Philippe de Woot Major
in Corporate Sustainability Management

September 18, 15h30-17h00
Who are we?

VALERIE SWAEN

• PhD in Management Science, UCLouvain
• Professor of Marketing and CSR, UCLouvain and IESEG School of Management

• President of the LouRIM (Louvain Research Institute in Management & Organizations), UCLouvain
• Member of the CERMA (Center of Excellence on Consumer Relations and Responsible Marketing)
• Member of the CCMS (Inter-University Center on Consumers and Marketing Strategy)

• Head of the Louvain CSR Network (www.uclouvain.be/csr-network)

• Main research interests: Stakeholders’ reactions to CSR communication
Who are we?

CARLOS DESMET

UCLouvain
Who are we?

SABINE DENIS

- Master in laws, FNDP Namur, KU Leuven, UK
- Master in Ecology & Spirituality, Schumacher College
- Practice in the private sector
- Practice in the not for profit sector
- Director of Spirituality in Economy and Society
- Director of the major sustainability network in Belgium
- Author of a practitioner book on CSR and Shared Value
- Board member of Beplanet, Proximus foundation, Jury of Ethical Practice in publicity
- Main research interests: SDGs, Shared Value, partnerships between profit and non-profit
Who are we?

SONIA BONUS

Sustainability Manager

- Master in Finance and Commerce, University Saint Louis, Brussels, BE
- Practice in the private sector
- Practice in the not for profit sector
- Sustainability Integration Manager at Danone in Belgium

A responsible leader engages in sustainability to combine economic growth with positive impact on the society so there is a better future for the next generations.
HUGUES RONSSE

Sales & Operations Plan Director, IBA
IBA Sustainability Advisory Board

• Master in Management, LSM
• Exec. Master in Supply Chain Management, LSM
• Communication environnementale, IHECS

• Board member Louvain Cooperation; Alliance Centre BW
• Believes in Business as a Force for Good

The only thing not to do is to do nothing
1. Background
2. Compulsory courses in CSR
3. Philippe de Woot Major in Corporate Sustainability Management
4. Festival « Maintenant »
5. Open discussion with invited managers
6. Q & A
1. **Background**

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1. Background

http://www.un.org/sustainabledevelopment/fr/objectifs-de-developpement-durable/
1. Background

Global economy

Study: big corporations dominate list of world's top economic entities

Anti-poverty charity Global Justice Now says multinational businesses growing while emerging economies struggle

Phillip Inman Economics correspondent
Monday 12 September 2016 15.41 BST

Apple is among the 10 biggest corporations that make more money than most of the countries in the world, according to Global Justice Now’s study Photograph: Paul Miller/EPA
Optimize value for the whole society under the constraint of an adequate return for shareholders.

Maximize (without limits) shareholder’s value under the constraint of the respect of the law.

Emmanuel Faber

Milton Friedman

Ledoux, 2013
The purpose of a company is the creation of economic, technological and societal progress in a sustainable and globally responsible way

(de Woot, 2013)
1. Background

Objective: *Keeping alive the spirit and the inspiring thought of Philippe de Woot*

**Philippe de Woot**, Doctor in Law and Economics and Professor Emeritus at UCLouvain

- **Research and teaching**: strategic management, change in a turbulent environment, ethics and corporate social responsibility
- **Authors of multiple books**:
  - “Pour une doctrine de l’entreprise” (1968)
  - “Should Prometheus Be Bound?” (2005)
  - “Rethinking the Enterprise” (2014)
  - “Responsible innovation” (2016)
  - “Maîtriser le progrès économique et technique” (2016)
- He received in 2002 the **Prix Economique de l’Institut de France (Prix Zerilli Marimo)** rewarding his research on the role of the market economy in the progress of society and the future of humankind
“The systemic, unintended effects of our economic system leading to social injustice, jobs destruction, deterioration of the planet, loss of consideration for politics, threaten its legitimacy and our society. “

“We have to correct the unbearable dysfunction of the economic system, disconnected from politics and ethics, by restoring the meaning of entrepreneurship and the pursuit of the common good”. 

“We aim at increasing the students’ awareness, as future leaders, of the necessity for them to engage into societal responsibility.”

Philippe de WOOT
According to the European Union, CSR is “the responsibility of enterprises for their impacts on society”

• “Respect for applicable legislation, and for collective agreements between social partners, is a prerequisite for meeting that responsibility”

• “To fully meet their corporate social responsibility, enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders”

➔ **Accountability** (minimise risks)
➔ **Innovation** (maximise opportunities)
“It is not possible to think of socially responsible organizations without socially responsible managers”
"Ce que je sais, après 25 ans d'expérience, c'est qu'on nous dit qu'il existe une main invisible, mais elle n'existe pas. Donc il n'y a que vos mains, mes mains, nos mains, pour changer les choses. Pour les améliorer. Et nous avons beaucoup de choses à améliorer." (Faber, 2016)

“Sustainability means that you are continuously looking at innovation and improvement. You shouldn’t think of it as a best or finished solution. It’s a process that requires constant attention and commitment.” (Bremans, 2013)

“Paul Polman’s personal leadership has been the key to that engagement. He has been a true champion for sustainability in international debates, and in the business community”
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2. Compulsory courses in CSR

- “Corporate Social Responsibility” taught in English (Carlos Desmet and Vincent Truyens)
  - LLSMS2098 → Names from A to E
  - LLSMS2099 → Names from F to N
  - LLSMS2398 → Names from O to Z

- OR LLSMS2397 “Sociale Verantwoordelijkheid van Bedrijven” taught in Dutch (Sabine Denis)

- Teaching assistants: Maud Lebrun, Corentin Hericher and Paolo Gambetti
Four pillars:

- **Learning**: Lectures in the morning (get the basics theories of CSR)
- **Sharing with practitioners**: Two conferences (SDG and Circular economy)
- **Applying**: a business case study on emerging CSR issues, using Coaching opportunities, Peer-review and oral presentation
- **Measuring awareness**: at the beginning and at the end of the course

Written exam
Four pillars:

• **Learning**: Lectures in the morning (get the basics theories of CSR) – *in het Nederlands*

• **Sharing with practitioners**: insights given by invited practitioners (CSR in practice, CSR in publicity, Social entrepreneurs)

• **Applying**: theory application to practice – individual and group exercises – written group assignment – participation in debate *in het Nederlands*

• **Measuring awareness**: at the beginning and at the end of the course

**Written exam** in November
2. Compulsory courses in CSR

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  - Paolo.gambetti@uclouvain.be
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Main objectives

– To develop **competent and responsible leaders** with a **transversal view** of the different management fields (leadership, strategy, entrepreneurship, human resource, finance, marketing, accounting, audit, supply chain)

– To offer a **solid understanding of the complex dilemmas** and the tools to develop agile and responsible organizational cultures and to implement effective compliance, business ethics and corporate sustainable management programs
Development of skills such as:

- ability to act consciously, aware of your responsibilities, **placing human and ethical considerations at the very heart of thinking and actions**
- ability to **innovate**, develop entrepreneurial skills and lead change
- ability to serve as an **interface between stakeholders** with different ways of thinking, belief systems, backgrounds, nationalities, cultures, etc.
- ability to adopt **global and systemic thinking**
- ability to decide in situations of **ethical dilemma** and to resolve underlying tensions
- better know yourself (**self-awareness**)
Career opportunities:

– In public and private companies
– In small and larger companies
– In all fields of management
– In addition, jobs related to corporate sustainable management, ethics and compliance:
  • Ethics and compliance officers
  • CSR and sustainability managers
  • Risk managers, auditors, management consultants
  • CEOs, board members, directors,
  • Regulators, public officers…
✓ Business ethics and compliance management (Q1)

Carlos Desmet (LSM)

✓ Finance and responsible investment practices (Q1)

Anh Nguyen (LSM)  Leonardo Iania (LSM)  Claudio Vescovo (University of Bologna, Italy & Imperial College London, UK)
3. Philippe de Woot Major In Corporate Sustainability Management

✓ Sustainable management and value chains (Q1)

Carsten Reuter
(Aschaffenburg University of Applied Sciences, Germany)

✓ Sustainable human resource management and leadership (Q2)

Corentin Hericher (LSM)
Emmanuel Mossay (Shifting economy)
Dominique Dussard (Transparency International)
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✓ Corporate sustainability reporting and marketing strategy (Q2)

Valérie Swaen (LSM)

Yves De Rongé (LSM)

✓ Social and sustainable entrepreneurship (Q2)

Frédéric Dufays (KULeuven)
Teaching methods ➔ Active learning

- Lectures
- Conferences with practitioners
- Multi-sector case studies
- Use of videos and MOOCs
- Readings
- Class discussion
- Individual and group projects
• **Contacts:**
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  – [Valerie.swaen@uclouvain.be](mailto:Valerie.swaen@uclouvain.be)
In 2017-2018, nearly 20% of students from the Master in Management and 11% of students from the Master in Business Engineering chose this major during their first year of Master

What are the opinions of students about this major?

Video du Philippe de Woot Award

Testimonial: Lauranne de Leuze (Master 2)
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Festival Maintenant

Festival des Initiatives de Transition
0-LLN // 19-23/09/2018
Festival des initiatives de transition

• 19 au 23 septembre à Ottignies Louvain-la-Neuve

• 5 jours / 5 thématiques :
  – Energies renouvelables
  – Modèles économiques et participatifs émergents
  – Transition intérieure
  – Pédagogies ouvertes
  – Agriculture locale

• 150 ateliers / 15 films / 10 débats / 12 spectacles et prestations musicales

• Programme sur : www.festivalmaintenant.be
Modèles économiques émergents

• En partenariat avec l’Alliance Centre BW et l’InBW

• 12h00 : “Pourquoi Triodos mise sur le changement positif?”, avec Nelson Group, Belvas et Retrival

• 14h30-16h30, 5 ateliers :
  – Les solutions de financement éthique
  – Rendre l’économie plus circulaire
  – Les “entreprises libérées”
  – Les Objectifs de développement durable
  – La collaboration entre associations et entreprises

• 18h00 : “La grande distribution peut-elle offrir du bio de qualité ?”, avec Carrefour Belgique, Biocoop et färm

• Inscription obligatoire sur www.festivalmaintenant.be
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• What are the **skills** you are looking for leaders of tomorrow?

• What do you think about our **major** in Corporate Sustainability Management?
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Thank you!