

## **4<sup>th</sup> 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.

**Deadline for Registrations: January 15, 2020**

Registrations and practical details at:

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

## Preliminary programme

Thursday Jan 30, 2020

- Starting at 10:00     **Registrations in the entrance hall of the R42 building**
- 10:30 – 10:45     **Welcome**  
R42.5.402     Philip Vergauwen (Dean of the SBSEM) and Eva Geluk (Chair of France Benelux Chapter)
- 10:45 – 11:45     **Keynote Address**  
R42.5.402     **Generations, Workplace Behaviour and Stereotypes: Is Gen Z different?**  
Annick Van Rossem (KU Leuven)
- 11:45 – 12:30     **Panel: Young Leaders of Tomorrow**  
R42.5.402     Raquel de Paiva Serôa da Motta (TIAS), Agathe Simon (ICN Business School), Alka Khenchi (Maastricht)  
Moderator: Hermina Kooyman (Maastricht)
- 12:30 – 13:30     **Lunch**  
Atrium
- 13:30 – 14:15     **Impact Entrepreneurship Incubators on Campus**  
R42.5.402     Virginie Robe (ULB Start.LAB)
- 14:15 -14:45 **Coffee break**  
Atrium
- 14:45 – 15:45     **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)
- Experiential Learning for Sustainability**  
                         “The Plastic Forum at Audencia” by Emma Avetisyan and André Sobczak (Audencia)  
                         “Supporting Actors in Underprivileged Areas” by Emma Avetisyan and André Sobczak (Audencia)
- Global Compact NL (TBC)**
- 15:45 – 16:15     **Coffee Break**  
Atrium
- 16:15 – 17:15     **Update on the Chapter**  
R42.5.402     Eva Geluk (chair of the France-Benelux Chapter)
- 18:30-22:00     **Visit of Mushroom and Aquaponics Farm at BIGH**  
                         **Conference Dinner**

## Friday Jan 31, 2020

- 9:30 – 10:15      **Break-out Sessions 2**
- Joint Projects for French Chapter Members**  
                         Lead: Kim Ceulemans (Toulouse Business School)
- Student Engagement**  
                         “SDG-focused extra-curricular programmes” by Hermina Kooyman (Maastricht School of Management)  
                         “ULB Student Green Office” by TBC (Université Libre de Bruxelles)
- 10:15 – 10:45      **Coffee Break**  
Atrium
- 10:45 – 11:30      **Break-out Sessions 3: Chapter Projects**
- The SDG Barometer**  
                         Jan Beyne (Antwerp School of Management)
- Individual Sustainability Competencies Project**  
                         Wim Lambrechts (Open University) and Mirjam Minderman (Tias)
- 11:30 – 12:15      **Break-out Sessions 4**
- Gender bias in the Classroom: A workshop**  
                         Krista Finstad-Milion (ICN Business School)
- 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
- 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>