

# Newsletter CBS Goes Green

## We get a lot of energy from synergy!

You have probably been wondering what we have been up to lately right? We have been busy cooking up the plan for 2012 and meeting with everyone who is working with sustainability around campus.

## Big support from CBS students for CBS's official green initiatives

875 students took the time to answer our survey in March. Thank you so much for all the answers, we at CBS Goes Green are very excited about all the support. We deeply appreciate all answers and are working on a lot of initiatives.

We got some good suggestions from our students on new ideas and events. We also got some comments on things we already have set up and are working on. We were asked for cold-water stations (which we already have set up), benchmarking with and getting ideas from other universities (also doing) and allowing digital notes for exams (CBS is working on it). We also got some good new suggestions.

The survey had a competition and we are happy to announce the happy winner Veronika Losova who has received a certificate for an electrical car for a weekend from MoveAbout.

We will keep working hard and hope you will come by and tell us about your ideas and so on.



## Become an Associate with CBS Goes Green

Our ambition for 2012 is to strengthen our network and engage our Green Ambassadors even more. Therefore we are giving you the opportunity to become an associate with CBS Goes Green. 30h of volunteer work will get you an official certificate from CBS that you can enclose with your CV and a professional workshop with Venture Cup.

We are offering you the chance to contribute to CBS' official sustainability initiative by helping us raise awareness among students and highlight what is being done to encourage sustainable behavior and save energy.

You will have the chance to interact with partners, CBS students and employees, expanding your own network and getting hands-on experience with sustainable campaigns.

Sign up: <http://podio.com/webforms/1275005/65748>

## CBS Goes Green plans for 2012

CBS is developing the current and future leaders of businesses and society. For us this entails a dedication to promoting sustainability in our research, our teaching and all other activities. For this reason CBS has signed the UN PRME Initiative which commits us to the Principles for Responsible Management Education.

The CBS Goes Green Initiative is instrumental in putting these principles into concrete action in the everyday life on campus of students, staff, faculty and external stakeholders.

### Green Strategy Aspirations

- Minimizing the adverse impacts of CBS on the global environment
- Becoming a role model for responsible leadership for universities and business schools in Denmark and Europe through our research, education, interaction with business and society, and the management of our campus facilities

Active involvement of students, staff, faculty, suppliers and other external stakeholders, and strong commitment from top management is a precondition for successful execution.

We focus on three different pipelines:

### People

We are working closely with students and employees on campus. We strive to create a movement that will empower and continue the sustainable development.

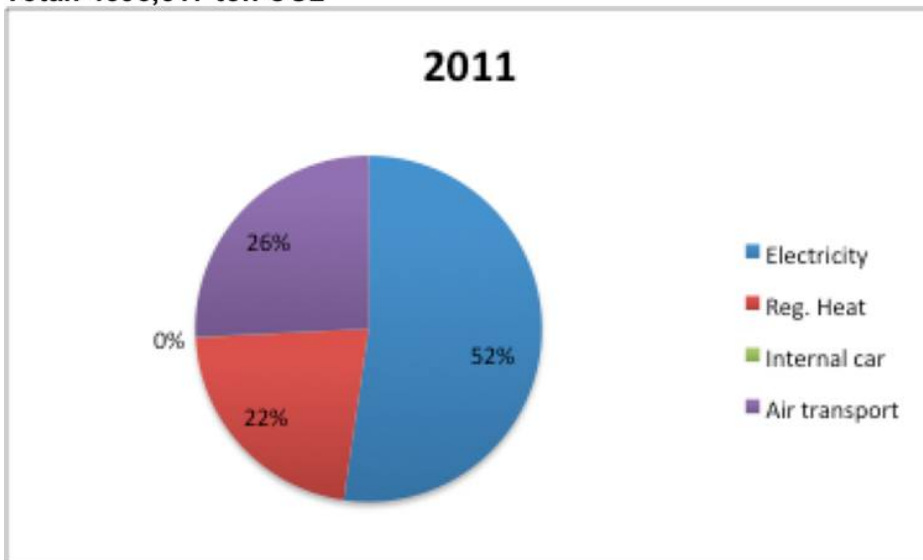
### Technical measures

Together with Campus Services we strive to find and implement the best technical solutions that will save energy on campus and enhance sustainable living.

### Research

We have conducted research on CBS' Co2 emissions over the past couple of months and are almost ready to release a rapport that will give you insights on how we are using energy at the moment and what the perspectives are for saving energy in the future.

Electricity: 5.678.574,435 KWh = 2561,04 ton CO2  
Regulated heat consumption: 8069 MWh = 1071,56 ton CO2  
Car transport: An internal Diesel car that drives approximately 8000 km a year and around 9 km on a liter of diesel (under 10) = 2,36 ton CO2  
Air transport: 9.488.728 Km = 1.260,857 ton CO2  
**Total: 4895,817 ton CO2**



### Action Plan 2012

Focus on “the CO2 Business Case” and “the Financial Business Case”

The four-stage CO2 process

- Calculate CO2 contributions (average value) per 1 KWH, 1 KCAL and 1 tonne of waste
- Calculate how much CO2 the CBS consumption generates (from electricity, heating, waste, transport)
- Focus on how the employee can reduce CO2
- Focus on how the student can reduce CO2

Communications and Events must focus on the business cases above.

## Sustainable events at CBS and around

### **Sustainability Seminar with Center for CSR May 8th, 2012 14.00 - 15.30**

Porcelænshaven 22, Room R3.20

How do (networks of) NGOs try to impact firms and norms on issues of corporate social responsibility by Frank de Bakker, Associate Professor at the Department of Organization Sciences, VU University Amsterdam, the Netherlands

His current research focuses on the intersection of institutional theory, stakeholder management and social movement theory, specifically concerning interactions between NGOs and firms: How do (networks of) NGOs try to impact firms and norms on issues of corporate social responsibility is a central question in his work.

In his presentation at the seminar, Frank de Bakker will provide an overview of his work on "How do (networks of) NGOs try to impact firms and norms on issues of corporate social responsibility". Building on a combination of current and earlier work, he will examine several relevant areas for research on how activist groups, NGOs, civil society organizations are increasingly important in influencing corporations on issues of CSR and sustainability.

Sign up through this link:

### **Responsibility week**

Next Lead is organized by the student organizations 360°- Students for Sustainability, CEMS, AIESEC, 180 Degrees Consulting and Net Impact and will be held at CBS. Next Lead is a 5-day conference giving you the opportunity to learn about sustainable and responsible leadership.

From April 23-27, seminars and workshops will be held open for 150 participants per day, dealing with different topics related to sustainable and responsible leadership. During the past decade the corporate world has changed dramatically. Advancement in technology, innovation and globalization as well as social and environmental change has not only led to opportunities but also to many challenges. These challenges make it necessary to take the lead in shaping our future in a responsible and sustainable way.

See more on Facebook at <http://www.facebook.com/nextLead>

### **Climate Battle Concert in Lille Vega at Vesterbro 16<sup>th</sup> of May!**

Culture for Climate and Green Peace is hosting a concert in support of Greenpeace's campaign "Save the Arctic".

See article on the event in CBS Observer (Danish)

<http://cbsobserver.dk/kom-til-klimakamp-med-magtens-korridorer>

Get your ticket here:

April 2012



<http://www.billetlugen.dk/musik/23918/save-the-arctic-stoettearrangement/>

We look forward to seeing you and inviting you in to be a part of CBS Goes Green

Kind regards

CBS Goes Green

Join us online!

[www.facebook.com/cbsgoesgreen](http://www.facebook.com/cbsgoesgreen)



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