



3rd UCB-SBSEM Business & Society Symposium

Purpose in action

Brussels, 21 May 2024 pm

Concept note

Why do we need a new approach to leadership?

We are at a time of formidable challenges that require us to fundamentally rethink how we operate as societies. In 2015, the United Nations adopted the Sustainable Development Goals that set world nations ambitions objectives for a more sustainable world. In 2019, the European Union adopted its Green Deal that outlines the road for a climate neutral Europe by 2050 that leaves no one behind. Businesses and civil society have set themselves in motion.

But while progress has been made on a number of dimensions, business leaders and governments are still struggling to activate and deploy the needed changes on the ground. Not because of technology. Not because of unwillingness. But because of the difficulty to integrate the systemic nature of the challenges into decision-making and action.

The Business and Society symposium

The Business and Society symposium is a joint initiative of the Solvay Brussels School of Economics and Management (SBS) and UCB, a leading European pharmaceutical company, to foster **cross-stakeholder collaborations** to tackle societal challenges. An invitation-only event, the symposium brings together leading voices from business, civil society, academia, policy and the youth to discuss practical cases and experiment with new collaborative approaches to making progress.

The third symposium, Purpose in Action, will focus on the **leadership mindsets and practices** that have the potential to unlock progress for sustainable solutions. The symposium will consist of a presentation of the Cambridge Leadership for Sustainability framework by one of the authors, testimonials by business and policy leaders and workshops during which participants will be able to test and experiment with the framework on real case studies introduced by one of the protagonists.

The symposium will **start at 1 pm** and end with drinks and food.

A new vision for Leadership: The Cambridge Leadership for Sustainability framework

The Cambridge Leadership for Sustainability framework is a framework developed by the University of Cambridge Institute for Sustainability Leadership to address the limitations of traditional approaches to leadership when it comes to activate a transition to economies that work for people, nature and climate.

Unlike traditional approaches - which often view leadership as a set of capabilities possessed by an individual - it recognizes leadership as a dynamic collective and creative process that requires purpose and is context specific.

The framework identifies the mindset and practices that support these leadership characteristics.

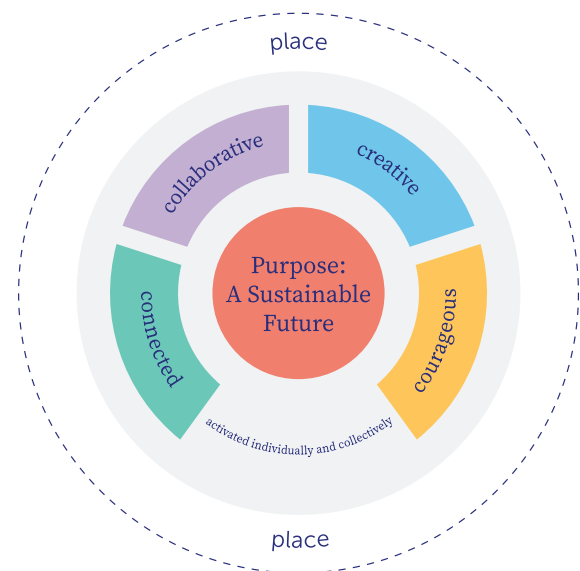


Figure 1: The Leadership for a Sustainable Future Framework

What will attendees gain?

Participants will:

- Learn how leadership for sustainability differs from traditional leadership approaches
- Develop leadership skills through active engagement with a Cambridge Institute's framework, working through real business cases and sharing their own experience in a safe and supporting environment
- Network with peers and crowdsource experiences, tools and solutions from a diverse set of practitioners and leaders