ABIS Knowledge Into Action Forum
Business Model Innovation in the SDG Era
#KIAF2018

28 March 2018
Brussels | ING Belgium, Rue du Trône 1, Brussels
ABOUT THE EVENT

Building on the 16th ABIS Colloquium, this year’s Knowledge Into Action Forum is an answer to the call from the business community to academia to help develop competitive and innovative business models for the UN SDGs through research and knowledge development.

We therefore aim to answer how businesses can integrate the SDGs into their corporate strategy, how to define KPIs and how to measure progress. If these questions are not answered, new business models cannot be developed and there is a risk of undermining the implementation and achievement of the goals.

The Knowledge Into Action Forum will therefore give the opportunity for interactive discussions around creating innovative business models for the SDG era. In addition, it will give space for our participants to disseminate research results, case studies and initiatives, as well as the opportunity to start new and innovative research projects.

Within the SDG framework, the ABIS Knowledge Into Action Forum is designed to:
- Understand emerging trends and state of the art research for business model innovation
- Offer a space for our network to disseminate knowledge, research and results
- Enable partnerships between business and academia
- Raise awareness of funding opportunities for international research consortia

About ABIS - The Academy of Business in Society

ABIS - The Academy of Business in Society is a global network of companies, organisations and academic institutions whose expertise, commitment and resources are leveraged to invest in a more sustainable future. ABIS’ mission is to advance the role of business in society through research and education. Our ambition is to make a significant contribution to the debate and the practice involved in equipping current and future business leaders with the knowledge, skills and capabilities for the long-term success of business in society.

www.abis-global.org
AGENDA

09:00 – 09:30  WELCOME COFFEE

09:30 – 09:45  INTRODUCTION: Alfons Sauquet - Chair of the Board of Directors, ABIS

09:45 – 10:00  OPENING KEYNOTE: Emmanuel Verhoosel - Head of Wholesale Banking, ING Belgium

10:00 – 10:15  KEYNOTE: Wayne Visser - Chair in Sustainable Transformation & Professor of Integrated Value, Antwerp Management School

10:15 – 10:30  KEYNOTE: Rudi Plettinx - CEO, ABIS

10:30 – 11:00  COFFEE BREAK

11:00 – 12:00  ROUNDTABLES: SDGs Beyond the Rhetoric - The Need for Innovative Business Models

12:00 – 13:00  LUNCH

13:00 – 13:45  PANEL: Challenging the Economic Paradigm: The Role of Research & Practice

  • Nancy Bocken - Professor in Sustainable Business Management and Practice, Lund University and Associate Professor, TU Delft
  • Florian Lüdeke-Freund - Chair for Corporate Sustainability, ESCP Europe
  • Patrick Hull - Global Learning Director, Unilever
  • Léon Wijnands - Global Head of Sustainability, ING
  • Moderator: Maryline Fiaschi - Managing Director, Science Business

13:45 – 14:15  COFFEE BREAK

14:15 – 16:00  PROJECT MARKETPLACE

16:00 – 16:15  CLOSING KEYNOTE: Nancy Bocken - Professor in Sustainable Business Management and Practice, Lund University and Associate Professor, TU Delft

16:15 – 16:30  CLOSING REMARKS: Rudi Plettinx - CEO, ABIS

16:30 – 17:30  NETWORKING DRINKS
Nancy Bocken
Professor in Sustainable Business Management and Practice, Lund University and Associate Professor, TU Delft

Anthony Carey
Partner, Mazars

Dominique Debecker
Deputy Chief Sustainability Officer, Solvay

Maryline Fiaschi
Managing Director, Science Business

Nynke Haardt
Director, Wholesale Banking - Capital Structuring & Advisory, ING

Patrick Hull
Global Learning Director, Unilever

Florian Lüdeke-Freund
Chair for Corporate Sustainability, ESCP Europe

Jakob Thoma
Director, 2° Investing Initiative

Emmanuel Verhoosel
Head of Wholesale Banking, ING Belgium

Patricia Vangheluwe
Consumer & Environmental Affairs Director, PlasticsEurope

Wayne Visser
Chair in Sustainable Transformation & Professor of Integrated Value, Antwerp Management School

Léon Wijnands
Global Head of Sustainability, ING
ROUNDTABLES

SDGs Beyond the Rhetoric - The Need for Innovative Business Models

Lending Portfolio and Impact Measurement for Climate Change

Chair: Nynke Haardt-Bloys van Treslong - Director, Wholesale Banking - Capital Structuring & Advisory, ING
Jakob Thoma - Director, 2° Investing Initiative

Concerns about climate change are rapidly altering the way companies and investors consider risk and opportunity. Investors have thus far limited their analysis of climate-related issues to sectors and activities with a direct connection to fossil fuels and carbon emissions, such as Energy and Utilities. But Banks are tied to every market sector through their lending practices, making them uniquely vulnerable to climate-related risk. This makes the topic crucial.

Circular Economy: Optimise Operations and meet Market Needs

Chair: Dominique Debecker - Deputy Chief Sustainability Officer, Solvay

By taking a circular approach to design, manufacturing and reuse, circular business models keep resources in play for as long as possible and recover and reuse spent materials and products. Circular Economy is the main focus of SDG 12, but with ramification to SDG 6, 9 and impact on SDG 13, 14 and 15. Circular economy is key for Chemical Industry, however Chemical MNCs cannot move forward alone and need to include all actors of the sector and beyond. The roundtable wants to focus on Business Model Innovation all along the Chemical Industry Supply Chain, as well as the limits and gaps that are hindering the implementation of the SDGs.

SDGs and Business Performance: The Role of Professional Services Firms

Chair: Anthony Carey - Partner, Mazars

According to the Better Business Better World report by the Business & Sustainable Development Commission, achieving the Global Goals is estimated to open up more than US$12 trillion in market opportunities. This leads to strategic considerations on how professional services firms can apply the SDGs internally as well as in the support they provide to their clients to seek these opportunities. In particular, a deeper understanding of how the SDGs could be best integrated in how they manage the firm and in their service offerings is needed. Professional services firms can in fact have a significant contribution towards the SDGs by improving the performance of a wide range of clients and maximizing their positive impacts in a way which benefits stakeholders and wider society.

Plastics in the Circular Economy – The Role of Recycling to close the Loop

Chair: Patricia Vangheluwe - Director Consumer & Environmental Affairs, PlasticsEurope

A circular economy (SDG 12) aims to maintain the value of products, materials and resources for as long as possible while minimizing waste generation. Plastics have a unique role to play in this context. Society enjoys an enhanced quality of life as a result of highly innovative products which rely on plastics. Products produced with plastics contribute significantly to resource savings and greenhouse gas reductions over their full life cycle. At the end of its useful life, 27% of post-consumer plastic waste are however still landfilled in Europe, 42% is energy recovered and only 31% is recycled. The roundtable wants to focus on how to stimulate plastics recycling (mechanical and chemical) at micro and macro level and its subsequent barriers & opportunities in terms of business model.
MARKETPLACE PROJECTS

Innovative Digital Platforms and Business Models for the UN SDGs
Francesca Ciulli, Post-doctoral Researcher and Lecturer, International Strategy & Marketing
Amsterdam Business School

Master of Science in Management of Sustainable Development Goals (MSDG)
Filippo Giordano, Associate Professor
Candriam & LUMSA University

Carbon Literacy Project
Dave Coleman, Managing Director
Cooler Projects

Progressive Business Models
Eleanor O’Higgins, Adjunct Associate Professor at the College of Business
University College Dublin

ING Partnership in the 2° Investing Initiative
Jakob Thomà, Director at 2° Investing Initiative
ING & 2° Investing Initiative

Sustainable World Academy
Maurizio Zollo - Dean’s Chaired Professor in Strategy and Sustainability at Bocconi University
Golden for Sustainability

Challenge-Based Education for the Sustainable Development Goals
Joyce Riungu, Programmes Coordinator at Center for Sustainability Leadership
Strathmore University

Sustainable Energy Innovation and Shifts in Value Creation and Capture in the Business Ecosystem
Sofia Angelidou, Research Associate & Eva Nielen, Lecturer in Innovation, Strategy and Entrepreneurship and Associate Head of Social Responsibility and Engagement
Alliance Manchester Business School
Enhancing Corporate Governance for Corporations in Rwanda
David MacRae, Chancellor
Kigali University

Zero Budget Natural Farming
Mrinalini Kochupillai, Senior Research Fellow
Max Planck Institute for Innovation & Competition

Upcycling as a Contribution to Europe's Circular Economy
Wendy Chapple, Associate Professor in Industrial Economics
Nottingham Business School

Business Model Innovation in Knowledge-Intensive Service Firms
Isaac Lemus-Aguilar, PhD candidate in the European Doctorate in Industrial Management (EDIM)
Politecnico di Milano

Academic Business Cloud
Timo Kerzel, COO and Co-Founder & Marco Matrisciano, Manager Research Projects & Funding
TELANTO & ABIS

TIAS Partnerships For Social Impact
Mirjam Minderman, Policy Adviser/Lecturer
TIAS School for Business and Society

Improving Sustainability-Oriented Decision-Making
Bruno Van Parys, Corporate Sustainability Senior Officer
Solvay

Carbon Literacy in Business School
Petra Molthan-Hill, Associate Professor of Sustainable Management and Education for Sustainable Development
Nottingham Trent University, Nottingham Business School
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