



LAUNCH OF CBS SUSTAINABILITY



Embracing the social side of sustainability
Copenhagen Business School. 3 December 2018
Dalgas Have 15, 2000 Frederiksberg.

It is with great pleasure that we invite colleagues, partners and friends to the official **relaunch** of cbsCSR as **CBS Sustainability!** The research centre comprises one of the largest concentrations of sustainability-related scholars in academia. We invite you to join us in diving into some of the current sustainability issues that define the agenda for research and teaching in the field of sustainability at CBS and beyond.

We end the programme with drinks and networking. **RSVP by 23 November.**

12.30-13.00 **Arrival, coffee and a snack**

13.00-13.15 **Welcome**

Dorte Salskov-Iversen, Head of Department of Management, Society and Communication
and Søren Hvidkjær, CBS Dean of Research

13.15-13.45 **Sustainability at CBS**

Steen Vallentin, Co-director of CBS Sustainability

13.45-14.30 **UN Sustainable Development Goals (UN SDGs): From Philanthropy to Business**

Henrik Schramm Rasmussen, Senior Consultant, DI
DI's new project "From Philanthropy to Business" develops new knowledge and methods for small and medium sized companies to integrate sustainability into production and value chains.

14.30-14.45 **Coffee break**

14.45-16.15 **Your money and your life: Valuing green labels**

Cass Sunstein, Robert Walmsley University Professor, Harvard
Since 1981, American presidents have required executive agencies to catalogue the costs and benefits of regulations, and to demonstrate that the benefits justify the costs. One important application is environmental and sustainability labels for consumer products.

16.15-16.45 **The UN Sustainable Development Goals from a youth perspective**

Sustainability Influencers
20 University students representing all the Danish universities are spending the next year mobilizing and engaging their fellow students in sustainability and the UN SDGs.

16.45-17.30 **Reception**