



The Role of Business Schools and Businesses in Society

Steef van de Velde

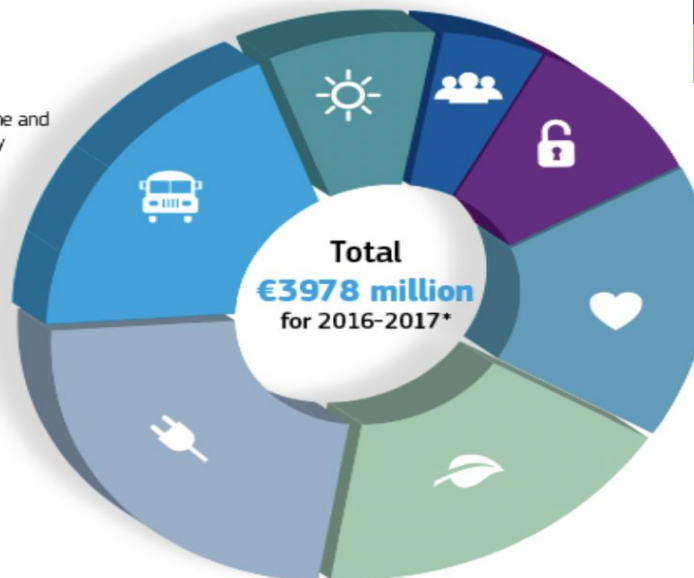


(1) OUR WORLD IS FACING HUGE SOCIETAL CHALLENGES



Funding for Societal Challenges calls

-  1. Health, demographic change and wellbeing
€658 million
-  2. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy
€716 million
-  3. Secure, clean and efficient energy
€917 million
-  4. Smart, green and integrated transport
€756 million
-  5. Climate action, environment, resource efficiency and raw materials
€326 million
-  6. Europe in a changing world - inclusive, innovative and reflective societies
€212 million
-  7. Secure societies – protecting freedom and security of Europe and its citizens
€393 million



* Additional €1,040 million will be dedicated to Cross-Cutting Calls: Internet of things, Industry 2020 in the Circular Economy, Smart and Sustainable Cities

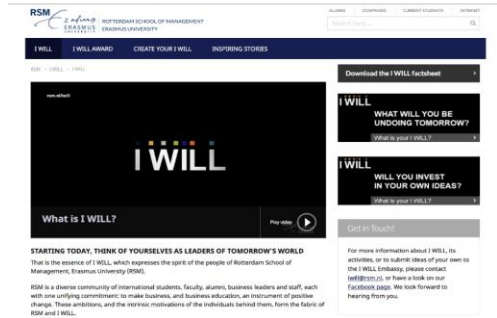
17 UN SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS



2. PEOPLE ARE SEEKING PURPOSE ...

THE POWER OF "I WILL"



INSPIRING STORIES

Click on a picture to read about their WILLPOWER



s://www.rsm.nl/i-will/inspiring-stories/robbert-brouwer/

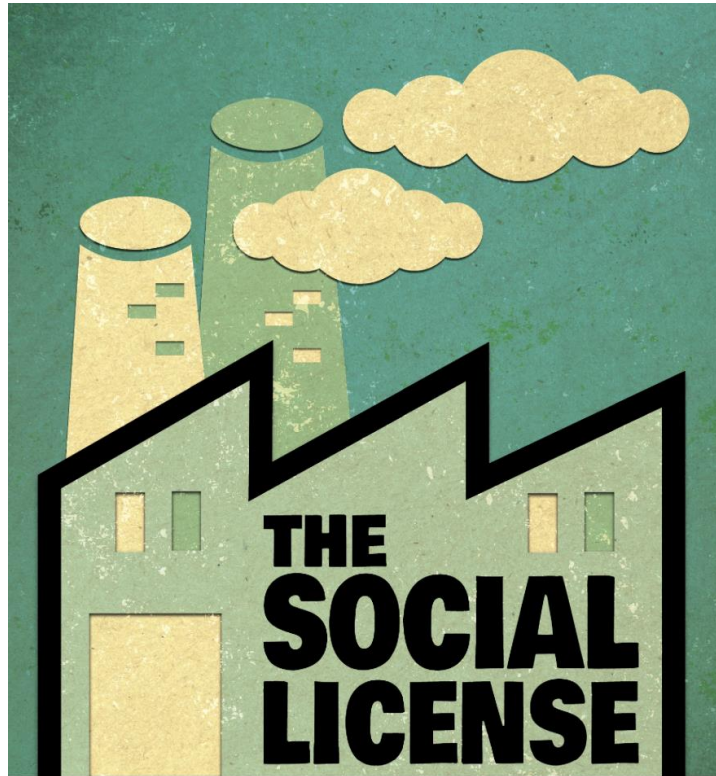
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3. In addition The public perspective



So ... this talks about our role in society ...



IT IS ALL ABOUT SOCIETAL IMPACT

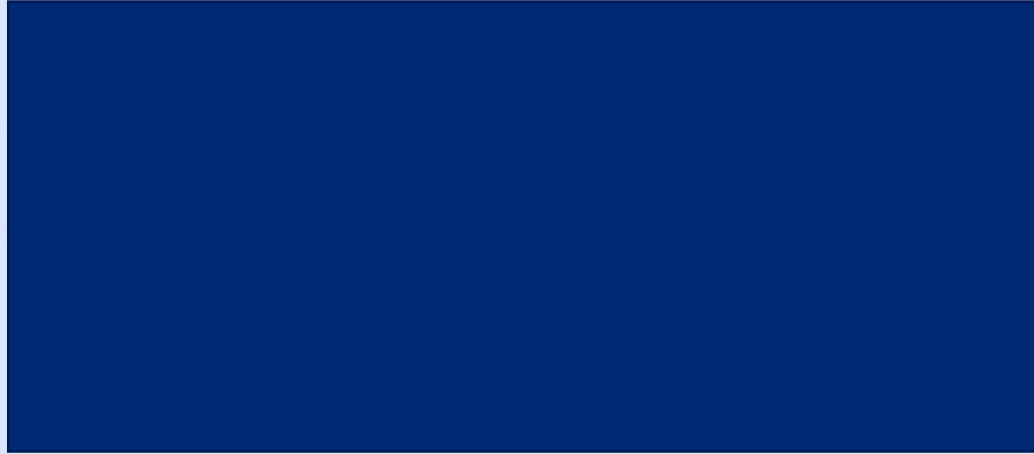


“The mission of RSM is to be a leading international business school that creates, disseminates and applies managerial knowledge in a sustainable and respectful way. RSM is guided by the future needs of international business and upholds professionalism, teamwork, ethical conduct and fair play as central values.”

Mission Statement

Rotterdam School of Management, Erasmus University

2017: LAUNCH OF OUR NEW MISSION ...



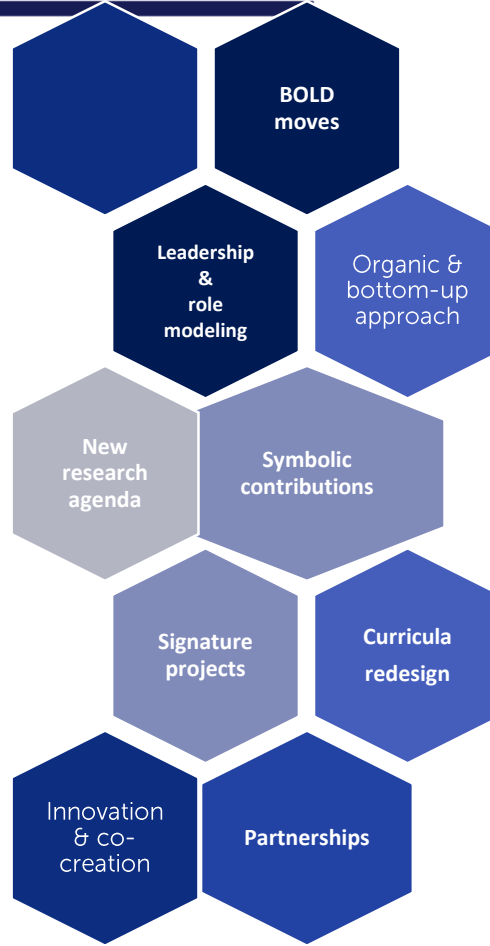
Mission Statement

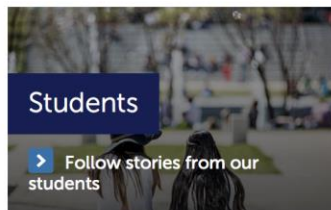
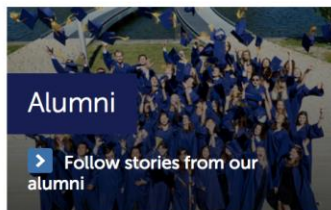
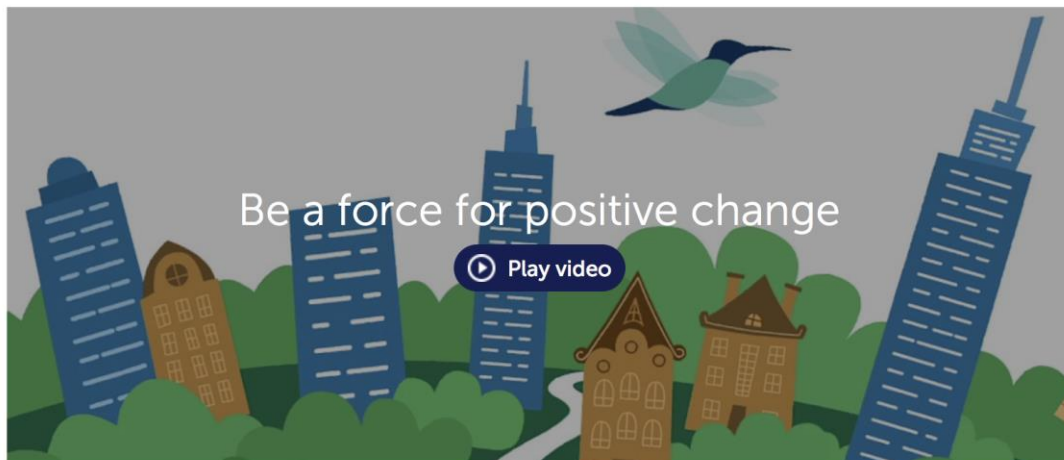
Rotterdam School of Management, Erasmus University

However, it is all about ...



Our approach – from mission to DNA





What positive changes can you make?

Whether your venture is big or small, everyone should do the best they can.

We encourage everyone to take action. All it takes to make a start is the power of one, just as in the hummingbird story by Nobel Peace prize laureate Wangari Maathai, a campaigner for sustainable development, democracy and peace.

RSM believes the strength of individuals and businesses is multiplied when we join forces, and we can use that force to make positive changes. Need inspiration? Read the positive change stories from our students and alumni.

If you want to know more, you can also follow our online course, [Driving business towards the SDGs](#).

ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

BUSINESS & THE SUSTAINABLE DEVELOPMENT GOALS

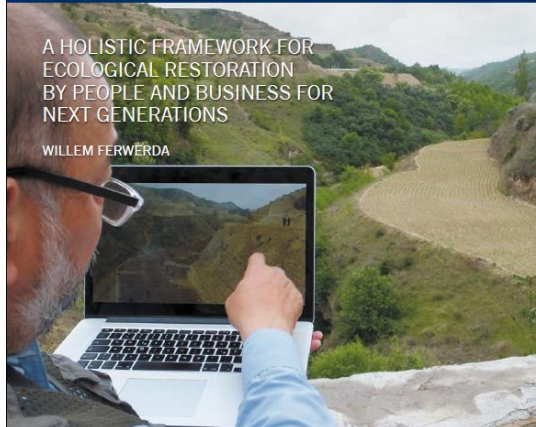


RSM ▶ a force for positive change



ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

4 RETURNS, 3 ZONES, 20 YEARS



RSM ▶ a force for positive change



ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

FROM RISK TO OPPORTUNITY

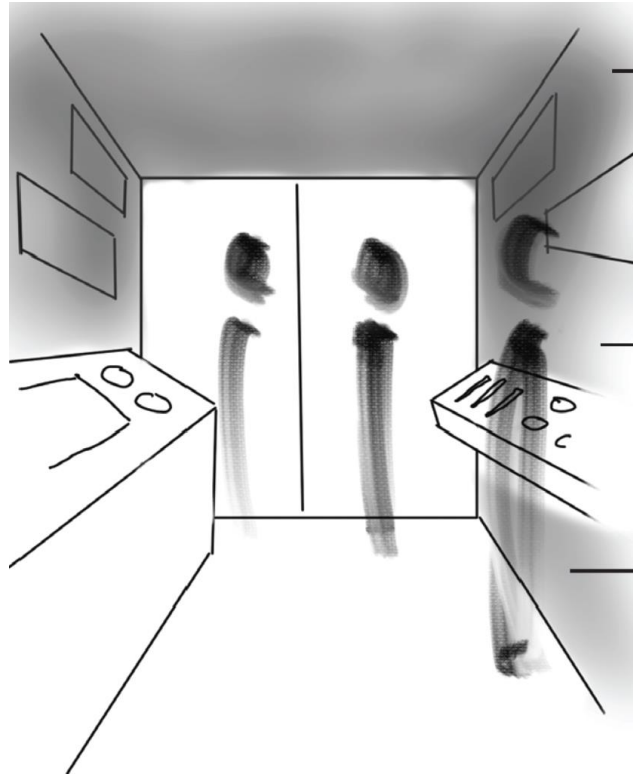


RSM ▶ a force for positive change



Escape room (around SDG12)

Symbolic
contri-
butions



We circle back to facts, options and solutions. Players will do a series of final games to try to find out how they can make improvements for responsible consumption and production to create a better future.

secret
be an **AGENT** of positive change
network
center

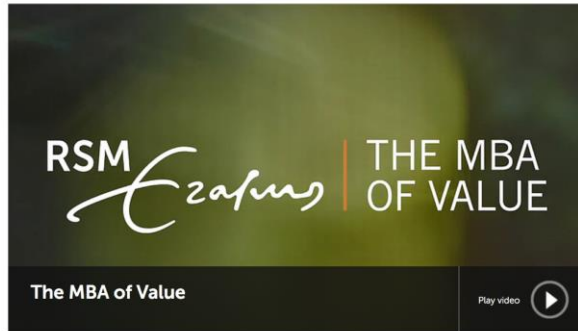
The last room is in the style of a spy-network or a government control center.

It's time for the players to decide what the future will be. Can they make the right decisions for 2030?

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Erasmus University



MBA of Value



There are many myths around MBA programmes. Over the years, business school has been viewed as a retreat for bankers and consultants; a breeding ground for business leaders driven by greed and senseless ambition; a one-stop-shop for landing the best job and earning the best salary imaginable.

But things are changing.

In recent years – and across the globe – we have noticed the growth of a new, conscientious generation of management students. They are focused on a variety of non-traditional career paths including sustainability, social impact, and entrepreneurship. Human factors rather than just perfect test scores, huge salaries and top jobs have become increasingly important. This generation is interested in gaining an education that not only benefits themselves, but also benefits and contributes to society. In short, they want to make a positive impact on the world they live and work in. Business School and the traditional MBA have to evolve. And we acknowledge that.

Which is why we offer you an MBA of real value.



My target?

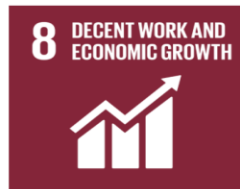
Helping grow local economies
through business

SDG video series

RSM is committed to be a force for Positive Change in the world. So we are developing a series of learning modules, based on the United Nations' 17 Sustainable Development Goals (SDGs) and their relevance for the business world. The videos published on these webpages are part of these learning modules. Tackling these pressing issues is not only needed to solve society's most important challenges, but will also pave the way to new business and innovation perspectives within the boundaries of a healthy and prosperous society.

We invite you to explore the SDGs in the context of business, and discover your positive change.

Click on the icons to watch the videos:



RSM intends to incorporate these videos, complemented with assignments and teaching cases, as learning modules into its programmes. Would you like to know more about the production process of the learning modules? Read the blog ['What should we do when we want to be a force for positive change in the world?'](#) by Eva Rood, director of the [Positive Change Initiative](#).

Launched June 2019: MOOC Driving business towards the SDGs

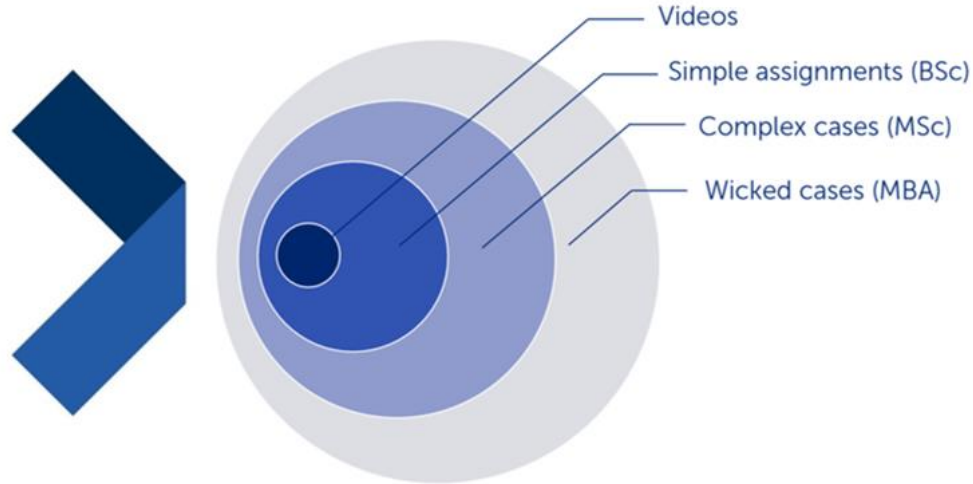


www.rsm.nl/SDGMooc



Each module consists of 3 videos

1. Introducing the SDG
2. Presenting our research & education and business issues relating to the SDG
3. Illustrating how this works in practice





Thank you!

