

# 2025 Sustainability Week Curricular Activities

## MBA

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### INNOVATION

**Faculty: Visnjic, Ivanka**

This course explores how companies manage innovation to adapt and thrive in the long term, emphasizing project and people management to optimize the innovation funnel. In this session, students will work on the case study *"Transforming Play: How the LEGO Group Builds the Future with Purpose in the AI and Digital Age."* A guest speaker from LEGO will join the class to discuss the company's strategies for navigating uncertainty, fostering innovation, and integrating sustainability.

### SOCIAL IMPACT LAB

**Faculty: Hehenberger, Lisa**

Climate Fresk Workshop for Social Impact Lab. The Impact Community for a Climate Fresk workshop during Esade's 2025 Sustainability Week! Climate Fresk is a collaborative game that will deepen your understanding of the climate crisis and empower you to take action. Through interactive exercises, you'll learn about the causes and consequences of climate change and explore solutions together. Don't miss this opportunity to connect with fellow students, expand your knowledge, and become a climate-conscious leader.