

School of Business

John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

# 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



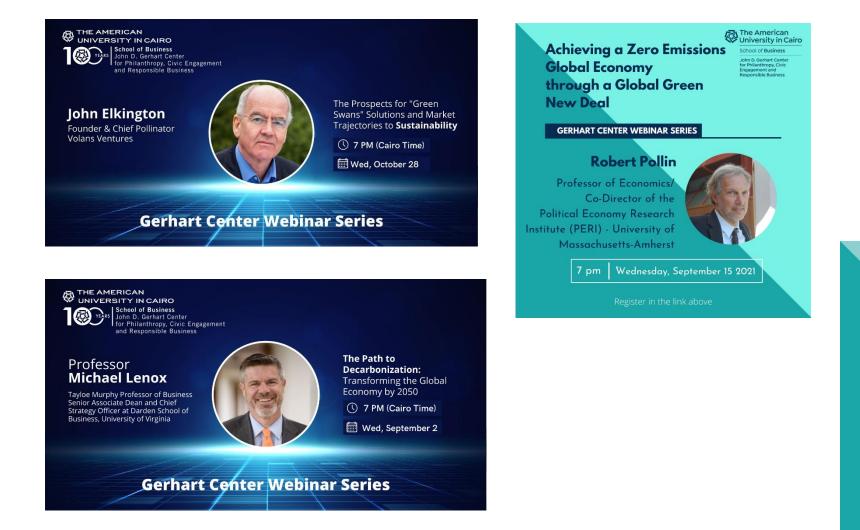
### Many great speakers ...



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

7pm Monday June 7 2021

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



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



### 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.







PRME Principles for Responsible Management Education

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



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



Youseff Nassef Director of United Nations Climate Change (UNFCCC) Secretariat

#### Powered by

Willard W. Brown International Business Leadership Series

## Are We <u>all</u> 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!



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Thank you ...