



# **GLOBAL RESPONSIBILITY, NOW!**

***Towards Mutuality of Impact***

***Vers un Impact Systémique***

Kedge Business School, Marseille FRANCE  
14-18 May 2018

# Global Responsibility, Now

## *Towards Mutuality of Impact Vers un Impact Systémique*

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For many years, the responsibility of higher education & learning institutions for building a sustainable world has been highlighted. All over the world, faculty, administrators, learning facilitators and students have developed initiatives at local, regional and international levels to help transform society, business and education.

These initiatives have generated positive energy and goodwill, inspired further actions and innovations and led to undeniable progress. However the collective impact of these initiatives still somehow falls short of the deep transformation required at individual and collective level to make the change substantial and sustainable.

- What kind of change maker and initiative is required to accelerate and deepen the level of change desired?
- How may existing and emergent initiatives with a shared sense of purpose converge and align to better tackle the systemic issues faced?
- Ultimately - how may change makers and change initiatives work beyond the ego and achieve mutualistic symbiosis?
- What values and development models are most appropriate for achieving collaborative systemic impact?

Networks and initiatives from around the globe, with representation at various levels - local student organisations, regional interest groups, international partnerships and UN-level initiatives - will convene 14-18 May and move towards accelerating systemic impact. The event will also work to strengthen and accelerate the global partnership for sustainable development with a specific emphasis on SDG 17.

Join the movement in Marseille to explore and develop personal, collective and systemic change towards the future we want.



in collaboration with



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## «Global Responsibility, Now» is...

- A working gathering of change makers and transformational initiatives that aim to serve the common good
- An opportunity to explore and develop the relational and innovation capabilities required to deal with the coopetition (competition/collaboration) dynamic that exists within this landscape
- An intent to collectively shift the needle toward globally responsible impact through the power of transformative learning in organisations and education.

## Inquiry strands

- The dilemmas of identity, scale and impact in movement and change system development.
- Enacting deep collaboration that requires activists and change initiatives to work beyond the ego.
- From maximum to optimum: how to shift from maximising an initiative's capacity for impact towards optimising the role and capacity of that initiative within a larger system of change? From initiative consciousness to systems consciousness and from optimising the parts to optimising the whole.
- Being the change required vs being the solution and as a consequence hindering the change from emerging - an introspection for change agents.

## High-level programme for the week

14, 15 May - Initiative & network meetings  
16 May - The cross road day  
17, 18 May - GRLI AGM & R2D2

Mon 14	Tue 15	Wed 16	Thu 17	Fri 18
		<b>CROSS ROAD</b>	<b>CGE - R2D2</b>	
			<b>GRLI - AGM</b>	
<b>Initiative &amp; network meetings</b>				



# Programme of the cross road day

(Wed 16, 2017)

## Morning: Connected to a common cause

8:00 - Registration

9:00 - Welcome to Kedge Business School

9:15 - Part 1: A global community of change agents

- Who is in the room?
- Why are we here?

10:15 - Speed dating

10:30 - Part 2: Towards Mutuality of Impact: inspirational Keynote-speakers to be confirmed



## 11:30 Connected to the self, connected to nature (includes lunch)

Participants divide into groups for activities and lunch.

- Activity in the Calanques National Park options :
- running ( $\approx$  40 min - 6 km) / walking ( $\approx$  40 min - 3,5 km) / tai-chi or BioDance exercise
- Picnic lunches in the Calanques

1:30 - Refreshment break

An opportunity for networking over coffee, poster session and for those that exercised to take a shower.





## Afternoon: Connected to others (Collective intelligence workshop)

### 2:00 - Part 1: Collaboratory sessions or wordless design thinking around the 5 inquiry strands

- The dilemmas of identity, scale and impact in movement building
- Enacting deep collaboration that requires activists and change initiatives to work beyond the ego
- From maximum to optimum: how to shift from maximising an initiative's capacity for impact towards optimising the role and capacity of that initiative within a larger system of change? From initiative consciousness to systems consciousness
- Being the change required vs being the solution and as a consequence hindering the change from emerging - an introspection / holding up a mirror for change agents
- Is mutualistic symbiosis possible? What are the unintended negative consequences?

4:00 - Networking break

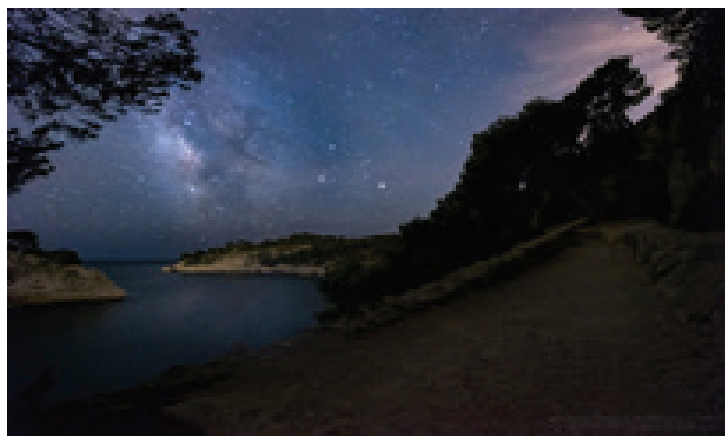
### 4:20 - Part 2: "Impact, now!" (Appreciative Inquiry or 3 Horizons model)

### 5:30 - Early evening pause

- Opportunity for networking, preparing the «discosoup», learn more about Kedge «Business for Society» research and activities in the pinewood
- **OR** to disconnect from Marseille & reconnect to your office or home...

## 7:00 Evening: Connected to the cosmos

Dinner in the school gardens with a concert by the Student association  
International Green Gown Award Ceremony  
Astronomy evening



## Participants / Contributors



### **The Globally Responsible Leadership Initiative** (16<sup>th</sup> to 18<sup>th</sup>)

*The AGM of GRLI's council of partners is an annual gathering where partners and associates of the GRLI reconnects with the vision, actions and each other. At the 2018 AGM the council will develop the next iteration of Towards 2024 - the strategy document of GRLI - and share learning from various actions and initiatives in progress.*

<http://www.grli.org>

Convener: Arnold Smit



### **Conférence des Grandes Ecoles** (16<sup>th</sup> to 18<sup>th</sup>)

*Created in 1973, the CGE (association law 1901) includes 265 members including 223 Grandes écoles (engineer, management, architecture, design, institute of political studies ...) all recognized by the State, delivering a degree of master degree. The purpose of the DD & RS commission is to equip and promote school approaches, to organize collective advocacy to integrate sustainable development and social responsibility practices in the organization and missions of higher education and training. In 2009, It has decided to join forces with those of the Conference of University Presidents (CPU) to evolve the self-assessment repository (renamed Green Plan reference to meet Article 55 of the French Grenelle law). Over the years, major players in sustainable development have joined this commission, which now includes students, representatives of the Ministries of Ecology and Sustainable Development, Higher Education and Research, and virtuous associations. ...*

*Every year, the commission organizes a two-day seminar (R2D2) whose goal is to allow everyone to meet to exchange good practices, make an inventory of the progress of CGE member schools, results of the partners (DD & RS label operator for example) and set new realistic goals.*

<http://www.cge.asso.fr/commissions>

Convener: Gerald Majou (CGE) / Emilie Gueret (Kedge)



### **Business School Rating Prototype** (14<sup>th</sup>)

*A stakeholder endorsed global project to develop a new Business School Rating as a lever of change for higher management education institutes to enhance their positive impact for the world. Endorsed by WBCSD, WWF, Oxfam, oikos, AIESEC, and convening thought leaders and experts in the management education landscape.*

*We will be reviewing the Phase 2 prototype results of volunteer business schools and finalize the next prototype. Join us to make the Rating even better!*

Convener: Katrin Muff (Mission Possible)



### **The Deans & Directors Cohort** (14<sup>th</sup> & 15<sup>th</sup>)

*Building on the work started at University of Guelph in October 2017 a core group of Deans and Directors will meet for the next phase of growing an impactful Deans & Directors Community for sustainable change.*

<http://www.grli.org/deanscohort/>

Convener: John North (GRLI)



## **The Global Alliance, HESI and the SDG Accord** (15<sup>th</sup>)

*Celebrating, aligning and accounting for university leadership for the Global Goals at the annual UN High-Level Political Forum: The idea of global collaboration between the worlds student and university sustainability networks emerged in the preparation of Rio+20 in 2012. Different national and regional networks started to coordinate their action and launched a movement, the Global Alliance was born. Global Alliance networks were amongst the first to support HESI (Higher Education Sustainability Initiative) and spread the word to all their own members which contribute to make HESI, the biggest self-voluntary commitment of the whole Rio+20.*

*Through our partnership with HESI, we bring the energy and capacity of many thousands of universities staff and students who are members of our member networks. Our aim is to build a new and dynamic collaborative support for the HESI UN members to deliver the Paris Climate Agreement and the Sustainable Development Goals.*

*Objective of this Workshop: With an alliance of most of the world's university sustainability networks signed up to our pioneering SDG Accord ([www.sdgaccord.org](http://www.sdgaccord.org)) and university and student Presidents committing to deliver the Goals, this Cross Road Workshop asks, what next steps should university and college sustainability networks take to build an even stronger collective voice, alignment and reporting accountability to put universities and students at the heart of the annual HLPF and delivery of the Global Goals. <http://www.sdgaccord.org/>*

**Convener : Iain Patton**



STUDENTS ORGANISING  
FOR SUSTAINABILITY

## **Students Organizing for Sustainability** (15<sup>th</sup>)

*SOS is an international alliance of student organizations and initiatives that collaborate to progress their work on social responsibility and environmental sustainability. The initiative was first launched in 2015 with the intention of creating a global movement of student leaders collaborating for sustainability and acts as a mechanism for existing student organizations to collaborate on sustainability.*

**Convener: Charlotte Bonner (NUS)**



## **The Sulitest Governance, National Committees & Senior Advisors meeting toward the HLPF** (15<sup>th</sup>)



*Sulitest is an international initiative aiming to achieve sustainability literacy for all by developing online training and assessment tools to support ESD (Education for Sustainable Development) and to provide indicators on sustainability awareness and learning. Created as a tangible implementation of the UN HESI (Higher Education Sustainability Initiative) following Rio + 20, Sulitest is now one of the featured initiatives of the UN Partnerships for the SDGs (Sustainable Development Goals). It is one of the tool dedicated to measuring and monitoring the global agenda by providing the largest database on sustainability awareness and learning aligned with the SDGs framework.*

*Already taken by more than 78,000 candidates in more than 650 universities and organizations from 61 countries, the Sulitest community is still growing with almost 30 Regional/National Expert Committees (RNECs) and new users beyond academia (corporations, NGOs, institutions...). This meeting will bring together RNEC and Senior Advisor to prepare the next HLPF. [www.sulitest.org](http://www.sulitest.org)*

**Convener: Aurelien Decamps**



## **Business for society research initiative** (15<sup>th</sup>)

*The Kedge Business School research department is convening a workshop to promote research amongst faculty on Business in Society issues.*

**Convener: Thomas Lagoarde / Huber Tchakoute (Kedge Business School)**



### **SDG Transformation Forum** (15<sup>th</sup>)

*The Forum mobilizes and advances leading transformation knowledge and tools, to support transformation agents in taking comprehensive and coherent action in support of the 2030 Agenda. In effect, the Forum is developing a transformation system and societies' transformation capacity, analogous to other systems like food, healthcare, and economic development systems that provide the ability to produce their respective outcomes. This system enhances connections, capacity, knowledge, and action to realize transformations for sustainability and wellbeing. The Forum is organized around Working Groups, which are associated by independently organized around impediments in transformation. Currently these are assessing and evaluation, capacity, financing, narratives, innovation, and systems analysis.*

[http://futureearth.org/sites/default/files/forum\\_description - short 17-05-23.pdf](http://futureearth.org/sites/default/files/forum_description_-_short_17-05-23.pdf)

Convener: Steve Waddell



### **PRME France Benelux Chapter** (15<sup>th</sup>)



*Today, fifteen regional PRME Chapters help to advance the Six Principles within a particular geographic context, rooting PRME in different national, regional, cultural, and linguistic landscapes. They function as platforms for localized engagement from higher education institutions, and in cooperation with Global Compact Local Networks, can develop projects and initiatives that support the Sustainable Development Goals regionally. The France & Benelux Chapter was launched in November 2017 and regroup 30+ institutions from France, The Netherlands and Belgium. This will be the second meeting for the France & Benelux Chapter with the goal of finalizing the Chapter's vision, mission, objectives and working program, sharing best practices and starting joint collaborative initiatives.*

<http://www.unprme.org/how-to-engage/chapters.php>

Convener: France-Benelux Chapter Steering Group



### **AIM2Flourish** (15<sup>th</sup>)



*Building on the work started at the 4th Global Forum in June 2017 and the University of Guelph in October 2017, a core group of AIM2Flourish professors, students, deans, and business leaders will meet for the next phase of growing an impactful AIM2Flourish for Global Goals education and business leadership.*

<http://aim2flourish.com>

Convener: Claire Sommer (AIM2Flourish)



### **International Green Gown Awards Ceremony** (evening of the 16<sup>th</sup>)



*Come and celebrate the exceptional sustainability initiatives being undertaken by universities and colleges across the world at the International Green Gown Awards Ceremony. You will watch the winning initiatives which cover all aspects of educational institutions – from their teaching and research, leadership, buildings and food to how students can benefit the quality of life in the communities around them. The Green Gown Awards are delivered on a regional basis in Australasia, the UK and Ireland and French speaking Europe and Canada and globally through the GUPES Green Gown Awards, supported by United Nations Environment. The winners of each region then go head to head for the coveted International Green Gown Awards which will be announced at the Ceremony. The International Green Gown Awards are aligned to the UN Sustainable Development Goals to show the progress institutions are making globally.*

<http://www.greengownawards.org>

Convenor: Iain Patton (EAUC)



# LOGISTICS

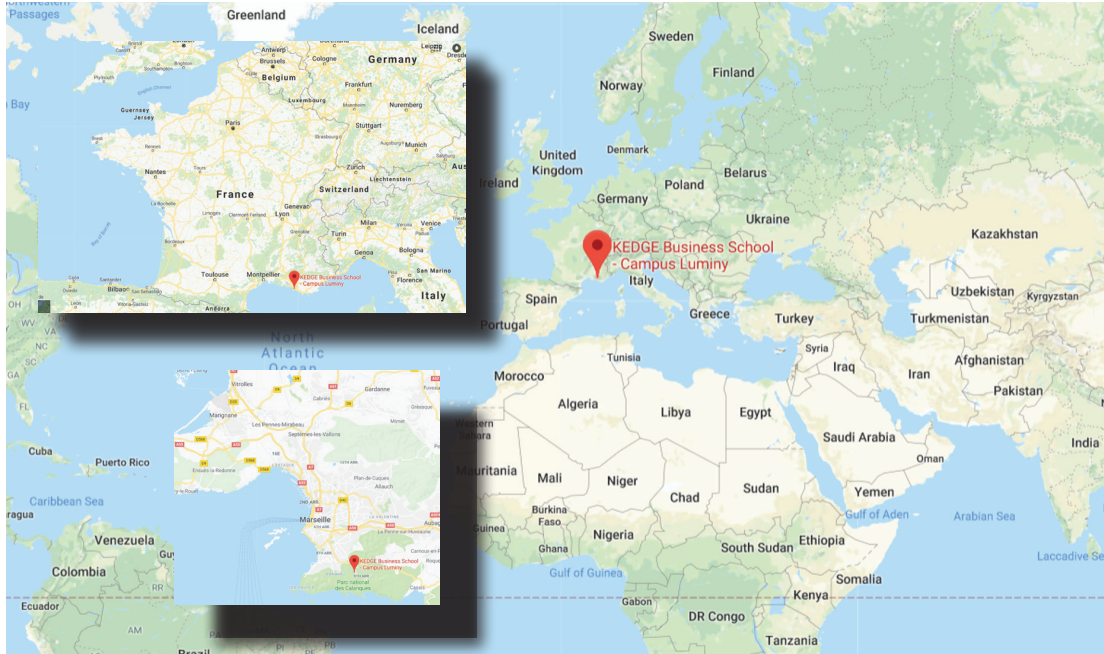
## 4 types of registration

option 1 : GRLI AGM (including the cross road day) : May 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>

option 2 : R2D2 (including the cross road day) : 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>

option 3 : The cross road day : 16<sup>th</sup>

option 4 : Initiative & network meetings : 14<sup>th</sup> & 15<sup>th</sup> or 15<sup>th</sup> only



KEDGE Business School  
Domaine de Luminy - 13009 Marseille - FRANCE  
[www.kedgebs.com](http://www.kedgebs.com) / +33.491.827.800

Located in the Calanques national park, the Luminy campus places modern architecture in a natural environment. It is 20 minutes from the city centre by bus, and a few kilometres from Cassis. Marseille is one of the sunniest town of France with its 300 days of sunshine per year. The Luminy campus spans across almost 15,000 m<sup>2</sup>, providing the most innovative facilities and teaching equipment.

### About KEDGE Business School

AACSB, EQUIS and AMBA accredited, Kedge is a French management school with 4 campuses in France (Paris, Bordeaux, Marseille and Toulon), 3 abroad (2 in China, and 1 in Africa). The KEDGE BS community counts 12,600 students (25% foreign students), 520 permanent staff, 183 full-time faculty members, and 54,000 alumni across the world.

KEDGE, is recognized as a key player in the field of sustainable development and CSR by its viral approach combining "excellence & consistency". For the school, it's not just a question of adding best practices, but of having coherent actions between research, pedagogy, campus social and environmental management and governance. Through its commitments and its network of experts, the school participates in the evolution of higher education through the lens of CSR.

By hosting this international event, Kedge is proud to contribute to build a sustainable future.

“Remember, always, that everything you know, and everything everyone knows, is only a model. Get your model out there where it can be viewed. Invite others to challenge your assumptions and add their own.”

Donella H. Meadows, *Thinking in Systems: A Primer*



**SUSTAINABLE DEVELOPMENT GOAL 17**

Strengthen the means of implementation and revitalize the global partnership for sustainable development

