to especially thank our past and current chair holders, Prof. Dr. Matthias Fikta and Prof. Dr. René Schmidpeter, the entire CASM team, in particular Patrick Bungard and Monika Kolb, and, of course, the president of the Cologne Business School Prof. Dr. Lisa Frohlich.

January 2018
Two years ago, at our founding conference, we met people from around the globe who believe in similar ideas and principles. This strengthened our commitment in a way to provide new solutions for major pressing global challenges. Together with innovative business leaders, young professionals and our students, creating knowledge and bringing together people who believe that sustainability and societal impact have become paramount in ensuring their survival. It is not about managing sustainability as add on anymore, but rather about sustainable management of the whole company. To continue this development the world needs courageous people and business leaders that lead the way towards a more sustainable way of doing business. CASM aims to contribute to furthering this development by the education of young professionals, creating knowledge and bringing together people who believe that sustainable management is the future of business.

This new management paradigm is not only affecting how we define and understand the relationship between business and society, but fundamentally alters the way in which business is conducted in the 21st century. Finding new strategies, processes, measurements, and instruments for this paradigm shift is at the core of what CASM seeks to achieve. We believe that business and academia have to rethink how business works, in order to properly educate, and thus prepare, future business leaders.

What at first seems like a simple question is actually an entirely new way of envisioning management education. Our commitment to this vision has been the key in allowing us to build up a motivated team of young researchers and lecturers, and to find innovative partners around. This combination between excellent academics and having a global network provides us with the chance to generate meaningful impact on academia, businesses and society. Our commitment to making sustainable management the new normal not only drives us as a team, but helps us push forward with the notion that in the future business education will reach the point that profitability and positive societal impact are no longer taught as mutually exclusive but rather as concepts that are intrinsically connected.

Together with innovative business leaders, young professionals and our students we aim to contribute to redefining business administration and management in a way to provide new solutions for major pressing global challenges. Two years ago, at our founding conference, we met people from around the globe who believe in similar ideas and principles. This strengthened our commitment and enabled us to view these topics from an international perspective and thus prepare, future business leaders.
FIELDS OF ACTION

**TEACHING**
- Development of curricula and of lectures
- Organisation of professional and guest contributions by business experts

**RESEARCH**
- Supervision of Bachelor and Master Theses
- Research projects
- Supervision of Ph.D. students at 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 in the development of CSR-strategies
- Creation and development of CSR-instruments in cooperation with business

**RESEARCH FOCUS**
- 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: empowerment of sport clubs, associations, and organizations
- CSR as a key method to sustain economic growth in BRICS
- Sustainable Entrepreneurship: How to simultaneously create social and business value

**TEAM**

**DIRECTORS**
- René Schmidpeter
- Patrick Bungard

**PROJECT MANAGEMENT**
- Monika Kolb
- Marina Schmitz
- Anika Stürenberg Herrera

**ASSISTANTS**
- Vida Ryssen Builien
- Helen Cramer
- Rodrigo Melo
- Anna Tannellen
- Haden Coomans

**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: empowerment of sport clubs, associations, and organizations
- CSR as a key method to sustain economic growth in BRICS
- Sustainable Entrepreneurship: How to simultaneously create social and business value
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. During their studies, we want to provide future leaders with the opportunity to gain theoretical and practical experience in this increasingly important field. Therefore, the chairs and its lecturers teach courses and conduct research that are concerned with the following topics: Corporate Social Responsibility, International Business Ethics, Sustainability, Social Innovation, Social Impact Investing, and Social Entrepreneurship. These concepts are firmly anchored in the study programs and the various departments of the Cologne Business School. This holistic approach to management education allows us to play a 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
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 have undertaken a comprehensive, yet holistic approach in integrating these development goals into the university’s educational program. CBS is considered to a pioneer in the field of sustainable management, domestically and internationally, which led to CBS being awarded PRME Champion status in 2016. CBS’s commitment to the PRME goals is illustrated by the KPI Benchmarking below.

CASM brings responsibility into action through these three channels:

**IMPLEMENTING KNOWLEDGE**
- CSR as integral part of new curriculum
- Integrated business projects
- Capstone courses
- Integrated 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

1,000 people and institutions signed up for our newsletter
First pitch event for students at CBS
CEEMAN Membership
IEDC Postgraduate Studies as Partner for the Graduate School of Sustainable Management
Over 50 books published
International Summer School in Brazil
4th International Conference on CSR, Sustainability, Ethics & Governance in Perth, Australia
Move into a new office building
CSR Student team founded
2nd Sustainable University Day
Awarded economic talent chair 2017 in Germany

Prior Milestones

Established partnership with local chambers of commerce offering sustainable business workshops (4 p.a.)
Established partnership with international academic institutions especially in raising economies (China, Brazil, India, Russia, Iran) and businesses in Germany
CEEMAN Membership
PRME Champion University
CASM established
Launch of International Journal of CSR at Springer Publisher
Over 50 books published
International Summer School in Brazil
First pitch event for students at CBS
First Sustainable University Day at CBS 2016
First Sustainable University Day in Cologne 2016
Eco-Profit certification achieved
3rd International CSR Conference in Cologne
First International Summer School „Sustainable Management” in Cologne 2016
4th International Conference on CSR, Sustainability, Ethics & Governance in Perth, Australia
Move into a new office building
CSR Student team founded
2nd Sustainable University Day
Awarded economic talent chair 2017 in Germany

Start project CBS Sustainable University
Start guest speakers forum: Executive Masterclass Sustainable Management (6 p.a.)
Over 50 books published
International Summer School in Brazil
First pitch event for students at CBS
CEEMAN Membership
IEDC Postgraduate Studies as Partner for the Graduate School of Sustainable Management
CASM has an extensive global network of business and academic partners, and is also a member of various academic networks. The ability to collaborate with partners throughout the world allows us to engage in knowledge transfer and intellectual exchange with numerous different perspectives, in addition to helping us accomplish our goals as an organization. Our partners include:

- Academy of Business in Society
- Catholic University of Eichstaett-Ingolstadt
- CEEMAN
- Centre for Responsible Citizenship and Sustainability at Murdoch University
- Club of Rome European Support Center
- Dr. Juergen Meyer Foundation
- European Business Ethics Network
- German Business Ethics Network
- Global Corporate Governance Institute
- Green Center at the HSBC Business School of Peking University
- IACBE
- IEDC Bled
- IHK Cologne
- Japan Forum of Business and Society
- London Metropolitan University
- National Taipei University
- ÖKOPROFIT (Ecoprofit) Cologne
- Principles for Responsible Management Education (PRME)
- Sino German Research Institute for Sustainable Development at Nanjing University of Finance and Economics
- Springer Gabler Publishing
- WEISS Institute
ANNIVERSARY – CASM TURNS ONE!

The Center for Advanced Sustainable Management celebrated its 1st anniversary on August 3rd, 2017 and has already become a leading institute in the field of Sustainable Management Education! On October 17th, CASM opened its doors to celebrate its first anniversary with partners, friends, the university’s president, Prof. Dr. Lisa Froehlich, our newly appointed managing director Prof. Dr. Christoph Willers, and other colleagues from Cologne Business School. Many CBS students and friends were also in attendance like, Ruediger Winkler, the representative of the Dr. Juergen Meyer Foundation. At the opening speech Prof. Dr. René Schmidpeter and Patrick Bungard spoke about the Center’s accomplishments during the past year. All of which would not have been possible without the tremendous support of the Cologne Business School, in particular Prof. Dr. Lisa Froehlich and Prof. Dr. Christoph Willers, and the Dr. Juergen Meyer Foundation represented by Ruediger Winkler! Prof. Dr. René Schmidpeter and Patrick Bungard also formally welcomed Prof. Kanji Tanimoto from Waseda University Japan and guest researcher Ardeshir Zamani from the University of Tehran. Afterwards, the 2017 Ethics and Sustainability Awards was bestowed by Ruediger Winkler from the Dr. Juergen Meyer Foundation. An enjoyable evening was had by all and many lively discussions were held over more than a few glasses of Koelsch, Cologne’s local beer.
TEAM MEMBERS AND SUPPORT

Our team members come 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 MSTRIX GmbH, a consulting firm, which focuses on supporting companies on their professional sustainable management journey.
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.

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?
ANika Stürenberg Herrera (Lotter)
E-Mail: a.lotter@cbs.de

„Even though CSR is a concept that has been around for a long time, it was only in recent years that scholars have begun to recognize the ability of global corporations to create resources and innovative approaches to a variety of social challenges. Due to this less confronting approach, many corporate executives started to redefine the purpose of business moving from short-term profit maximization to the long-term maximization of shareholder value and thus contributing to the solution of social and economic problems. This change has certainly been reflected in the rising prominence of business ethics and chances in the curricula of business schools.“

Position
Project Manager

Curriculum Vitae
Anika Stürenberg Herrera is a project manager at the Center for Advanced Sustainable Management (CASM) at Cologne Business School (CBS) and also currently working at M3TRIX GmbH, a consulting firm that supports companies on their way to a professional sustainable management. She holds an MBA in International Management from the Cologne Business School. In her Bachelor’s she studied Social Work at the Catholic University of Applied Science and worked for the regional start-up incubator STARTPLATZ with a special emphasis on communications and sustainable entrepreneurship.

Viola Isabel Nyssen Guíllén
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.
POSITION
Research Assistant

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.

“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.”

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ALUMNI

MEENAL JINDAL
Intern
2017

LEVENT SARAN
Research Assistant
2017

JULIA ZAFT
Research Assistant
2013 – 2014

ADELINE GRAFE
Intern
2017

BONNIE LEWTAS
Research Assistant
2014 – 2015

MARY ANNE OUMA
Research Assistant
2015 – 2016

MATTHIAS MÜHLEN
Project Manager
2016 – 2017
Cologne Business School (CBS) is an internationally ori-
entated, fully accredited university of applied sciences
which can count itself amongst the best universities of
applied sciences for business studies in Germany. The Co-
lone Business School is committed to providing its stu-
dents with practical and relevant business education. The
Cologne Business School, and all of its offered courses, is
accredited by the German Council for the Humanities and
Sciences ("Wissenschaftsrat") and by the international ac-
creditation organization, FIBAA (Foundation for Interna-
tional Business Administration Accreditation). The Cologne
Business School is also currently undergoing the IACBE
(International Assembly for Collegiate Business Educati-
on) accreditation process.

Cologne Business School’s mission is to provide students
with a highly topical and practical tertiary education that
will thoroughly prepare students for their future profes-
sional endeavors. The CBS’s focus on organizing out-
ward-looking international courses of study paired with a
highly international and diverse faculty, create a truly in-
ternational and unique learning environment. The school’s
relatively small size gives students the opportunity to have
access to professors and small focused lectures, which
are the academic hallmark of the school. A network of
over 100 partner universities around the globe and the
school’s close connections to industry allow students to
gather practical experience and make the connection bet-
 tween theories learned in the classroom and real-world
applications. This combination lays a solid foundation for
students seeking to have a successful career in the global
economy.

The topic of Corporate Social Responsibility is an integ-
rnal part of research and teaching at CBS. Thus, the Dr.
Juergen Meyer Foundation Chair plays an important and
pioneering role throughout all areas of the university. So-
cial, 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 that is focused on crea-
ting the next generation of upper and middle managers.
Therefore, the development of practical competence
across a number of fields is the school’s focus. On techni-
cal, social and intercultural levels, the school strives to
enable students to develop and apply practical strategies
to the constantly changing challenges of modern society.
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);
• in-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.

In our understanding, students serve as providers of solutions to the complex economic problems of our time and lecturers serve as the facilitators of transformation providing students with the intellectual framework to implement a sustainable and responsible management approach in the future.

Changing industries (banks, automobile, energy), societal tensions, and global instability are some of the eclectic problems of our time that call for flexible thinking and diverse approaches. In our view, sustainable management acts as an interdisciplinary platform to tackle these complex economic challenges. The sustainable management approach can, and should, be utilized by corporate decision-makers to initiate, and maximize, societal and economic transformation.

Our objective is to give students space to re-think and re-shape society and economy across the boundaries of established patterns of traditional academic thinking. CASM considers teachers to be facilitators whose purpose is to provide students with a fundamental grasp of the multi-faceted topic of sustainability and to clarify that corporate success and sustainable actions are not mutually exclusive. Students should be empowered to develop their own point of view, in particular the stark differences between conventional and new management approaches as well as the connection between different management disciplines.

We want to enable students to identify challenges and opportunities of sustainable management and want to inspire them to develop innovative business models that are both sustainable and profitable. Within the scope of our lectures, CASM links academic excellence with managerial know-how and combines new results of CSR and sustainability research with established management tools. It is essential to understand that there is not one explanation for the phenomenon of sustainability, but rather that the topic, in and of itself, is a dynamic discussion that needs to be shaped and driven. We offer a platform for this discussion in which students, academics and business professionals are welcome to participate and contribute. Each student should be enabled to develop their own understanding of sustainable management so that a future-oriented mindset will be generated.

ALL COURSES TAUGHT AT CBS BY CASM LECTURERS

- Scientific Working and Study Skills (BA)
- Intercultural Management (BA)
- Business and Society (BA)
- Business Ethics (BA, MBA)
- Business Ethics and Intercultural Management (BA)
- Sales and Negotiations (BA)
- HR Business Ethics (BA)
- International Stakeholder Management and Employment Relations (MA)
- Corporate Social Responsibility (MA)
- International Perspectives on CSR (MA)
- Introduction to CSR (MA)
- Sustainable Supply Chain Management (BA)
- Executive MBA in Collaboration with Maastricht University

SELECTED SUPERVISED BACHELOR & MASTER THESES

- Telling a Story about Sustainability or: Why does Sustainability work as a content marketing tool (2016)
- The effects of business ethics on generation Y on their buying in a global context with special focus on the clothing industry (2016)
- Sustainability marketing – an empirical research of consumers’ trust into green marketing campaigns (2016)
- Differences and similarities of the perception of CSR in the international fashion industry - a comparison of leading companies in the EU, Asia and the US with respect to their sustainability reports. (2016)
- What are the benefits and drawbacks of the transition from a fossil fuel to a renewable energy society on the United States economy: Comparing Tesla motors Inc and ExxonMobil (2016)
- The Interrelationship between Social Engagement and Sporting Success – An in-depth Analysis on Corporate Social Responsibility in the German Professional Soccer League (2016)
- Educating the Leaders of the Future – How the new paradigm of sustainable management can be implemented in organizational learning (2016)
- Corporate Social Responsibility in the Professional Soccer League – An Analytical Approach to the interrelationship between Sporting Success and Brand Perception (2016)
- CSR Strategy Plan for Improving Brand Management in Personal Care Retail - The case ofWatsons in Shanghai Market (2017)
- Why and how incorporate design thinking into existing business models in order to design sustainable business models? What are they key components and new potentials for a SME? (2017)
- Entry strategy for Vuhl Automotive into the German market (2017)
- Development of KPI Measurement Tools at Volkswagen AG (2017)
Every year the Dr. Juergen Meyer Foundation in cooperation with the Cologne Business School (CBS) grants a total of 4,000 Euros in prize money through the “Ethics and Sustainability Award”. The objective of the award is to promote the social and ethics achievements of students who demonstrate an enthusiasm for sustainability. Students can submit scientific papers, such as Bachelor and Master theses as well as social projects in the fields of Sustainability and Corporate Social Responsibility.

In August 2016, the “Ethics and Sustainability Award” was bestowed on CBS several students during the academic conference on “CSR, Sustainability, Ethics and Governance”, organized and hosted by the CBS, in cooperation with the Global Governance Institute. Chantal van Houtte and Frederic Baumann, students of the Bachelor’s Course, International Media Management, received the award for their design and implementation of the conference’s social media strategy.

Additionally, Caroline Juergens was presented with an award for her design of the conference brochure which included comprehensive information about the topic, program, and partners of the conference. Rodrigo Mello, lecturer at CBS, received an award for the organization of a summer school in Cologne that had participants from over 10 nations.

The award for the best master thesis went to Monika Kolb, who had finished her Master’s Degree in Intercultural Management at CBS. Her thesis was titled “Educating the Leaders of the Future: How the new Paradigm of Sustainable Management can be implemented in organizational learning”. During her studies Monika worked as a student assistant at CASM and was involved in the organization and management of the conference of 2016. She currently works as project manager at CASM.

At the CASM Open Door event on October 17th, 2017 Ruediger Winkler from the Dr. Juergen Meyer Foundation presented the „Ethics and Sustainability Award 2017“. The awards were presented to Anika Stuerenberg Herrera for the best MBA Thesis, “Sustainable Company Evaluation of the Volkswagen Group”. Adeline Grafe, a student of the Bachelor’s Course, Intercultural Management, received the award for her outstanding job as leader of the CSR Student Team.

If you have written a Bachelor, Master or MBA thesis on the subject of Business Ethics, Sustainability or Corporate Social Responsibility or want to initiate a social project – Apply now and win up to 1,000 €.

Applications for the Ethics and Sustainability Award can be continuously submitted throughout the year. Both ongoing and completed works will be considered.

If you wish to apply, please send the following documents to casm@cbs.de:

For a scientific work in progress:
• An exposé (maximum of two pages)
• An explanation of the planned use of funds (if needed for the work)

For completed scientific papers:
• An electronic copy of the paper
• A summary of the content (up to three pages)

For social projects:
• A summary and description of the project (up to three pages)
• An explanation of the planned use of funds (up to € 1,000)
In cooperation with businesses, academics, and policymakers, the Center for Advanced Sustainable Management aims to champion responsible and sustainable management principles as a fundamental part of business, in both theory and practice. Thus, playing an active role in shaping these transformational ideas, strategies, and processes through the education of future managers. In addition to its focus on education, CASM strives 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 on 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 management approaches, which set a new standard in management research and training through the paradigm of sustainable management and CSR. In addition to the numerous scientific research projects, the intended economic responsibility is supported by a strong academic network and one of the most successful German management book series.

**REJECTED APPLICATIONS**

1) EU COST
   - Deadline: 07.09.2017
   - Lead and partners: UiT Norway and other EU-member institutions
   - Project duration: 48 months (2018 – 2021)

2) EU Horizon 2020 „Twinning“
   - Deadline: 15.11.2017
   - Lead & partners: IEDC Bled, Cologne Business School, Copenhagen Business School, IMC Krems, UiT Norway
   - Project duration: 36 months

3) DFG/NSFC „Joint Sino-German Research Projects“ (Microfoundations of CSR)
   - Deadline: 06.04.2017
   - Lead & partners: CBS and Nanjing University of Finance and Economics & Beijing University, HSBC Business School
   - Project duration: 36 months (2018 – 2020)

4) EU Horizon 2020 „Innovation in SMEs“
   - Deadline: 28.03.2017
   - Lead & partners: ABIS, Rotterdam University of Applied Sciences (Rotterdam, Netherlands) Kozminski University of Applied Sciences (Warsaw, Poland) Manchester University (Manchester, UK) Cologne Business School ISM University of Management and Economics (Wroclaw, Lithuania)
   - Project Duration: 20 months

5) DAAD partnership with Tsukuba (Japan)
   - Deadline: 03.07.2017
   - Project duration: 24 months

6) DAAD guest professorship
   - Deadline: 15.07.2017
   - Project duration: 24 months
The Graduate School of Sustainable Management is coordinated and administrated by the Dr. Juergen Meyer Endowed Chair for International Business Ethics and CSR, the Cologne Business School and the Catholic University of Eichstätt – Ingolstadt.

In addition to their PhD, the Graduate School’s doctoral students work closely together with a network of international universities to develop management, control, and measurement instruments to enhance the development of CSR management in businesses. This includes DAX companies, as well as renowned small and medium-sized enterprises, who count themselves amongst the participating organizations. Research is specifically tailored to the individual conditions and goals of companies. The results of the research should be applicable to other companies and industries and serve as a prospective foundation for further development.

In order to offer the best possible support to doctoral students during their research, they receive continuous support from academic experts and practice experience through various seminars and events. The Graduate School also offers a comprehensive infrastructure for doctoral candidates to network not only with each other, but also with external experts and practitioners.

In March 2017, IEDC Bled School of Management and the CASM Graduate School of Sustainable Management signed a strategic partnership. IEDC-Bled School of Management in Bled, Slovenia, was one of the first management schools of Central and Eastern Europe, and it is considered a pioneer in the field of management education in Central and Eastern Europe. Now it is pioneering in providing an innovative approach in leadership development and is recognized among the best Management Schools in Europe. Both PhD programs deliver a high quality and practical management education. This partnership allows us to closely work together, and strengthen the support for our PhD students and further increase the internationality of the Center’s activities.

GRADUATE SCHOOL OF SUSTAINABLE MANAGEMENT

MEMBERS OF THE GRADUATE SCHOOL

ARDESHIR ZAMANI
Guest Researcher, University of Tehran

HANNO MARTENS
University of Brighton

MAXIMILIAN STEINER
University of Nuremberg Erlangen

BOWEN GU
Guest Researcher 2017

RICCARDO WAGNER
Ernst-Moritz-Arndt University Greifswald

MARINA SCHMITZ
University of Goettingen

MONIKA KOLB
IEDC Bled School of Management

MARTIZA RODRIGUEZ DIAZ
Guest Researcher 2015

MEMBERS FROM THE CASM TEAM

PATRICK BUNGARD
University of Osnabrueck

MARINA SCHMITZ
University of Goettingen

MONIKA KOLB
IEDC Bled School of Management

RODRIGO MELLO
Catholic University of Eichstaett-Ingolstadt
AWARDS

INDIA CSR AUTHOR AWARD FOR ‘CORPORATE SOCIAL RESPONSIBILITY IN INDIA’

Nayan Mitra and Prof. Dr. René Schmidpeter were honored with the India CSR Author Award for editing “Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate”, in 2016. “The India CSR group has been committed to acknowledge the sincere contributions and excellence achieved by the Authors, Academicians and Journalists. The objective of India CSR awards to honor authors and journalists is to provide a momentum and catalytic boost to the race of intellectual contribution, knowledge creation, research and practice by the authors, academicians and journalists to make India a global thought and practice leader in the domain of CSR.” – Rusen Kumar, Founder and Managing Editor, India CSR Network.

TALENTSCHMIEDE – WIWI TALENTS – HONORED INSTITUTE

January 2017: The winners of the 24th edition of the WiWi-Talents program have finally been chosen. From the more than 160 applicants, the 17 most talented students have been accepted into the WiWi-Talents program. The two winners from CBS, Jennifer Schall-van Bellen and Anika Stuerenberg Herrera will be included in the next WiWi-Talents book, which will be send to 500 companies in Germany.

The program was founded in 2005 by WiWi-Media, a platform that provides information for recruiters in the field of economics and business administration. The organization supports talented students in their professional pursuits and helps to connect them to prestigious companies.

EXTRAORDINARY CONTRIBUTION IN CSR EDUCATION - ASIA EDUCATION FORUM

Chengdu (China) November 8th, 2016: At the Asia Education Forum in Chengdu, Prof. Dr. Lisa Froehlich and Prof. Dr. René Schmidpeter introduced the newly established Center for Advanced Management and CBS current sustainability efforts to a distinguished audience from across Asia. Prof. Dr. Lisa Froehlich and Prof. Dr. René Schmidpeter engaged in intellectual discourse with Prof. Haifeng Huang (Peking University), Prof. Mohan Munasinghe (Vice Chair, UN Intergovernmental Panel on Climate Change), Prof. Gerhard Stahl (Former Secretary-General of the European Committee of the Regions) and Prof. Mannie Liu (Global Executive Chairman, Ecological Development Union International) on topics like Sustainable Development, Responsible Education, and CSR were discussed with high-ranking representatives from politics, academia and business. During the event, Prof. Dr. Lisa Froehlich and Prof. Dr. René Schmidpeter were honored for their commitment to CSR and sustainability in Asia.

MOST OUTSTANDING BOOK OF THE YEAR AWARD IN 2015

22nd June 2016: The, Dictionary of Corporate Social Responsibility, published by CBS Professor, Prof. Dr. René Schmidpeter and his colleagues Prof. Samuel O Idowu, Prof. Nicholas Capaldi, and Prof. Matthias S. Fifka won the ‘Most Outstanding Book of the Year Award in 2015’ from the RUSA Business Reference and Services Section (BRASS).

The book is a reference work and dictionary for the fields of corporate social responsibility, sustainability, business ethics and corporate governance. It includes definitions of commonly used terms in CSR, the roles and functions of CSR-related international organizations, and keynotes on international guidelines, codes and principles relevant to CSR. The award emphasizes the leading role of the English book series published by Schmidpeter and Idowu in the area of CSR, sustainability, ethics and governance.
LIST OF ALL RECENT PUBLICATIONS

MANAGEMENT SERIES (GERMAN)

2016
- CSR und Organisationenwicklung
  Schram, B., Schmidpeter, R. (Ed.)
- CSR und Lebensmittelwirtschaft
  Willers, C. (Ed.)
- CSR und Controlling
  Günther, E., Steinkä, K.-H. (Ed.)
- CSR und Human Resource Management
  Doye, T. (Ed.)
- CSR und gesunde Führung
  Hänsel, M., Kaz, K. (Ed.)
- CSR und Wertheckopits
  Glauner, F. (Ed.)
- CSR und Investment Banking
  Wendt, K. (Ed.)
- CSR und Logistik
  Deckert, C. (Ed.)

2017
- CSR und Digitalisierung
  Hildebrandt, A., Landhäuser, W. (Ed.)
- CSR und Diversity Management
  Hansen, K. (Ed.)
- CSR und Marketing
  Stehr, C., Stehr, C. (Ed.)
- CSR in Nordrhein-Westfalen
  Bungard, P., Schmidpeter, R. (Ed.)
- CSR und Internen Kommunikation
  Wagner, R., Roschker, N., Moutchnik, A. (Ed.)
- CSR und Tourismus
  Lund-Dürscher, D., Filka, M.S., Reiser, D. (Ed.)
- CSR und Kleinunternehmen
  Keck, W. (Ed.)
- CSR und Stadtentwicklung
  Allers, H.-H., Hartenstein, F. (Ed.)
- CSR und Strategisches Management
  Wunder, T. (Ed.)
- CSR und Wirtschaftspolitologie
  López, I. (Ed.)
- CSR und Nachhaltige Innovation
  Gordon, G., Neïke, A. (Ed.)
- CSR und Finanzratings
  Koppe, H. (Ed.)
- CSR und neue Arbeitswelten
  Spieß, B., Fabisch, N. (Ed.)
- CSR und Geschäftsmodelle
  Bungard, P. (Ed.)

CSR, SUSTAINABILITY, ETHICS & GOVERNANCE (ENGLISH)

2016
- Cultural Roots of Sustainable Management
  Habisch, A., Schmidpeter, R. (Eds.)
- Corporate Social Responsibility in Sub-Saharan Africa
  Vertigans, S., Idowu, S. O., Schmidpeter, R. (Eds.)
- Key Initiatives in Corporate Social Responsibility
  Idowu, S. O. (Ed.)
- Strategic Communication for Sustainable Organizations
  Allen, M. (Ed.)
- The Sustainable Provision of Environmental Services
  Aerni, P. (Ed.)
- Social Responsibility Education Across Europe
  Turner, D., Atuntas Vural, C., Idowu, S. O. (Eds.)
- Corporate Social Responsibility and Discrimination
  Keinert-Kisin, C. (Eds.)
- Corporate Governance and Corporate Social Responsibility of Indian Companies
  Bhaduri, S., Selarka, E. (Eds.)
- Future Viability, Business Models, and Value
  Glauner, F. (Ed.)

2017
- Corporate Social Responsibility in India
  Mitra, N., Schmidpeter, R. (Eds.)
- Handbook of Integrated CSR Communication
  Dahi, S., Karmasin, M., Mueller, B., Terlutter, R., Weder, F. (Eds.)
- Dimensional Corporate Governance
  Capaldi, N., Idowu, S. O., Schmidpeter, R. (Eds.)
- The Dynamics of Corporate Social Responsibility. A Critical Approach to Theory and Practice
  Aluchna, M., I., S.O. (Eds.)
- Sustainability in a Digital World
  Osburg, T., Lohrmann, C. (Eds.)
- Responsible Corporate Governance
  Aluchna, M., Idowu, S. O. (Eds.)
- Managing Sustainability Stakeholder Relationships
  O’Rondæ, L. (Ed.)
- Value Cockpits
  Glauner, F. (Ed.)
- Building New Bridges Between Business and Society
  Lu, H., Schmidpeter, R., Capaldi, N., Za, L. (Eds.)
- Corporate Social Responsibility
  Vertigans, S., Idowu, S. O. (Eds.)
- Ethical Leadership in Organizations
  Bachmann, B. (Ed.)
- Implementing Sustainability Strategies in Networks and Clusters
  De Chiara, A. (Ed.)
- Stages of Corporate Social Responsibility
  Idowu, S. O., Vertigans, S. (Eds.)
- Corporate Social Responsibility and Diversity Management
  Hansen, K., Saierstatt, C. (Eds.)
- Corporate Social Responsibility in Times of Crisis
  Idowu, S. O., Vertigans, S., Burlea Schiopoiu, A. (Eds.)
- Environmental Accounting and Reporting
  Bardarelli, M., Del Baldo, M., Nisheva-Kiosseva, N. (Eds.)
- Social Management
  Argiolas, G. (Ed.)
LAUNCH OF IJCSR

The International Journal of Corporate Social Responsibility (IJCSR) offers a unique platform for the latest theoretical and empirical research and for innovative concepts for sustainable business strategies which create value for business and society (shared value). It contains best practices, literature reviews and leading foresight thinking in the field of business and society. IJCSR aims to become the leading platform for the latest management thinkers by providing articles not published before and approved by an international scientific community. More information on https://jcsr.springeropen.com/

LAUNCH OF NEW BOOK SERIES

Management, Value Added and Efficiency – This series focuses on empirical and practical research in the fields of sustainable management and efficiency. Management systems in the context of energy, environment, sustainability, CSR, innovation, risk as well as integrated management systems are just a few examples which can be found in the series. A special focus is placed on the value that such systems can offer for their application in supporting the implementation of the global sustainable development goals, the SDGs. National and international scientific publications are published (English and German). The series Sustainable Management, Value Added and Efficiency is published by Gregor Weber, Markus Bodemann and René Schmidpeter.

ARTICLES


Furthermore, articles about CASM and Cologne Business School have been published in the economic journal Der Betriebswirt. Prof. Dr. René Schmidpeter is member of the editing council of Der Betriebswirt.

UPCOMING IN 2018

- CSR und Hochschulmanagement
  Raueiser, M., Kolb, M. [Eds.]
- CSR in Rheinland-Pfalz
  Schmitz, M. [Ed.]
- CSR und Familienunternehmen
  Altenburger, R., Schmidpeter, R. [Eds.]
- CSR im Gesundheitswesen
  Keller, K., Lorenz, F. [Eds.]
- CSR und Kommunikation 2. Aufl.
  Heinrich, P. [Ed.]
PARTNERSHIPS
The Principles for Responsible Management Education (PRME) is the UN Global Compact’s initiative to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations’ Sustainable Development Goals.

The Six Principles of PRME are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement.

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. www.unprme.org.

One particular milestone that can be seen as starting point was the establishment of our endowed chair of International Business Ethics and CSR in October 2010. Cologne Business School and the Juergen Meyer Foundation cooperated to found this endowed chair. From the beginning, there was a broad consensus that the chair should foster a practically relevant and responsible management education. Sustainable management was meant to involve all of CBS’s study programs, research, institutional departments as well as the general public. With this establishment the mission was set – however the question of how to get there remained unanswered and not all stakeholders were convinced.

The whole process of change started with several small initiatives such as an ethics and sustainability award for students, a lecture series about sustainable management, masterclasses with company experts and Cologne Business School Sustainability Days can be counted as first convincing success. Then with a new holder of the chair, Prof. Dr. René Schmidpeter, the process gained speed in 2013.

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.

The six PRME Principles:

- The Principles for Responsible Management Education (PRME) is the UN Global Compact’s initiative to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations’ Sustainable Development Goals.
- Since December 2016 Cologne Business School is a member of CEEMAN – the International Association for Management Development in Dynamic Societies.
- PRME is the UN Global Compact’s initiative to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations’ Sustainable Development Goals.
- The Six Principles of PRME are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement.
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

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

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. This course is intended for all professionals in managerial positions in business, organization and politics, who are interested in a completely new holistic approach to leadership. The course is taught in a unique interdisciplinary manner that examines the topic from a practical, economic, philosophical and psychological perspective.

www.ethik.eu/site/en/education/executivestraining

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.

www.se-award.org

INDUSTRIAL CHAMBER OF COMMERCE COLOGNE (IHK)

In cooperation with the IHK Cologne, CASM organizes events that help to expand regional SMEs understanding of CSR and Sustainability as management tools, and engage in intellectual discourse and idea exchange with numerous stakeholders.

In 2016, the IHK Cologne hosted two workshops in cooperation with the Center for Advanced Sustainable Management. The first event, which was held on April 13th, focused on the topic of “Sustainable Commercial Real Estate”, in particular how commercial real estate development can be ecologically responsible and sustainable going forward. The On June 22nd, the second workshop dealt with “Sustainable Logistics”. As a part of the event series practitioners and experts provided insights on how to best integrate sustainability into the supply chain by i.e. reducing waste, carbon emissions, and resource consumption. From procurement to distribution, the participants discussed innovative ways of how companies cannot only remain competitive in an increasingly globalized and competitive 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, discussed the topic of “Sustainability and Finance”, in particular the question of how SMEs can obtain funding for their
sustainable business models. After an introduction given by Dr. Ulrich Soénius, (Deputy General Manager of the IHK in Cologne), a keynote speech was given by Mr. Stefan Moeller (GLS Bank, Bochum). After his speech, Mr. Moeller joined the other members of the discussion panel, Ms. Artimes Diapouli (GMA - Grüne Mobile Autopflege GmbH, Cologne), Mr. Cornelius Schaub (PHINEO nonprofit AG, Berlin), and Dr. Thomas Schulz (BNIU – Beratung für Nachhaltige Unternehmensführung, Frankfurt) to explore 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 upon their professional experience, the panelists offered a number of insights and pieces of advice regarding the questions. For example, integrating sustainability and sustainable management principles into the business’ core strategy, or utilizing sustainability as a risk management tool. However, the panelists also raised some critical issues, e.g. that the integration process is slow, which is normally due to employees’ unfamiliarity with the topic and the expenses attached to undertaking a change management program. All panelists agreed that sustainability has not yet been successfully established itself in the financial world, and that we need new legal frameworks that support social business models.
Whether discussing climate change, social inequality or resource scarcity: The challenges facing our society are significant. To create a just and sustainable world, first and foremost, we need decision-makers to possess a greater amount of knowledge, skills, and awareness about the necessity for change. Universities play a key role in this regard, as they function as training centers for future decision makers. Furthermore, universities have 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 contributes to the creation of a sustainable future.

CBS recognizes these challenges and therefore, constantly strives to align teaching, research and management with principals of sustainable development and the UN Decade of Education for Sustainable Development. By further integrating social responsibility and sustainability into university operations, CBS seeks to take on a pioneering role in the German education landscape and continues 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 to set a framework regarding 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 operational costs, the project fosters sustainable economic development. This spring representatives of prominent Cologne-based companies such as Köln Messe, Köln Bonn Airport, Kölner Zoo, EADS, 1. FC Köln and ASV Köln visited CBS to learn about the CBS sustainable management system.

With the Sustainable University project, CBS strives to include its three key stakeholder groups: employees, students and organization in the successful integration of innovative and practical approaches to sustainability. Through the project, Cologne Business School is not only striving to develop into a more sustainable university, but has also the goal of becoming a certified Eco-profit operation by Spring 2016.

Additionally, the project helps to further the goal of integrating sustainability into all academic aspects of the university through innovative and practical approaches. To help achieve this goal, a Sustainability Team was formed.

To this end, a physical checklist was installed in every CBS lecture hall, which helps to remind those using the rooms to save energy, specially reminding professors to turn off the lights or the projector and dispose of their trash.

6 Things to check before you leave the room:

- Windows closed?
- Lights off?
- Garbage disposed?
- Check heating?
- Projector off?
- Computer off?
The first Sustainability Day organized by CASM took place in March 2016 at CBS with the goal of raising students' awareness with regard to sustainability and to give them the opportunity to actively engage sustainability at CBS. The program included a workshop with Interseroh, a consulting firm that specializes in implementing circular economy practices in both MNEs and SMEs. Students who participated in the day’s activities were also asked about how they envisioned recycling in 2058.

Within the scope of CASM's Executive Masterclass Series, two well-known companies gave presentations in front of a large audience of interested students. Anne-Kathrin Laufmann presented the Bundesliga football club, SV Werder Bremen’s CSR management strategy. ALTO Verlag was represented by Elmar Thomassek who led an interesting and controversial discussion about the role of different media channels in the promotion of CSR. After the talks, students had the opportunity to meet CBS alumni and learn about their professional perspectives in the field of CSR and sustainability, especially in startups with sustainable business models.

April 27th, 2017: At the 2017 Sustainability Day students from the Cologne Business School were invited to actively engage with the Center for Advanced Sustainable Management and to also take the opportunity to participate in guest lectures given by business professionals. Guest lectures were held by representatives of Dibella, BASF, and TÜV Rheinland on the topic of CSR in the corporate sector.

The CSR Student Team organized different activities to raise awareness regarding one’s carbon footprint and how one can go about measuring it in a playful manner. Participants received waste baskets to properly separating trash and were asked to propose ideas that would help CBS to become more sustainable. Additionally, Philipp Meyer from Sneep, a student network for business ethics, gave a presentation about his organization and its activities. Students interested in Sustainable Entrepreneurship were able to get a tour of the regional startup incubator, STARTPLATZ. To end the tour, Anika Stuerenberg Herrera, a former CBS MBA student, held a presentation on “how to pitch my business idea” and invited students to create and exchange their own business ideas.

The 2017 Sustainability Day was extremely popular amongst students, CBS staff, professors, and guests. Visitors were able to get a closer insight into the topic of CSR and sustainability and how it can be integrated into the corporate strategy.
CSR STUDENT TEAM

The number of CBS students that are interested in actively participating in sustainability activities and projects, and in the advancement of the academic discipline has increased significantly. Therefore, with the support of the CASM team, students started a CSR team. Their aim is to conduct further research in the area of sustainable management, become involved in company projects, establish management and leadership skills and team up with worldwide student initiatives.

SUSTAINABILITY WEEK AT CBS

From November 13th – 16th 2017 CASM and the CSR Student Team organized an exciting week with leading experts from various industries. Four CBS Executive Sustainability Classes were held by representatives of the following companies: Green2B, Henkel, GLS Bank and Interseroh. Besides Executive Sustainability Classes, the student initiatives Founders Factory and the CSR Student Team of CBS hosted the Social Sustainability Day on the 16th of November. Interesting insights on sustainable entrepreneurship were provided by sustainable startups like Kleiderrebell and Nomoo.

Furthermore, the CSR Student team organized the “Mobile Week” in cooperation with Green2B. By collecting old cell phones and recycling them in a sustainable manner, the startup contributes to the avoidance of E-Waste. The CSR Student Team brought Green2B and a collection box to CBS in order to raise awareness of the topic of E-waste and to encourage students to donate their old mobile phones. The revenues were donated to the GLS Treuhand and the BKU. The GLS Treuhand is a partner of the GLS bank, the first green bank. It supports various projects in the fields of education, development, health, agriculture and renewable energies. The BKU is a local institution which aims to develop young talents.
The International Summer School is a one week course on the latest sustainable management and CSR topics. Considering the evolving international economic environment as well as global, societal, and ecological challenges, the summer school’s curriculum draws upon the complex paradigm of sustainable management and related implications for both, businesses practitioners and scientists.

A major objective of the course is to share experiences and insights from various geographical, and cultural environments regarding different approaches to sustainable management in order to foster mutual learning, identify synergies and develop collective approaches.

Guest lectures from different continents provide input and foster discussions on how regional perspectives on sustainable management and CSR differ from each other. Moreover, participants will develop a joint project summarizing key findings of the Summer School.

The Summer School reaches out to PhD, Master Students, as well as young professionals that have a genuine interest in sustainable management and CSR and related cross-cutting issues and challenges. The course will be offered in English.

COLOGNE SUMMER SCHOOL 2016

The International Summer School Cologne 2016 was a one week course on “Global Perspectives on CSR and Sustainable Management”. The program was careful to consider the evolving international economic environment as well as global, societal, and ecological challenges, when discussing the complex paradigm of sustainable management and related implications for both, businesses practitioners and academics. Leading sustainability academics and practitioners from throughout the world gave lectures and encouraged discussions concerning regional perspectives on sustainable management and CSR practices.
EXECUTIVE MASTERCLASS

BRAZIL 2017
From July 10th to 21st 2017 the Center for Advanced Sustainable Management (CASM) at Cologne Business School (CBS), in partnership with ISAE Business School and the Dr. Juergen Meyer Foundation launched its Summer School 2017 in Curitiba, Brazil on “Cutting-edge Practices in Sustainability”. The main objective of the program is to share experiences and insights to foster mutual learning, identification of synergies and develop collective approaches. Students learned about different perspectives of sustainable management and cultural reality in the context of the largest country in Latin America. The intercultural experience was both shared by Brazilian and German students and academics, including the guest lecturers Monika Kolb and Rodrigo Mello from CASM. An interactive learning approach and on-site visits supported the successful exchange of knowledge and practices, and reinforced the connection between the two institutions. CASM is looking forward to extending its cooperation with its South American partner in the future.

BEYOND CSR – MOVE TO TRUSTED INNOVATION
On February 18th, 2016, the third Executive Masterclass of the “Sustainable Management” series took place at the Cologne Business School. Dr. Thomas Osburg, director of the Circular Knowledge Institute, a European Think Tank for Trusted Innovation and Branding, talked about the increasing importance of CSR and Social innovation. Most businesses have acknowledged the importance of sustainability and have taken different measures to approach the issue, however customers do not perceive these measures as sufficient or still do not trust companies, due to past history of maleficence. Dr. Osburg postulated that it is a matter of the quality of social innovations and that it is a necessity for companies to readjust their strategic approach from being reactive to being proactive in actively tackling social and environmental problems in order to generate a credible CSR strategy.

SUSTAINABILITY MANAGEMENT AT THE VAILLANT GROUP
21st of November 2016: Dr. Jens Wichtermann is Director of Group Communication, Sustainability & Politics at the Vaillant Group, a global leader in the development of high-efficiency heating, cooling and hot water products and solutions. Dr. Wichtermann presented the Vaillant Group’s strategic sustainability program S.E.E.D.S. to students from the Cologne Business School. The Vaillant Group first began the program in 2011: the Vaillant Group's sustainability strategy defines ambitious targets and specific measures for the focal areas Development & Products, Environment and Employees.

UPCOMING: BRAZIL 2018 – FROM AUGUST 6th – 10th
In cooperation with CASM and the Cologne Business School, the ISAE Business School organizes an international summer school program for students. “Cutting Edge Practices on Sustainability” is a program with the objective to provide students with the intellectual framework to critically examine sustainability’s role in the global economy through a multidisciplinary lens. The program’s main goal is to combine theoretical knowledge and practical experience through practical activities and visits to companies, institutions, and local communities.

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SOCIAL ENTREPRENEURSHIP PITCH – SOLVING SOCIAL PROBLEMS THROUGH BUSINESS IDEAS

On November 23rd, 2016, Cologne Business School students had the chance to pitch their social and sustainable ideas in front of a jury of established business professionals. The jury consisted of Dr. Lorenz Graef, the founder of the regional incubator start-up STARTPLATZ and Prof. Dr. René Schmidpeter. Entrepreneurs are known for solving the problems of their customers through the development of new business models and the discovery and exploitation of new markets. The same can be said of social entrepreneurs. However, one is a slight difference, social entrepreneurs view profit and positive social impact as equally important, as they seek to solve sustainable and ecological problems.

THYSSENKRUPP, MÜNCHNER BANK AND BRENTTAG AT CBS

15th – 16th of March 2017: As part of the event University2Business at the Cologne Business School, the Center for Advanced Sustainable Management (CASM) arranged three Executive Masterclass lectures. In the sessions, Mr. Fusshoeller (Thyssenkrupp AG), Mrs. Kuttner (Münchner Bank eG) and Mr. Eckert (Brenntag AG) gave insights about their companies’ respective corporate strategy with a special focus on sustainability. Students were able to ask questions after the presentations and were able to engage in a meaningful intellectual discussion with the company representatives on the aforementioned topics.

24th of April 2017: For the second time Cologne Business School hosted two representatives of the German Football Association (DFB) on campus. Stefanie Schulte, Head of Corporate Social Responsibility, and Lothar Rieß, Member of the Commission of Social Responsibility at DFB held a presentation on “DFB and responsibility: Strengthening the community, shaping society”. Ms. Schulte and Mr. Rieß’s presentation focused on DFB’s sustainability management with an emphasis on the role of social responsibility and sustainability reporting. Patrick Bungard, the director of CASM said about the presentation: “We are glad that Ms Schulte and Mr. Rieß had the time to provide us with some great insights on the sustainability practices at the German Football Association.

GREEN2B – SUSTAINABILITY AS AN OPPORTUNITY FOR ENTREPRENEURSHIP

November 15th, 2017: The founders of Green2B came to CBS to share with CBS students, faculty, and staff their entrepreneurial story, and how sustainability can be used as a tool for social entrepreneurship. Green2B is a battery and cell phone recycling company, based in Cologne that has partnered with several German supermarket chains, and charities. They collect old or broken cell phones and either salvage them for precious metals, or repair them and resell them on the open market. It was a great demonstration of how a business can juxtapose societal benefit and profit. Throughout the talk they discussed their history and their progress as a business. It was great to learn from real entrepreneurs about social entrepreneurship, and to get their general thoughts on CSR and sustainability.

Following the Green2B Sustainability Class, all of the participants were invited to join a get together to celebrate the success of CBS Sustainability Week. Members of CASM and the CSR Student Team as well as interested students and professors continued to engage in lively discussions about sustainability and CSR. Eric Schumacher also shared further insights on how sustainability can provide a business opportunity for entrepreneurs.

NACHHALTIGKEITSMANAGEMENT IM FUSSBALL: EINBLICKE IN DIE ARBEIT DES DFB

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**INTERSEROH – INTELLIGENT CIRCULAR ECONOMY**

November 16th, 2017: Interseroh is a consulting firm that specializes in applying the principles of circular economy in the recycling sector and is a subsidiary of the Alba Group, one of Germany’s biggest waste management providers. The company systematically closes product, material and logistics cycles and sets industry standards with its recycling solutions and waste prevention strategies. Interseroh’s innovative approach is customized for every customer and helps to reduce waste to a minimum. In the presentation Ms. Sybilla Merian, Sustainability Manager at Interseroh, spoke about the importance of recycling and introduced gave some practical insight and hands-on advice.

**HENKEL – WORKSHOP CIRCULAR ECONOMY**

November 17th, 2017: Climate change is no longer just a buzzword, but a meaningful movement to redefine business models and the quality of life for current generations. Once the Paris Agreement is signed, concrete actions should be taken to limit the ramifications of climate change. The concept of the Circular Economy is an essential step to address renewable materials, recyclability and durability of products and packaging. Industry leaders need to lead the way in implementing this new strategic approach. How close are these companies to closing the loop within their respective value chain? What do their sustainability initiatives look like? What can you as a consumer and a European citizen do to contribute? These questions were addressed by Aliaksandra Dzenisiuk, a sustainability manager at Henkel who is an expert in sustainability Life Cycle Assessment. In her presentation on “Closing the loop – Circular Economy and Henkel” she spoke about Henkel’s sustainability areas such as: Safety and Health, Water and Wastewater, Energy and Climate and Social Progress. She also introduced Henkel’s circular economy concept and cooperation with initiatives like New Plastic Economy (NPEC), Circular Economy for Flexible Packaging (CEFLEX) and Plastic Bank.

**GLS BANK – SOCIAL AND ECOLOGICAL BANKING AT THE GLS BANK**

November 17th, 2017: The GLS Bank was the first social and ecological bank in Germany. As it stands for “community bank for loans and gifts”, they support a variety of projects and businesses like organic farms, nursing homes, projects for the unemployed, and communal living projects, as well as sustainable businesses. Christian Eichbauer demonstrated how finance and sustainability can be united and how banking can be used to create social value in our modern world.

**STARTPLATZ**

November 17th, 2017: Startplazt is a startup incubator and accelerator with branches in Cologne and Düsseldorf and functions as a hub for the local founders’ scene. It was founded in 2012 by Dr Lorenz Gräf and Matthias Gräf. On approximately 4,500 square meters in Cologne Mediapark and 1,900 square meters in Düsseldorf’s MedienHafen, an ecosystem was created that offers aspiring startups and innovative companies space for growth, advice & coaching, workshops & events as well as a connection to the large network. More than 200 startups have already worked on their business ideas, over 20 million euros have been invested in them and more than 135 teams participated in the accelerator program. In cooperation with partners from the ecosystem, STARTPLATZ also offers companies and medium-sized enterprises various solutions from the startup world to successfully implement and promote digitization and innovation processes.

In cooperation with STARTPLATZ, CASM organizes pitch events. A team of CBS students had seven minutes to pitch a sustainable business idea and then seven minutes to answer any questions from the audience. The goal of this event was to give students the opportunity to present their own business ideas at STARTPLATZ in front of investors, experts and interested parties. Before the pitching students received training and coaching.
The ongoing professionalization in football suggests that football clubs and football associations can no longer be regarded purely from a sportive point of view but also from a sustainability perspective. This development, combined with the strong emotional factor in football underlines that the implementation of Corporate Social Responsibility as an opportunity oriented/proactive approach may be regarded as particularly important for the professional football.

In the context of sustainability and sports CASM provides an innovative approach in developing sustainable management strategies together with football clubs. We strongly believe that a sustainable management strategy should not only contain well known CSR-Management practices, but should also take unique factors of the sporting environment into consideration. If developed and implemented in consistency with the specific brand of the football club, CSR can potentially influence various factors such as the economic performance, the brand perception and finally sporting success.

Numerous clubs from the 1st to the 3rd Bundesliga start to consider CSR an important strategic topic and a management task. Patrick Bungard, Director of CASM, has developed an advanced training module. Over the course of two days in September 2017 he shared the knowledge of CASM, discussed challenges, opportunities and strategies for implementation with professional football clubs.

In May 2017 a study on voluntary social commitment of professional football was published by Dr. Fabian Hedderich and Manfred Krummel (Nielsen Sports) with contributions from Prof. Dr. René Schmidpeter from CASM. Nielsen Sports examined the activities of the Bundesliga Foundation, Clubs of the Bundesliga and the 2nd Bundesliga as well as selected players’ foundations. According to the study more and more people are benefiting from the voluntary social commitment of professional football.

On April 27th 2017, Cologne Business School hosted two representatives of the German Football Association (DFB) on campus. Stefanie Schulte, Head of Corporate Social Responsibility, and Lothar Rieß, Member of the Commission of Social Responsibility at DFB presented on the topic of “DFB and responsibility: Strengthening the community, shaping society”. The presentation of Ms. Schulte and Mr. Rieß focused on DFB’s sustainability management while emphasizing the role of social responsibility and sustainability reporting. Patrick Bungard, the director of CASM concludes: “We are glad that Ms Schulte and Mr Rieß had the time to provide us with some insight into the sustainability practices at the German Football Association.”
CONFERENCES, TRIPS & VISITS

Rapid and dynamic changes in technology, markets, political and legal institutions, and cultures, are creating new and unprecedented challenges across the world. In such a global context, no scholar, no discipline, no university, no think tank, no NGO, no form of media, can remain an island unto itself. The CASM team regularly participates in international conferences and networking events, to stay up to date regarding the latest research topics and working to expand our global network. CASM aims to bring together scholars from many disciplines, along with business, societal, and political leaders to rethink and integrate value issues into management practices, education and development. Besides attending international conferences, the Center for Advanced Sustainable Management organizes and supports conferences on a yearly basis in cooperation with its partners.

7TH INTERNATIONAL CONFERENCE ON CORPORATE SUSTAINABILITY AND RESPONSIBILITY

From September 14th – 16th 2016, the 7th International Conference on Corporate Sustainability and Responsibility took place at the Humboldt University in Berlin. CASM members Monika Kolb and Anika Stuerenberg Herrera attended the conference which focused on exploring how digitization will change the way companies do business, involve their stakeholders, and contribute to societies’ wellbeing.

KOMPETENZCENTRUM FOR CORPORATE SOCIAL RESPONSIBILITY

On June 15th 2016, FOM University of Applied Sciences hosted the KompetenzCentrum for Corporate Social Responsibility (KCC) in Cologne where academics and CSR experts from all over Europe came together. They discussed topics such as internal areas of responsibility, research strategies, and the organization of the KCC. CASM director Patrick Bungard participated in the forum and contributed to the evaluation of the current project, “Stakeholder Value Creation”, and worked on further collaborations.

24TH CEEMAN ANNUAL CONFERENCE: MANAGEMENT EDUCATION FOR A DIGITAL WORLD

From September 28th – 30th 2016, the 24th CEEMAN Annual Conference on Management Education for a Digital World took place in Tallinn, Estonia. The conference is the primary annual event of CEEMAN, gathering deans and directors of universities and business schools from around the world, leaders of international and regional management development institutions, international publishers and partners, as well business, government and media representatives. The topic of the conference was “Management Education for a Digital World”. Monika Kolb, Project Manager – Sustainable Management Education, spoke at the pre-conference event: 2nd PRME CEE Chapter Meeting “Boosting Social Entrepreneurship through Management Education”, where she argued that every global problem is, in fact, a business opportunity.
**CSR-HOCHSCHULKREIS**
October 4th 2016. In order to discuss CSR related topics with universities and companies the CSR-Hochschulkreis was founded by the Ministry of Economy Affairs, Energy, Industry, SME and Craft of North-Rhine Westphalia in 2012. Since then the Ministry has been able to engage 40 universities in the CSR debate. On the 4th of October, Monika Kolb introduced CASM as an initiative of CBS.

**2ND PRME CHAMPIONS MEETING AND GRLI AGM**
October 16th – 19th 2016. CBS is prime champion, which is the reason why Mr. Rodrigo Mello, lecturer of International Human Resource Management (IHRM) and member of CASM, represented the Cologne Business School in Limerick, Ireland. The major focus of this conference was to foster the development of a responsible management education and offer role models for other universities within the academic community.

**15TH ABIS ANNUAL COLLOQUIUM 2016**
On October 27th, at the Ateliers des Tanneurs in Brussels, Belgium, leading voices from industry, academia, youth communities, and public policy addressed the following issues: (1) developing a unified view of shared priorities for change, (2) adapting and scaling current innovations in business and academia, and (3) identifying successful business-academic partnership approaches that deliver measurable impact and change.

**8TH ICONeC 2016**
On October 28th - 29th 2016, the 8th ICONeC took place in Craiova, Romania was held. Prof. Dr. Schmidpeter was a member of the conference’s scientific committee.

**EXCHANGE WITH THE NATIONAL TAIPEI UNIVERSITY**
October 2016, during a research and teaching stay in Taiwan Prof. Schmidpeter held guest lectures at National Taipei University. Together with Prof. Tu, he met with a number of decision-makers from the Tang Prize Foundation and the President of the Chung Hua Institution for Economic Research (CIER) in Taipei. As a result of these discussions, first steps were taken for a joint Chinese CSR conference in Taipei for September 2018.

**PANEL DISCUSSION AT THE PASiG ASSOCIATION (FACHVERBAND PSYCHOLOGIE FÜR ARBEITSSICHERHEIT UND GESUNDHEIT E.V.)**
On October 8th 2016, CASM Co-director Patrick Bungard participated at the panel discussion of the PASiG Association in Jena. Participants discussed the topic of “sustainability and education: an indispensable investment in the future?”. The participants agreed that sustainability must not be imposed to be effective. When sustainable actions are perceived to be effective, they are, in fact, more likely to be integrated into core activities and will have a significant impact. The panel also dealt with future visions for sustainability in education.

**HR FORUM 2016 - IS ETHICS AND SUSTAINABILITY ALSO HR’S JOB?**
The 2016 International HR Forum’s topic was, “Is Ethics and Sustainability also HR’s Job?” The forum took place at the IEDC-Bled School of Management, in Slovenia with Prof. Dr. René Schmidpeter as one of the conference chairs. Participants from 17 countries concluded that sustainable management and ethics is becoming the new business paradigm, and one that affects all aspects of business. Furthermore, organization’s sustainability commitment is an important weapon in the war for talent.
November 6th, 2016, CBS Professors participated in the Corporate Social Responsibility and Green Innovation Forum that was held at Peking University HSBC Business School (PHBS). Scholars, entrepreneurs and policymakers converged on the forum to gather insights from the eight keynote presentations and engage in open discussions on CSR practice and green innovation. CBS President, Prof. Dr. Elisabeth Froehlich shared the Cologne Business School’s approach regarding CSR education and how the school is creating responsible future business leaders. Prof. Dr. René Schmidpeter’s talk focused on addressing the current notion in many business schools that profit and sustainability are mutually exclusive, given that research has equivocally demonstrated the contrary. And that firms which integrate social and environmental thinking are more profitable in the long run. “We should not just teach students about profit maximization but need to put CSR topics into business schools’ curriculum”.

November 8th 2016, At the Asia Education Forum in Chengdu, Prof. Dr. Lisa Froehlich and Prof. Dr. René Schmidpeter introduced the newly established Center for Advanced Management as well as the sustainability activities of CBS to a distinguished audience from throughout the Asian continent. In cooperation with Prof. Haifeng Huang (Peking University), Prof. Mohan Munasinghe (Vice Chair, UN Intergovernmental Panel on Climate Change), Prof. Gerhard Stahl (Former Secretary-General of the European Committee of the Regions), and Prof. Mannie Liu (Global Executive Chairmen, Ecological Development Union International) both Prof Dr. Froehlich and Prof. Dr. Schmidpeter were able to discuss topics such as: Sustainable Development, Responsible Education, and CSR with high-ranking representatives from politics, science and business. During the event, Prof. Dr. Lisa Froehlich and Prof. Dr. Rene Schmidpeter were honored for their commitment to CSR and sustainability in Asia.

November 9th - 10th, the 3rd Responsible Management Education Research Conference that took place at the IMC University of Applied Sciences in Krems, Austria. The conference’s key objective was to create awareness for SDG’s in management education and to discuss initiatives, methods and pioneering activities for including SDG-related issues in strategies, curricula and lectures. CBS president Prof. Dr. Lisa Froehlich outlined, in her keynote speech, how business schools can actively contribute to the SDG’s in management education and to discuss initiatives, methods and pioneering activities for including SDG-related issues in strategies, curricula and lectures. CBS professor, Prof. Dr. René Schmidpeter, moderated the session, “Changing the Paradigm – Stakeholder Expectations for a new Management Education”. Monika Kolb, Project Manager - Responsible Management Education, presented her research in the session – strategic challenges for UN Global Compact and PRME. Following this one and half day conference, PRME DACH members gathered to discuss further strategy and activities for 2017 and 2018.
WELTMARKTFÜHRER KONGRESS
November 10th, 2016, Prof. Dr. Schmidpeter presented his recent reflections on CSR and entrepreneurship as a key note speaker at the Corporate Social Responsibility workshop of the Weltmarktführer Kongress in Vienna, Austria. In cooperation with Mrs. Brunhilde Schram from the CSR Dialog Forum, he also presented the new publication, CSR and Organizational Development, to a broad audience.

3RD CSRCAMP17
Berlin, Germany, January 23rd, 2017. For the third time the BarCamp on CSR, also known as CSRCamp17, provided networking and knowledge transfer opportunities for participants from various academic disciplines, corporations, NGOs and political institutions. A BarCamp is a participative workshop-event where the content is provided to the participants at the beginning. CASM Team members Anika Stuerenberg Herrera and Marina Schmitz attended workshops on a variety of topics including Digitalization and Sustainable HRM.

3RD PRME CHAMPIONS MEETING
January 31st - February 1st, 2017, The meeting in Bled, Slovenia, was the third physical gathering of PRME Champions for 2016-2017. Responsible Management Education Champions from all over the world (21 countries) participated in the meeting. Where they discussed the strategic role of the UN PRME agenda and community. CBS is one of two PRME Champions in Germany and recognizes its leading role and responsibility in educating future leaders. Prof. Dr. René Schmidpeter and Monika Kolb represented CBS and CASM in Bled.

3RD SUSTAINABILITY CONGRESS
INVESTMENT & RETURN: ADDED VALUE THROUGH SUSTAINABILITY
Prof. Dr. René Schmidpeter, held a talk at the conference, where he discussed sustainability reporting and emphasized the mandate of universities to integrate the topic into management education.

SUSTAINABLE ENTREPRENEURSHIP AWARD
November 17th, 2016, Prof. Dr. René Schmidpeter was nominated to be a part of the Sustainable Entrepreneurship Award (SEA) jury for the fifth time in a row. The jury, which is chaired by Catlin Powers from Harvard University, selected the winner of the 2016 competition. Prizes were given in five categories. All of these considered for the prize were innovative projects, that delivered a tremendous social and economic contribution to a livable future. 250 top-class guests from the business world, academia, and politics gathered for the award ceremony.

2ND ANNUAL CONFERENCE ON SOCIAL RESPONSIBILITY OF THE GERMAN FOOTBALL ASSOCIATION KAMEN-KAISERAU
From November 24th - 25th 2016, key members of the football community at the federal, regional, and state level, amongst other key stakeholders came together in Kamen-Kaiserau, Germany, to discuss current CSR trends and developments in football during the course of various workshop sessions. CASM Co-director Patrick Bungard and CASM team members, Matthias Muehlen and Marc Werheid held a workshop on “Football and Social Responsibility”. In the conference’s final discussion, Prof. Dr. Schmidpeter, Dr. Stephan Osnabruegge (treasurer of the DFB) and Mareike Wilms (freelance journalist) held a discussion regarding the most relevant CSR implications for football.

2017
ANNUAL CONFERENCE OF THE UPJ-NETWORK 2017
March 30th, 2017: Matthias Muehlen and Levent Saran from the CASM team attended the conference, where they engaged in discussions regarding, “CSR in a world of change”. Business and academic leaders in the field of corporate citizenship and CSR gathered at the Red Town Hall of Berlin, Germany. Where they exchanged ideas and experiences with respect to sustainability, digitalization. They also held discussions regarding the challenges and opportunities that are brought about by the Sustainable Development Goals and the European Directive on disclosure of non-financial and diversity information.

13TH GERMAN CSR-FORUM
On April 4th -5th, 2017 Prof. Dr. René Schmidpeter held a talk on sustainability as an economic challenge at the 13th German CSR Forum in Ludwigsburg, Germany.

CASM AT TELEKOM DESIGN GALLERY
April 20th, 2017: The synergies between design thinking, digitization and sustainable management were the focus of the meeting with Deutsche Telekom. Experts from these three areas discussed and ultimately agreed that the working environment of tomorrow will differ massively from what we know today. They also touched on the necessity of large corporations to both understand and integrate tools and principles of digitalization and sustainability into their respective core businesses.

10TH ANNIVERSARY: LITCAM – FTK WIRKT!
FUSSBALL TRIFFT KULTUR (FOOTBALL MEETS CULTURE)
April 27th, 2017: CASM Project Managers and heads of CSR and football, Marc Werheid and Matthias Muehlen, attended the 10th anniversary of the social outreach project „Fußball trifft Kultur“ (football meets culture) in Frankfurt am Main, Germany.

DQS SUSTAINABILITY CONFERENCE 2017: SUSTAINABILITY HEROES
On May 17th, 2017 Prof. Dr. Lisa Froehlich and Patrick Bungard participated in the DQS Sustainability Conference in Düsseldorf, Germany as prize jurors.

CHINA INNOVATION AND GLOBAL INTEGRATION: FROM SILICON VALLEY TO BEIJING-TIANJIN-HEBEI (JINGJINJI)
May 17th - 19th, innovation and entrepreneurship are viewed as the keys to boosting China’s economic growth. How will Chinese innovation and global integration change China and the world? The conference in Beijing, China tried to provide answers to these questions. Two members of the Center for Advanced Sustainable Management (CASM), Marina Schmitz and Anika Stuerenberg Herrera, presented a paper on sustainable entrepreneurship approaches in Germany and China. After the conference Marina Schmitz and Anika Stuerenberg Herrera visited Prof. Haifeng Huang at Peking University HSBC Business School and Prof. Yiming Yuan at Shenzhen University, who are both academic partners of CASM.
17TH ANNUAL CONFERENCE OF THE GERMAN COUNCIL FOR SUSTAINABLE DEVELOPMENT (RNE)

Berlin May 29th, Monika Kolb and Maximilian Steiner, PhD student at the Graduate School of Sustainable Management, visited the German Council for Sustainable Development’s 17th annual conference. In her speech, Chancellor Angela Merkel renewed her full commitment to fostering sustainable development in Germany.

EAEF XVI CONFERENCE: EAP
MAKING A CONTINUED DIFFERENCE IN TIMES OF CHANGE

On June 15th - 16th, 2017 the EAEF XVI Conference on, “Making a Continued Difference in Times of Change”, was held at the Hotel Palazzo delle Stelline in Milan, Italy. Prof. René Schmidpeter was held a lecture on the topic of Sustainable Management for a World in Transition.

TRAINING DAY: MIDEA GROUP

A training day was organized by CASM for delegates of the Chinese Midea Group on 25th and 26th of June, 2017. The delegates participated in social team building activities, such as: lasertag and enjoying a traditional German dinner at “Früh am Dom”. During their training day, participants visited the company Grüner Punkt and received a lecture on Strategic Supply Chain Management from Prof. Dr. Carsten Deckert. In the afternoon, the participants actively engaged in a lecture on the role of Sustainable Management within the context of Industry 4.0 which was held by Ms. Anika Stuerenberg Herrera.

INTERNATIONAL EDUCATIONAL SUMMER SCHOOL
"WE ARE IN THE UNITED ENVIRONMENT"

June 24th - 30th, 2017, the International Educational Summer School, “We are in the United Environment”, at Ulyanovsk Regional Corporate University in Russia, Monika Kolb and Rodrigo Mello presented their latest research results. Ms. Kolb spoke about the topic, “Educating the Leaders of Tomorrow: New teaching and training methods for 21st century challenges”, in a master’s class and Mr. Mello taught a class on, “Getting ahead: global mindedness role in business education and sustainability”. During the opening ceremony, the Governor of Ulyanovsk and local entrepreneurs got an insight into CASM’s research activities, which Mr. Mello presented. In a newly established collaboration, CASM and Ulyanovsk Regional Corporate University signed an agreement of mutual understanding, to collaborate on research in the field of sustainable management.

2ND INTERNATIONAL CONFERENCE ON NEW BUSINESS MODELS

From the 20th to the 23rd of June 2017, the Second International Conference on New Business Models was hosted by the University of Graz’s Institute of System Sciences, Innovation, and Sustainability Research. Prof. René Schmidpeter was elected to be part of the scientific committee.

CSR MANAGEMENT FORUM

July 21st, 2017, the Nuremberg chamber of commerce is launching a training and coaching program, in cooperation with other chambers of commerce in Bavaria and the UN Global Compact Network Germany, that mainly focuses on sustainable supply chain management. The new program was first introduced during the CSR Management Forum at the chamber of commerce academy –Middle Franconia. During the event Prof. Dr. Schmidpeter was the moderator of a number workshops held at the event.
TAIWAN AUGUST 2017
During his trip to Asia, Prof. Dr. Schmidpeter visited several prestigious institutions in Taiwan. The visit included guest lectures at the National Taipei University (NTPU) as well as meeting with the Dean of the Business School and CSR to discuss the implementation of the SDGs at university level. They also discussed potential joint research projects, international conferences in Asia, and further cooperation with Cologne Business School. Prof. Dr. Schmidpeter then visited the well-known and prestigious Chung-Hua Institute for Economic Research (CIER) and discussed a number of topics with the Institute’s President Prof. Chung-Shu Wu. At the end of the trip, the delegation toured a number of preselected project sights (e.g. Sustainable Tourism, Green Construction, Eco-Villages).

CHAMBER OF COMMERCE TRAINING DAY: CORPORATE SOCIAL RESPONSIBILITY IN FOOTBALL MANAGEMENT
CSR is becoming of increasing importance for professional football clubs. Numerous clubs from the 1st to the 3rd Bundesliga have begun to consider CSR to be an important strategic topic and management task. Patrick Bungard, Co-Director of CASM, developed an advanced CSR training module for sports management professionals. Over the course of two days, from 30th – 31st August, he shared his and CASM’s knowledge on the topic, discussed challenges, opportunities and implementation strategies with professional football clubs.

JFBS 7TH ANNUAL CONFERENCE 2017
September 7th – 8th, 2017: The founder and president of the JFBS, Prof. Kanji Tanimoto, who is currently a visiting professor at Cologne Business School, organized the JFBS 7th Annual Conference in cooperation with the Humboldt-University Berlin that took place in Tokyo, Japan. The topic of the conference was, “Sustainable Enterprise: Revisiting an Enterprise Concept” and in this respect, traditional business values were reviewed and various challenges and themes concerning business and society in both theoretical and practical manners were discussed. Prof. Dr. René Schmidpeter was a member of the Conference’s Steering Committee and held the chair of the plenary session. Before the conference, Prof. Dr. René Schmidpeter held a guest lecture at Waseda University, one of Japan’s most prestigious universities.

CONFERENCE OF THE EUROPEAN ASSOCIATION FOR SPORT MANAGEMENT (EASM)
September 5th - 8th, 2017: The Institute of Sport Science at the University of Bern and the Swiss Federal Institute of Sport Management hosted the Conference of the European Association for Sport Management (EASM). The main goal of the conference was to discuss the current challenges and developments facing sport organizations and to establish stronger networks between representatives from international sport organizations, companies and educational institutions. Marc Werheid, a member of the CASM Team, presented the results and insights of the football related study, “CSR in the German professional Soccer League”, with strong focus on the potential relationship between Corporate Social Responsibility and sporting success.

STRAATEGICA - INTERNATIONAL ACADEMIC CONFERENCE
On September 28th - 30th, 2017, the International Academic Conference Strategica took place in Bucharest, Romania with Prof. Dr. René Schmidpeter as a member of the scientific committee.
September 25th – 29th 2017: Along with interdisciplinary sustainability experts from all over the world, Viola Nyssen and Adeline Grafe, members of the Center for Advanced Sustainable Management, attended the Hamburg Sustainable Development Summit (HSDS) 2017. Organized by the University of Hamburg, the conference concentrated on aspects of sustainable development at higher education institutions, with a particular focus on the implementation of the UN Sustainable Development Goals within the education, research, governance, operation, and outreach initiatives. It was an excellent opportunity for CASM to exchange, discuss and learn about new findings and methods in the given field. The photo shows: The university of the future - using Lego Serious Play as a method to envision a sustainable future.

August 2017: This year’s PRME CEE Chapter Meeting took place in Prague, Czech Republic at the VSE. Monika Kolb as representative of the PRME DACH Chapter attended the meeting and invited the CEE colleagues to take part in the 5th Responsible Management Education Research Conference, taking place in November 2018 in Cologne. The meeting was a success and brought the two European PRME Chapters closer together.

September 11th – 12th, 2017: The 6th PRME LAC Regional Meeting was held at ISAE/FGV headquarters in Curitiba, Brazil. The objective of the meeting was to discuss the contributions of Latin American educational institutions to the achievement of the SDGs. Rodrigo Mello, member of the CASM team, attended the event as a speaker on the CSR in Latin America panel, which was moderated by Mr. Gabriel Boero from USAM (Universidad Nacional de General San Martin). The other speakers of the panel were Christian Hauser from HTW Chur in Switzerland and Al Rosenbloom from the Dominican University in the USA. Rodrigo introduced his current findings from his PhD research program and invited all participants to attend the 5th Responsible Management Education Research Conference and 8th International Conference on Sustainability and Responsibility in November 2018, Cologne.

October 9th, 2017, the 7th PRME MENA meeting took place in Beirut, Lebanon. Where 20 participants from the MENA region met to discuss how current local signatories can enhance the engagement of local students, business schools and companies in PRME MENA activities, such as management education transformation, developing local learning community and promoting awareness about the United Nations Sustainable Development Goals. Increasing the number of PRME signatories, triggering student’s participation and motivating local companies to support PRME MENA initiatives were one of the most outstanding topics addressed during the meeting. In a panel discussion, Mr. Rodrigo Mello, a member our CASM team, spoke on PRME best practices and the SDGs.

In September 2017, Monika Kolb and Marina Schmitz participated in the 25th CEEMAN Annual Conference in Hangzhou, China, hosted by the School of Management at Zhejiang University. The conference’s topic was “Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies” and gave an opportunity to discuss latest trends, key issues, opportunities and challenges in the areas of entrepreneurship, innovation, and sustainability and to see how business/management education can better support these processes to foster more effective entrepreneurship development around the world. Besides keynote addresses, presentations and highly interactive roundtables, the conference included company visits and meetings with entrepreneurs in Hangzhou. In an official ceremony the CEEMAN President, Prof. Danica Purg, presented the CEEMAN Membership Certificate to the Cologne Business School. Monika and Marina invited all CEEMAN members and PRME CEE members to attend next year’s 8th Conference on Sustainability and Responsibility in Cologne.
CSR DAY BERLIN

October 10th, 2017: Is sustainability worthwhile? A simple question, with many different answers. But at this year’s CSR Day in Berlin it became obvious that by addressing ideas like power-free refrigerators, climate-neutral catering, compostable sneakers, cultural partnering, artificial intelligence and cargo bikes for emission-free commerce that sustainability can be the key to making money. Prof. Dr. René Schmidpeter held a keynote speech at the conference.

On November 6th, 2017 Prof. Dr. René Schmidpeter represented the Cologne Business School at the 5th PRME Meeting in Winterthur, Switzerland.

SOUTH AFRICA 2017 - REVIEW

October 24th - November 5th, 2017, Marina Schmitz (CASMI), Prof. Dr. Froehlich, and Prof. Dr. Merten travelled to South Africa to making connections and discuss potential cooperation with both the University of Cape Town and the Stellenbosch Business School at Stellenbosch University (USB). The discussions surrounding cooperation ranged from, potential student and faculty exchange, faculty-led short programs within the broader scope of summer schools, and research collaboration. The academic field of sustainability presented the most interesting opportunities for both interested parties, and both USB and CBS want to proceed with the development of a joint PhD summer program in Stellenbosch. The South Africa trip ended with a safari at Gondwana Game Reserve in Mossel Bay, where our delegation was able to spot almost all of the „Big Five“.
OUR CONFERENCES

Rapid and dynamic changes in technology, markets, political and legal institutions, and even cultures, are creating new challenges. In such a global context, no scholar, no discipline, no university, no think tank, no NGO, no form of media, can remain an island unto itself. CASM brings together scholars from many fields along with business, academic, cultural, religious and political leaders to rethink and integrate value issues into management practice, education and development. On a yearly basis, the Center for Advanced Sustainable Management organizes and supports conferences in cooperation with its partners. If you are interested to get involved feel free to send an e-mail to casm@cbs.de.

3RD INTERNATIONAL CONFERENCE ON CSR, SUSTAINABILITY, ETHICS AND GOVERNANCE

FROM 1ST - 3RD AUGUST 2016 IN COLOGNE, GERMANY

Following two successful conferences in London and Nanjing, the 3rd International Conference on CSR, Sustainability, Ethics and Governance on the topic of “Sustainability as New Business Paradigm” took place in Cologne from the 1st to 3rd of August 2016. The conference, organized by CBS in collaboration with the Global Corporate Governance Institute was one of the biggest international science conferences focusing on Sustainable Management.

The conference was designed to understand and deal with the unprecedented impacts of CSR on the working population, society, and the environment. The conference’s objective was the elaboration of various frameworks in order to develop better and more applicable CSR practices. More than 200 speakers from over 48 nations presented their latest research results and its practical implications to management, society, academia and politics. In 36 panels, the economic and social challenges in the area of Management, Finance, Tourism, Education and further fields of interest were discussed and possible solutions were presented.

PREVIOUS

FROM 26TH – 28TH JULY 2017 IN PERTH, AUSTRALIA

The 4th International Conference on CSR, Sustainability, Ethics & Governance – ‘Responsible Business for Uncertain Times and a Sustainable Future’ is the fourth international gathering of its kind. After successful events held in London, Nanjing and Cologne, the conference took place in Perth, Western Australia, from 26th – 28th July 2017. The conference was organized by the Centre for Responsible Citizenship and Sustainability at Murdoch University, in collaboration with the Global Corporate Governance Institute and with support from the Cologne Business School.

The event is one of the largest international conferences that focuses on responsible business with delegates from over 48 nations presenting their latest research and its practical implications for business, society, academia and politics. In a series of academic and practitioner panels, critical insights from research and the business world will be discussed in areas such as management, finance, tourism, education, non-profit management, development studies, and other fields of interest.

The many social, environmental, political, and economic changes that are currently occurring world-wide that present new and complex challenges. Effective and adaptive responses to these challenges are needed to increase understanding of the tasks ahead and their potential solutions. On a yearly basis, the Global Corporate Governance Institute brings together scholars from many fields along with leaders from business, political, cultural and religious institutions as part of a global alliance dedicated to fostering responsibility in business and to work towards a more sustainable future.

4TH INTERNATIONAL CONFERENCE ON CSR, SUSTAINABILITY, ETHICS & GOVERNANCE

FROM 26TH – 28TH JULY 2017 IN PERTH, AUSTRALIA

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Prof. Dr. Lisa Froehlich attended the Conference hosted by Murdoch University in Perth, Australia. More than 200 professors, PhD students and professionals from all over the world came to Australia and contributed to the conference’s success. Numerous parallel sessions took place on the potential application of CSR and CSR principles in the field of, Supply Chain Management, Tourism, Mining, Developing Markets, Reporting, and Communication, Finance and Education. Prof. Dr. Froehlich was the chair of the parallel session Supply Chain Management I and introduced her research results, “Developing a framework to support companies in achieving the SDGs: The “Green Procurement Case“, in the second section.

The beginning of the conference focused on CSR in Australia, and the participants heard two great keynote speeches on the current state of CSR in Australia in education and the business world. The second day had a much more international focus, and participants were privy to insights about CSR in India, China and Europe. Prof. Dr. Lisa Froehlich, held a keynote about the current state of CSR in Germany and the CBS’ pioneering role in its integration of CSR and Sustainability into every study course offered by the school. Patrick Suckling’s, Australian Ambassador for the Environment, interesting keynote speech was a successful ending of the conference.

UPCOMING

8TH INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND RESPONSIBILITY
RESPONSIBLE LEADERSHIP IN TIMES OF TRANSFORMATION

FROM NOVEMBER 14TH - 16TH 2018 IN COLOGNE, GERMANY

The 8th International Conference on Sustainability and Responsibility is a three-day conference from the 14th till the 16th of November 2018, in Cologne, Germany. The conference will feature talks held by experts in responsible leadership during times of transformation, panel discussions on highly relevant topics in the field, and interactive sessions on new and innovative sustainability approaches. The conference is organized by the Center for Advanced Sustainable Management at the Cologne Business School, in cooperation with Humboldt-University Berlin and Hamburg School of Business Administration. Previously, the successful European Humboldt-CSR-Conference series inaugurated in 2004 as “a platform for multi-stakeholder dialogue” has attained a remarkable degree of international relevance. Its stature is reflected not only in the sustained rise in delegate numbers, but also – most importantly – in the scope and caliber of its participants. Leading academics, executives, policy makers, activists and educators from around the globe now place the biennial CSR-Conference on their agenda.

The world is complex, volatile and filled with uncertainty about the future. This calls for courageous and responsible leaders who will challenge the status quo and lead the transformation of business, politics, and society towards sustainable alternatives. Effective leaders inspire, motivate and ignite people to take action, enabling them to change the world for the better.

Globalization and digitalization have forever changed the socio-political reality of our world, and one must acknowledge that such dramatic change, also comes with challenges. For these reasons, caution is required with regard to how various actors enact the necessary change, which has arisen from these shifts. It is vital to understand not just the role of businesses in enacting change, but the role that international institutions, governments, and society, play in this change. Such a transformation must be much more than radical disruption, but rather a fundamental character shift. Of course, achieving such a drastic change in character will not be easy, and for that reason it is necessary to leave one’s comfort zone!

Given an increasingly globalized world, the conference examines the topics of sustainability and responsibility from an international perspective. Together, it is possible to develop future-oriented solutions, taking the sustainability debate beyond moralizing and promoting a holistic approach towards shaping respective institutions. Different perspectives on global issues from various countries, actors and generations on responsible leadership are brought together to foster ideas, practices, which can be applied in a global context.

Proposals for papers, panels, and workshops, or alternative forms of engagement on a wide range of topics related to responsible leadership are welcome! For further information check out the following website:

www.international-csr.org/

CALL FOR CONTRIBUTIONS
SUBMISSIONS
We invite proposals for papers, panels, and workshops, or alternative forms of engagement on a wide range of topics related to responsible leadership. Additionally, we look forward to receiving proposals that focus on topics which affect all fields of the social sciences, not just business and economics.

KEY TOPICS
Topics may include, but are not limited to:
• Sustainable Business Transformation
• Responsible Leadership
• Social Innovation
• Systemic Thinking
• Trust & Responsibility
• Positive Impact
• Change Management
• Innovation in Leadership Education & Training
• Governance
• Entrepreneurship & Intrapreneurship
• Creativity & Design
• Innovation Management
• Digitalization & Technology
• Social Engineering
• Clean Water, Air and Land
• Business Model Innovation
• Responsible Research & Publishing

CONTRIBUTIONS
Contributions are currently accepted in the following four categories to choose from during the submission process:
• Full Academic Paper (approx. 6000 words)
• Interactive Session (roundtable & alternative forms of engagement) (approx. 500-3000 words)
• Practitioner Presentation (approx. 600 words, open format), e.g. business solution or current challenge (pitch presentation followed by barcamp discussion)
• Poster presentation / Exhibition (approx. 600 words)

SUBMISSION DEADLINES
Online submission starts: March 5, 2018
Paper submission deadline: June 30, 2018
Authors notified by: August 31, 2018
The 5th Responsible Management Education Research Conference is a two-day conference from the 12th to the 13th of November 2018, in Cologne, Germany. The Conference’s topic is, “Leadership Development for Advancing the Implementation of the Sustainable Development Goals”. The conference is hosted by the Center for Advanced Sustainable Management at the Cologne Business School and co-organized in cooperation with the PRME Secretariat, the PRME Anti-Poverty Working Group, and PRME Regional Chapters.

The aim of the conference is to discuss how research and the management education community, in collaboration with businesses, policy makers, NGOs, media, and other stakeholders, can best support the ongoing flagship initiatives of the UN Global Compact and PRME. Both initiatives focus on responsible leadership development, with the goal of advancing the implementation of the Sustainable Development Goals (SDGs).

During the conference the following questions will be addressed: How can we ensure that this research agenda fulfills the demands of academic rigor on the one hand and high relevance for management educators, business practitioners and policy makers involved in the implementation of the SDGs on the other hand? Which learning and/or teaching innovations are needed to bring new research outputs into the classroom and enhance the educational excellence and relevance? How could all this contribute to the development of a responsible leadership mindset which would enable management educators and business practitioners to act as change agents that create a meaningful and measurable impact on advancing the SDGs?

The program will include formats such as keynote speeches, panel sessions, round tables, parallel sessions and other forms of interactive discussions. A traditional feature of RME Research Conferences is the open co-design format. PRME Working Groups, PRME Regional Chapters, PRME Champion Group, other stakeholders and the PRME research community are invited to submit suggestions.

www.international-csr.org/prme-research-conference/
Our world is changing rapidly. Digital transformation, sustainability and industry 4.0 are becoming reality. The achievement of Sustainable Development Goals (SDGs), set forth by the UN in 2007, is crucial in order to save our planet. Among others, these developments significantly affect both, our workplaces and businesses as well as academia and education. At CASM, we share the belief that contemporary management fundamentally requires participation from stakeholders in academia and management with Springer (8 volumes). This is also fundamental to large transformation as well, as it is fundamental to develop new content (e.g. sustainable management), new methods (innovation and creativity, unique experiences, free thinking) and governance structures (open networks, co-creation and dynamic learning organizations). In order to remain relevant as institutes of higher education in this age of unprecedented disruption and globalization.

In the coming years, CASM will continue to conduct research on key questions, in an effort to play an active role in supporting this ambitious transformation. What do these innovative leadership approaches and new education systems look like? How can we re-organize academia and management in order to create value from the un-used ecological, social and entrepreneurial potential? How can a co-creation process of knowledge and responsible leadership look like?

To answer these questions, we recognize that a collective approach is necessary to tackle this herculean task, and therefore requires participation from stakeholders in the business, academic, and political arenas. At CASM we seek to facilitate idea exchange among these actors and focus on our core competencies, which are:

- Building global networks of sustainable management’s driving forces
- Educating and empowering courageous business leaders
- Enabling new collaborations across disciplines, between business and academia, as well as between different cultures and continents.

In 2018 CASM will organize two important international conferences.

The 8th International Conference on Sustainability and Responsibility with this year’s theme of “Responsible Leadership on Times of Transformation” is a three-day conference featuring advice from experts on leading people towards responsible leadership in times of transformation and high-level sessions on new and innovative sustainability approaches. The Conference is organized by the Center for Advanced Sustainable Management (CASM) at the Cologne Business School, in collaboration with Humboldt-University Berlin, HSBA and many other national and international partners from academia, business, and society.

The event will be preceded by the 5th Responsible Management Education Research Conference focusing on “Leadership Development for Advancing the Implementation of the SDGs”.

Almost 600 participants from 80 countries are expected to attend the conference this year and take part in workshops, panel discussions and paper presentation sessions as speakers and participants.

Throughout the next two years we will be working together with distinguished academics from all over the world:

- to actively participate in PRME and integrate the PRME principles and SDGs into our organization
- to make the Humboldt Conference in 2020 a success (major hub for mainstreaming sustainability into management)
- build a network of research centers to establish sustainable and responsible management in rising economies (Brazil, China, India, Russia, South-Africa etc.)
- edit a reference encyclopedia on sustainable management with Springer (9 volumes)
- expand our book series on CSR management to new subjects (e.g. Social Impact), industries (e.g. Automotive) and regions (e.g. Rhineland-Palatinate)
- develop young academics in our Graduate school (e.g. have the first PhDs graduate from the program)
- actively transfer latest management knowledge together with our partners from business, politics and civil society

Implementing a sustainable management is a journey in which we experience peaks and troughs. Walking this path of bringing sustainable management into the mainstream of management education and business is demanding and challenging. Fortunately, we were not alone in our journey. Our team receives extraordinary support from key people, in and outside our university. Additionally, we have great network partners outside the university such as CEEMAN, PRME, ABIS, DNK, EDUI, WEISS and the GCGI.

Our center is ready to be part of the transformation in academia, business and society. We are looking forward to working with you and achieving our ultimate goal – to establish Sustainable Management as the new normal.
Thank you for your interest in the work of the Dr. Juergen Meyer Endowed Chair for International Business Ethics and CSR at Cologne Business School!

Please find an online version of this report at: https://cbs.de/en/university/research/sustainable-management/

Printed on paper that has been awarded the Blue Angel.

SAVE THE DATE!

5TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE
12.11. – 13.11.2018 IN COLOGNE

8TH INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND RESPONSIBILITY
14.11. – 16.11.2018 IN COLOGNE

WWW.INTERNATIONAL-CSR.ORG