

4th meeting of the France – Benelux Chapter

Brussels, 30-31 January 2020

Young People as a Force for Change

Today, the youth is taking the streets to ask for climate action. Social impact takes over career as a source of motivation for millennials and Gen-Z. Globalisation and technological change mean a more uncertain world than ever. Times change. Business schools need to change too. What role are our graduates taking in shaping the future ? How do we prepare them to navigate the increasingly complex environments they will be facing and have a positive impact on their organisations?

The youth, their aspirations, their energy, their actions, their educational needs, will be the focus of our 4th PRME Benelux France chapter meeting.

The meeting will also be the opportunity to continue to exchange on our experiences to transform education, research and operations at our respective schools and discuss chapter-specific and network-wide developments and projects.

Practical details at:

<https://sbsem.ulb.be/4th-meeting-of-the-benelux-france-chapter-of-prme>

Final programme

Thursday Jan 30, 2020

Starting at 10:00	Registrations and welcome coffee in the entrance hall of the R42 building
10:30 – 10:45 R42.5.402	Welcome Philip Vergauwen (Dean of the SBSEM) and Eva Geluk (Chair of France Benelux Chapter)
10:45 – 11:30 R42.5.402	Keynote Address Generations, Workplace Behaviour and Stereotypes: Is Gen Z different? Annick Van Rossem (KU Leuven)
11:30 – 12:30 R42.5.402	Panel: Young Leaders of Tomorrow Raquel de Paiva Serôa da Motta (TIAS), Agathe Simon (ICN Business School), Alka Khenchi (Maastricht), and Bart Devos (TBC) Moderator: Hermina Kooyman (Maastricht)
12:30 – 13:30 Atrium	Lunch
13:30 – 14:15 R42.5.402	Impact Entrepreneurship Incubators on Campus Virginie Robe (Start.LAB), with presentations by Maxime Van der Meerschen (GiveActions) and Aurélien Marino (Happy Hours Market)
14:15 -14:45 R42.5.402	Roadmap for the Decade of Sustainability Hugo von Meijenfeldt (UN Global Compact, The Netherlands)
14:45 – 15:15 Atrium	Coffee Break
15:15 – 16:00 R42.4.107	Break-out sessions 1 Business Schools as Change Agents “How to Integrate Sustainability in the Operations of a Business School” by Jan Beyne (Antwerp Management School) “Stakeholder engagement for Sustainability” by Tuanh Lam (Amsterdam University of Applied Sciences) “How do Business Schools become Change Agents” by Fatima Homor (Radboud University)
R42.4.108	Experiential Learning for Sustainability “The Plastic Forum at Audencia” by Emma Avetisyan (Audencia) “Supporting Actors in Underprivileged Areas” by Emma Avetisyan (Audencia)
16:00 – 17:00 R42.5.402	Update on the Chapter Eva Geluk (chair of the France-Benelux Chapter)
18:30-22:00	Visit of Aquaponics Farm at BIGH Conference Dinner

Friday Jan 31, 2020

- 9:30 – 10:15 **Break-out Sessions 2**
- R42.3.110 **Joint Projects for French Chapter Members**
Lead: Kim Ceulemans (Toulouse Business School)
- R42.4.108 **Student Engagement**
“SDG-focused extra-curricular programmes” by Hermina Kooyman (Maastricht School of Management)
“Engaging students in sustainability development and CST issues, through soft skills and transversality: The pedagogical experience of the Pôle Léonard de Vinci” by Laure Bertrand (Pôle Léonard de Vinci)
- 10:15 – 10:45 **Coffee Break**
Atrium
- 10:45 – 11:30 **Break-out Sessions 3**
- R42.3.110 **Gender bias in the Classroom: A workshop**
Krista Finstad-Milion (ICN Business School)
- R42.4.116 **Individual Sustainability Competencies Project**
Wim Lambrechts (Open University) and Mirjam Minderman (Tias)
- 11:30 – 12:15 **Break-out Sessions 4**
- R42.3.110 **The SDG Barometer**
Jan Beyne (Antwerp School of Management)
- R42.4.108 **Sustainability Education and Programme Design**
“The Audencia CSR Module” by Emma Avetisyan and André Sobczak (Audencia)
“Sustainable Development Pathways to support Sustainability Education and Pedagogical Innovation” by Audrey Beghon (Université Libre de Bruxelles) and Estelle Cantillon (SBSEM)
- 12:15 -12:45 **Conference Wrap-Up**
R42.5.402 Eva Geluk
- 12:45 -13:45 **Lunch**
Atrium

Local organisation team :

Estelle Cantillon, Nancy De Munck, Hedwige Hankart

Venue:

Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, 42 av. FD Roosevelt, B – 1050 Brussels.

Directions: <https://www.ulb.be/en/solbosch/directions>