

2021 Sustainability Week Activities

Monday, April 12th

14:00-15:00

OPENING CEREMONY & MUSIC FOR THE PLANET

Welcome to the Esade Community's 2021 Sustainability Week. The purpose of this week is to join the entire Esade community (students, alumni, faculty and staff) to become agents of transformation and promote change to achieve a more sustainable society. The week will feature more than 30 different events: lectures, debates, film series, etc., focused on the United Nations' Sustainable Development Goals (SDGs).

In this open ceremony, we have the opportunity to invite Mr. Chris Lowney that will inspire us with a speech on Sustainability and Leadership.

18:00-19:00

THE CHALLENGE OF EDUCATING AND RAISING CHILDREN WITHOUT BIASES

Children learn from their parents before and during their time at school. Parenting plays an important role in developing biases that we all have towards a particular gender, race, religion, social status, etc. This event will focus on how we, as parents or parents to be, can minimise these biases by the way in which we raise our children and how this relates to sustainability.

Quest speaker: Lua Grimalt, a psychologist, has worked as a Parent-Child Clinician at JF&CS Boston, as a Staff Psychologist in Doctors without Borders in Madrid and in postpartum support.

Organised by: LGBTQ+ (lgbt.club@esade.edu).

19:30-20:30

DEBATE ON EDUCATIONAL EQUALITY

(Held in Spanish)

Does the existence of private schools represent a barrier to equal opportunities? Would it be better to separate classes by level or mix different levels within the same class? These are some of the questions we'll explore together in this debate presented by Empieza por Educar, EXE ("Begin by Educating"). Make sure your voice is heard!

Guest speakers: Sara Guerrero (EXE Programme participant) and Camila Chipoco (Responsible for Candidates, EXE Catalonia).

Organised by: Empresa i Societat (empresaisocietat@esade.edu) and Agora, Business, Governance and Society (esadeagora@esade.edu).



2021 Sustainability Week Schedule

Tuesday, April 13th

09:00-10:00

ACT SUSTAINABLY, LEAD THE CHANGE

This activity will be delivered by Magdalena Murtra, who will make the audience understand, reflect and learn how to create an impact to raise our sustainability levels and help the planet. She will describe some of her personal experiences, motivations and knowledge about the topic. Finally, the event will provide the audience with some clear calls for action and ideas about what they can do and where they can get more information to help the cause. This event is related to SDGs 11, 12 and 13.

Guest speakers: Magdalena Murtra Pera, Community-builder.

Organised by: AIESEC (Universitat Ram3n Llull) aiesec@esade.edu.

10:00-11:00

IMPACT CONSULTING

Have you ever wished to have a social impact? Trying to acquire real-life professional experience quickly? Are you on the hunt for valuable connections and coaching possibilities? We will talk about a new flexible and remote opportunity to further your career in the consulting field and have the impact the world needs today!

Impact Consulting is a global network of aspiring and professional consultants who provide pro-bono support to social impact organisations.

Guest speaker: Micha Schara (Esade BBA'15 + MIE&CEMS'17 and Business Developer at Impact Consulting).

Organised by: eJoventut (ejoventut@esade.edu).

13:00-14:00

LEADING GENDER PARITY

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. The 5th sustainable development goal urges governments, companies and society in general to implement efficient strategies to reduce the gender gap. The session will offer a reflection on our responsibility as managers in promoting gender parity within our organizations.

Guest speakers: Eugenia Bieto, director of Esade Women Initiative; Anna Gin3s, professor of Esade Law School and Marta Marcos, President of EQUAL Esade.

Organized by: Esade Women Initiative.

14:00-15:00

LET'S BECOME A SUSTAINABILITY LEADER FROM SCRATCH!

An innovative speech which inspires us to rise to society's environmental and social challenges by sharing thought-provoking stories from first-hand experiences of climate change at the South Pole, the water crisis along a 25,000-km bamboo bike journey and energy inequalities in the Himalayas.

Guest speaker: Theo Rohfritsch, founder of the Dreams Hunter Program.

Organised by: CEMS (cemsclubbarcelona@esade.edu).



2021 Sustainability Week Schedule

Tuesday, April 13th

15:00-16:00

THINK OUTSIDE THE BOX

Sustainability: #1 Marketing challenge for FMCG Brands.

In today's world, consumer claim for more sustainable solutions for their daily needs and many brands and products are pointed as polluters. Sustainability is becoming the #1 challenge for Marketing teams, but the reward is not always evident: there is a gap between what consumer say and what consumers do. In this environment, how can brands make a positive impact both for the planet and for their business?

Guest speaker: Mauro Ribò. Expert in Marketing and member of Marketing expert and board member of the esadealumni Marketing Club.

Organised by: Esade Marketing Club
(esademarketingclub@esade.edu).

16:00-17:00

ECOFEMINISM: HOW FEMINISM AND ECOLOGY ARE FIGHTING FOR A MORE EGALITARIAN WORLD

(Held in Spanish)

This event aims to explore ecofeminism's underlying philosophy. It will explain how the feminist movement and ecologists are fighting for a world based on values such as respect and equality. The speakers will present their views on ecofeminism and then open the floor to questions. The ensuing debate will also serve to explore different, controversial questions regarding the ecofeminist movement. The aims are to raise awareness of the ecofeminist movement and debate on controversial questions affecting it.

Guest speakers: Dina Garzón (Coordinator of the Red Ecofeminista network and professor of Ecofeminism) and Yayo Herrero (researcher and author in the ecofeminism field).

Organised by: Equal (equal@esade.edu) and Oikos (oikosbarcelona@esade.edu)

17:00-18:00

LEAD THE CHANGE. BE THE CHANGE

The world is changing. Future leaders must take action in order to have a positive impact on our societies. Creativity and innovation are vital to envision the future. But, first, we must lead the change. Through this activity, you will be able to make the commitment that we, as individuals and future leaders, must keep in mind in order to become change-makers within the Sustainable Development framework. Lead the change. Be the change.

Organised by: Ennova (ennova@esade.edu).

19:30-20:30

SOLIDARITEE NGO CONFERENCE

This conference by the SolidariTee NGO will allow participants to discover the reality about migration stemming from climate change and what we can do to help.

Guest speakers: Tiara Sahar Ataii (Founder of SolidariTee and currently working at the UN in humanitarian programming for the MENA region) and Anna Marschall (currently volunteering for the Central Team of SolidariTee and acting as a regional focal point to direct eight SolidariTee campus teams).

Organised by: Oikos (oikosbarcelona@esade.edu).



2021 Sustainability Week Schedule

Wednesday, April 14th – Health Day

09:00-09:45

HEALTH DAY: RESOURCE-ORIENTED SELF-LEADERSHIP

This 45-minute seminar offers an introduction to the topic of resource-oriented self-leadership and presents a structured method to establish a personal routine. The seminar aims to increase participant's resilience for the ongoing pandemic and beyond.

Guest speakers: Dr. Florian Schulz is a psychotherapist, holds a Ph.D. in Organizational Psychology, and is head of the psychological counseling services at the University of St.Gallen.

Organized by: Campus Life & Management
(campusmanagementsc@esade.edu)

10:00-10:20

HEALTH DAY: MINDFUL MOMENT

Join in for a 15 minute meditation to reset your day. No experience in meditation required everyone is welcome to join!

Guest speaker: Brooke Latham, MBA class 2021

Organized by: Campus Life & Management
(campusmanagementsc@esade.edu)

10:20-11:00

PATH TO WELLBEING: NUTRITION, HEALTH, SPORT / ANIMA SANA IN CORPORE SANO

Dynamic conversation about the way to reach a positive status of wellbeing, combining tips and recommendations in the spaces of Nutrition, Health and Sport.

Guest speakers (all of them, Esade alumni):

Beatriz Rakosnik – Integral Mood- Founder & Health Coach
Sonia Ribas - Health Coach, Wellbeing Consultant, eHealth Entrepreneur

Moderator: Carlos Cantó – SPSG Consulting - CEO

Organized by: Campus Life & Management
(campusmanagementsc@esade.edu)

11:00-11:45

HEALTH DAY: SUSTAINABILITY AND COOKING

With the ongoing spotlight placed upon sustainability, there forms an array of areas in which one can be sustainable. This event aims specifically to promote food sustainability. In recent years we have seen the increased development on sustainability surrounding food. Michelin guide for example offers restaurants a green Michelin star as their "Sustainable Gastronomy Selection" to sustainable restaurants. The World's 50 Best list by William Reed Business Media on the other hand offers Sustainable Restaurant Awards. This all shows us the development and continuation of this sustainable movement within the food industry.

We therefore would like to know more about topics surrounding food sustainability with Martina Puigvert Puigdevall, who will share with us her experience and knowledge while she will be cooking 2 dishes.

Guest speaker: Martina Puigvert Puigdevall, head chef of Les Cols restaurant in Catalunya holding 2 Michelin Stars and the prestigious green Michelin Star.

Organized by: Esade Gourmet Club
(gourmetclubesade@gmail.com)

12:00-12:45

HEALTH DAY: TOTAL TRAINING

A very varied session of 45 minutes of activity, in which all of the basic physical qualities are worked out with the use of very different techniques and materials.

Guest speaker: Tamara Cañizares, instructor Corner 4

Organized by: Campus Life & Management
(campusmanagementsc@esade.edu)



2021 Sustainability Week Schedule

Wednesday, April 14th – Health Day

13:00-13:45

HEALTH DAY: OBJECTIVE: WELLBEING

Wellbeing is something all of us deserve, but sometimes isn't so easy to achieve. In this talk Txell Playà Faus is going to share her personal experience in the constant journey to achieve wellbeing, both physical and mental. Showing some of the key learnings and tools she uses daily in her sport career and academic life.

Guest speakers: Txell Playà Faus (Txell), Professional and high performance paralympic athlete. Esade's law degree graduate and currently studying the MUA in the University Carlos III of Madrid.

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2021 Sustainability Week Schedule

Wednesday, April 14th - Health Day

18:00-18:45

HEALTH DAY: PILATES-STRETCH

More than just a way to get fit, this class will show you a very precise and intelligent system of exercises, which works around the key message of quality, not quantity. It is a way to understand the functioning of the body that gives you the tools to enhance your alignment, appearance and wellbeing. It serves to return the tone and shape to the body, improve posture and strength, increase flexibility and improve breathing. It is a way to relax, de-stress and refresh yourself, at the same time reducing back pain and muscle discomfort.

Guest speaker: Tamara Cañizares, instructor Corner 4

Organized by: Campus Life & Management
(campusmanagementsc@esade.edu)

19:30-20:30

CINE FORUM: TOMORROW (DEMAIN)

Documentary about the paradigm shift, which enlightens us on how to solve ecological, economic and social challenges.

We are realizing that our planet is changing faster than we thought. That is why we need to innovate and implement new initiatives. Demain is an optimistic and hopeful documentary that exposes feasible alternatives to reinvent agriculture, energy, economy, democracy and education.

19:00-19:45

HEALTH DAY: OBJECTIVE: WELLBEING

Wellbeing is something all of us deserve, but sometimes isn't so easy to achieve. In this talk Txell Playà Faus is going to share her personal experience in the constant journey to achieve wellbeing, both physical and mental. Showing some of the key learnings and tools she uses daily in her sport career and academic life.

Guest speakers: Txell Playà Faus (Txell), Professional and high performance paralympic athlete. Esade's law degree graduate and currently studying the MUA in the University Carlos III of Madrid.



2021 Sustainability Week Schedule

Thursday, April 15th

09:00-10:00

SUSTAINABLE FASHION DOCUMENTARY

In this short documentary students will interview owners/employees of sustainable fashion/clothing shops in Barcelona. The documentary will raise awareness about fast fashion's negative impacts and discuss the sustainable fashion industry in Barcelona. After the film, there will be a discussion around the issues covered by the documentary.

Guest speaker: Celina Tamagnini (founder of Circoolar) will participate in the discussion.

Organised by: Oikos (oikosbarcelona@esade.edu)

10:00-11:00

PUB QUIZZ

This is a question-and-answer competition with teams of 6 people. The goal is to teach students and raise their awareness while also creating a nice bonding experience. Each team has to answer questions correctly to earn points, and, after each round of questions, the entire team has to face a challenge. Questions will be about general culture, sustainability and Esade life. The winning team will also win a prize at the end.

Organised by: CIEE (ciece@esade.edu)

12:00-13:00

THE VALUE OF EXTERNAL STAKEHOLDERS AS SPRINGBOARDS FOR EMBEDDING SUSTAINABILITY IN BUSINESS SCHOOLS

In this session guest speakers will talk about how external stakeholders and specific indicators may catalyse sustainability in Business Schools.

Guest speakers: Alfons Sauquet, Director of Quality Services EFMD & EQUIS. Full Professor, Department of People Management and Organisation at Esade and Ingrid Campi, Double Degree student, Vice President of Oikos Pedralbes and Coordinator of the PIR.

13:00-14:00

CURRICULAR CHANGE

In this session the speakers will talk about the need to rethink management education and how this transformation process has been started at Esade.

Guest speakers: Josep Franch, Dean of the Business School; Gerard Costa, Associate Dean of the BBA; and Mireia Marquillas, Double Degree student, Board Advisor of Oikos and Collaborator in the CV Review Committee.

15:00-16:00

CINE FORUM WITH MARY'S MEAL

This NGO provides life-changing meals to some of the world's poorest children every school day. Would you like to learn more about their story and how they are changing the story of thousands of people? Come to the Mary's Meals Cine Forum to see a short but really inspiring documentary and then have the opportunity to talk with the organisation and ask any questions you might have.

Guest speakers: Elisalex Lownstein (President of the Mary's Meals Spain Board of Trustees), Luis T. Ivandic (Member of the Mary's Meals Spain Board of Trustees) and Marta Manen (Executive Director, Mary's Meals Spain).

Organised by: Empresa i Societat (empresaisocietat@esade.edu)

19:00-20:30

WORKSHOP: WHAT KIND OF PROFESSIONALS DOES THE SOCIAL SECTOR NEED?

Esade Alumni Careers and Esade Alumni Social invite you to participate in this new interactive session, in which we will discuss the particularities of the social sector, its requirements, and values that professionals who want to develop their careers in it should have. We will have the presence of former students of Esade who will share with us their experiences and knowledge on the subject.

Don't miss this opportunity to find out what skills and competencies are required to develop a successful career in the social field.



2021 Sustainability Week Schedule

Friday, April 16th

09:00-09:45

STUDIO ART EXPOSITION

During the week, there will be an exhibition of art made exclusively with sustainable material from students of both The Studio and Oikos Barcelona. The exhibit will be also introduced via Remo and themes arising from the artwork will be discussed.

Organised by: Oikos (oikosbarcelona@esade.edu) and The Studio (thestudio@esade.edu)

10:15-12:00

CHALLENGE SUSTAINABILITY REVOLVING FUND: FINAL ROUND

The Challenge consists of designing an idea to create a sustainability revolving fund at Esade. The final goal is to accelerate sustainable innovation. This includes investigating the concept of revolving funds that are having an impact in other organizations, both public and private, and presenting a proposal tailored for Esade.

During this session the finalists of the Challenge will present their initiatives to a panel of academic experts. Each team will have to present their initiative followed by Q&A. The panel will select the two winners, who will be announced during the closing session of the Sustainability Week.

Guest speakers: Finalists teams of the Challenge and the panel of experts led by Marc Vilanova (Director of the Academic Department of Society, Politics and Sustainability of Esade).

Organized by: Marc Vilanova, Jacobo Rengifo and the Identity and Mission Unit.

12:00-13:00

CLOSING CEREMONY & MUSIC FOR THE PLANET

We invite you to attend this closing session, where will have the opportunity to share a general overview of the Sustainability week and the next steps in the development of the Esade Sustainability Plan.

The winners of both challenges, the Sustainability Revolving Fund Challenge and the Sustainability Literacy Test, will be announced during that closing session. **Guest speakers:** Alfons Sauquet, Director of Quality Services EFMD & EQUIS. Full Professor, Department of People Management and Organisation at Esade and Ingrid Campi, Double Degree student, Vice President of Oikos Pedralbes and Coordinator of the PIR.



2021 Sustainability Week Schedule

Saturday, April 17th

12:00-14:00

BEACH CLEAN-UP

Take advantage of this great adventure to raise students' awareness about sustainability: Beach Clean-up at Barceloneta Beach in teams of 6 people. Additional activities will also be organised to get to know each other and have a good time.

Organised by: CIEE (ciee@esade.edu), Oikos (oikosbarcelona@esade.edu), HR (humanresources@esade.edu) and students from the Social Marketing elective.

Sunday, April 18th

10:00-14:00

JAILBREAK

The biggest escape "room" will be held on Barcelona's streets, organised by Empresa i Societat. In teams of 2-5 people, participants have to try to solve the escape room challenges and raise the most money possible using Instagram and a crowdfunding webpage. All donations will go to Amics de l'Hospital del Mar and research against COVID-19.

Organised by: Empresa i Societat (empresaisocietat@esade.edu)

Transversal activities

BUILDING A SUSTAINABLE FUTURE TOGETHER! APPLY TO THE SUSTAINABILITY LITERACY TEST (SULITEST) AND THE BEST 10 SCORES WILL RECEIVE AN AWARD!

For a sustainable future, we need a world full of people with sustainability awareness and core literacy. We invite the community to apply the Sustainability Literacy Test (Sulitest) and find out their level of knowledge on sustainability issues. We will give an award to the best 10 scores. ¡Participate, have fun and learn!

Organized by: Identity and Mission.

STUDIO ART EXPOSITION AT SANT CUGAT CAMPUS

MUSIC FOR THE PLANET

Set of pre-recorded songs performed by Esade Musician members.

Organised by: Esade Musicians (esademusicians@esade.edu).

