



The Academy of  
Business in Society



FONDAZIONEISTUD

## EABIS Workshop

### ***Mainstreaming Corporate Responsibility and Sustainability through Executive Education***

Hosted and co-organised by Fondazione ISTUD  
30 June - 01 July 2010

#### Draft Working Programme

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#### Wednesday 30 June

**19:00-22:00** Reception and welcome dinner  
Welcome remarks by Marella Caramazza, Director General, Fondazione ISTUD

#### Thursday 1 July

**08.00-08.30** *Coffee, registration and informal networking*

**08.30-08.45** *Welcome:* Marella Caramazza, Director General Fondazione ISTUD and Gilbert Lenssen, EABIS President

**08.45-09.15** *Framing the Day:* David Bevan, Director of Academic Affairs, EABIS

#### **Developing the knowledge and skills to respond to Sustainability Challenges: introducing the 1st EABIS Executive Education Mapping”**

**09.15-10.45** **Session A:** Experiential Learning and Professional Development  
Facilitator: David Bevan

*Input:* Celia Moore, Corporate Citizenship and Affairs Executive, IBM EMEA

#### **“Managing 21<sup>st</sup> Century Changes in the Global Workforce”**

*Input:* Mike Peirce, Deputy Director, Cambridge Programme for Sustainability Leadership

#### **“What Sustainability Leaders Need to Know: the Role of Executive Education Programme”**

10.45-11.15 **Coffee Break**

11.15-12.45 **Session B: Reflective Practice and Action Learning**  
Facilitator: Gilbert Lenssen

*Input:* Aileen Ionescu-Somers, Deputy Director, IMD Forum for Corporate Sustainability Management (CSM)

**“A Stakeholder Approach to Sustainability Strategy: IMD’s Executive Learning Journey through Research and Training”**

*Input:* Matthew Gitsham, Director, Ashridge Centre for Business and Sustainability

**“Leading Organisations of Tomorrow: Organisational Change through Executive Education with Ashridge”**

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*Lunch*

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13.45-15.15 **Session C: Case Studies-Based Approach to Mainstreaming**  
Facilitator: Marella Caramazza

*Input:* Marco Coccagna, Chief Operating Officer, Eni Corporate University

**“Leadership and Sustainability: Two Sides of the Same Coin”**

*Input:* Gilbert Lenssen, President, EABIS

**“Mainstreaming Corporate Responsibility in Executive Education: Using Case Studies”**

15.15-15.30 **Coffee Break**

15:30-16:30 **Closing Session: “Bridging the Performance Gap: How Business Schools Can Better Respond to Corporate Demand”**

Panel: Gilbert Lenssen, David Bevan and Marella Caramazza