



Copenhagen Business School

HANDELSHØJSKOLEN



Dr. Stefano Ponte

Director of the CBS
Sustainability Platform



Dr. Morten Ougaard

Former Director, CBS
Business and Politics
Department



Dr. Lynn Roseberry

Professor of Business
Responsibilities for Human
Rights



Ms. Bahare Hagshenas

Senior Consultant,
Deloitte Sustainability

Date: Thursday, March 21

Room: Ks48

Time: 6:30 - 8:30pm

Reception to follow

Sustainability Seminar

Contemporary Issues in Human Rights, Corporate Social Responsibility and Development



A seminar to introduce pertinent issues in sustainability and the context in regards to striking a balance between understanding and problem solving through various interactions between businesses, national and international political institutions and NGOs, a field that is of ever importance in the age of globalization.

Hosted By:

**Students of the Masters of Science
International Business and Politics
Programme**

CBS



**CBS SUSTAINABILITY PLATFORM
COPENHAGEN BUSINESS SCHOOL**



Sustainability Seminar Proceedings

Contemporary Issues in Human Rights, Corporate Social Responsibility and Development

Description of event:

On Thursday March 21, 2013, the students of the Master of Science of International Business and Politics program (MSc. IBP) at Copenhagen Business School (CBS) hosted a sustainability seminar to discuss current issues on climate change, human rights and sustainable development. The goal of the seminar was designed to bring together a diverse range of speakers to discuss pressing issues in order to educate and to increase awareness on contemporary sustainability concerns for CBS students. The seminar was also designed to help prepare MSc. IBP students for the 2013 Brussels Academic Conference, in which they met with a variety of stakeholders to discuss pertinent sustainability issues.

The seminar is designed to cover the 3 pillars of the triple bottom line, which include: climate change, human rights and sustainable development with presentations from distinguished professors of Copenhagen Business School and Deloitte Sustainability.

Presentations:

Dr. Morten Ougaard, former Director and founder of the CBS MSc. IBP programme presented opening remarks for the sustainability seminar. The interdisciplinary Master of Business and Politics programme is designed to strike a balance between “understanding and problem solving” through the various international interactions between businesses, national and international political institutions and NGOs, a field that is of ever growing importance in the age of globalization. While originally the program was designed to cover issues in International Political Economy, Dr. Ougaard highlighted that the program has now become even more important for issues in sustainability. The topic of sustainability has been a fundamental discussion throughout the program, as it is incorporated in the interdisciplinary teachings of law, politics and international business.

Dr. Lynn Roseberry, Associate professor in the CBS department of Management, Politics and Philosophy, conducted a presentation on **Human Rights, Business and Sustainability**. She highlighted that the way we consume natural resources and dispose of the goods produced from them is unsustainable. We need several more planet Earths if we continue along the current path of development.

Solving this problem involves more than finding technological fixes. Unsustainability is also in large part a problem of coordinating the necessary social changes we have to make. We have to change the way we live, work, and eat. In order to bring about these kinds of changes we have to change a range of human behaviors, including not just consumer behavior, but also the behavior of scientists, teachers, policymakers and political leaders. The World Economic Forum's 2012 and 2013 Global Risk Maps suggest that we should prioritize one particular category of human behavior: governance. At the center of the dense webs of global risks depicted on those maps is governance failure. Global governance failure is connected to all the other major risks, and it has especially strong connections to unsustainable population growth, critical systems failure, chronic fiscal imbalances, and rising greenhouse emissions. To solve the puzzle of sustainability, we need to solve the puzzle of governance failures. In order to do that we have to have some idea of what good governance is. "Governance" broadly defined is the process of making decisions that define expectations, verify performance, delegate power and distribute resources. Good governance, then, coordinates all of these elements in a way that enables organizations and their stakeholders to behave in ways that support the safety and well-being of humanity. Thus, good governance is the key to producing the changes in human behavior that need to occur for us to achieve the goal of sustainable production and consumption of goods and services. The fundamental human rights that are recognized as imposing binding legal obligations on all nation states are universally recognized as providing the basic guidelines for good governance. Human rights have for a long time been thought to be solely the concern of governments, leaving businesses free from such considerations. However, it is clear that businesses can no longer afford to concern themselves solely with their own internal governance systems and ignore the larger governance context in which they operate. They must pay attention to how their decisions and actions impact local and national governments' capacity and willingness to respect human rights in order to support good governance and, ultimately, sustainable economic activity.

Ms. Bahare Hagshenas, Senior Consultant of Deloitte Sustainability, conducted a presentation on ***The Sustainable Business – Choice or Survival?*** Ms. Hagshenas started her presentation by highlighting issues in regards to the depletion of natural resources such as land, water and energy, and if we are to continue our current level of consumption of resources, we would need approximately 2-3 planets by 2050. In order to circumvent this issue, we need to start thinking about sustainable consumption.

We are experiencing the emergence of a new consumer sector called 'the Aspirationals' seeking both areas of consumption and sustainability. Research states that 65% of consumers say that they 'feel a sense of responsibility' to society and almost all consumers would choose a sustainable product if price and quality were the same as alternates. Also, what is important to note, consumers in developing markets are twice as likely to purchase products due to their social and environmental benefits. Consumers in countries such as Latin America, the Middle East/Africa and Asia-Pacific stated a stronger willingness to pay extra than those in North America and Europe. In the Philippines, 68 % of respondents said they were willing to pay extra for products

and services from companies that had implemented programs to give back to society. By contrast, just 20 % of respondents in the Netherlands indicated their willingness to do so. Also youth consumers are more likely to spend extra for products and services from socially-responsible companies. 51% of all respondents aged 15 to 39 are willing to pay extra for such products and services 37 % of all respondents over age 40.

Ms. Hagshenas closes the presentation with a discussion on the potential for responsible business and how business today is more than about profit. A study conducted on the new generation of consumers defined as the “Millennials”, research states that 52% of Millennials surveyed think that in the future, more than any other sector of society, business will achieve the greatest impact on solving society’s biggest challenges, and yet, 92% of Millennials believe that success should be measured by more than profit. On a global scale, Millennials in China (86%) and Malaysia (82%) are the most confident about the role of business innovation.

Overall, there are many opportunities for new business in sustainable consumption and yet, by combining consumer trends, transparency and sustainability, you can create trust, loyalty and engagement with customers.

In conclusion of the seminar, we hope this event will set a new milestone for the MSc. IBP Program and the CBS Sustainability platform. We graciously thank the CBS Sustainability platform for the generous funding of this event.