



**PROGRAMME OF THE 3<sup>rd</sup> DAY**  
**Wednesday, 25 September 2019**



**Sustainable Value Creation**

by *Dr. Constantine Manasakis (Assistant Professor, University of Crete)*

08:15 – 09:00	Arrival & Registration
09:00 – 10:45	Exploiting the business case of sustainable development through strategic corporate responsibility. Guiding companies to identify material issues for the creation of shared and sustainable value.
10:45 – 11:00	Coffee Break
11:00 – 12:45	Managerial analysis for each material issue from a shared and sustainable value point of view. The management of responsible business and managerial practices aligned with the SDGs. Linking shared and sustainable value with sustainable competitive advantages.
12:45 – 13:45	Light Lunch
13:45 – 14:15	A Case Study: Presentation
14:15 – 14:30	A Case Study: Q&As
14:30 – 15:15	A Case Study: Working Groups
15:15 – 15:30	Coffee Break
15:30 – 16:00	B Case Study: Presentation
16:00 – 16:15	B Case Study: Q&As
16:15 – 17:00	B Case Study: Working Groups
17:00 – 17:15	Event Closing

*Co-organizers*



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