

## CONFERENCE PROGRAM

### **Freedom & Responsibility: Leading for Well-Being**

The idea of freedom has been pivotal for the development of modern capitalism. The socially and economically emancipated individual, the open market and the modern corporation, based upon voluntary work contracts and cooperation, have all become synonymous with the concept of a free and open society. Yet, while in classical freedom philosophies the notions of individual and institutional liberty are closely connected to their respective moral and social responsibilities, within the realm of economics the relationship between freedom and responsibility has been examined far less. This may have to do with the fact that certain strands of freedom theory (namely the ones espoused by the Mont Pelerin Society and the Chicago School of Economics) have long since dominated the discourse within business and economics departments, emphasizing much more the importance of choice than of its ethical orientation and constraints.

Yet, in the last years, corporate scandals have led to increased questioning of the corporate license to operate. In step with an ever more acutely felt lack of social and environmental sustainability, the very freedom of corporations to do business the way they see fit, is coming under scrutiny. Not incidentally, the United Nations and the OECD, for instance, have recently called for new economic policies directed to higher levels of human wellbeing rather than sheer material wealth. These demands find their correlate in the work on part of the Sustainable Development Solutions Network (SDSN) to realize crucial sustainability goals worldwide. Geared to a qualitative optimization of options for all rather than at the quantitative maximization of choice for some, through such efforts the dimension of responsibility implicit in the idea of freedom is increasingly being explicated. The Humanistic Management Network has decided to center its annual conference on the theme “Freedom & Responsibility: Leading for Well-Being” so as to examine which conceptions of freedom prove most apt to bring about a life-conducive economy at service to all humans.

An academic Paper Development Workshop will precede the Conference and will take place on 12 October 2016 at the Weltethos-Institut (Global Ethic Institute). The Workshop addresses those who submitted papers and whose papers have been selected.

#### **THURSDAY 13<sup>TH</sup> OCTOBER 2016**

**9:00-9:15**

#### **Introductory Remarks**

**Michael Pirson**, Professor for Social Entrepreneurship and Global Sustainability, Fordham University, Fellow, Harvard University

**Hunter Lovins**, Professor of Sustainable Management, Bard School of Management, Club of Rome, President of Natural Capitalism Solutions

**9:15-10:00**

**Panel I – Which freedom? Whose responsibility?**

*The Academic Perspective*

**Claus Dierksmeier**, Director Weltethos-Institut (Global Ethic Institute), University of Tübingen

“Quantitative versus Qualitative Freedom“

**10:00-11:30**

**Discussion Panel I – Freedom through Responsibility**

**Hunter Lovins**, Professor, Bard School of Management, Club of Rome

**Chris Laszlo**, Char and Chuck Fowler Professor of Business as an Agent of World Benefit, and Executive Director of The Fowler Center, at Case Western Reserve University’s Weatherhead School of Management

**Maurizio Zollo**, Full Professor, Bocconi University

**Moderation: Michael Pirson**, Fordham University

**11:30-12:00**

**Coffee Break**

**12:00-13:00**

**Workshops: Freedom and the Need for a New Narrative**

Introduction of the Leading for Well-Being Consortium and the Role of Freedom in the New Narrative of Success and Business Leadership

**13:00-14:00**

**Lunch Break**

**14:00-15:30**

**Panel II - Impacting higher Well-Being through Innovation**

*Learning from practice on how to embrace qualitative freedom and responsibility - learning WHAT from practice?*

**Christian Felber**, Vienna University for Economics and Business, Economy for the Common Good

“Qualitative Freedom & the Economy for the Common Good“

**Andrew Winston**, Author of “The Big Pivot“

“The Freedom to pursue Heretical Innovation”

**Jürgen Volkert**, Professor, Pforzheim University

“Relevant Freedom and Corporate Entrepreneurship”

**Christopher Albrigo**, RENACE Hydropower, DENCM

“Business as a Sustainable Development Promoter“

**Moderation: Christopher Gohl**, Weltethos-Institut (Global Ethic Institute), University of Tübingen

**15:30-16:00**

**Coffee Break**

**16:00-17:30**

**Workshops: The Meadows Memorandum: Transforming Research, Practice, Policy**

1) What do we need to know to move towards a better life

2) What do we need to do?

3) What policies will drive us there?

- 17:30-18:00**            **Wrap up**
- 18:30**                    **Networking Dinner**

**FRIDAY 14<sup>TH</sup> OCTOBER 2016**

- 9:00 – 9:15**            **Introduction and Recap of Previous Day**  
**Michael Pirson**, Fordham University
- 9:15 – 10:45**        **Panel III – Which qualitative Orientation Do We Need?**  
*Policies for a better life*
- Ernst von Kimakowitz**, Director, Humanistic Management Center  
“Foreign Direct Investment according to Quantitative versus Qualitative Freedom“
- Anthony Annett**, Climate Change and Sustainable Development Advisor, Columbia University  
“Toward a New Ethic of the Common Good”
- Georges Blanc**, Emeritus Professor, HEC Paris, OECD  
“Measuring the Business Contribution to Improve Well-Being in our Society”
- Moderation: Christopher Gohl**, Weltethos-Institut (Global Ethic Institute), University of Tübingen
- 10:45 – 11:15**        **Coffee Break**
- 11:15 – 12:45**        **Workshops Research, Practice, Policy**
- 12:45 – 14:00**        **Lunch Break**
- 14:00 – 15:00**        **Public Keynote Speech and Lifetime Achievement Award (free entrance)**  
**Jeffrey D. Sachs**, Quetelet Professor of Sustainable Development and Professor of Health Policy and Management, Columbia University, Senior UN Advisor  
“Globalization – In the Name of Which Freedom?”
- 15:00 – 16:00**        **Farewell Cocktails**

## Sponsoring Organizations

Fordham University, New York

[www.fordham.edu](http://www.fordham.edu)

Weltethos-Institut (Global Ethic Institute)

[www.weltethos-institut.org](http://www.weltethos-institut.org)

Weltethos-Institut (Global Ethic Institute)

is sponsored by Karl Schlecht Stiftung

<http://www.ksfn.de/>



Humanistic Management Network

[www.humanetwork.org](http://www.humanetwork.org)

Leading for Well-Being Consortium

## The Organizers

**Michael Pirson**, Director, Center for Humanistic  
Management at Fordham University,

[http://www.fordham.edu/info/22941/full-time\\_faculty/4842/michael\\_pirson](http://www.fordham.edu/info/22941/full-time_faculty/4842/michael_pirson)



**Claus Dierksmeier**, Director, Weltethos-Institut (Global Ethic  
Institute), University of Tübingen

<http://www.weltethos-institut.org/index.php?id=43>

**L. Hunter Lovins**, Professor of Sustainable Business Management  
at Bard College, steering committee of the Club of Rome, President of  
Natural Capitalism Solutions,

<http://natcapsolutions.org/team/staff/l-hunter-lovins/#.VxDCz3CQRHk>





**Andrew Winston**, Author of “The Big Pivot“, Founder of Winston Eco-Strategies,  
<http://www.andrewwinston.com/eco-strategies/>

**Chris Laszlo**, Char and Chuck Fowler Professor of Business as an Agent of World Benefit, and Executive Director of The Fowler Center, at Case Western Reserve University’s Weatherhead School of Management  
<https://weatherhead.case.edu/faculty/chris-laszlo>



## Our Invited Speakers



**Christopher Albrigo** is a professional with seventeen years of work experience in managing multiple plant resources in multinational companies. Eleven years of experience in the pharmaceutical and cosmetic industry, nine of which were spent in multinational companies where he had the opportunity to learn about their culture and working methods. Derived from the high ethical standards, quality and performance, he managed to rise successfully from positions on the ground and supervision to managerial and executive positions, through which he has been able to implement knowledge and experience in the efficient and effective management of personnel and resources to achieve the goals. He has successfully implemented energy efficiency programs, Quality Control, Quality Assurance, GMP, ISO 9000, Occupational Health and Safety, Environmental, Sustainability and Social Responsibility. In the last four years he was able to design, implement and evaluate a strategy for Hydropower Sustainability group. This strategy is founded on social responsibility with a high focus on social management based on corporate values and principles, the Community Relations and Sustainable Social Development. The social management model implemented, has been recognized as a success and as a reference for Social Management for the development of hydroelectric projects.

**Anthony Annett** is Adjunct Professor of International and Public Affairs at Columbia University. He works on the intersection of ethics, religion, and economics, with a particular specialization in Catholic social teaching. He is currently a Climate Change and Sustainable Development Advisor at the Earth Institute, Columbia University. He has also acted as an advisor to the Pontifical Council for Justice and Peace on economic topics. A frequent writer and blogger on public policy topics for *Commonweal* and *America* magazines, he is also co-authoring a book on Pope Francis's encyclical, *Laudato Si'*, with Jeffrey Sachs and William Vendley. Prior to this, he worked at the International Monetary Fund for sixteen years, including as a speechwriter for two successive Managing Directors, Dominique Strauss-Kahn and Christine Lagarde. He holds a Ph.D in economics from Columbia University, and a B.A. (first class degree and gold medal) and an M.Litt from Trinity College Dublin. He is also a Knight Commander of the Equestrian Order of the Holy Sepulchre of Jerusalem.



**Christian Felber** is an internationally renowned speaker, lecturer at the Vienna University of Economics and Business, co-founder of *Attac Austria* and a contemporary dancer. Christian has authored several bestsellers: "50 Suggestions for a fairer World", "New Values for the Economy", "Let's save the Euro!", "Change everything. Creating an Economy for the Common Good", and "Money. The new rules of the game", which was awarded the *getAbstract International Book Award 2014*. He is the initiator of the "Economy for the Common Good" and the project "Bank for the Common Good". Felber was born in 1972, studied Spanish, Psychology, Sociology and Political Sciences in Madrid and Vienna, where he lives and works as an independent writer.

**Ernst von Kimakowitz** is Director of the *Humanistic Management Center*, an independent think tank, learning institution and advisory firm and of the executive education provider *Ethics First*. He is also a lecturer in leadership skills at the University of St Gallen, Switzerland and the University of Tübingen, Germany and is the 2016 visiting professor at Soka University's Business Department in Tokyo, Japan. He holds several board member, editorial and reviewer positions and frequently gives talks to audiences ranging from student groups to senior executive teams around the globe. In addition to general questions of business ethics his topical foci are humanistic management, stakeholder engagement, development theory and impact investing. He researches, publishes, teaches and delivers advisory services on these topics to strengthen the positive impact of business towards a more equitable and more sustainable world. Previously he has worked in strategy consulting with a leading management consulting firm based in London. Ernst holds a M.Sc. from the London School of Economics (LSE) and an award winning Ph.D. from the Institute for Business Ethics at the University of St Gallen.





**Chris Laszlo**, Char and Chuck Fowler Professor of Business as an Agent of World Benefit, and Executive Director of The Fowler Center, at Case Western Reserve University’s Weatherhead School of Management. He is the author of *Flourishing Enterprise: The New Spirit of Business* (2014), *Embedded Sustainability* (2011), and *Sustainable Value* (2008), all from Stanford University Press. His earlier book, *The Sustainable Company* (2003, paperback 2005), was published by Island Press. His work over the last decade has helped launch mainstream management approaches to sustainability for value and profit. In 2012, he was selected a “Top 100 Thought Leader in Trustworthy Business Behavior” by Trust Across America™. In 2015, he was elected Fellow of the International Academy of Management.

**L. Hunter Lovins** is President of Natural Capitalism Solutions (NCS), helping ‘companies, communities and countries implement more regenerative practices profitably’. A Professor of Sustainable Business Management at Bard College, Hunter was named a Master at the De Tao Academy, Shanghai, and also sits on the steering committee of the Club of Rome. A founding mentor of the Unreasonable Institute, she continues to act as a consultant to industries and governments worldwide, including International Finance Corporation, Unilever, Walmart, the United Nations and Royal Dutch Shell. In the course of her career she has briefed heads of state, the Pentagon, and government leaders in 30 other countries. The author of 15 books and hundreds of articles, Hunter has won dozens of awards for her achievements, including the European Sustainability Pioneer award and the Right Livelihood Award. Time Magazine recognized her as a Millennium Hero for the Planet, and Newsweek called her the Green Business Icon.



**Jeffrey D. Sachs** is a world-renowned professor of economics, leader in sustainable development, senior UN advisor, bestselling author, and syndicated columnist whose monthly newspaper columns appear in more than 100 countries. Professor Sachs served as the Director of the Earth Institute from 2002 to 2016. He was appointed University Professor at Columbia University in 2016, and also serves as Quetelet Professor of Sustainable Development, and Professor of Health Policy and Management at Columbia University. He is Special Advisor to United Nations Secretary-General Ban Ki-moon on the Sustainable Development Goals, and previously advised both UN Secretary-General Ban Ki-moon and UN Secretary-General Kofi Annan on the Millennium Development Goals. He is a Distinguished Fellow of the International Institute of Applied Systems Analysis in Laxenburg, Austria. Sachs is Director of both the Center for Sustainable Development, and the UN Sustainable Development Solutions Network under the auspices of UN Secretary-General Ban Ki-moon. Sachs is co-founder and Chief Strategist of Millennium Promise Alliance, and is director of the Millennium Villages Project. Sachs is also one of the Secretary-General’s SDG Advocates, and a Commissioner of the ITU/UNESCO Broadband Commission for Development. He has authored five books, including three New York Times bestsellers (\*), in the past decade years: *The End of Poverty* (2005\*), *Common Wealth: Economics for a Crowded Planet* (2008\*), *The Price of Civilization* (2011\*), *To Move the World: JFK’s Quest for Peace* (2013) and *The Age of Sustainable Development* (2015).

**Jürgen Volkert** is Professor of Economics and Economic Policy at Pforzheim University. From April 1996 to August 2000 he was Managing Director and senior researcher at the Institute for Applied Economic Research, Tübingen (IAW). Based on a GAAC post doc grant, he participated in a research exchange at the Massachusetts Institute of Technology (MIT), Cambridge, Mass. and at the Centre for Social Science Research Berlin (WZB) in 1999 and 2000. Before, he had studied International Economics at the University of Tübingen and worked as a research assistant at the department of economic theory of the University of Tübingen where he also achieved his doctoral degree. He is a member of the scientific advisory council of the German Federal government for official poverty and wealth reports and scientific advisory council member of the IAW. His research foci are governmental, corporate and other influences on sustainable human development in affluent and poor countries as well as interdependencies and conflicts of ethics and economics.



**Andrew Winston** advises many of the world's leading companies on how companies can navigate and profit from the world's biggest environmental and social challenges. He is a globally recognized speaker and writer on business strategy and mega trends. Andrew is the author of *The Big Pivot*, co-wrote the international bestseller *Green to Gold*, and authored the Harvard Business Review Magazine cover story, "Resilience in a Hotter World." He has a BA in Economics from Princeton University, an MBA from Columbia, and a Masters of Environmental Management from Yale.

**Maurizio Zollo** is the Dean's Chaired Professor in Strategy and Sustainability at the Management and Technology department of Bocconi University and board member of the Center for Research in Innovation, Organization and Strategy (CRIOS). He is also visiting professor at the Sloan School of Management of the M.I.T. in the Management Science department. A past president of the European Academy of Management (EURAM), he was also former editor of the European Management Review. In addition, professor Zollo served for a decade on the Executive Committee of the Academy of Business in Society, which he helped establish in 2003. For the Strategic Management Society he chaired the Innovation and Knowledge interest group and was a founder and chair of the Stakeholder Strategy interest group. A past member of Executive Committee of the strategy division of the Academy of Management, he also co-founded the Business & Society division of EURAM. In addition to his editor role for the European Management Review, he also served as associate editor or editorial board member of six other leading academic journals in strategy and organization studies.

