



**EABIS**  
European Academy  
of Business in Society

**ESADE**  
Business School

Sixth Annual Colloquium of the  
**European Academy of Business in Society**  
Barcelona 20-21 September 2007

***Call for Presentations for the  
3rd EABIS Corporate Responsibility  
Education & Training Exchange***

***2007 Theme:  
Executive Education, In-Company Training and  
the Changing Role of Business in Society***

The 2007 EABIS Colloquium is hosted by  
ESADE Business School

in collaboration with  
IESE Business School

# Introducing the 3<sup>rd</sup> EABIS Corporate Responsibility Education & Training Exchange

## 1. Context

The world in which company executives and managers operate is becoming increasingly complex. Boundaries between business, government and civil society are becoming more blurred, while societal expectations and economic, social and environmental realities are becoming more challenging for companies. Coupled with intensifying commercial pressures as a result of capital markets and global competition within and between industries, this means that **managers of the future will require very different knowledge, skills and mindsets.**

These aptitudes, abilities and attitudes will be crucial for the successful management of collaboration and partnerships, understanding stakeholder perspectives, balancing these with commercial pressures, dealing with global diversity, and so forth. This leads us directly to three central questions:

- **What does this mean for Executive Development and Learning?**
- **How are companies and business schools responding?**
- **How can external and in-company training programmes help to address these needs?**

## 2. What is it?

The Education and Training Exchange (ETE) provides a platform for interactive and creative exchange of successful executive learning and development initiatives across different stakeholder groups.

Above all, it is a forum for companies, business schools and other stakeholders to think outside the box and display **any kind** of initiative that addresses executive learning on corporate responsibility issues in a creative, value-add manner.

**NOTE – we particularly welcome any initiatives or presentations that are aligned with the theme of this year's Colloquium.**

## 3. What is new this year?

In 2007 the Exchange will feature some innovative changes designed to enhance proceedings:

- A Select Committee to review and choose all presentations submitted
- A total of 30 representative programmes and innovative practices to ensure maximum exposure and dialogue
- The creation of **official awards** to acknowledge the most original business school and in-company cases – a low profile process that is rooted very much in a spirit of fun and enjoyment, not competition!

## 4. How will it work?

The ETE is scheduled to take place on 20<sup>th</sup> September as part of EABIS' 6<sup>th</sup> Annual Colloquium in Barcelona.

**Format**            The ETE is set up like a 'fair' or 'market place'. Each presenter / presenting team has a stand where printed materials can be displayed to showcase the initiative

- Rounds** There will be one round of 75-90 minutes incorporating 30 presentation stalls. We highly recommend that where possible presenting organizations have at least 2 people per stall to ensure they can present and view other initiatives!
- Presentations** Presenters will be asked to develop a short 5-7 min presentation that they will give on an ongoing basis to participants who will be walking freely between stalls. Discussion and questions are strongly encouraged
- Output** A catalogue of all initiatives will be made available to presenters / participants and will be available also online after the event.
- Suggestions** The ETE is designed to be flexible in terms of what inputs institutions would like to showcase. The primary objective is to promote highly innovative approaches and formats that look to embed corporate responsibility issues into executive learning and development. These could take one of various forms:
- i. Management training and development programmes within companies
  - ii. Pioneering executive education courses and degree programmes in Business Schools and Universities
  - iii. Development of innovative executive learning classroom materials and resources
  - iv. Collaborative learning partnerships (business-academia, business-training providers, academia-civil society stakeholders, etc.)
  - v. Mainstreaming initiatives for core management education curricula
  - vi. Online or digital learning tools, such as business simulations and experiential learning exercises on corporate responsibility
  - vii. Design of new competency and human resource frameworks around “responsible” leadership and management
  - viii. Knowledge and learning initiatives within Corporate Universities
  - ix. Community and/or stakeholder engagement programmes
- Examples** Please visit [www.eabis.org/education](http://www.eabis.org/education) to learn more about the 1<sup>st</sup> & 2<sup>nd</sup> Exchanges and to download the **Catalogues of Initiatives** from the previous exchanges.

## 5. What are the benefits of participation?

- Showcase your organization and initiative before 300+ influential thought leaders and senior representatives from business, academia, policy and civil society
- Receive stakeholder insight and feedback on your programmes
- Benchmark your executive learning against a broad range of tried and tested initiatives
- Be stimulated by new ideas and cross-fertilization between corporate and academic settings on executive learning for use in your own organisation
- Immerse yourself in an interactive learning environment
- Network and share experiences with peers and a broad range of stakeholders

## 6. Who is it for?

We strongly encourage presentations from **Companies** (particularly from HR, Organisational Learning/Development and Training departments), **Business Schools** and **Universities**, as well as **Independent Executive Learning Providers** engaged in management development.

## 7. Application procedure

1. Application in Microsoft Word to be submitted to [charis.desinioti@eabis.org](mailto:charis.desinioti@eabis.org) → **by 16 July 2007**
2. Peer review (submissions will be reviewed by a team of non-engaged business and academic representatives), feedback and announcement of final decision → **by 27 July 2007**
3. Collaborative editing of entries for Education & Training Exchange Catalogue → **during July/August**

**NOTE:**

- *All presenters will be expected to register for the EABIS Colloquium in order to present. No additional fee will be charged for presentation*
- *Due to limited space (max 30), the submission of executive education and in company training initiatives will be followed by a competitive selection.*
- *EABIS would especially like to thank one of its founding partners, CSR Europe, for helping to inspire this initiative through their EU Marketplace on CSR*