

How can African and Middle Eastern business schools can implement sustainable practices?

African & Middle Eastern Capacity Building Workshop 2
Association of MBAs and Business Graduates Association (AMBA & BGA)

5 October 2022

What AUC does regarding sustainability

- Carbon foot print report
- Climate initiative motivated by COP 27 in Egypt



- Five main areas of focus that are fully aligned with national and regional climate change and sustainability priorities:
 - Water-related issues
 - Green architecture and sustainable urban development
 - Green finance
 - Global health
 - Energy transition

What School of Business does regarding sustainability

- Early start on UN PRME
- Sustainability with many venues (PRME, BoP Lab Network, GBSN, etc.)
- Sustainability Literacy Test (SuliTest)
- SDGs (responsible business theme) across the curriculum
 - Also courses on business ethics, Social Entrepreneurship, and Business and Society
- Community Based Learning (with focus on engaging students with society)
- Research centers (A2K4D, JPAL, Gerhart Center, Center for Entrepreneurship and Innovation)
- Students' clubs and competitions

GC Webinar Series

The Aftermath of COVID-19: The New Social Impact Ecosystem

- Webinar series aims to discuss concepts that are currently not mainstream and may (or perhaps should) become mainstream in the aftermath of the COVID 19.
- Since April 2020
- More than 100 Sessions
- Global Speakers
- 3000 participants



Many great speakers ...

THE AMERICAN UNIVERSITY IN CAIRO
100 YEARS School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

Prof. Jeffrey D. Sachs
Director of the Center for Sustainable Development, Columbia University
Director of the UN Sustainable Development Solutions Network

Gerhart Center Webinar Series
🕒 3 PM (Cairo Time)
📅 Wednesday June 10

The SDGs in the Aftermath of the COVID-19

Professor Henry Mintzberg
Cleghorn Professor of Management Studies
Desautels Faculty of Management at McGill University.

Rebalancing society, the role of schools of business, and the Healthcare systems, during COVID 19, and beyond.
🕒 8 PM (Cairo Time)
📅 Wed, September 9

Gerhart Center Webinar Series

Colin Mayer CBE FBA
Peter Moores Professor of Management Studies at the Said Business School at the University of Oxford

The Impact of COVID-19 on the Business
🕒 4 PM (Cairo Time)
📅 Tuesday June 16

Gerhart Center Webinar series

THE AMERICAN UNIVERSITY IN CAIRO
100 YEARS School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

Kate Raworth
Economist /
Co-founder of Doughnut
Economics Action Lab

Can Humanity Live within the Doughnut?
🕒 7 PM (Cairo Time)
📅 Wed, April 7, 2021

Gerhart Center Webinar Series

The American University in Cairo
School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

**"Everyone a Changemaker",
A Conversation With Bill Drayton**
GERHART CENTER WEBINAR SERIES

Bill Drayton
Founder and CEO of Ashoka

7 pm Cairo Time | Monday, December 13 2021

The American University in Cairo
School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

A Conversation on Making Social Change, Creative Finance and Moral Leadership
GERHART CENTER WEBINAR SERIES

Jacqueline Novogratz
Founder/CEO of Acumen

7pm | Monday, June 7 2021

Sustainability, Climate change and netzero (before COP27) ...

THE AMERICAN UNIVERSITY IN CAIRO
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John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

John Elkington
Founder & Chief Pollinator
Volans Ventures



The Prospects for "Green Swans" Solutions and Market Trajectories to **Sustainability**

🕒 7 PM (Cairo Time)
📅 Wed, October 28

Gerhart Center Webinar Series

The American University in Cairo
School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

**Achieving a Zero Emissions
Global Economy
through a Global Green
New Deal**

GERHART CENTER WEBINAR SERIES

Robert Pollin
Professor of Economics/
Co-Director of the
Political Economy Research
Institute (PERI) - University of
Massachusetts-Amherst



7 pm | Wednesday, September 15 2021

Register in the link above

THE AMERICAN UNIVERSITY IN CAIRO
100 YEARS School of Business
John D. Gerhart Center
for Philanthropy, Civic Engagement
and Responsible Business

Professor Michael Lenox
Tayloe Murphy Professor of Business
Senior Associate Dean and Chief
Strategy Officer at Darden School of
Business, University of Virginia



**The Path to Decarbonization:
Transforming the Global
Economy by 2050**

🕒 7 PM (Cairo Time)
📅 Wed, September 2


Gerhart Center Webinar Series

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John D. Gerhart Center
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and Responsible Business

**Beyond Sustainability:
The Rise of Regenerative Economics**

GERHART CENTER WEBINAR SERIES

John B. Fullerton
Founder and President of
Capital Institute



7 pm Cairo Time | Monday, September 27 2021

Sustainability, Climate change and netzero for COP27

 **The American University in Cairo**
School of Business
John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

Financing a Just Transition to Net Zero

▶ GERHART CENTER WEBINAR SERIES

Nick Robins

Professor in Practice - Sustainable Finance,
Grantham Research Institute,
London School of Economics



7 pm Cairo Time | Wednesday, February 2 2022

 **The American University in Cairo**
School of Business
John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

Delivering the COP26 Universities network: Lessons and legacy

▶ GERHART CENTER WEBINAR SERIES

Alyssa Gilbert

Director of Policy and Translation at Grantham Climate change and the Environment,
Imperial College, London



7 pm Cairo Time | Monday, February 14 2022

 **The American University in Cairo**
School of Sciences and Engineering
Center for Applied Research on the Environment and Sustainability

How to make COP27 a success: An 'all of society' sectoral approach to delivering climate action

▶ GERHART CENTER WEBINAR SERIES

Thomas Hale

Associate Professor of Global Public Policy
China Engagement
School of Government,
Oxford



7 pm Cairo Time | Wednesday, February 2 2022

 **The American University in Cairo**
School of Business
John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

Community Science: A Pathway for Advancing Environmental and Climate Justice

▶ GERHART CENTER WEBINAR SERIES

Sacoby Wilson

Associate Professor with the Maryland Institute for Applied Environmental Health and Department of Epidemiology and Biostatistics,
School of Public Health, University of Maryland-College Park



7 pm Cairo Time | Monday, March 7 2022

 **The American University in Cairo**
School of Business
John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

Map the System Global Competition

Map the System is a global competition of the Skoll Centre for Social Entrepreneurship, at the Saïd Business School, University of Oxford, the competition is delivered in partnership with educational institutions around the world.



Roundtable Discussion:
Just Transition for Africa:
The Role of Business Schools



March
15



2:00 pm – 3:30 pm Cairo Time
12:00 pm – 1:30 pm GMT

Moderated by



Ali Awni

*Professor of Practice and
Director of the John D. Gerhart
Center for Philanthropy, Civic
Engagement and Responsible
Business, AUC School of Business*



Frank Aswani

*CEO of African Venture
Philanthropy Alliance*



Saliem Fakir

*Chief Executive, The
African Climate
Foundation*



Roze Phillips

*Executive Director, Gordon
Institute of Business Science,
South Africa*



Jacqueline McGlade

*Professor in International Public
Policy and Governance at
Strathmore University Business
School, Kenya; Professor of
Sustainable Development and
Resilience; University College
London, UK*



Youseff Nassef

*Director of United Nations Climate
Change (UNFCCC) Secretariat*

Powered by

**Willard W. Brown
International Business
Leadership Series**



Are We all Doing it Right?

- Are we creating social/sustainability change agents?!
- Do we create graduates who can engage with their community?
 - The Bubble effect
 - Top-bottom mindset

Indian Education Policy

- "Thus, a fundamental challenge for Indian education policy is to reorient the education system from one focused on sorting and identifying talented students to one that is focused on human development that can improve learning for all."
- Karthik Muralidharan and Abhijeet Singh, 'India's new National Education Policy: Evidence and challenges - Gains in schooling must be translated into gains in learning,' Science, 2 APRIL 2021 • VOL 372 ISSUE 6537

.... Vs. Development

- Investment vs. development
- Business Education, elitist?
 - Entrepreneurship
 - Exclusive vs. inclusive
 - Are our students engagement with society?
- Elitist mindset for innovation?
 - Vs. frugal innovation and grassroots innovation
- Development and sustainability is horizontal and not vertical (it is holistic and multi-disciplinary).

Gold medalist vs. sports for all!

Purpose of Education

- In my view the purpose of education is to create good athletes who can play any sports, and not a specific sport.
 - The idea here is the dynamics of the job market changes, and training for specific companies in mind and taking this to the n-th degree amounts to "overfitting" in the parlance of statistics or data science or machine learning .

Decolonization: Highlighting The African Narrative

- The missing African narrative.
- Philanthropy vs. African Giving
- Role of women in society
- Governance.
- Case studies from Africa?
- Just transition for netzero?

SDGs: Are we doing it right?

- Cutting across many disciplines
 - Cherry picking?
- View of SDS as a code of ethics
- SDGs and human rights
- SDGs and ecosystem governance

Democratization

- Community led initiatives
- Democratizing wealth
- Democratizing Leadership

Schools of Business can play a major role!

Thank you ...