



# MOIS DE LA FRANCOPHONIE

DIGITAL CONFERENCE

24TH OF MARCH, 2021



## TOGETHER BEYOND THE CRISIS

Sustainable developments for the benefit of Business and Society: Insights from Sweden, Switzerland, Canada, Belgium and Serbia.



Bridge Illustration by Bo Lundberg



**10:00-10:05**

### Welcoming Remarks

H.E. Dr. François Voeffray-Peyro, Ambassador of Switzerland to the Kingdom of Sweden.

**10:05-10:10**

### From Sweden Through the Crisis to Together Beyond the Crisis

Martin Carlsson-Wall, Associate Professor of Accounting at the Stockholm School of Economics; Executive Editor *Sweden Through the Crisis*.



**10:10-10:25**

### Sustainable Business Development: Business Transitions for the Benefit of Society

Sarah Jack, the Jacob and Marcus Wallenberg Professor of Innovative and Sustainable Business Development at the Stockholm School of Economics; Platform Director Sustainable Business Development Through Entrepreneurship and Innovation at Misum.



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**10:25-10:35**

Jonathan Normand, Founder and Executive Director of B Lab Switzerland.



**10:35-10:45**

Michaël Van Cutsem, Co-Founder and CEO of BeeOdiversity.

**10:45-10:55**

Nikola Krstic, Founder and CEO, Anoris Technology.



**10:55-11:00** Break

## **11:00-11:15 Group Activity**

Participants are divided into groups consisting of 7-10 people to discuss the following two questions:

1. How can institutions work to support entrepreneurship and innovation in a way which leads to sustainable business development?
2. What are good examples of where different stakeholders work together today to advance sustainable development in partnership with communities and societies?

## **11:15-11:30 Summary of key findings from group discussions**



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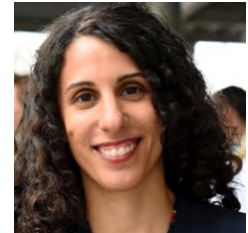


## 11:30-12:00 Panel Discussion



Sarah Jack, the Jacob and Marcus Wallenberg Professor of Innovative and Sustainable Business Development at the Stockholm School of Economics; Platform Director Sustainable Business Development Through Entrepreneurship and Innovation at Misum.

Amy Loufti, Pro-Vice Chancellor and Professor in Information Technology at Örebro University; Research lead – AASS Machine Perception and Interaction Lab.



Annette Stube, Executive Vice President, Sustainability, Stora Enso; Adjunct Professor at Copenhagen Business School; Social Impact Fellow at Berkeley Haas School of Business

Lena Westerholm, Global Sustainability/HSE Manager ABB Robotics & Discretion Automation; Head of Sustainability, ABB Sweden.



Lena Hök, Senior Vice President Sustainability, Skanska Group; Chair of the Sustainability Committee, ICC Sweden; Board Member, Sida.



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