



Sustainability  
Management  
School  Switzerland

PRME  
SHARING INFORMATION ON PROGRESS  
(SIP)  
REPORT 2017-2018



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

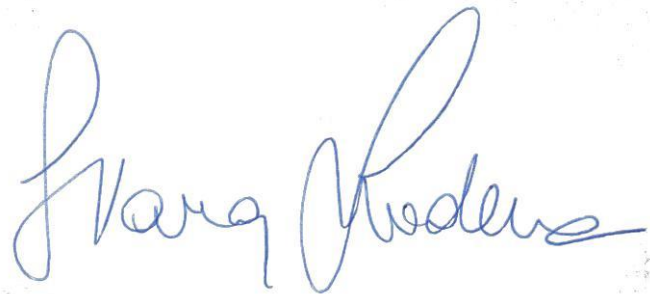
Sustainability Management School (SUMAS) is filling an important gap that exists today in business schools. There is a divide between business management education and scientific knowledge for sustainable development. We need leaders who are able to integrate economic growth with sustainable development. 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', written in a cursive style.

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 ACBSP with Candidacy status

Member of EFMD

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.

In past three years 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.



## 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.

## 4. SUMAS PROGRAMS

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

Bachelor of Business Administration in Sustainability Management

Bachelor of Business Administration in Finance and Responsible Investment

Bachelor of Business Administration in Sustainable Tourism and Nature Conservation

Master of Business Administration (MBA) in Sustainability Management

Master of Business Administration (MBA) in Finance and Responsible Investment

Master of Arts in Management in Sustainable Luxury Management

Master of Arts in Management in Sustainability

Master of Arts in Management in Sustainable Tourism and Protected Areas  
Online MBA in Sustainability Management

Doctorate of Business Administration (DBA) in Sustainability Management

Certificates of Expertise:

- in Green Economy

[Certificate of Advanced Studies \(CAS\)](#) in Sustainability & Business

SUMAS also offers training courses for managers.

SUMAS launched a program to educate high school students on Business and Sustainability, [IBCP Career-related Program](#).

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

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

## 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

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.

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.

## 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.

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. Enviromental 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 GoodFestival - 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

### 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 two of our present DBA students are engaged in research in the following areas:

- eHealth Sector
- Efficiency and Sustainability of Supply Chains

The first student is completing 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

## 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 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](#).

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 Cariçaie, Yverdon](#) where the biggest lacustrine 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 Lemman](#), 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

## 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.

### **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.

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