



PROGRAMME OF THE 1ST DAY

Monday, 23 September 2019

Sustainability Leadership and Responsible Organizations

by Prof. Ioannis Ioannou, Associate Professor of Strategy and Entrepreneurship, London Business School



08:15 – 08:45	Arrival & Registration
08:45 – 09:00	Welcome Speech by CSR HELLAS, The American College of Greece and University of Crete representatives.
09:00 – 10:45	What do we mean by sustainability in a business context and why do companies today face increasing pressures from multiple and diverse stakeholders to conduct their operations more responsibly and sustainably? How have businesses traditionally responded to these pressures and what do we know about emerging best practices?
10:45 – 11:00	Coffee Break
11:00 – 12:45	Is there really a business case for corporate sustainability? What is the latest academic evidence about the link between sustainability and profits? How do we distinguish between causality and correlation and how can we articulate a convincing argument for sustainability integration at our own organization?
12:45 – 13:45	Light Lunch
13:45 – 15:15	What exactly are the mechanisms through which sustainability can lead to higher profitability? How can we identify, develop and implement these mechanisms in our organization so as to generate a competitive advantage based on sustainability? We explore the case of DESSO in detail.
15:15 – 15:30	Coffee Break
15:30 – 17:00	How can companies truly integrate sustainability into their corporate DNA, i.e. their organizational structure? What are the key organizational pillars that characterize and distinguish sustainable organizations and that allow the value creating mechanisms to materialize, and thus, establish competitive advantages?
17:00 – 17:30	Site Visit to APIVITA SA (bus transportation)
17:30 – 18:00	Welcome Speech by APIVITA SA
18:00 – 19:00	Visit to the production unit (guided tour)
19:00 – 20:15	Networking Dinner
20:15 – 20:30	Event Closing
20:30 – 21:00	Return from APIVITA SA (bus transportation)

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