

CCRS Retreat in Mariastein: Review, Outlook and Agenda



Retreat CCRS, 4-5 July, 2024 in Klosterhotel Kreuz, Mariastein

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1. Review: Achievements

Financial Stability and Growing Impact

- First year without contribution from Martin Haefner
- Martin Haefner is happy with the development
- esg2go with new functions and many new users
- CCRS back in research (SNF Sinergia 'True Cost of Food')
- Innotour project on tailoring esg2go for Hotellerie Suisse
- CCRS as critical think tank on ODA / Resistance to change

CCRS Publications are increasing

- Highlight: esg2go paper in Sustainability
- Papers published by Jovana and Philipp

CCRS Teaching

- Co-Teaching by PA at HEG-FR went well in the fall semester (3 different courses)

NZZ

GASTKOMMENTAR

Entwicklungszusammenarbeit sollte lokales Unternehmertum mobilisieren

GASTKOMMENTAR

Genom-Editierung – wir müssen alte Grabenkämpfe überwinden

SCHWEIZER WIRTSCHAFT SICHTBAR MACHEN

esg2go etabliert sich als Instrument gegen Greenwashing

03. November 2023

1. Review: Challenges

Teaching

- CAS on ESG and Sustainable Leadership not yet flying
- Teaching two courses in Zurich in Fall Semester is tough

Research

- SOR4D (SNF) Pre-Proposal rejected in spring 2023
- HEG Proposal on ownership and ODA rejected in fall 2023
- Innosuisse Accelerator on scaling esg2go rejected in spring 2024

Finance:

- No hiring possible without third funding
- Adjustment in employment percentages due to lack of third funding
- Possible loan from Luzi to keep esg2go method development going
- HEG-Fund Proposal with SDC matching grant?

Events

- Jovana's Workshop with the University of Fribourg > great success, follow-up uncertain

Other practical tools

- Esi upgrade > New Cooperation Agreement with Metasys > no option for CCRS
- SDG8 Key Embeddedness Indicator > Application depends on HEG-SDC funding

2. Outlook: Strategy

CCRS

Center for Corporate Responsibility
and Sustainability

at School of Management Fribourg

An interdisciplinary and practice-oriented research institute. We have an open culture and a highly diverse team of scholars and practitioners from different disciplines and world regions

- **A center of excellence for critical but also solution-oriented sustainability research:** exploring the role of new technologies, focus on building innovative ecosystems for sustainable change
- **Converting research into products** that are used in the real economy to address sustainability challenges
- **A bridge-building institute** that enables **public-private partnerships** for sustainable change

“**entrepreneurship and innovation for sustainable challenge**” as the foundation of the CCRS research and outreach approach...but also to be understood as an encouragement for CCRS Team Leaders to become ‘intra-entrepreneurs’ > *objective*: leading autonomous and self-financed research units within CCRS / applying the solution-oriented and interdisciplinary approach to sustainability

2. Outlook: Opportunities

Research

- New projects in the fields of Agriculture, Biotech, Development (via NRP 84, NCCR NaturALL, HES-SO project on energy storage and sustainability in Fribourg with Michael Pfister, Innotour)
- Exploring possibilities to participate in Horizon 2024 calls (deadline: 18 Sept.)
 1. [HORIZON-JU-CBE-2024-RIA-05](#). *Innovative bio-based food/feed ingredients*
 2. [HORIZON-CL6-2024-CLIMATE-02-3](#) *Overcoming barriers and delivering innovative solutions to enable the green transition*
- Exploring funding opportunities for Jovana Dikovic's research on aid effectiveness
- Exploring funding opportunities for Philippe Forêts Transition from Innovation to Sustainability Programs

Consulting?

Rico Baldegger may build up a consulting branch on behalf of the foundation

2. Outlook: Opportunity to enhance CCRS Network

ICABR Conference

- Offer to become part of the board and host the 30th Conference in Zurich



Scaling up esg2go

- Network established in USA, Germany, Austria, Australia, Singapore
- Webinars in french and italian

Philippe Forêt's Network

- Establishing 'Transition from Innovation to Sustainability Programs' with UNESCO (Bridges), Bard College and several partner Universities in Europe > funding challenge

NRP 84 / NCCR NaturALL / Global Footprint Network/ Horizon 2024?

Opportunities to partner with internationally recognized institutions due to alternative perspective on sustainable development that becomes increasingly relevant (Paradigm Shift pending)

3. Team, Associates, Partners

Organigramm CCRS 2024 at School of Management Fribourg (HEG)

New Foundation Board Strategy:

- More Focus on Marketing /Fundraising
- New Board

Change in CCRS Admin:

A. Schmid > H. Galliker

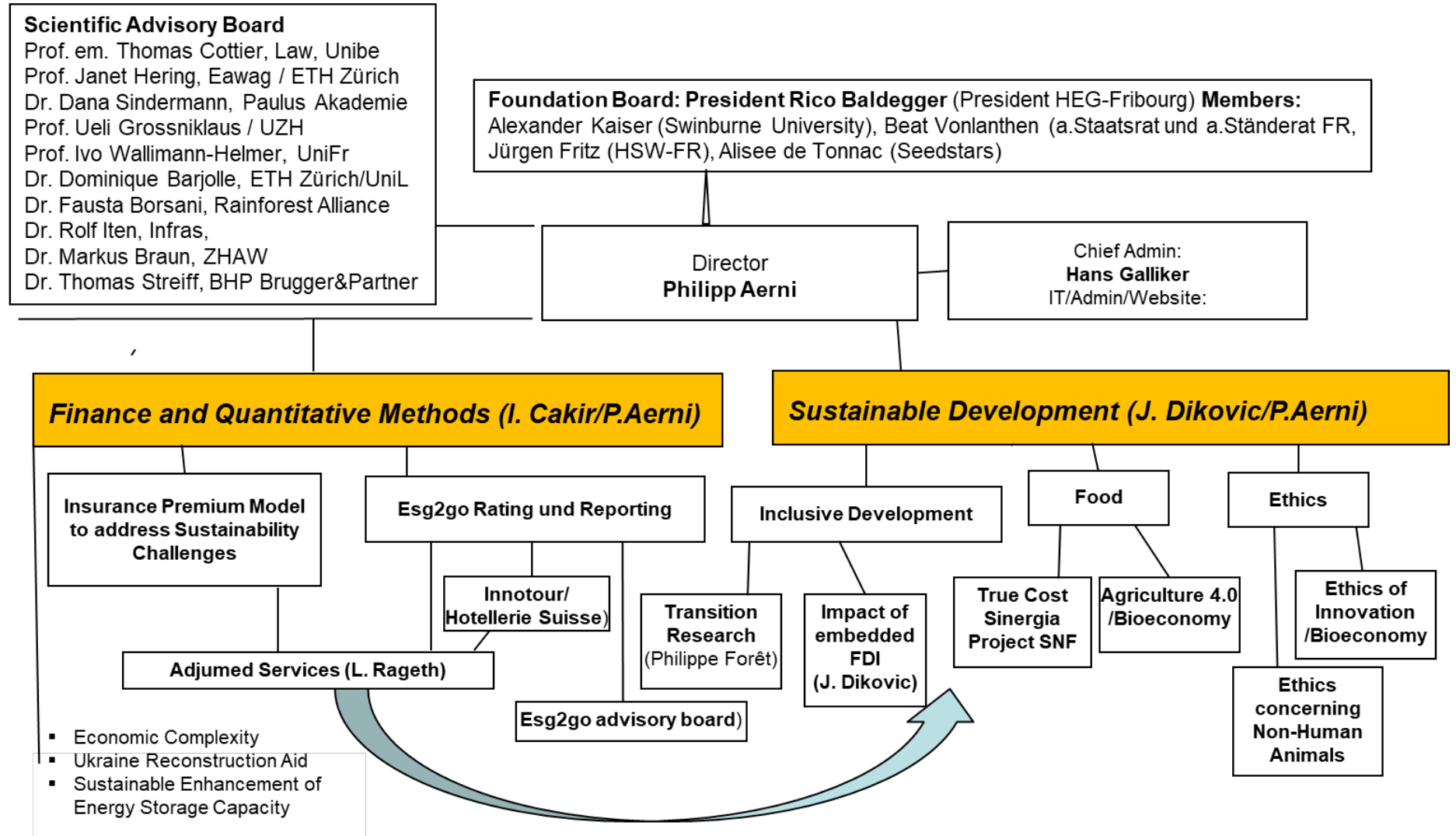
Core Partner Adjumed

Higher Priority:

- Rating Tools
- Agriculture
- Biotechnology

Lower Priority:

- Sustainable Real Estate



3. Team, Associates, Partners

CCRS Team:

- Philipp Aerni
- Isa Cakir
- Benjamin Cakir
- Jovana Dikovic
- Rosa Helena Schneider
- Sidney Lienhard
- Hans Galliker

CCRS Associates:

- Hans Rentsch
- Luzi Rageth
- Greta Balliu
- Jürgen Fritz
- Philippe Forêt
- Roberto Colosio
- Michela Marciano
- Romano de Vivo
- Haig Jasa
- Michael Wolf
- Roger Graber
- Nigist Goytom
- Isabelle Schluep

CCRS Partners:

- Zurich Insurance (esg2go)
- UBS (esg2go)
- Raiffeisen (esg2go)
- My Blue Planet (esg2go)
- Hotellerie Suisse (esg2go)
- SQS (esg2go)
- Climate Partner (esg2go)
- Swisscleantech (esg2go)
- University of Basel (esg2go)
- HEIA/HES-SO (energy storage)
- EDA (inclusive Development)
- EPFL/UniL/E4S (True Cost of Food)
- IPMB/UZH (Bioeconomy)
- University of Wageningen (Bioeconomy)



- CCRS to be understood as an **ecosystem** that shrinks and grows
- Becoming partially of the club depends on ability to raise **third funding**

Programme for Thursday, July 4 in Seminarraum of Klosterhotel Kreuz Mariastein

- 13:50 *Welcome Drink in the Garten of the Hotel*
- 14:15 Retrospect and Outlook of CCRS and Foundation (Seminarraum) by Philipp Aerni
- 14:35 CCRS Finance, Admin and Website concerns by Hans Galliker
- 14:45 General Feedback and Discussion
- 15:00 Talk by Hans Rentsch on 'Elite Wokeness in Figures from US Surveys'
- 15:30 *Break*
- 15:40 Talk by Greta Balliu on the practical challenges of CSR Reporting
- 16:00 Talk by Nigist Goytom on the Hahu App addressing UN SDG 4
- 16:20 Talk by Roger Graber on decentralized economic development CH
- 16:40 *Discussion*
- 17:15 *Break, visit of the Monastery (Tour by Pater Ludwig)*
- 18:30 *Dinner in Restaurant Post*

Programme for July 5

Focus on the Advances in the different Research Areas

- 08:00 *Breakfast*
- 08:30 *“Finance & Quantitative Methods” by Isa Cakir (Isa und Benjamin Cakir)*
- 08:35 *“New Sustainability Reporting Standards and the role of esg2go (PA, Luzi Rageth, Isa Cakir)*
- 08:55 *“esg2go Webinars in French and Italian” (Roberto Colosio, Michela Marciano)*
- 09:00 *“Development and Inclusive Change” by Jovana Dikovic (JD)*
- 09:10 *“True Cost of Food” Project (JD, PA, Rosa Schneider, Sidney Lienard)*
- 09:30 *“True Cost of Food and its role in Swiss Agricultural Policy” (Isabelle Schluemp)*
- 09:50 *‘The Transition from Innovation to Sustainability Programs’ (Philippe Forêt)*
- 10:10 *‘Break*
- 10:30 **Strategy of School of Management Fribourg and the role of CCRS (Jürgen Fritz)****
- 11:00 *Final Discussion*
- 12:15 *Lunch in Restaurant Jura (optional)*