



ESADECREAPOLIS
The innovation Ecosystem

IBPE

Business Sustainability

The **demand for greater responsibility** over the economic, social and environmental impact of business activity continues to grow.

Sustainability management is a means and an opportunity to not only ensure the long-term survival of firms; it is also a **key innovation factor**.

Growth and sustainability are not at odds:
Sustainability helps to stimulate growth, control costs and manage risks.

It favours business competitiveness, the long-term sustainability of business models and value creation. It also attracts and builds loyalty amongst employees and clients.



Innovation Best Practices Exchange in **Business Sustainability**

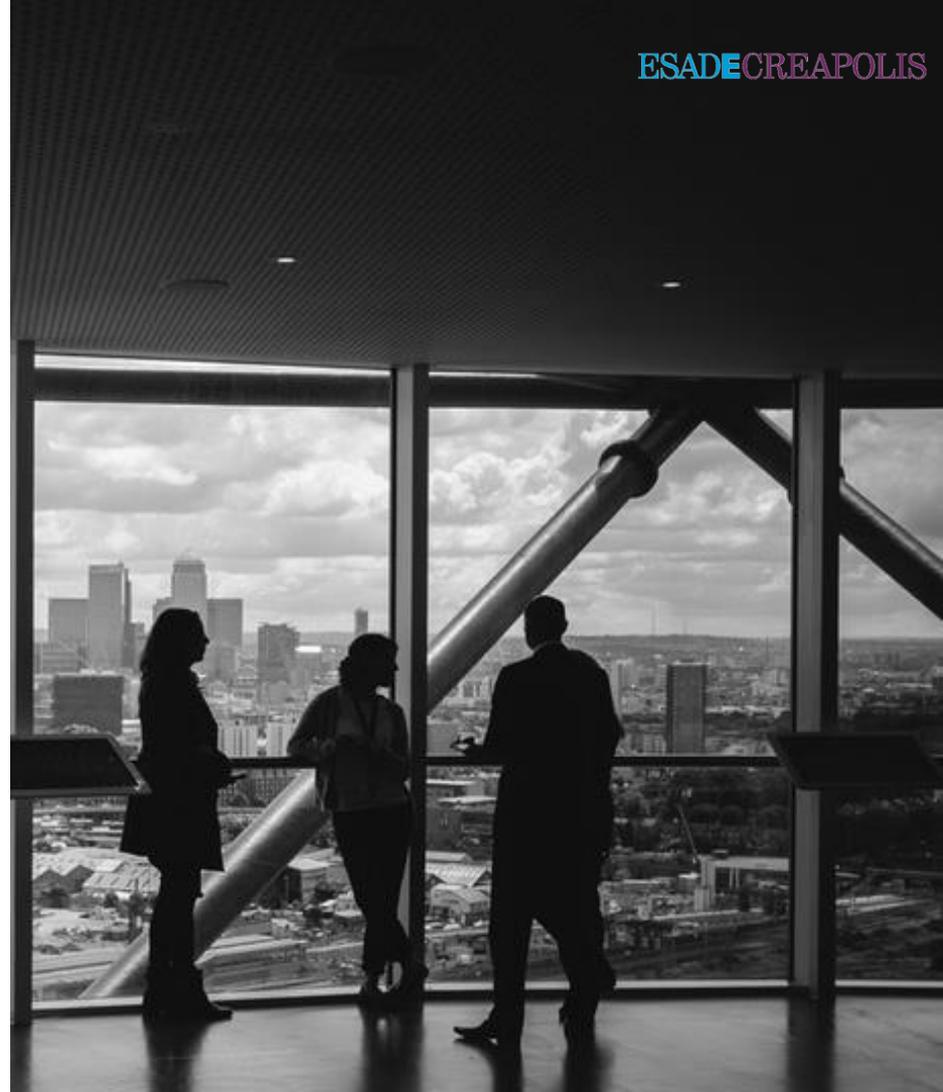
A blurred background image of a person's hands holding a smartphone in a wooden table setting. In the background, there is a laptop and two glass shakers (salt and pepper).

IBPE is a **practical programme**. It aims to familiarise participants with **Corporate Social Responsibility and Sustainability** concepts and their areas of application in SME management.

We will provide participants with the resources and tools they need to carry out a **CSR diagnosis** as well as to define a roadmap and **action plan** to correctly implement it in their firms.

Implementing a CSR **action plan** favours key aspects such as:

- 1#** Business competitiveness
- 2#** The business model's long-term sustainability
- 3#** Value creation through innovation
- 4#** Attracting and building loyalty amongst employees and clients.



COMPANIES

Interested in creating value internally and externally for their shareholders, their employees and society.

KNOWLEDGE

A desire to expand or refresh their knowledge regarding CSR in SMEs.

IMPLEMENTATION

Interested in launching or redesigning a sustainable business strategy process.

PRACTICAL

Sessions with lectures on the theoretical context and a dynamic, participatory component consisting of discussions on real case studies, practical exercises and debates.

LEADER

Methodology, tools and a practical vision provided by expert consultants and companies in the CSR and Sustainability fields.

ESADE

The foundations and theoretical focus provided by ESADE Business School faculty.

FOLLOW-UP

Follow-up and guidance for participants with access to resources to help them to implement the projects that arise.

1#

**CSR as a
business
strategy**

2#

**Sustainability
in the social
area**

3#

**Sustainability in
the
environmental
area**

4#

Stakeholders

5#

**Sustainability
and innovation**



9.30 am – 10.00 am WELCOME
BREAKFAST
Welcome + networking



12.00 pm – 12.30 pm COFFEE
BREAK
Networking



10.00 am – 11.00 am THEORETICAL
INTRODUCTION
Introduction to the theory underlying the
topic at hand by an ESADE faculty
member.



12.30 pm – 2.00 pm BUSINESS
CASE
Debate and presentation by one of
the participants on the session
topic.



11.00 am – 12.00 pm EXPERTISE
CASE
Presentation of an innovation case
study and experience by a
specialised consultancy firm.



2.00 pm – 2.15 pm CALL TO
ACTION
Proposed projects



2.15 pm – 3.15 pm LUNCH
Networking

OCT. 22, 2015

CSR as an integral business strategy

Context, shared value and communication for sustainability.

Speakers: David Murillo, ESADE
Sonia Ruiz, Noima

NOV. 5, 2015

Sustainability in the social area

People management and relations with the community
How to manage the company's social capital.

Speakers: Maria Prandi, ESADE
Paco Prat, Unilever

NOV. 19, 2015

Sustainability in the environmental area

Process and value-chain innovations
Environmental management experience amongst SMEs.

Speakers: Jordi Oliver, Inèdit
Begoña López, Esteve

DEC. 3, DIC 2015

Stakeholders

How to establish and manage conversations with priority stakeholders.

Speakers: Daniel Arenas, ESADE
Formació iTreball Found.

DEC. 10, 2015

Sustainability and innovation

Sustainability as a source of innovation.

Speakers: Sandra Pina, QSEMHM
Nick Allen, Patagonia
(TbC)

A modern, multi-story building with a prominent glass facade and cantilevered balconies. The building is illuminated from within, and the name 'ESADE CREAPOLIS' is visible on the balconies. The sky is a deep blue, suggesting dusk or dawn. The building's design is contemporary, with clean lines and a mix of materials.

ESADE CREAPOLIS

The innovation ecosystem

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