PUBLIC SEMINAR

SUSTAINABILTY TURNED INSIDE OUT

HAVE YOU ALSO THOUGHT ABOUT WHY SUSTAINABILITY IS SUCH A BIG DEAL AND HOW THE BROAD CONCEPT OF SUSTAINABILITY IS REALLY OPERATIONALIZED? THEN JOIN THIS SEMINAR AND LEARN HOW PRACTITIONERS DO IT IN REAL LIFE.

The CBS SUSTAINABILITY PLATFORM has invited 4 guests to share their thoughts and discuss why a business university should focus on the subject, share examples of how public and private sector work towards sustainable solutions for business and citizens, and debate how the future consumer behaves in a sustainable society

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When: October 8, 2013, 15:30-17:00

Where: CBS, Solbjerg Plads 3, 2000 Frederiksberg

Room: SP201, Danske Bank Auditorium

15:30 WELCOME BY STEFANO PONTE

FOLLOWED BY PANEL PRESENTATIONS AND Q&A FROM THE FLOOR

Alan Irwin

Dean of Research, CBS

To launch the public seminar, Alan, will talk about how sustainability has developed as an integrated concept in both research and education at CBS in recent years and **why a business university should be engaged in sustainability**.

Niels Carsten Bluhme

Director for City, Environment and Labor, Albertslund Municipality

Carsten maintains and develops the municipality's position as a "front runner" on environment and climate. Albertslund focuses on a sustainable future through **green growth** and has initiated a wide range of climatic and environmental projects based on **public-private innovation partnerships**. In 2009 Albertslund Municipality was appointed Danish EcoCity.

Stefano Ponte

Professor and Academic Co-Director, CBS Sustainability Platform

will moderate the panel discussion. Stefano is highly committed to and recognized for his research within the field of sustainability with special focus on standards, labeling, and certifications and recently published in Science on sustainable seafood production.

Michael Johansen

Head of Business Development, Copenhagen Cleantech Cluster (CCC)

CCC is at the heart of the **cleantech eco-system in Denmark** with members from private sector, research community and public authorities. CCC's mission is to create an attractive platform for knowledge sharing and collaboration, and create growth for the Danish cleantech industry.

Wencke Gwozdz

Associate Professor at ICM, CBS

will give examples of the **Sustainable Fashion Paradox: Could style as opposed to Fashion be one solution to more sustainable fashion consumption?** Wencke has, among other research projects, worked on how to improve environmental performance within the fashion industry in close collaboration with partners such as H&M.

NOTE! Submit questions to the panel on Facebook
www.facebook.com/CBSSustainability
SIGN UP before October 7: sustainability@cbs.dk