“SUSTAINABILITY AND FINANCE”
Knowledge & Talent Development for the Future of Business & Finance

CALL FOR CONTRIBUTIONS
ABIS 12th ANNUAL COLLOQUIUM

HOSTED BY NYENRODE BUSINESS UNIVERSITEIT
BREUKELEN, THE NETHERLANDS, OCTOBER 15-17, 2013

EXTENDED DEADLINE FOR SUBMISSIONS: 15th SEPTEMBER, 2013

About The Colloquium
The ABIS Annual Colloquium is a global forum where business meets academia as the event brings together around 300 senior professionals and experts from across the spectrum of business, academia, policy and civil society. The core objective of the Colloquium is to outline new business-relevant and practical knowledge as well as learning priorities within an international debate on the interlink between sustainability and finance.

The goals of the Colloquium are:
• To analyze fundamental (financial) aspects of the current crises, to explore the challenges of (financing the shift towards) a sustainable and inclusive economy, and to consider the role of business schools in advancing progress.
• To share and discuss current visions, cases, educational programs and academic research which touch these aspects.
• To prepare a Thought Leadership Agenda for ABIS and its members to cover strategic initiatives for and from its global network.

The 2013 Colloquium will be hosted by Nyenrode Business University in Breukelen, the Netherlands, on OCTOBER 15-17, 2013. Nyenrode is a long-term ABIS partner in the academic field, and is well-admired for its track record in research in business, economics and accountancy. With a 65-year strong track record, Nyenrode lives up to its motto – “For and by business” – through practical, innovative, value-based education and research, facilitating the development and progress of individuals, organizations and society.

Types of Contributions
Never waste a good crisis. If this is true, we nowadays have to work hard to draw lessons from the current situation in finance: from the signals of the changing climate, from the necessity to provide good living conditions
for the base of the pyramid, from the need to secure and sustain value chains and basic materials, and so on. Many questions, then, pop up for the financial sector, for business and for business schools:

- Questions that more specifically relate to the role of finance in sustainability: “How do we restore trust in the business of finance and in the finances of business?”; “What possible roles can and will finance play in enabling a sustainable and inclusive global economy?”; and more.
- Questions that regard business itself, and the need for new business models: “Should we really include externalities in our balance-sheets?”; “How do we value and monetarise our sustainability investments?”; “Should we go for long-term change in our value chains?”; and more.
- Questions that lead to self-reflection: “Were we part of the problem?”; “Do we need to face and include more values than just the financial ones in our decision-making?”; and more.
- Questions that regard the call for new leadership: “Do we need to develop new capabilities and competences?”; “What is needed to get investors on board at scale and over time?”; “What could business schools do to better prepare students for their role as future leaders (with a deeper understanding of how to integrate sustainability into financial models)?”; and more.

Answers to questions like these contribute to essential talent & knowledge development for the future of business and finance. In this regard, ABIS’ 2013 Colloquium is meant to reflect, to consider, and to plan for action. The 2013 Annual Colloquium invites research, analysis, case studies and conceptual work from corporate, academic, policy and independent experts from around the world to inform this critical debate.

**Submission Time Line**

Extended deadline for submission of contributions: 15 SEPTEMBER, 2013
Invitations to presenters: 23 SEPTEMBER, 2013
Presenters confirm participation by: 6 OCTOBER, 2013
Presentations in Pecha Kucha format: 16 or 17 OCTOBER, 2013
Deadline full papers special issues: 30 NOVEMBER, 2013

**Format & Guidelines**

From Academia: 1500 word max. written extended abstract

From Business / Think Tanks / Consultants / Other Stakeholders: 1000 word max. written extended abstract (or 500 words with supporting PowerPoint).

Please also follow this formatting protocol:

1. Electronic submission only. Written abstracts have to be in Microsoft Word, RTF or PDF format.
2. Abstracts must include the following elements in this order: title, authors with institutional affiliations, keyword list, body, references, and endnotes (if any).
3. Abstracts should include short author bios with email contact info.
4. All tables and figures must be on separate pages at the end, numbered and with captions. In the main text, all tables and figures must be referred to, and all must have call-outs ([Figure 1 about here]).
5. If the lead author’s name is Katherine Smith, the main filename given to the electronic version should be: katherine.smith.doc.
6. The text of all abstracts must be double spaced, even references. The only exception applies to tables, which do not require double spacing.
All contributions will be reviewed by a multi-stakeholder committee. Those, who submit successful proposals, will then be invited to prepare a presentation for the Colloquium. The presentations will be organised in a Pecha Kucha format in order to allow for original and to-the-point presentations. During the colloquium there are many opportunities to discuss papers more in depth and in an informal way with colleagues from business and business schools. For questions regarding the submission process, please contact colloquium@eabis.org.

**Special Issue(s) in Academic Journals**

The academic papers selected for this colloquium can be published afterwards in a special issue of an academic journal. For this purpose we made agreements with both “Managerial Finance” for the finance-related articles and with “Corporate Governance; The International Journal for Business in Society” for broader articles addressing sustainability issues. The full papers should be submitted after the colloquium so the feedback received during the colloquium can still be included. The deadline for both special issues is: 30 November 2013.

**Background Context**

The fundamental question of how to finance the transition to a more sustainable global economy and society is fast emerging as one of the most challenging areas of interest for companies, investors, academics and policy-makers alike. It has been brought into sharper focus by the continuing impacts of the financial and economic crises – ranging from austerity policies and cuts in public spending to escalating poverty levels and reduced access to capital for companies (in many parts of the developed world and beyond). Furthermore, recent data showing that atmospheric carbon concentration had passed 400 parts per million is a sobering reminder of the international community’s failure to tackle potentially catastrophic changes in the earth’s climate. Governments around the world are being confronted with large-scale social unrest fuelled by rising unemployment, exclusion and wealth inequality, among other issues. The scale and volatility of societal problems mean that all actors – from MNCs to SMEs, NGOs, public agencies and faith institutions – have a role to play in finding sustainable solutions.

Yet amid the gloom there are reasons to remain hopeful. Last year’s UN Summit in Rio witnessed an unparalleled commitment from business to invest in and drive new (collaborative) solutions for a sustainable future – in infrastructure and governance, not merely in products and services. Global industry leaders will also play a more central role in shaping the United Nation’s Sustainable Development Goals (due in 2015).

In terms of sustainability and finance, platforms such as the UNEP Finance Initiative have broken new ground around the valuation of natural capital, while recent studies such as the Barclays Capital – Accenture report *Financing the Transition to a Low-Carbon Economy in Europe* have advanced thinking about the investment mechanisms and capital requirements for resourcing economic transformation.

What stands out today is the breadth and depth of discussions that have evolved in all regions of the world, engaging practitioners across every industry sector and faculties in all disciplines of finance, economics and management. Today, sustainability debates take place over encompassing macroeconomic theory and orthodoxy, economic development in new and old markets, the role and relevance of capital markets and financial sectors, access to finance for innovation and new enterprise models as well as definition of non-financial factors in business. This Colloquium is meant to discuss and, eventually, find answers to all the above mentioned questions and topics within the “Sustainability and Finance” framework.
The ABIS Colloquium’s choice of the theme “Sustainability and Finance: Knowledge & Talent Development for the Future of Business and Finance” builds on this background and aims to analyse fundamental (financial) aspects of the current crises and to explore the challenges of a sustainable and inclusive economy. Within this broader context the Colloquium focuses specifically on the mutual alignment between global financial and industrial systems, leading companies and business schools in addressing the need for knowledge & talent development for business and finance. Based on these objectives the 3 core themes of the colloquium are:

1. **Towards a new ‘social contract’ between finance, business and society**
   Society changes economically, politically, geographically, demographically. Trust in institutions erodes quickly. The global ecological boundaries are exceeded. The license to operate for business vanishes. The Colloquium will address these changes and evaluate the impact of and for business and more specifically the role of finance as well as the impacts for the business schools.

2. **Towards sustainable and inclusive innovation and business-models**
   Although governments seem to fulfill an important role in societal change, it is the role of banks and business to direct investments, to channel capital, to include the bottom of the pyramid, to internalize the so-called externalities. What are current good practices and what do they mean for the business education?

3. **Towards integration of transparency, ethics and sustainability in governance**
   What is needed for business success in terms of leadership, governance, ethics, values and spirituality, and how do we include this in our talent-development. How are powers and countervailing powers changing, with a firm role for NGOs? What does this mean for the talent development of business and global business-schools?

**Potential Themes for Contributions**
Submitted contributions must address one or more topics related to the central theme of the conference. An indicative list is given below:

- **GLOBAL TRENDS** – current and emerging macro-economic sustainability trends influencing the financial position of business; global governance of the mainstream and shadow financial sectors; trust in financial institutions and companies; non-financial performance as a significant driver of company value; etc.
- **MARKETS & SYSTEMS** – orientation of financial institutes and arrangements in relation to sustainable value creation in both the short and long-term; the future role of private equity and venture capital in identifying and unlocking sustainability-based value in companies; international standards around accounting / auditing for sustainability; etc.
- **INVESTMENT & VALUE** – improving symmetry of information between companies, asset owners and asset managers; perception of materiality of sustainability issues (related to the extent at which non-financial performance impacts future cash flows or risk mitigation); sustainability-driven investment and “making the case” to CFOs; investment indices and analytical models which robustly quantify sustainability-linked value; management frameworks and metrics; linkages with business strategy and sustainability performance indicators; impact investors; strategic philanthropy; etc.
- **BUSINESS MODELS & PROCESSES** – financing sustainability-driven innovation; integration of non-financial indicators in the business model; assessment of sustainability-related risks to core business; innovation processes of companies and the influence on valuation methods; etc.
- **STRATEGY** – the materiality of non-financial performance derived from its contribution to the individual company’s business strategy, scenarios, corporate strategic innovations and stakeholder involvement; etc.
- **INDICATORS** – identification of the material non-financial performance of business and how that performance can be better measured and managed using existing company strategic approaches and management tools; etc.
• **CAPACITY BUILDING** – organisational and individual ethics in the financial sector(s); sustainability and finance skills as part of leadership and top talent development programmes; core areas of sustainability performance and relevant ESG / non-financial factors built into company management models, performance assessment and reward systems; development of different methods for integrating ESG factors in investment decisions processes, asset management and valuation of companies; etc.

• **EDUCATION** – sustainability-driven innovations in mainstream finance and accounting programmes and modules (core EMBA & MBA, specialised Masters, undergraduate, and more); professional training for investors in sustainability; consumer / customer awareness-raising around sustainability-linked financial products and services; promoting “green” investment; employee education on sustainability and ethical performance, in particular in financial services institutions; etc.

**For More Information**

Conference website: Please [click here](#) to access

Contributions & Programme: Prof. Andre Nijhof, Nyenrode
[a.nijhof@nyenrode.nl](mailto:a.nijhof@nyenrode.nl)

Mr. Simon Pickard, ABIS
[Simon.pickard@abis-global.org](mailto:simon.pickard@abis-global.org)

***********************