

A decorative graphic on the left side of the page features several overlapping, tilted squares in various colors: yellow, red, dark blue, light blue, pink, green, and white. In the center of the white square is a circular logo composed of 17 colored segments, resembling the United Nations Sustainable Development Goals wheel.

# International Conference on Business Sustainability 2020

**Management, Technology and Learning for Individuals,  
Organisations and Society in Dynamic Environments**

May 20, 2020  
Ballerup, Denmark.

## **It is our great pleasure**

It is our great pleasure to invite you to participate in the international Conference on BUSINESS SUSTAINABILITY, 2020 – Management, Technology and Learning for Individuals, Organisations and Society in Dynamic Environments, to be held in DTU Ballerup, Denmark, 20 May 2020.

## **Objectives**

The overall objectives of the conference are to advance the theory and practice of Business Sustainability, implementation and promotion of practices in companies towards sustainability across multiple dimensions on all organisational levels, from strategic management to operational levels. For how can business leaders be a force for UN's Worlds Goals – while running companies that are financially healthy as well?

## **Our aim**

Our aim is to be the go-to place to hear the latest emergent business sustainability issues in various application domains, networking with peers, increase your understanding and meet with the leaders revolutionising in practice Business Sustainability: a drastic departure from “business as usual” into the uncharted waters of sustainability.

**1:30 PM -- 2:00 PM**

**Registration and Coffee**

**2:00 PM – 2:10 PM**

**Welcome** by Catharina Palbo, Copenhagen Consulting Group – CCG.

**2:10 PM – 2:40 PM**

**Organizational visions of sustainability**

The daunting task to develop and implement a coherent, collaborative vision of the future. A conceptualization that clarifies, reinforces, and strengthens commitment to the core business purpose, while simultaneously presenting the aspirations, changes, and progress to be attained. An intertwined individual and collective learning processes taking place within and between organizations in collaboration.

*Julie Rømsing, Global Account Director, ISS.*

**2:40 PM – 2:50 PM**

**Break**

**2:50 PM – 3:20 PM**

**Products and services in a sustainability regime – A holistic Design approach**

For centuries the focus of the Industry sector has been on Productivity, Optimization, Profit and Incremental development driven by science and engineering. Over the years this approach proved to be successful and led to the birth of great companies and a fantastic growth and wealth globally. Yet it seems like this era is coming to an end. The global challenges we are now facing will fundamentally change the way we evaluate and value results. Rather than earnings and quantitative growth we will turn towards wellbeing, quality of life, biodiversity and sustainability as measures of success. This constitutes a huge challenge for the majority of the Industry sector, which is not properly rigged for this paradigm shift. Hear and learn how Rockfon is trying to prepare for the future and how that impacts the way they design products and services.

*Christian Klinge, Innovation Director at Rockfon, a part of the ROCKWOOL Group.*

**3:20 PM – 3:45 PM**

**Coffee Break**



3:45 PM – 4:45 PM

**THE BUSINESS of BUSINESS is SUSTAINABILITY – Branding CSR-Strategies and Practice on a Global Market**

There is general agreement that global brands should ensure that they incorporate social responsibility. To do this properly, organisations must understand what it means to be socially responsible and how they can leverage their actions. At least three distinct CSR-areas of complexity is to be strategically integrated into a global brand: Purpose, materiality and strategy – as it is only after organisations understand these three areas that they can effectively leverage socially responsible activities in their brands.

Developing a CSR leveraged brand in a consistent way that is salient to all stakeholders is no simple task for global organisations. We address the range of social responsibility issues, what the organisations do, and suggestions are made how to leverage those corporate social responsibility (CSR) actions in practice on a global market.

**Keynote Speakers:**

*Head of Corporate Sustainability & Public Affairs Claus Stig Pedersen, Novozymes A/S.*

*Vice President & Chief Sustainability Officer Susanne Stormer, Novo Nordisk A/S*

4:45 PM – 4:55 PM

**Break**

4:55 PM – 5:25 PM

**Transforming Organisations and Implementing Circular Business Models**

Throughout the world companies have started to develop and apply circular industrial business models fitting in a circular economy, that is restorative or regenerative by intention and design. Here, we investigate the question: The process of value creation and a roadmap for implementation while transforming organisation for achieving emergent Circular Business Models – Leading to zero footprint business operation... And to be Market Winners.

*Camilla Kampmann, INED – American International Group (AIG) & Founder and CEO, Circular Strategy*



**5:25 PM – 5:55 PM**

**Old Wine and New Bottles in the Circular Economy: Industrial Symbiosis Revisited**

Industrial symbiosis is a peculiar thing. On the one hand, a well-documented entity subject to extensive research over several decades within the discipline of industrial ecology – with Kalundborg Symbiosis as the paradigmatic case. On the other, a largely unknown entity to many current promoters of sustainability. As a result, many of the questions posed by newcomers to industrial symbiosis have already been addressed by prior research. This presentation does two things. First, it offers some critical takeaways from extant research on industrial symbiosis and places them in the context of current developments in the area of sustainability. Second, it suggests that there is considerable future learning potential in focusing on industrial symbiosis as a social and organizational phenomenon.

Steen Valentin, Academic Co-director of CBS sustainability, CBS

**5:55 PM – 6:00 PM**

**Closing Remarks** by Pernille Rydén, Head of Studies and Associate Professor, DTU

**6:00 -6:30 PM**

**Networking, Circular Art Exhibition and Wine**

We look forward to a fruitful and engaging networking with you. A young pianist brings charming and elegant music to life in a performance that promises to astound you with its brilliance and beauty.



# Practical information

## Date and Time

Wednesday, May 20, 2020  
2:00 PM – 6:30 PM.

## Location

The International Conference on Business Sustainability 2020 will be held at DTU Ballerup, Lautrupvang 15, 2750 Ballerup in 'Seminarrummet'/D1.72. Free parking places.

## Price

Payment: Dkr. 495, - per person including networking session. Listed price inclusive of VAT.

## On-line registration

On-line registration for the BS'20 conference through [THIS LINK](#). Deadline 18 May, 2020.  
Cancellation policy: Tickets sold are non-refundable. Limited number of participants.

## Enquiry?

If you have any questions related to our programme or application procedure, we are here to help you.  
Call contact person at DTU: Pernille Rydén, (+45) 35 88 52 38.

## Registration

Registration is from 1:30 PM to 2:00 PM. All sessions will start promptly as scheduled in the programme.  
You are required to wear a badge during the conference which will be provided at registration.



## Organizers

BS'20 Conference is a Non-Profit International Event to Support the Implementation of UN's 17 Sustainable Development Goals, and is held by partnerships with:



COPENHAGEN CONSULTING GROUP - CCG



**European Women in Business (WiB)**



COPENHAGEN BUSINESS SCHOOL

DTU



**Danmarks Tekniske Universitet**

Engineering Business Administration (EBA)



*Any senior executives and other decision makers would benefit hugely. This event is a must-attend!*