



COMPETITIVE SUSTAINABILITY: AN INNOVATIVE BUSINESS MODEL

Discover our conference & Why is it important talking about ...?

The workshop aims to analyze the concept of economic sustainability as well as the notions of environmental and social sustainability, and the challenges posed to companies in the international markets.

It is clear that we have entered a new era of business, where in order to be competitive in the market and, at the same time, align with more conscious consumers (especially the youngest generation) companies require to transform their business models in a more sustainable way.

As a matter of fact sustainability is often the main topic of the economic pages of newspapers, usually mentioning the acronym "ESG" (Environment, Social and Governance), three criteria that guide entrepreneurs and capitals to navigate the field of sustainable investments. Also, new studies reveal that four out of five companies evaluated now include a commitment in their sustainability reports to the Sustainable Development Goals (SDGs) promoted by the ONU, even though very few have set measurable targets to reach those goals yet.

With the assistance of academics, business consultants, CEOs of sustainable businesses and start-ups, participants will be able to develop a prototype of a sustainable circular business model. Students will learn about all the fundamental steps towards the creation of business models: identifying a sustainable value proposition, circular supply chains, kind of consumers, environmental and social impact and so on.

Key Words:

- **ESG:** Environment, Social and Governance. Acronym for a triple yardstick for evaluating companies, investment funds, and financial assets based on their impact on the environment, society, and governance of the countries and regions in which they operate.
- **ETF:** Exchange-trade Fund. Investment fund tradeable on stock exchange markets.
- **Greenwashing:** Marketing operation that aims to present a company, initiative (commercial or otherwise) as environmentally sustainable and committed to the environment, often mystifying or hiding internal information and reports on the real environmental impact.
- **SDGs:** set of seventeen interconnected objectives aimed at promoting sustainable development across economic, social, and environmental dimensions, formulated in 2015 by the United Nations General Assembly.

Statistics:

- 66% of consumers would spend more for a product if it came from a sustainable brand (source: NielsenIQ)
- 40% of companies set measurable commitments for how they will help achieve the SDGs, while 20% include evidence to assess their positive impacts.
- 95,2% of Exchange-trade Funds will lose their ESG sustainable status with new industry standards.

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- [Hundreds of funds to be stripped of ESG rating - Financial Times](#)