



PRME  
SHARING INFORMATION ON PROGRESS  
(SIP)  
REPORT 2020-2022



SUMAS IS A NEW WAY OF THINKING  
ABOUT BUSINESS

**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

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## 1. SUMAS COMMITMENT RENEWAL

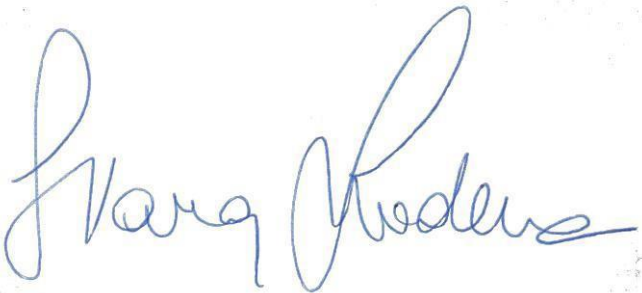
Sustainability Management School (SUMAS) is filling an important gap that exists today in business schools. There is a divide between business management education and scientific knowledge for sustainable development. We need leaders who are able to integrate economic growth with sustainable development. This starts from their education. The traditional approach is not enough. The leaders of the future have to find creative solutions to complex issues.



This report includes SUMAS' commitment to improve the application of the Principles for Responsible Management Education, presents our progress to all stakeholders and exchange effective practices with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions, and associations to adopt and support these Principles.

A handwritten signature in blue ink, appearing to read 'Ivana Modena', is centered on the page. The signature is fluid and cursive.

Dr. Ivana Modena,  
President & Academic Director of SUMAS

## 2. SUMAS VISION AND VALUES

SUMAS trains the managers of the future by teaching both business-related subjects and sustainability topics at the same time. SUMAS' students are passionate for sustainability management and appreciate the visionary and innovative approach of SUMAS faculty.

### Our Objective

The aim of the Sustainability Management School (SUMAS) is to educate managers that will take responsible decisions in the complex world.

Its purpose is to deliver an innovative academic mix of sound business knowledge and a deep understanding of sustainable development.

### Vision

SUMAS' strong focus on excellence delivers high academic standards for students, offering both theoretical knowledge and the best sustainable management practices. The Sustainability Management School continuously strives to provide the most advanced and intellectually challenging undergraduate, graduate and doctorate programs to produce highly qualified leaders for the future.

To ensure the future success of students, SUMAS provides them with appropriate professional and entrepreneurial skills by networking with corporate partners.

SUMAS also encourages various student initiatives in order to develop their personal skills. The international, multi-cultural learning environment is crucial to enhance students' communication and leadership skills.

### Values

**Academic Rigor**

**Respect for the Environment**

**Social Responsibility**

**Sustainable Living**

**Celebration of Diversity in all Spheres of Human Life**

### 3. SUMAS MILESTONES

Established in 2012

Campus in Gland, Switzerland

All levels of studies: undergraduate, graduate, doctoral and executive education programs

23<sup>rd</sup> of June 2017 SUMAS expanded into a new building with seven lecture rooms including state of the art conferencing technology and student accommodation



#### **Memberships, Partnerships and Public**

##### **Relations**

Member of The R20 Regions of Climate Action

Member of and The United Nations Global Compact (UNGC) initiative

SUMAS President and Academic Director Dr. Modena is a member of IUCN Commission on Education and Communication (CEC).

On June 1<sup>st</sup> 2012 SUMAS President Dr. Ivana Modena signed the Commitment to Sustainable Practices of Higher Education Institutions on the Occasion of the UN Conference on Sustainable Development in Rio de Janeiro, Brazil.

SUMAS has joined international educational events and fairs all over the world, as well as attended the 3rd Global Forum on Responsible Management Education in Rio de Janeiro; etc.

SUMAS appeared in the local journals with articles citing the specialized education programs on sustainability management:

“La Côte – Journal régional lémanique”, [Un école pour le management responsable](#) 7.05.2015 (in French).

“24 heures”, [Le développement durable enseigné aux futurs managers](#) 29.01.2016.

In February 2018 SUMAS closed a partnership with Management Center Europe (MCE) to deliver Management trainings to private sector organizations with a focus on sustainability and business.

Since 2018 SUMAS publishes frequently blogs, news and events on the topics of sustainability. <https://sumas.ch/blog-2/>

In 2020 SUMAS started to introduce webinars on industry topics of sustainability. Those webinars are open to the global community. <https://sumas.ch/blog-2/>

In April 2020 SUMAS was featured in the Italian vogue outlining its focus on sustainability and its new sustainable fashion campus in Milan. <https://sumas.ch/press-release-vogue-april-2020/>

In 2021 and 2022 SUMAS published a series of webinars on topics of sustainability and business, <https://sumas.ch/blog-2/>:

- Rating for Sustainability
- Natural Evolution of Company Fundamentals of Sustainability
- Building a rewarding career: The Steps to Take to Get a Career you Really Want

During the year 2021 the online study offering expanded, and the number of enrolled students increased. Online Master and Online MBA students are located all over the world and are working professionals contributing daily to enhancing the status quo of business and sustainability.

In 2022 SUMAS is celebrating 10 years anniversary since it was founded in 2012. To honor this success and to share with the SUMAS community this success was celebrated in various events throughout the year 2022 in Milan and Gland.

In May 2022 the International Baccalaureate Organization (IBO) announces that SUMAS is becoming a Strategic Provider to deliver the Career-related Studies component as part of the IBCP.

The SUMAS CrS® is based on practical projects guided by industry professionals and SUMAS professors, offering students an alternative way of learning. It can be delivered directly to schools via live streaming and with the use of an interactive online platform.

Students will be able to embrace an international network, by choosing tracks in: Nature Conservation, Sustainable Hospitality, Sustainable Tourism, Sustainable Fashion, Sustainable Culinary Art, Sustainable Finance and Digitalization, .

In addition, the SUMAS Eco-Club will connect students with our network of IBCP

members across the world to share their project experiences.

The complete Business & Sustainability study plan consists of 240 guided learning hours in class (equivalent to one Higher Level subject within the IB program) and 150 hours applied learning experience (equivalent to Standard Level subjects within the IB program).

<https://blogs.ibo.org/blog/2022/05/25/educating-future-business-leaders-on-sustainable-practice-the-ib-announces-sumas-as-new-cp-strategic-provider/>

### Forums and Industry Events

SUMAS organized an open day event on April 29<sup>th</sup> 2015 inviting politicians and executives of Canton Vaud and strengthened its network within the local community.

SUMAS launched its [First SUMAS Forum](#) on November 6<sup>th</sup> 2015 inviting top executives of multinational corporations and international organizations to discuss “Integrating Sustainability into Business”.

SUMAS co-organized the [“Sustainability: a trigger for innovation!”](#) conference 28th of April 2016 in collaboration with CVCI in the presence of **Mrs. Jacqueline de Quattro**, State Councilor, Minister of Territory and Environment and with the participation of **Nespresso, IMI Hydronic Engineering and Tyre Recycling Solutions**.

[SUMAS 2nd Forum](#): January 31<sup>st</sup> 2018, Sustainability as a rising driver for society and business was attended by nearly 70 industry professionals, stakeholders and students came together to discuss how sustainability has gained an increasingly important role for societal and business-related decisions.

Dr. Ivana Modena participated as guest speaker at the 2017 [United Nations Forum on Business and Human Rights](#), Geneva 27-29 November Parallel session (28th November). Organized by the National Network of the UN Global Compact Russia and the National Network of the UN Global Compact.





[SUMAS 3<sup>rd</sup> Forum](#): November 29<sup>th</sup> 2017, Roundtable on Sustainable Development with the participation of Russian Industry experts in sustainability and leaders within their industries accompanied by members of the National Network of the UN Global Compact (Russia).



### **Academic Accreditation (international/local) and Awards**

SUMAS was ranked 18 in the Editors Choice Best College Reviews ranking for the [23 best Online MBA Programs in Sustainability](#)

On November 17<sup>th</sup> 2016 SUMAS received accreditation for its business programs from [Accreditation Council for Business Schools and Programs \(ACBSP\)](#) which is a prestigious and internationally leading accreditation body for business education.

On January 12<sup>th</sup> 2018 the Swiss Private School Register confirmed that SUMAS meets all registration requirements to be listed in the [“Swiss Private School Register”](#) which is the leading accreditation for Swiss business schools.



In May 2017 SUMAS received a [high rating from Quacquarelli Symonds \(QS\)](#) which was the first international assessment of its kind. More than 150 universities in over 35 countries have signed up to the QS Stars rating system. The Stars system rates universities against a rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars methodology and has rated Sustainability Management School as a Four Star institution overall and Five Star in the categories: Teaching, Facilities, Student Quality and Program Strength, MBA in Sustainability Management.

In March 2021 the QS rating was successfully renewed and SUMAS continues to have a five star rating for the above-mentioned categories.

In September 2018 SUMAS submitted the quality assurance report to the accreditation ACBSP.

In June 2019 SUMAS introduced new sustainability major programs to even further diversify its sustainability management educational offer.

### **New Study Programs**

Bachelor of Business Administration in Sustainable Fashion Management (BBA)

Bachelor of Business Administration in Sustainable Hospitality Management (BBA)

Master of Arts in Management in Sustainable Fashion Management (MAM)

Master of Arts in Management in Sustainable Hospitality Management (MAM)

Master of Arts in Management in Sustainable Tourism Management (MAM)

Master of Business Administration in Sustainable Fashion Management (MBA)

Master of Business Administration in Hospitality Management (MBA)

Master of Business Administration in Sustainable Tourism Management (MBA)

Furthermore, since June 2019 SUMAS strengthened its online educational offer by adding the newly introduced study programs to its Online Master and Online MBA program.

In December 2019 SUMAS opened a new campus in Milan in the Innovation and Technology Building BASE Milano, SUMAS Campus, Via Tortona, 56, 20144 Milan. Since February 2020 SUMAS is offering all study programs in this new campus.

In September 2021 the SUMAS Milan City Campus moved into a larger facility in the Tortona area. This expansion was necessary due to the increasing number of students in the Milan City Campus. Located in the heart of this innovative technology and sustainability HUB SUMAS

students have access to an extensive choice of sustainability events and opportunities.

The new Milan City Campus is located within the ex-Ansaldo complex, one of Europe's most important urban regeneration projects. For close to a century, the industrial complex was a site of design and production in the electromechanical industry unlike any other in Italy. Now, fully redeveloped, the old factory has become an engine of experimentation and creativity within the Tortona district of Milan and home to the most important cultural, social, and digital innovation enterprises in Italy.

Located between BASE Milano, Italian's most important creative hub, which in its 12,000 meters offers everyday exhibitions, performances, workshops, conferences and concerts, and MUDEC, the museum dedicated to interdisciplinary research on world cultures, home to ethnographic culture and collections of anthropology of the Municipality of Milan and to modern and contemporary art exhibitions, students have access to an extensive choice of sustainability events and opportunities.

In collaboration with MUDEC, SUMAS students will engage in projects that combine the missions of both institutes, seeking to innovate in the field of sustainability applied to the museum and exhibition context.

Being in the centre of the fashion and design district of Milan allows students to get in touch with the most important companies in the field, such as Candiani, Rifò, Yamamay, Mending for Good, 1Trueid and to take part in relevant events such as the White-Sustainable Fashion fair and Fuori Salone-Design fair.

## 4. SUMAS PROGRAMS

Sustainability Management School is a **business school based totally on sustainability**; it offers the following academic programs:

### **Bachelor Programs**

Bachelor of Business Administration in Sustainability Management

Bachelor of Business Administration in Finance and Responsible Investment

Bachelor of Business Administration in Sustainable Finance and Digital Innovation

Bachelor of Business Administration in Sustainable Tourism Management

Bachelor of Business Administration in Sustainable Fashion Management

Bachelor of Business Administration in Sustainable Hospitality Management

### **Master Programs (On Campus and Online)**

Master of Arts in Management in Sustainability

Master of Arts in Management in Sustainable Fashion Management

Master of Arts in Management in Sustainable Hospitality Management

Master of Arts in Management in Sustainable Tourism Management

### **MBA Programs (On campus and Online)**

Master of Business Administration in Sustainability Management

Master of Business Administration in Finance and Responsible Investment

Master of Business Administration in Sustainable Finance and Digital Innovation

Master of Business Administration in Sustainable Fashion Management

Master of Business Administration in Hospitality Management

Master of Business Administration in Sustainable Tourism Management

### **Online MBA and Online Master in Sustainability Management**

SUMAS introduced all new programs also in the online campus and

expanded its educational online offering.

## **Doctorate**

Doctorate of Business Administration (DBA) in Sustainability Management

## **Certificates of Expertise:**

[Certificate of Advanced Studies \(CAS\)](#) in Sustainability & Business SUMAS also offers training courses for managers.

Certificate of Advanced Studies in Sustainability Management (CAS)

Certificate of Advanced Studies in Sustainable Finance and Digital Innovation (CAS)

Certificate of Advanced Studies in Sustainable Fashion Management (CAS)

Certificate of Advanced Studies in Sustainable Hospitality Management (CAS)

Certificate of Advanced Studies in Sustainable Tourism Management (CAS)

SUMAS launched a program to educate high school students on Business and Sustainability, [IBCP Career-related Program](#). SUMAS is expanding this innovative program globally and partnering with high schools.

To educate everyone on the basics of Sustainability SUMAS introduced a [Sustainability Leadership Camp](#).

The [Professional Development Program \(PDP\)](#) prepares participants to enter the field of Sustainability Business.

It gives students professional guidance into the job market, within the student's status.

It helps them gaining experience in their field of interest and learn problem-solving challenges in practice, with experienced professionals.

On campus or via web conferencing

- Personal tutoring while working as an intern in a company or international organization or NGO
- Regular career coaching meetings with the Career Counsellor to define personalized job search strategies and support with preparing CVs, cover letters and application documents
- Individual coaching for interviews and accompanying the application process

- Participation in SUMAS career related and professional development courses
- Involvement into ongoing SUMAS professional projects
- Attending company visits and SUMAS excursions
- Access to SUMAS sustainability research database
- Attending courses, guest lecturers, expert talks, conferences and workshops organized by SUMAS

## 5. SUMAS ACHIEVEMENTS IN THE IMPLEMENTATION OF PRME

### 5.1 Principle 1

*Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

SUMAS students are exposed to applied projects developed in close collaboration with industry experts that stimulate their creativity to find solutions for the benefit of the business and society at large. Over the past two years students have been engaged in projects with Barilla, Procter & Gamble, Tyre Recycling Solutions, Ramsar. Specifically, students worked on the following projects:

In Spring Term 2016 students worked in the area of:

- Green Brand Marketing and Market Growth as part of the Sustainable Consumption and Green Marketing course. Students worked on a market approach strategy for Procter & Gamble (P&G) to increase the awareness of zero paraben products of Herbal Essences hair care brand. Students presented the work in front of P&G Managers in Geneva and Cincinnati via video conferencing.
- Sustainability in Green Hotels in collaboration with Hotel Balance in Switzerland. Students worked on a consultancy project to re-define the target market of the hotel after the product offering expanded.

In Winter Term 2017 students examined:

- Sustainable brand attributes and business growth of the Swiss bread company Pain Paillasse as part of the Entrepreneurship course

In Spring Term 2017 students examined:

- The feasibility of expanding the business model of Tyre Recycling Solutions (TRS) into new markets such as Africa and South America.





- The impact potential to reduce mosquito borne diseases in developing countries and to improve public health.
- Innovative ways to recycle car tyres
- A high value business model of the circular economy by the example of TRS

In Fall Term 2017 students examined:

- The scope of Sustainability in the food industry with Barilla
- Changing consumer needs and trends in the food industry
- Introduction of sustainability reporting tools on a corporate level
- Integration of Sustainability into communication strategies
- Bachelor and IBCP students various Ramsar sites and their impact on biodiversity conservation

In Winter Term 2018 students examined:

- Sustainability in Switzerland and Swiss-French culture
- A project related to an assessment of the sustainability strategy of a company, startup or international organization
- Business Model creation for a sustainable start-up

In Spring Term 2018 students examined:

- The green consumer and FMCG products with Procter and Gamble, Geneva
- Entrepreneurial ideas and the application of knowledge of their studies as part of sustainable project experiences

In the Fall Term 2018 students examined:

- Nature Conservation Project in Collaboration with WWF International
- Oral B Green Marketing and Brand Management Project with Procter & Gamble European Headquarter in Geneva
- Sustainable Luxury Brands in Switzerland

In the Winter Term 2019 students examined:

- Tiger Conservation Project with “Tigers Alive” a WWF organization
- Eco Tourism in Rwanda with the African Wildlife Foundation

In the Spring Term 2019 students examined:

- Low carbon mobility and air transport in collaboration with the International Air Transportation Agency (IATA)
- Wellbeing and Work-Life balance project
- Marketing sustainability audit of international companies

In the Fall Semester 2019 students examined:

- Green Consumer Marketing and launching a new sustainable product with Ariel, a Procter & Gamble brand
- Sustainability in the hospitality industry and innovative hotel design and operations with the Zeavola Hotel in Phi Phi Island
- Social Entrepreneurship project as a driver for social inclusion and economic development with the Mae Fah Luang Foundation and the brand Nature to Wear in Doi Tung Thailand.

In the Spring Semester 2020 students examined:

- Corporate Social Responsibility and the potential to leverage a scholarship program to enhance sustainable community building as part of a project with Moleskine in Milan.
- Developing Social Entrepreneurship projects and entrepreneurial ideas as part of the Entrepreneurship course of the Bachelor students.

In the Fall Semester 2020 students examined:

- Various sustainability and business projects with predominantly Swiss partner organizations as part of the course Sustainable Project Management.
- Corporate Social Responsibility in collaboration with the French Chocolate brand Valrhona
- Sustainable Tourism aspects with Managers from the World Wildlife Fund International

In the Spring Semester 2021 students examined:

- Sustainable Hospitality, sustainable hotel operations and green facilities with the Mandarin Hotel in Geneva as part of the course Managing Facilities, Energy and Water.

In the Fall Semester 2021 students examined:

- Sustainable Luxury with the luxury watch brand Panerai as part of the course Capstone:

### Sustainability Consulting Project

- Sustainable Consumption patterns with the CSR Team of IKEA Italy as part of the course Sustainable Consumption and Green Marketing
- Sustainable Hospitality Management with the General Manager of the Dusit Thani Resort Hotel in the Maldives.

In the Spring Semester 2022 students examined:

- Sustainable Marketing Strategy in collaboration with the World Business Council for Sustainable Development
- Innovative Marketing Solutions with ORAL B, a Procter & Gamble brand

Students work on concrete projects in collaboration with industry from the early stages of their programs, SUMAS students not only develop their capabilities as competent managers but they also feel empowered to bring about change for wellbeing of both business and society.

In Fall 2020 introduced a new applied research course into the Master curriculum: Capstone: Sustainability Consulting Project

This capstone course provides students with an opportunity to demonstrate the application of knowledge gained throughout the master studies and to act as sustainability consultants. Students will work on a real and impactful project in collaboration with a client organization. Acting as consultant students are exposed to the complex organizational dynamics and to the diversity of people. Students experience how suggestions may holistically affect both the organizational strategies and procedures as well as the decision making of managers/leaders associated with that organization. Thus, students are expected to deliver a high-quality written report and to manage the relationship with the client organization effectively. At the end of the consulting project, students will present the findings, conclusions, and recommendations in front of the executive team.

The objective of this course is to:

- Familiarize students with sustainability consulting activities
- Train students to manage complex relationships with the client.
- Teach students how to use business consulting methodologies and operate successfully in an unfamiliar context.
- Provide students with the opportunity to apply concepts and theories learned during the master course to a real business context.

## Learning Outcomes:

- At the end of the course, students will be able to:
- Engage with a client and perform satisfactorily in a consultancy role.
- Lead meetings and discussions to solve complex problems and make responsible decisions to achieve results.
- Apply theories and consulting methodologies to a real business context.
- Present the final results to the client convincing and effectively.

## Course Approach

Students will conduct a Sustainability Consulting Project for a client organization (SME, International/Multinational company, Start-up, International Organization or NGO). Projects can be done as groups or individual. Students can either choose their own project (approved by your professor) or work on a project selected by SUMAS. Projects can be done remotely for international clients or locally.

Upon conducting a thorough analysis, each team will develop a proposal to deal with the firm's issues and will present own findings, conclusions, and recommendations to the assigned client company's executive leadership. Following the presentation each team will prepare and submit a written project report to the company regarding own findings and recommendations.

SUMAS also aims to develop students' capabilities through experiential camps integrated into their program. These experiential camps provide the opportunity to stimulate students SUMAS also aims to develop students' capabilities through experiential camps integrated into their program. These experiential camps provide the opportunity to stimulate students in creative thinking and develop their ability to produce solutions through exploration.

### 2<sup>nd</sup> Experiential Camp Spring Term 2017: Eco-Tourism, Iceland

Students explored the issues related to a new tourist destination that is experiencing exponential growth in a fragile environment and having a low density population. The

destination Iceland is unique in being isolated and having what might be loosely termed, large expanses of 'wilderness environments'. Strategies and models of tourism development were explored in conjunction with the University of Reykjavik.

### 3<sup>rd</sup> Experiential Camp Fall Term 2018: Clean Energy and Biodiversity, Costa Rica

During this experiential camp students explored biodiversity and clean energy sites in Costa Rica. Costa Rica has the highest density of Biodiversity in the world. Students learnt practically how Costa Rica manages to shelter 5% of the existing biodiversity in the entire world. Students explored hydro and wind farms and studied the production of clean energy: hydro, Eolic, geothermal, solar and biomass. Cultural aspects and visiting the partner University Earth university were corner stones of this experiential camp.

4<sup>th</sup> Experiential Camp Fall Semester 2019: Sustainable Fashion and Sustainable Hospitality in Chiang Mai and Phi Phi Island, Thailand. During this experiential camp students learnt about social entrepreneurship in the sustainable development area of Doi Tung. They worked on local projects with the sustainability managers of Nature to Wear and studied how the area managed to economically strengthen by developing sustainably. The second part of the camp was to explore an Island in the South of Thailand and to learn best practices in Hospitality Management from the Zeavola Hotel.

5<sup>th</sup> Experiential Camp Fall Semester 2021: Sustainable Fashion and Circular Economy in Milan, Italy. This camp immersed students in sustainable fashion and the concept of circular economy. Spending one week in Italy's fashion capital, they connected with industry innovators and visited some of the city's most sustainable fashion brands and textile companies. Students participated in workshops and visits with Candiani Denim, the world's finest and most sustainable denim mill, Filatura Astro, a manufacturer of regenerated yarns, and 1TrueID, the future social blockchain community of conscious consumers. Students also went on a green tour in the Porto Nuovo district and enjoyed a visit to Fondazione Prada.

## 5.2 Principle 2

*Values: We will incorporate into our academic activities and curricular the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

All SUMAS programs were launched within the last six years. The aim of the programs is to offer a predominantly professionally oriented education that addresses sustainability and

responsibility challenges that leaders face in today's complex work patterns.

**Innovative subjects focused on sustainability and responsible management** are an integral part of SUMAS curriculum. SUMAS program learning goals are developed in line with SUMAS mission and vision, and programs are designed to fulfill the learning goals and objectives.

The learning goals defined in undergraduate and graduate programs are as follows:

*Bachelor of Business Administration (BBA) Program Learning Goals:*

To provide students with an in depth understanding of sustainability management in the organizations in the contemporary context.

To equip students with the knowledge and skills to pursue successful management career in the global society.

To facilitate critical and analytical thinking for professional and personal development.

To apply key managerial skills in the learning process.

*Master of Arts in Management (MA) Program Learning Goals:*

Develop the capacity for leadership within business administration in sustainability management.

Develop the communication skills crucial to share knowledge. Use diversity philosophy and a solid work ethic.

Autonomously manage sustainability projects.

*MBA Program Learning Goals:*

To provide students the knowledge and the understanding of sustainability management.

To equip students with various qualitative and quantitative concepts in finance and responsible investment for decision making.

To facilitate development of leadership capabilities to manage complexity in the global environment.

To develop students' ability to autonomously manage sustainability projects.

Accordingly, SUMAS programs include the following core courses for Graduate students:

- Responsible Management
- Entrepreneurship



- Sustainable Innovation: Energy, Water & Materials
- Operations Management and Supply Chain: Green Production
- Sustainable Consumption and Green Marketing
- International Business and Biodiversity

SUMAS Undergraduate curriculum includes:

- Fundamentals of Sustainability
- Natural Resources Management
- Ethics
- Biology and Politics of Food
- Well-being and Healthy Lifestyles
- Sustainable Consumption: Influencing Consumer Behavior worldwide
- Green Economy
- Managing multi-stakeholder partnerships
- Technology and Sustainable Innovation

SUMAS has established unique relationships with Companies, Governmental Organizations and NGOs to ensure that academic excellence is grounded with state-of-the-art practices. As sustainability is integrated into SUMAS programs, SUMAS has an intentional strategy to interact with various well-chosen actors in the sustainability area, taking its responsibility towards students and stakeholders very seriously. SUMAS actively develops the relationships being in close proximity to important international organizations such as IUCN, Ramsar and WWF, which are important actors shaping the sustainability agenda, but also enlarges its network by proactively organizing and being present in events such as 2015 United Nations Climate Change Conference, COP 21 held in Paris in December 2015. SUMAS students benefit from these relationships by not only being aware of the problems tackled in different parts of the world but more importantly by developing the mindset to find solutions already interacting with professionals who are actively engaged in finding solutions to create sustainable value for business and society.

SUMAS curriculum is focused on **projects work as well as providing opportunities to establish direct contact with companies as well as professionals in the field**. Through this direct contact between students and professionals and by working on real world cases, SUMAS students acquire and develop relevant management skills as well as learn about the different values of responsibility within a working environment.

Throughout their studies students are exposed to many stakeholders of sustainability. The list below is an extraction of events, conferences and expert talks which students are able to attend.

### YEAR 2017 Student Events

Events	Date
1. Presentation on Law and Management of a Protected Area by Jennifer Kelleher (Programme Officer, Governance, Equity and Rights)	27/04/2017
2. Brown Bag Lunch - Protected Areas and Nature Capital, presented by Trevor Sandwith, Gerard Bros	18/05/2017
3. Brown Bag Lunch - Life in the Neolithic presented by Sue Kelly	30/05/2017
4. EDPR Renewables Presentation on Renewables and Sustainable Development by Rafael Soliz Hernandez and Pablo Turletti	31/05/2017
6. Tiger Conservation by Roy Suguto (Integrated Tiger Habitat Conservation Programme Coordinator)	28/04/2017
7. World Environment Day Roundtable "Rethinking Nature Conservation for the 21st Century"	29/05/2017
8. Anthropociné IUCN lunchtime Film Club "gala opening"	19/06/2017
9. UNOG Mix and Mash - Environment Event	06/06/2017
10. Beyond Politics - Launch of the UN Historical Publication Series	08/06/2017
11. Brown Bag Lunch on nature-based solutions: Spotlight on ecosystem-based disaster risk reduction	15/06/2017
12. Brown Bag Lunch 'Forest Governance, Conservation, and Local Communities' by Prakash Kashwan (University of Connecticut)	12/06/2017
13. Brown Bag Lunch - Mediterranean cultural landscapes: Gary Martin	28/06/2017
14. Combatting Climate Change While Protecting Rights: Implementing the Paris Agreement	21/06/2017
15. Toastmasters - Public Speaking and Presentations	05/07/2017
16. Anthropociné July - Undamming the Elwha (27 mins)	21/07/2017
17. Environmental Film Festival	22/09/2017
18. Mobility on the "Côte Vaudoise": How will we get around in 2050?	29/09/2017
19. Public Film Screening of "Chasing Coral"	20/09/2017
20. Marche contre l'Extinction (2e édition)	23/09/2017
21. BBL - Blue Carbon as Nature-based solutions (NbS) – IUCN's past and future efforts	26/09/2017
22. BBL on Nature based Solutions (NbS) - Red List of Ecosystems (RLE): Strengthening linkages with NbS	19/10/2017
23. United Nations Open day	07/10/2017
24. Brown Bag: "The Evil Oil Palm, or is it?"; Speaker: Erik Meijaard, Chair IUCN Oil Palm Task Force	05/12/2017
25. The Good Festival - Lausanne	17/10/2017 - 21/10/2017
26. Red List A: "The Last Frontier" + Live Q&A with producers James Nikitine and Fabiano D'Amato	24/10/2017
27. UN Library Geneva - Book Launch - Building a Treaty on Business and Human Rights ?	25/10/2017
28 UN Library Geneva - Library Talks - Arts and Culture in Multilateral Affairs	23/10/2017

29- BBL: Economics of Ecosystem Services - by Juha Siikamaki, IUCN's Chief Economist					08/11/2017
30. Lunch'n Rolle - Reducing the Environmental Footprint of Swiss Consumption abroad – a Story of Integration, Innovation and Impact					01/12/2017
31. Brown Bag Lunch: An IUCN-led Independent Scientific Technical Advisory Panel in the Rio Doce Basin, Brazil					16/11/2017
32. Webinar on Climate change negotiations: What outcomes for the COP 23?					20/11/2017
33.BBL: IUCN's engagement at COP23					29/11/2017
34. Public day event on EcoDRR and Nature based Solutions by Swiss NGO DRR					8/12/2017
35.Brown Bag Lunch: Adapting Mediterranean forests to climate change - presentation by WWF Turkey					07/12/2017

## YEAR 2018 Student Events

Events						Date	Place
BBL: IUCN's Tiger programme at the mid-term point - what have we learned and where do we go?						09/01/2018	IUCN Building - Red List A and B
Guest Lecture on Sustainability Implementation over of 5 years in the London Olympic Games						06/02/2018	SUMAS SLC - Butterfly Room
Elephant's Dream Cinema						27/02/2017	Geneva
BBL : "Get to know GEMP "						21/02/2018	IUCN Building - Red List A
The Poles, witnesses and actors of the climate (Jean- Louis Etienne, doctor, explorer and writer)						01/03/2018	CERN
Green Film Festival (9 - 12 March)						09/03/2018 - 12/03/2018	Nyon & Geneva
Event 1 - What would my alternative life look like?						26/03/2018	Impact Hub Geneva
Event 2 - What has life been asking from me?						07/06/2018	Impact Hub Geneva
Event 3 - What's the next version of myself?						18/09/2018	Impact Hub Geneva
Event 4 - What leadership risks am I not taking?						06/12/2018	Impact Hub Geneva
A Conversation with Munira Khalif: U.S. Youth Observer to the United Nations						15/03/2018	UN Library Geneva
Projection "Stranger In Paradise", St Genis-Pouilly, Théâtre du Bordeaux, 17 mars - 20h30						17/03/2018	St Genis-Pouilly, Théâtre du Bordeaux, 17 mars - 20h30
Invasive species exhibition						23 April to 4 May	IUCN Gland, Red List A
Forum Forestier Lémanique						6 June, 09.00am - 5h30pm	Salles S4 Palais de Nations, Geneva et Pays de Gex, France
BBL - PLASTICS facts and myths						Wed May 16, 2018 12:30pm – 1:30pm	IUCN, Red List A Conference Room
Cercle des Sciences naturelles Nyon - La Côte						06/05/2018	Cercle des Sciences naturelles Nyon-La Côte
Brown Bag Lunch - Saving Africa's Giraffe - A tall order! by Dr Julian and Stephanie Fennessy, Directors of the Giraffe Conservation Foundation based in Windhoek, Namibia.						9/05/2018 12:30 - 13:30	IUCN, Red List A, Red List B

Linda Tucker - Founder of the White Lion Trust - Conference in Rolle, Geneva	Rolle - 24th May 2018 / Geneva 25th May 2018	on pamflet...
TESLA Company Visit	01/06/2018	Rue du Pré-de-la-Fontaine 10, 1242 Satigny, Switzerland
Nespresso Company Visit	30/05/2018	Lausanne, Avenue de Rhodanie 40
Guest Lecture (WWF) - Global goals and structure followed by 20 mins Q/A (Jean-Paul Paddock)	06/06/2018	SUMAS Learning Center, Route de Suisse 35
Fête interculturelle 2018	02/06/2018 - 03/06/2018	place des fêtes de rive nyon
Meeting at the « Maison forestière » de Villars-Tiercelin, ch. des Esserts 2. (We will be meeting Melanie Annen who will present the activities of the protected natural reserve “Le Jorat” and their current projects from the perspective of multi- stakeholder integration and participation. After the presentation, we will have a short visit of the area.	07/06/2018	De Villars-Tiercelin, ch. des Esserts 2.
Cooperative “Equilibre” by Mr.Benoit Molineaux	07/06/2018	Route de Loëx 75, 1232 Confignon.
Brown Bag Lunch Invitation June 6th, 2018: Of Lemurs and Conservation Photography	06/06/2018	IUCN, Red List B
Lemanic Forest Forum - June 6th: Geneva, community forest management	06/06/2018 09:00 - 17:30	Hepia University, PAys de Gex, Geneva
BBL on Nature based solutions for flood protection - Switzerland's approach and legislation	12/06/2018 12:15 - 13:15	IUCN Building (Gland), Holcim Think Tank A
Assessing the global economic drivers behind biodiversity threats	27/07/2018 12:30-14:00	IUCN Gland, Red List A
BBL on contrasting stories of shea nuts and community conservation in Ghana with Mengina Gilli	Fri Sep 7, 2018 12:30pm – 1:30pm	IUCN Red List A
Plastic Free Living BBL	Thu 1 Nov 12:30-1.30	IUCN Red List A
Conservation of one of the Most Threatened Species in the World : The Mediterranean Monk Seal	Friday 9 Nov 12h30 - 1.30	IUCN Red List B
Using decision science in threatened species conservation by Dr. Josie Carwardine (CSIRO, Brisbane, Australia).	Tuesday 11 December 2018 12.30 - 1.30 pm	IUCN Red List B
ROWN BAG LUNCH-Learn how to Classify the Ecosystems Around you!	11/20/2018 12.30 - 1.30	IUCN Red List B
“L’Abeille fait son buzz: Stratégie win-win ou alibi au service d’un développement non durable”.	Friday 23 November at 18:00	Muséum d’histoire naturelle, Route the Malagnou 1 , 1208 Genève
[Geo-BBL] Geospatial Brown Bag Lunch 1 - EcoRobotics for the Benefit of All (with Sonja Betschart of WeRobotics)	Monday 26th of November	IUCN Red List A
The IUCNs role in Envirnmmental policies by Dr. Dr. Sendashonga, Global Director of IUCN Policy and Programme Group	Thursday 29th of November	SLC, Butterfly
BBL: African Biosphere Reserves Providing Lessons for Anti-poaching Approaches in Mixed-Use Landscape	Tuesday 4 December, 12.30 - 2.00 pm	IUCN Main Room
Geospatial Brown Bag Lunch 2 - Deep learning and earth observation imagery: Artificial Intelligence as a Service (with Frank de Morsier of Picterra)	Monday 3 December 12.30 - 2.00pm	IUCN Red List B

## YEAR 2019 Student Events

Events					Date	Place
BBL: Nature, conflict and peace building	15/02/2019					IUCN, Red List B
High Level Dialogue - Combating Marine Litter and Micro plastics	14/02/2019					
Do conservation interventions aimed at slowing deforestation and improving wellbeing work, and how do we know?	lundi 11 mars (12H00 - 13h00)					University of Lausanne
UN Library Geneva – Library Talks – Milestones in the History of Disarmament in Geneva	Tuesday 5 March 2019, 12.30 p.m. – 2 p.m.					UN Library GVA
Brownbag Lunch Presentation: Businesses and Biodiversity Monitoring	Tuesday 5th March 12.30 - 1.30					IUCN, Red List A
NEXT FILM LUNCH Wed 13th of March 2019 - The Rhino Game 13 March 2019	Wed 13th of March 2019					IUCN, Red List B
Leadership in Modern Multilateralism–Tuesday 12 March 2019, 12.30 p.m. – 2 p.m.	Tuesday 12 March 2019, 12.30 p.m. – 2 p.m.					UN Library GVA
Brownbag seminar – Synthetic Biology & Biodiversity Conservation	MARCH 29th, 12.30 - 2					IUCN Main Room
UN Library Geneva – Library Talks – Climate Change: The View From The Cliff Edge	Tuesday 26 March 2019, 12.30 p.m. – 2 p.m					UN Library GVA
Brown Bag Lunch: OUR PLANET Screening - Monday 8 April @12.30-1.30pm	4/8/2019					IUCN Main Room
BROWN BAG LUNCH – Learning from what works: PANORAMA – Solutions for a Healthy Planet (Thursday 11th April @ 12.30 - 13.30)	8/4/2019					IUCN Building, Red List A&B
BROWN BAG LUNCH – Tiger BBL on best practices for coexistence between people and tigers (+leopards) (Tuesday 9th April @ 12.30 - 2pm)	9/4					IUCN Building, Red List A
ROWN BAG LUNCH – Conserving land health through agriculture (Thursday 2nd May @ 12.30 - 2pm						IUCN, Red List B
11 June BBL: The Africa Biodiversity Collaborative Group: Increasing our Collective Conservation Impact	11/06/2019					IUCN
Circular Swiss Economy Movement	30.08.2019					Casino de Montbenon
BBL: Initiative Leader for Closing Ivory markets	20.08.2019					IUCN Main Building Red List B
International Symposium "Building Leadership for Future Development	06.09.2019					UNOG Palais de nations room XXVI
Exhibition Plastiques ETIENNE KRAHENBUHL	16.08.2019-20.10.2019					Centre d'Art Contemporain Yverdon-les-Bains
BBL: Early Risk Screening: approaches and tools for renewable energy projects	03.09.2019					IUCN Main Building Red List B
BBL: Implementing the mitigation hierarchy to renewable energy projects	04.09.2019					IUCN Main Building Red List B
BBL: Landscape/seascape level planning for renewable energy developments	05.09.2019					IUCN Main Building Red List B
The Forest-Water Nexus: bringing people and landscapes together	27.08.2019					Stockholm, Sweden

Preventing plastics in our waters: more than banning straws	27.08.2019	Stockholm, Sweden
Launch new IUCN publication 'Review of plastic footprint methodologies: Laying the foundation for the development of a standardised plastic footprint measurement tool'	27.08.2019	Stockholm, Sweden
Source-to-sea management: getting it on the ground	27.08.2019	Stockholm, Sweden
Innovative Plastic Leakage Action: From Source-to-Sea	27.08.2019	Stockholm, Sweden
Linking Biodiversity with Inclusive Development: Why it Matters (1/3)	28.08.2019	Stockholm, Sweden
Linking Biodiversity with Inclusive Development: Why it Matters (2/3)	28.08.2019	Stockholm, Sweden
Linking Biodiversity with Inclusive Development: Why it Matters (3/3)	28.08.2019	Stockholm, Sweden
Don't Waste Good Catastrophes: Aligning DRR, Water, and Climate Agendas	28.08.2019	Stockholm, Sweden
Locking Carbon in a Water Vault: Wetlands as ecosystem- based mitigation	29.08.2019	Stockholm, Sweden
Inland fisheries, freshwater governance, and the 2030 Agenda	29.08.2019	Stockholm, Sweden
From Local Needs to Opportunities, How Nexus is Shaping Communities	29.08.2019	Stockholm, Sweden
BBL- Role of IUCN Members in implementing international conventions	23.08.2019	IUCN Red List A
ROWN BAG LUNCH : Thursday 19th of September 2019_ River flow, Biodiversity and Gender in Nepal' by Tanya Doody, Principal Research Scientist CSIRO	19.09.2019	IUCN Red List A
Brown Bag Lunch_ Wednesday 9th of October 2019 _Peace and Conservation	09.10.2019	IUCN Red List A
Anthropociné (the informal lunchtime film club) presents: Chasing Coral + Q+A with Richard Vevers (CEO the Ocean Agency)	12.09.2019	IUCN Red List A
BBL: P.G. van Tienhoven: the man behind IUCN's origins	19.09.2019	IUCN Red List A
Wednesday 25 September BROWN BAG LUNCH invite: "Transforming Mediterranean Small Scale Fisheries" by WWF Mediterranean Marine Initiative	25.09.2019	IUCN Red List A
Factory17 by Impact Hub, October 10, 19:00 - 22:00, Geneva	10.10.2019	ImpactHub GVA

## YEAR 2020 Student Events

Events		Date	Place
Making FASHION Sense	16.01.2020 - 08.03.2020		House of Electronic Arts Basel
Feeling Digital FASHION / Lecture by Karinna Nobbs	15.01.2020		House of Electronic Arts Basel
Growing Fabric	16.01.2020		House of Electronic Arts Basel
Guided Tour with Co-Curator Katharina Sand	16.01.2020		House of Electronic Arts Basel
Museum Night "Fashion & Selfie"	17.01.2020		House of Electronic Arts Basel
Fashion as Behavioral Objects	21.01.2020		House of Electronic Arts Basel



BadLab - DIY or dye	01.02.2020	House of Electronic Arts Basel
BitFabrik - Programming club for children and teenagers	15.02.2020	House of Electronic Arts Basel
Brown Bag Lunch: Does Conservation need a Revolution? (Bram Buscher and Robert Fletcher,)	10.03.2020, 12.30 - 2.00 PM	IUCN, Red List A
LinkedIn Pizza Party	12.03.2020	SLC
Guest Lecture with Erica Mazerolle - Collective intelligence – innovation and methodology	06.05.2020	ZOOM WEBINAR
Guest Lecture with Chris Jones - Sustainability, Tourism, Urban Design & Food System	13.05.2020	ZOOM WEBINAR
Guest lecture with David Rochat - Circular Economy and it's impact and opportunities on business	27.05.2020	ZOOM WEBINAR
Guest lecture with Pieter Leendertse - Big data and Sustainability	10.07.2020	ZOOM WEBINAR
IUCN Standard for Nature-based Solutions	23.07.2020	IUCN
Guest Lecture with Ryan Gellert - European President of Patagonia	03.09.2020	ZOOM WEBINAR
Guest Lecture with Henri Gautier - Career Management Webinar	10.09.2020	ZOOM WEBINAR
"Cultivating the Common Ground" high-level dialogue on agroecology	19.11.2020	Online
Sustainability Round Table "Julien Zory & Michelle Reed"	02.10.2020	Online

Due to the covid 19 situation the frequency of student events decreased in 2020.

### YEAR 2021 Student Events

21.01.2021	"Building a Rewarding Career" Feat. Giovanni Ciserani	Online
04.02.2021	"Sustainable Fashion: Meeting Consumers Expectations" Feat. Caterina Filice	Online
11.02.2021	"Sostenibilidad y Empresa: SUMAS Alumni" Feat. 2 Alumni, 1 Current Student	Online
18.02.2021	Virtual Open House	Online
25.02.2021	Russian Webinar - Alisa & Julia	Online
04.03.2021	"Sustainable Tourism" Webinar - Giulia & Alisa	Online
11.03.2021	BBA Webinar incl. Masterclass - Giulia & Joanna	Online
11.03.2021	"Circular Economy in Fashion & Textiles: Opportunities and Challenges" Webinar- Feat. Laurent Maeder	Online
18.03.2021	Virtual Open House	Online
12.04.2021	Guest Lecture: Mr. Federico Catalioto, CSR Manager at Dusit Thani Maldives	Online
12.04.2021	Guest Lecture: Mr. Hans Bender, PhD, Former Vice President at Procter & Gamble and Founder of HJB Consulting	Online
12.04.2021	Guest Lecture: Hans Pfister, President and Co-founder of Cayuga Collection	Online
13.04.2021	Guest Lecture: Nicola Giuggioli, CEO at Eco-Age Italia	Online
15.04.2021	Future Wardrobe: Slow & Circular Fashion - Circular Economy Transition	Online
15.04.2021 - 16.04.2021	World Circular Economy Forum + Climate - WCEF Plus Climate	Online
19.04.2021	Mandarin Oriental Project Field Visit	Mandarin Oriental Hotel Geneva
22.04.2021	Guest Lecture: Mr Fabrizio Furbini, Head of CSV (Creating Shared Value)	Online
23.04.2021	"Earth Day" How to combine business with nature Webinar: Professor Eduardo Escobedo	Online

27.04.2021	Guest Lecture: Mr Gio Giacobbe, ACBC: from sustainable shoes to B Corp certification	Online
28.04.2021	A call: Future design for buildings and interiors - Circular Economy Transition	Online
28.04.2021	Imagining the Carbon-neutral Future: Transformations in Energy and Transport	Online
29.04.2021	Guest Lecture: Mr Fabrizio Furbini, Head of CSV (Creating Shared Value)	Online
06.05.2021	Virtual Open House	Online
06.05.2021	Guest Lecture: Mr Saverio Fusco, Sustainability Business Partner in IKEA Italy.	Online
11.05.2021	Guest Lecture: Ms Sara Cavagnero, PhD Researcher and IP Lawyer specialized on Sustainability in the Fashion Industry	Online
11.05.2021	Sustainable Finance Webinar: Foundations of Impact Investing with Dr. Ilidio Silva	Online
13.05.2021	Guest Lecture: Christina Raab, Vice President, Strategy & Development at the Cradle to Cradle Products Innovation Institute	Online
25.05.2021	German webinar with Dr. Hans Bender, Joachim Fendt-Newlin and Moritz Blumhagen	Online
01.06.2021	Guest Lecture: Dr Barbara Cimmino, Corporate Social Responsibility Director of YAMAMAY. Inside the course: "Sustainable Fashion Management"	Online
07.06.2021	Bioparc Geneve, Speaker: Tobias Blaha (Director of Bioparc)	Bioparc Geneva
11.06.2021	Virtual Open House	Online
17.06.2021	Italian webinar with Giulia Cellerino	Online
23.06.2021	Webinar: Project Experience with P&G Professor Gino Borrelli	Online
30.06.2021	Webinar: Project Experience with Mandarin Oriental Professor Eduardo Flores	Online
18.10.2021	Guest Lecture: Giovanni Ciserani, SUMAS Director of Graduate Programs	On campus
20.10.2021	Company Project briefing by IKEA Italy Managers, with Thomas Freitag ( <i>Sustainable Consumption and Green Marketing</i> )	Online
26.10.2021	Company Project briefing by P&G Managers, with Thomas Freitag and Gino Borrelli ( <i>Fundamentals of Marketing</i> )	Online
26.10.2021	Guest Lecture: Rebecca Ravalli, PhD Candidate, European University Institute (EUI) - Economic law, Supply chains, sustainability and sustainable consumption.	Online
03.11.2021	Guest Lecture: Niccolo Cipriani, Founder and CEO of RIFO' « Circular fashion-From textile waste to a resource. »	Online
08.11.2021 - 12.11.2021	SUMAS Experiential Camp 2021	Milan campus
24.11.2021	Guest Lecture: Barbara Guarducci, Co-founder of Mending for Good	Online
10.12.2021	Guest Lecture: Antonio Faruzzi, Senior Associate, Commercial and corporate law, RP Legal&Tax, Torino office	Online
14.12.2021	Guest Lecture: Chiara Accornero, Legal Officer - IP Disputes Section and Representative, World Intellectual Property Organization (WIPO) Arbitration and Mediation Center'	Online
14.12.2021	Online Lecture: Dr. David Neto, Professor at SUMAS	Online
14.12.2021	Online Lecture: Ms. Julia Koroleva, Professor at SUMAS	Online
13.01.2022	Guest Lecture: Silvio Botto Poala, CEO of Botto Giuseppe & Figli	Online
17.01.2022	Company Project Presentations to IKEA Italy Managers - SUMAS Students ( <i>Sustainable Consumption and Green Marketing</i> )	Online
20.01.2022	Company Project Presentations to IKEA Italy Managers - SUMAS Students ( <i>Fundamentals of Marketing</i> )	Online
24.01.2022	Company Project Presentations to IKEA Italy Managers - SUMAS Students ( <i>Sustainable Consumption and Green Marketing</i> )	Online
15.02.2022	Panel discussion with a Europe-based non-profit called TFF (thought for food).	Online
17.02.2022	Online Lecture: Mr. Eduardo Flores, Professor at SUMAS	Online
24.02.2022	Capstone: Sustainability Consulting Project, Presentations to Dusit Thani Maldives - SUMAS Students	Online

## YEAR 2022 Student Events

Date	Events	Place
03.03.2022	Guest Lecture: Dr. Hans J. Bender, Professor at SUMAS, and Ms. Óonagh McArdle, Global Sustainability Implementation Leader, and Corporate Sustainability at Dow	Online
31.03.2022	Guest Lecture: Mr. Giovanni Ciserani, SUMAS Director of Graduate Programs	Online
22.03.2022	Guest Lecture: Luca Galvani, Head of Sustainability, Teddy Spa.	Online
26.03.2022 - 29.03.2022	IBO Conference	Online
29.03.2022	Guest Lecture: Nina Skarra, Head Designer, Nina Skarra Design	Online
31.03.2022	WEBINAR: How to build a successful career - Giovanni Ciserani	Online
05.04.2022	Guest Lecture: Bautista Garzón, Co-founder, CIRCCLO	Online
06.04.2022	Virtual Open House	Online
26.04.2022	Guest Lecture: Frank Wilde, Brand Director Cafe Royal at Migros	Online
26.04.2022	DBA Workshop: Dr. Ilidio Silva, Professor at SUMAS	Oncampus
26.04.2022	WEBINAR: Sustainable Fashion Management - Laurent Maeder	Online
02.05.2022 - 06.05.2022	SUMAS Careers Week WEBINAR: MAM VS MBA: How to pick the perfect program for your career? - Jennifer Girod, Maxime Firmenich	Oncampus
05.05.2022	Guest Lecture: Hans Petter Kildal, Managing Director, Becour	Online
17.05.2022	Guest Lecture: DLA Piper Italy	Online
24.05.2022	SUMAS 10 YEARS: Student Project Exhibition	Online
24.05.2022	Guest Lecture: Mr. Carlos Eugster - Logistics Manager at the International Red Cross	Online
25.05.2022	Guest Lecture: Banca IFIS	Online
25.05.2022	DBA Workshop: Dr. Davide Mazza, Professor at SUMAS	Online
31.05.2022	Guest Lecture: Matthew Bateson, Chief Climate and Sustainability Officer at Saudi Aramco	Online
14.06.2022	SUMAS 10 YEARS: Student Project Exhibition	Oncampus
09.07.2022	SUMAS Graduation Ceremony	IUCN

### 5.3 Principle 3

*Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

SUMAS values are engrained in SUMAS culture and activities. Students are immersed into the culture that places great importance and sensitivity to environmental matters. SUMAS not only seeks to identify the environmental issues associated with its core activities and to manage them appropriately, but also encourages the students to develop the mindset of sustainable living. As such, the students consistently question their impact on environment and society in their everyday activities and seek for better ways of doing things. These attitudes and values are also developed through the assignments that the students have to complete during their courses which frequently promotes challenging the status quo to

develop innovative ideas to ensure sustainable development.

The teaching is interactive and takes place in small classes with highly qualified academicians or professionals in their field, who have multifaceted expertise in various areas of sustainability. The students, partners, the management team, faculty and staff are all strongly committed to the cause of sustainability and responsible leadership, as responsible leadership is one of the greatest enabling factors for sustainable development.

SUMAS **classes are paperless** thanks to the use of the latest technology. SUMAS offers high quality infrastructure in the IUCN building and is proud to qualify as a “Green campus”. This offers an excellent working and studying environment for students.

In order to enable effective learning experiences in school, **SUMAS E-learning Platform** was created. The E-learning Platform allows the creation and delivery of dynamic online courses and assignments to SUMAS students. The Platform is user friendly and interactive, complemented by instructor led teaching. In addition, students can collaborate with their peers and consult with faculty and program managers online.

#### 5.4 Principle 4

*Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

All SUMAS research projects have a focus on sustainable development and responsible management in different areas of expertise:

##### **1. Doctorate of Business Administration (DBA) Program**

In 2014 SUMAS launched a **Doctorate of Business Administration (DBA) Program with an emphasis in Sustainability Management**. The main focus of research is on the innovative integration of business knowledge with sustainable development issues. Specifically, economic growth, environmental management and social fairness are constituent parts of all DBA projects.

The theoretical philosophy of this DBA Program hinges upon a holistic approach to problem solving and stresses on the development of leadership skills, teamwork and intercultural competence in global work environments as crucial qualities of managerial practice in times

of changing organizational settings.

Currently our present DBA students are engaged in research in the following areas:

- eHealth Sector
- Efficiency and Sustainability of Supply Chains
- Sustainable Strategies for large Sport Events
- Sustainable Pathways for Transition in Ore and Steel Production
- Green Gamification and Corporate Social Responsibility
- Impact of Agribusiness and Climate Change
- Environmental Initiatives in South Africa
- Project based learning methods in sustainability

The first student completed the DBA program in 2018.

## **2. Students' Research Work**

Students of masters programs complete their studies with a final **dissertation** based on empirical research. Purposes of the dissertation is to demonstrate the ability of a student to undertake independent research under guidance, and to choose the most appropriate research methods that apply to the topic and research questions. Master thesis topics chosen and completed by SUMAS graduates include, business and biodiversity, benefit of sustainable practices to specific industries, business model approaches to corporate sustainability.

## **3. Business Ethics**

SUMAS is a part of the "Institute for Fair Business Ethics (IFBE)" Association. The Purpose of it is: to develop and establish a business certification, which must become internationally recognized as a global ethics standard for the enterprises.

SUMAS faculty is experts in their fields and they publish their research in various outlets. For example, Xenya Cherny Scanlon has published in the field of sustainable luxury, Marina Martin Curran Ph.D. has published on "Socio-ecological networks and resilience of vulnerable communities to global environmental change ,Vanja Westerberg Ph.D. published on economics within various agricultural sustainability outlets.

## 5.5 Principle 5

*Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

SUMAS is in close collaboration with corporations and international organizations. SUMAS facilitates interaction between students and industry experts as well as among professionals through regular events. The discussions during these events stimulate exchange of best practices and help to develop relationships to leverage expertise. Some of the events organized by SUMAS are as follows;

After the first successful forum in November 2016, SUMAS organized a follow-up industry exchange conference, [SUMAS 2nd Forum](#): On January 31<sup>st</sup> 2018, experts from the field of sustainability and innovation met to present state of the art research, approaches and practices related to the topic of “Sustainability as a rising driver for society and business”. Around 70 industry professionals, stakeholders, experts and students elaborated how sustainability gained an increasingly important role for societal and business-related decisions.

SUMAS was honored to welcome a number of distinguished speakers to this Event:

- Virginie HELIAS, Global Sustainability Vice President, Procter & Gamble
- Denis GEFFROY, Corporate Communications Director, L’Occitane en Provence
- René LONGET, journalist and sustainability expert, author of several publications

The event was moderated by Hans Bender, Professor at Sustainability Management School and former VP at Procter & Gamble.

Dr. Ivana Modena participated as guest speaker at the 2017 [United Nations Forum on Business and Human Rights](#). The forum was held in Geneva 27-29 November and was organized by the National Network of the UN Global Compact Russia and the National Network of the UN Global Compact.

The session aimed to discuss how to implement the UN Guiding Principles on Business and Human Rights in practice in the context of Russia and Switzerland, with Russian and Swiss Global Compact Local Network members sharing lessons learned and examples relating to human rights due diligence, strategies and partnerships.

During the Forum Dr. Ivana Modena signed with the Chair of the Steering Committee of National Network of the Global Compact, Larisa Ovchinnikova, the “Agreement of cooperation



for the conduct of nationwide Russian youth contest”.

List of Participants:

- Alexei Borisov, Deputy Chairman of the United Nations Association of Russia, Chairman of the Executive Committee of the World Federation of United Nations Associations.
- Dante Pesce, Member of the United Nations Working Group on Business and Human Rights.
- Alexey Borodavkin, the Permanent Representative of the Russian Federation to the United Nations Office and other International Organizations in Geneva.
- Antonio Hautle, Senior Programme Leader & Network Representative, Global Compact Network Switzerland.
- Rémy Friedmann, Senior Advisor, Desk Human Security and Business, Federal Department of Foreign Affairs (FDFA, Human Security Division).

On November 29<sup>th</sup> 2017 SUMAS organized the [SUMAS 3<sup>rd</sup> Forum](#): Roundtable on Sustainable Development with the participation of Russian Industry experts in sustainability and leaders within their industries accompanied by members of the National Network of the UN Global Compact (Russia). Including SUMAS students around 50 industry experts attended the event. The Forum’s moderator representing SUMAS was Professor Dr. Hans Bender, an expert in sustainable innovation, who organized a free communication format to discuss subjects that are of interest to participants in the context of the Roundtable: Sustainability Management, Finance and Responsible Investment, Green Economy, Leadership and Green Communications and other subjects with an emphasis on features, content and prospects of education in the sphere of sustainable development. All participants had an opportunity to discuss possible joint programs and future projects during an informal part of the Forum’s program. The basis for the future collaboration is a partnership between the UN Global Compact Local Network in Russia and Sustainability Management School.

Participants:

- Natalia Gonchar, Head of Social Performance, Sakhalin Energy
- Valentin Zhovtun, Expert, Social Performance, Sakhalin Energy
- Natalia Poppel, Head of Corporate Responsibility and Brand Management, Severstal
- Vladimir Zaluzhskiy, Head of Communications and Investor Relations, Severstal
- Oleg Bazaleev, Head of Sustainable Development, Nordgold
- Ekaterina Abramova, Manager of Social projects, Young Group.Social
- Irina Zhukova, Communications and Sustainable Development

Director, Philip Morris Sales And Marketing

- Mikhail Zubarev, Head of Sustainable Development, DIAGEO Russia
- Marina Vashukova, Executive Director, Association “National Network of the Global Compact”
- Maria Olshanskaya, Project Coordinator, Association “National Network of the Global Compact”
- Aleksandr Burovtsov, Manager, Association “National Network of the Global Compact”
- Yaroslav Nikitin, Photographer, Association “National Network of the Global Compact”
- Elena Korotkova, Secretary, Association “National Network of the Global Compact”
- Kristina Sukacheva, Representative of the Ministry of Foreign Affairs of the Russian Federation
- Dr. Ivana Modena, Founder, and President, Sustainability Management School
- Joachim Fendt-Newlin, Administrative Director, Sustainability Management School
- Julia Koroleva, Professor, Sustainability Management School

#### **SUMAS Careers Week, hosted by SUMAS in April 2022**

The sustainability job market is thriving. “Employers increasingly expect all members of their workforce to be actively thinking about how to do their jobs more sustainably,” says the World Economic Forum. As a business school focused on nurturing the next green talent in management, our Careers Week showcased to students and alumni the multitude of opportunities awaiting them as SUMAS graduates.

Taking place on-campus in Gland and Milan and through videoconference for online students, sustainability professionals from diverse industries joined us for insightful sessions to share what it takes to succeed in their position, what it is like working for the companies they represent, and a look into upcoming opportunities and how best to pursue them.

Amongst them were many of our alumni, representing brands such as PepsiCo, UNITAR, IUCN, UEFA and ISA Digital Consultancy. It is particularly inspiring for current students to connect with our alumni in this setting, seeing first-hand the value of their SUMAS degree, understanding its significant impact on former students’ careers, and how our programs support each individual’s professional ambitions.

Program highlights included Seeing Beyond Horizons with Alvin George, Director Global Procurement at PepsiCo, MBA alumnus; What is it really like as Head of Sustainability? with Thomas Paroubek, Head of Sustainability and Quality at Migros; Inside the UN: from intern to

consultant with Lucas Terra, Communications Consultant, UNITAR, MAM alumnus; Senior Sales & Marketing in Hospitality with Kristina Mees, Regional Director Strategic MICE Sales, Mandarin Oriental Hotel Group; Keeping ahead of the curve: career evolution opportunities in sustainability and technology with Alessandra Caringella, Senior Project Manager, ISA Digital Consultancy, MBA alumna; Business Model, People and Careers at the app to fight food waste with Alberto Bruzzese, Head of Customer Care and Matteo Turrini, People and Culture, Too Good To Go.

The SUMAS Careers Week also served as the ideal opportunity to refresh students' awareness about our dedicated career courses accessible during their studies. Career Advisor and Administrative Director, Joachim Fendt-Newlin, presented our Student Careers Information Course, a free internal career support course offered to all current students. A second session explored the SUMAS Professional Development Program (PDP), an additional one year on-campus course designed to further enhance your chances of success through in-depth group and individual counselling and interview preparation.

### **SUMAS Careers Week Spring 2022 Sessions and Speakers**

***Inside the United Nations: from intern to consultant*** with Lucas Terra, Communications Consultant, UNITAR, MAM alumnus

***Unique careers in hospitality at Dusit Thani*** with Thomas Weber, General Director, Dusit Thani Maldives

***Student Careers Information Course*** with Joachim Fendt-Newlin, Administrative Director, SUMAS, MBA alumnus

***Seeing beyond horizons*** with Alvin George, Director Global Procurement, PepsiCo, MBA Alumnus

***SUMAS Professional Development Program*** with Joachim Fendt-Newlin, Administrative Director, SUMAS, MBA Alumnus

***Developing a CSR strategy*** with Andrew Goodman, CSR Manager, SCOTT Sports

***Senior Sales & Marketing in Hospitality*** with Kristina Mees, Regional Director Strategic MICE Sales, Mandarin Oriental Hotel Group

***Keeping ahead of the curve: career evolution opportunities in sustainability and technology*** with Alessandra Caringella, Senior Project Manager, ISA Digital Consultancy, MBA alumna

***Challenges and new ideas related to biodiversity conservation: finding your career opportunities*** with Tobias Blaha, Director and Veterinary of the Bioparc Geneva

***Decision making for your career*** with Serena Tigani, FSR (Football Social Responsibility) Data

Specialist, UEFA, FSR Division, MBA alumna

***What is it really like as Head of Sustainability and Quality?*** with Thomas Paroubek, Head of Sustainability and Quality, Migros

***An unorthodox path to working in sustainability: top tips for success*** with Giuditta Andreaus, Senior Manager, Private Philanthropy, IUCN

***Open Innovation and the Circular Economy transformation of large corporates and SMEs: seizing new career opportunities*** with Giovanni Bugnotto, Circular Innovation Manager, Sofia Cavini and Christopher El Khouri, Circular Economy Analysts, Cariplo Factory

***Business model, people and careers at the app to fight food waste*** with Alberto Bruzzese, Head of Customer Care and Matteo Turrini, People and Culture, Too Good To Go.

## 5.6 Principle 6

*Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

SUMAS has partners in the private sector, as well as in governmental and non-governmental organizations and agencies. Students enter into an on-going dialogue with business executives during guest lectures and video conferences organized at our campus and in corporations or NGOs.

Guest Lectures:

- 9<sup>th</sup> March 2018 Mikhail Zubarev, Head of Sustainable Development and Alcohol Policy at Diageo, Russia. "Alcohol beverages industry: Developing multifaceted sustainable business strategy in challenging Global environment."
- 8<sup>th</sup> February 2018 Xabier Figel, a project, program and change management professional with experience in cross-industry consulting roles on multinational ventures in Europe, Asia, and Latin America, made a lecture about various aspects of sustainability implementation over his 5-year experience in the [London Olympics 2012](#) Games.
- 5<sup>th</sup> December 2017 SUMAS students attended a guest lecture for their International Business and Biodiversity course with Mathew Reddy, the director of Forest Solution Group.
- 30<sup>th</sup> May 2017 SUMAS Students had the privilege of having a Guest Lecture from Mr. Pablo Turletti yesterday, CEO and Founder of ROI Marketing Institute, a leading organization in sales & marketing accountability.
- 14<sup>th</sup> March 2017 SUMAS Students enjoyed a guest lecture by Judy Okten, Founder and CEO

of BonJu

- 26<sup>th</sup> January 2018 SUMAS Students enjoyed a guest lecture on the topic of e-Health by Dr. Isao Nakajima from our Partner [Tokai University\(Official\), Japan](#). JSUMAS does not only support the initiatives of [ITU](#) in this sector but we look forward to learning how e-Health can aid with the development of the [SDGs](#).
- 14<sup>th</sup> of June 2018, Giuditta Andreaus (IUCN, External Relationship Manager), Biodiversity and Ecosystems.
- 20<sup>th</sup> of March 2019, Alvin George (Pepsi Co, Sustainability Manager and SUMAS Alumni), Sustainable Packaging.
- 17<sup>th</sup> of June 2019, Constance von Briskorn, Firmenich, Senior Sustainability Manager, Sustainable Supply Chains and Sourcing.
- 3<sup>rd</sup> of October 2019, Daniel Koeppel, Horwath Consulting, Eco Labels in Hospitality.
- 24<sup>th</sup> of October 2019, Andre Harms, Founder of Ecolution Consulting, Energy, Water and Waste Management in Hotels, case study Verde Hotel South Africa.
- 11<sup>th</sup> of November 2019, Zak Kaufman, CEO at Vera Solutions, Big Data and Sustainability.
- 1<sup>st</sup> of May 2020, David Rochat, CEO at Sofies International, Lifecycle Assessment.
- 11<sup>th</sup> of May 2020, Chris Jones, Feeding Cities, Urban Agriculture and Livable Resilient Cities.
- 10<sup>th</sup> of July 2020, Pieter Leendertse, Environmental Specialist, Empowering everyone to make sustainable change, Ecochain Technologies B.V.
- See section 5.2 for updates

Experiential [Summer Camps](#) in the mountain or on the coast help to raise awareness of sustainable life and to learn practical solutions to environmental challenges.

On February 2017 SUMAS Bachelor Students had the opportunity to visit Les Grangettes, a piece of paradise and a protected wetland situated between the mouth of the Rhone and the town of [Villeneuve, Vaud](#).

On February 3<sup>rd</sup> 2017 SUMAS Bachelor Students had the experience of attending World Wetlands Day at [La Grande Caricaie, Yverdon](#) where the biggest lacustrian wetland of Switzerland is situated. A quarter of the fauna and the flora of the country have been recorded in this nationally and internationally protected area.

SUMAS campus itself is integrated within an international organization and surrounded by a lively community of NGOs and sustainability related businesses. Being located at the headquarters of the IUCN, WWF and Ramsar provides the perfect environment for ongoing dialogue and discussions about critical issues engaging educators, students, business,

government, consumers, media, civil society organizations.

SUMAS is a **member of The R20 Regions of Climate Action** organization. The R20 is a coalition of partners, founded in 2010 by Governor Arnold Schwarzenegger and other global leaders in cooperation with the United Nation, that work to promote and implement projects that are designed to produce local economic and environmental benefits in the form of reduced energy consumption and greenhouse gas emissions; strong local economies; improved public health; and new green jobs. As a member of The R20, SUMAS initiates project based courses for graduate students with the possibility to implement the results of students work in practice. During their ocean pollution project work, the students had the opportunity to inform P&G if consumers were able to place FMCG's or specific brands at the forefront of ocean pollution and made recommendations as to which activities P&G could partake in, in order to combat ocean pollution. After interacting with professionals in international firms such as Barilla, students were asked to come up with innovative solutions on how to communicate sustainability and good eating habits as a corporation.

SUMAS also collaborates with the industry to engage and involve younger generations to start thinking about sustainability. Accordingly SUMAS launched a high school competition in November 2015 in collaboration with Barilla "Make it happen" targeted for final year high school students. Students were given two project areas which were to be evaluated and scored by a commission of academicians and executives. The two project areas identified were as follows:

- Sustainability Management: Some of the sustainability issues in tourism industry concern promoting balanced nutrition and healthy lifestyle. How can they raise awareness of balanced nutrition and how can they contribute to reduce food waste?
- Sustainable Tourism and Conservation: Some of the sustainability issues are about reducing environmental footprint in food production and transportation, educating farmers and suppliers in environmentally friendly practices as well as raising awareness among consumers to reduce waste. How can the environmental footprint be reduced in the food supply chain? How can they make food supply sustainable?

The project competition awards included four different grants for BBA in Sustainable Tourism and Nature Conservation and also for BBA in Sustainability Management Program.

Furthermore, SUMAS regularly visits high schools and delivers presentations on sustainability management to stimulate the young generations.

Visits 2016 – 2018:

[St. Louis School](#), Milan, Italy

[College du Leman](#), Geneva, Switzerland

[Lyceum Alpinum](#), Zuoz, Switzerland

[Bavarian International School](#), Munich, Germany

[Frankfurt International School](#), Frankfurt, Germany

[Ulm International School](#), Ulm, Germany

Augsburg International School, Augsburg, Germany

[The British School of the Netherlands](#), The Hague, Netherlands

Visits 2018 – 2020:

[Prem Tinsulanonda International School \(PREM\)](#), Chiang Mai, Thailand

[Western International School of Shanghai](#), (WISS), China

[Dulwich International Schools](#), China

[IGB International School \(IGBIS\)](#), Kuala Lumpur, Malaysia

[English Schools Foundation](#), Hong Kong

2020 – 2022 there were no visits due to the pandemic.



## 6. SUMAS OBJECTIVES AND DESIRED SUPPORT

SUMAS' strong focus on excellence delivers high academic standards for students, offering both theoretical knowledge and best sustainable management practices. The Sustainability Management School continuously strives to provide the most advanced and intellectually challenging undergraduate, graduate, doctorate and executive programs to produce highly qualified leaders for the future.

### **2018 - 2020**

**The key objectives of Sustainability Management School for the next 24 months are:**

1. Improvement of Academic Programs and accredit them.
2. Strengthen relationships with partner Universities and international schools.
3. Intensify the work with high schools and international schools with regards to sustainability education and support them to become green schools.

**Over the next two years SUMAS intends to:**

1. Achieve accreditation for the Doctor of Business Administration Program from ACBSP
2. IBCP Business and Sustainability to be officially recognized by IBO
3. Develop articulation agreements with Universities
4. Scaling up the Career related program in IB International Schools
5. Establish Management Training Programs for private sector companies and organizations to educate Managers on Sustainability Management topics

SUMAS has expanded its offer from two initial programs to more than 15 academic programs in the field of sustainability and responsible leadership. In the following two years SUMAS will use this experience to provide tailored group training courses for business executives.

### **2020 - 2022**

**The key objectives of Sustainability Management School for the next 24 months are:**

1. Establish and develop the new campus in Milan.
2. Accredit the Doctorate of Business Administration program.
3. Expand the Career Related Studies Business and Sustainability high school program.

**Over the next two years SUMAS intends to:**

1. Achieve accreditation for the Doctor of Business Administration Program from ACBSP
2. IBCP Business and Sustainability Program to be scaled and expanded internationally. Enhancing the relationships with schools and key stakeholders.
3. Develop the new campus in Milan and establish it is a world leading sustainable fashion campus.

The focus of the coming years is to establish the new campus in Milan as a leading business school in sustainable fashion. The further diversification of the study programs will help to grow both campuses and to increase the number of online Master and online MBA students as well.

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